

4 Private Label Right Products



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If you would study the successful Infopreneurs, Niche Marketers and Internet Marketers of today, you would find that they all have one thing in common: they create their own products. And if you are serious about joining their ranks, you would want to create your own Info Products, too! Why? For starters, you make instant sales every time you sell a copy of your Info Product, something which you cannot achieve through affiliate marketing because the principal can only pay you after the product guarantee policy expires. Oh, and did I mention that you make only a certain percentage of sales? Sure, you can cover that loophole by reselling products with Resell Rights and earn 100 sales. But on the drawback, you have very limited flexibility towards the product rights because the copyright and ownership is still owned by its original author! While I am obviously NOT implying that you can't make money from affiliate marketing and Resell Rights - I make a decent income from them - but the point I'm driving home is this: if you want to make BIGGER bucks then the pot of gold is found in creating your own Info Products! With your own Info Products, it means an infinite number of choices and flexibility in the rights. Not only can you make up-front sales, you can: Decide how you want to make back-end income, Sell the product at a higher

price by offering its Resell Rights and/or Private Label Rights, Elect to publish it offline, and If you have a collection of them, you can run a limited time sale by selling ALL of them in one package! These are some prime examples but you get the idea. In short, these are good stuff profit-pulling power houses are made of!

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