

Key Differences Between Private Label Rights and Master...

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Resale Rights

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Whenever you are running an online business, you will come across a lot of different types of resale rights. To begin with, you must understand what resale rights are. They are the rights that will allow you to do different things with information products, such as eBooks.

Depending upon the different rights that you may have, you will be able to give the product away, bundle it together with other products, resell it, use it to create a new information package or include it within your web site's "members only" section. Some resale rights will also allow you to pass the rights onto other business owners. In order to know what you are able to do, you must know about the type of rights that you hold to the product.

The two main types of rights that you will run across online today are private label rights (also known as basic resell rights) and master resale rights. It is not all that difficult to understand the difference between these types of rights. Both of them have their place and thus they are important to understand.

Private Label Rights

Private label rights are usually more expensive to purchase because you will be able to edit the content before you sell the product with your name on it. In this way you will be able to make another author's work look like it is your own work. For instance, you will be able to purchase an ebook, add new topics to it, add your web site link and then put your name on the cover before you resell the ebook for 100% profits. It is important to understand that you will not be able to allow your customers to resell this product however because you cannot transfer the rights to them.

The reason why a lot of web site owners like private label rights is that it saves them time. They no longer have to start from scratch in order to produce their own content. Instead, they can simply purchase a product that comes with private label rights, do a little editing and begin making money right away.

Master Resale Rights

Working with master resale rights can be a lucrative online business because not only will you be able to put your name on the product and resell it but your customer can also do the same thing. Unlike with private resale rights, you can combine several different products that have master resale rights together and sell them that way as well.