



# All Rights Explained

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## **Purpose And Benefit Of This Guide**

Congratulations, and thank you for your investment in “All Rights Explained!”

This is a one-of-a-kind guide designed to provide you with a simplified approach to reviewing all types of rights that exist on the Net today.

There is no fluff or fillers here and information is given to you in a straightforward manner through tables and illustrations. Short and sweet it’ll be, as I don’t want to bore you with useless chatter.

You will also be happy to know that the knowledge you discover here can be applied to any product in any market and niche...

This is because the seller of a product can offer rights when selling a product all at once or gradually. And as long as there is a hungry market for YOUR product, what you learn here will work for you too.

Once you possess this knowledge, you will be able to sell the rights of your product in a wise way and also save money by getting the product right from the Source – thus, without having to pay double and triple again and again for the same product.

Do yourself a favor:

Print the guide and have it handy next to you when browsing the Net.

Respectfully,

**John Delavera**

# PROLOGUE: KNOWING YOUR RIGHTS

## **Money In Empowerment And Empowering Money**

### **All About Rights.**

This is the title of the eBook you're reading right now.

No, this isn't about some Constitutional mandates nor custodial affairs. This isn't about ethical perspectives or legal processes.

This eBook is about making money, plain and simple.

More specifically, this eBook is about making money through empowerment, and how you can empower your moneymaking venture to make even more money.

It's why we have invested so much time, effort, commitment, and financial outlays on the Internet, after all. It's all about making money, earning some profit to provide a better life for ourselves and the people we hold dear.

And one of the avenues you can exploit to achieve such a level of success is through rights; more specifically, the rights that are attached to a variety of digital products we deal with everyday.

Allow me to digress for a few paragraphs and tell you a little story about my earlier days on the net.

Way back in 1995, when the Internet was introduced to a wide-eyed world, a lot of people began to imagine its potentials and promises, especially in the field of business. I was one of those people, and I bore witness to the mad rush that ensued after the launch of the World Wide Web.

A lot of enterprising folks frantically studied the ins and outs of the virtual world, learning all applicable programs and languages to get ahead of their perceived competition.

I must admit, it took me quite some time to catch on. I was previously a DOS-oriented person, you see, and I was only compelled to jump into Windows to take advantage of the many wonders that the Internet promised. As such, I didn't know jack about HTML and other related cyber-concepts. While I was blurting out "oohs" and "aahs" about the fabulous innovations of the World Wide Web, other people had already started implementing systems that made good use of the Internet as a tool for business.

Back then, times were simpler. The Internet was viewed as a technological breakthrough, a frontier of many wonders and promises. It was a far cry to what it is right now, both good and bad. There weren't a lot of opportunities back then, owing to the fact that the virtual world was but a novel concept to a great majority of the world. But there weren't a lot of negative stigmas about the Internet either. It wasn't perceived as an instrument for fraud and false offers.

Being the "newbie" that I was, I was swayed into joining the programs offered by those who managed to get ahead of the rest. They promised me infinite riches, untold wealth, profits even while I was offline. I took their offers and found myself buying one eBook after another, one program immediately after the most recent one, and the latest special reports just to keep abreast of what was then promised to be revolutionary.

Soon enough, my credit card was maxed out, and I wasn't able to realize any profits for the online business I embarked in.

I must be honest with you. There were times when I wanted to give up. There were times when I almost dismissed the Internet as a place of false hopes and broken dreams.

Looking back at those times, those "dark ages" if you will, I'm glad I didn't.

You see, some months later, I realized that what I needed most was the will to succeed. This will to succeed would give me the perseverance that is required to make it big online. This will to succeed would always keep me on my toes to push forward towards the boundaries of triumph in this industry.

And this will to succeed is what will compel me to be the best that I could ever be so that I could offer the best that I could possibly offer for the people who have trusted me.

To become the best that I could be, I also realized that I had to invest in one thing that no one and nothing could ever take away from me: knowledge.

With knowledge, I would be able to determine the real opportunities from the scams. With knowledge, I would be able to even create opportunities for myself out of things that people often overlook. With knowledge, I would be able to take the proper steps, having learned what works and what doesn't, and armed with the right discretion to avoid the mistakes that most people make.

And so I devoured every eBook, special report, and e-course I could find. I tried my best to educate myself so that success would become a few steps closer.

Humility aside, I believe I have succeeded.

Today, people know me as the mind behind products that have revolutionized e-commerce. You have most probably heard about them before. They are my Turbo line of premium ideas that have helped professionalize the state of Internet marketing.

The Turbo line of products includes the [JVManager](#) which aids online businessmen in managing burgeoning accounts for their respective businesses. It also includes programs like the [Dynamic Pricing Generator](#) and the [Buy Me A Drink And Buy Me A Product](#) scripts that have provided a novel, fun take on how enterprises are handled. Before viral marketing boomed, I was already teaching [various breakthrough ways to raise Internet marketing to the next level](#). My critically acclaimed [Turbozine](#) eZine has been one of the longest running newsletters on the web, with 100 issues and counting.

But I am also known by a different title. Many people call me the ***Resale Rights Master***. I am always amused when people whom I don't even know advertise my services like this:

*“If you’re looking for the resale rights for something,  
John Delavera will buy it for you.”*

This is perhaps because of my [TurboMembership](#) program, which is my flagship project. It’s a total solutions package that will give you a business out of the box. Yes, that means that everything, EVERYTHING, that you ever need will be provided for you. And you will have my full support to back you up.

In fact, most of the members of the TurboMembership program ask me about certain hot items and whether or not they could be included in the package. I do something better, as I don’t want to disappoint them since they have always known me to over-deliver. I buy the master resale rights to those products, whenever they are available. And when they’re not, I try my best to negotiate a special deal with the creators so that my members get an exclusive.

This, I believe, is the reason why I was “virally” marketed as the Resale Rights Master.

And this is what gave me the idea for this eBook you’re reading right now.

A lot of people I have encountered are quite confused with the different kinds of rights they can take advantage of. I can’t blame them. They can be quite confusing, considering the numerous allowable and disallowable transfers involved.

But here before you is an exhaustive work that aims to delineate these rights and tell you, in a language that is easy to understand, how you can profit from these rights. Here is an honest piece of work that will tell you when to buy and when not to buy, when to sell and when not to sell, and where to buy to get the best deal, when it comes to resale rights, master resale rights, private label rights, and all the attached rights that you can think of.

One of the recipes for success is knowledge. I firmly believe that.

And this eBook will help you attain the knowledge required to succeed in resale rights marketing.

By the end of this eBook, I won't have exclusive claim over the title of Resale Rights Master. I will be sharing such a label with you.

So enjoy the pages to come, dear friend, and do study them well. They were written with you in mind, so that you may better navigate these rewarding, but often turbulent, waters of Internet marketing.

Even the stormiest weather can be conquered by a captain who knows where to go and how to go.

And you will be such a captain.

A captain who knows his rights.

## Profiting With Rights As A Buyer And As A Seller

My friend, Ewen Chia, author of the amazing [Resale Rights Secrets](#) and [Striking It Rich Online](#) and co-author of the fantastic [Underground Sales Letters](#), said it best. According to him, “an Internet marketer should have the Midas touch.”

Midas is a mythological figure who was blessed with the power to transform anything he touched into the finest gold in the land. Though his tale is a tragic one, and his power is often viewed as a curse, we shall give more weight to the literal events of his story rather than the metaphorical lessons of the story. After all, in this day and age, who wouldn't want to be like Midas?

An Internet marketer should be able to turn everything he touches into gold. He should know how to make the most out of any given opportunities and see possibilities that other people fail to recognize. Then and only then can he achieve sustainable success.

And the same is true for the products he wishes to sell.

Now, each product comes with one of the seven rights we have discussed earlier. It is impossible that none of these products would be devoid of any of those rights.

The fun part is in knowing how to turn each product that has a specific right into gold. How exactly can you be like Midas with these products? How can you earn monstrous profits from them?

If you have read the [Internet Marketing Cookery](#), then in a way, you know how to proceed and conquer the online playing field. A lot of learning options are available for you, but you will have to assimilate such information systematically to achieve great results. The Internet Marketing Cookery is one of the best ways by which you can gain such knowledge.

And they say that a battle is half won with knowledge. In this section, we are going to lay out some moneymaking strategies for each of the rights we have mentioned in the course of this eBook. Do study them well and employ them whenever necessary. Your success is our goal. The different

rights are our weapons. And the knowledge of how to use them properly is your battle plan.

## What You Need To Know

The question that most of my online subscribers of the TurboZine newsletter ask me about regarding the different kinds of product rights is this:

How do we know that we can profit from the products and the rights we're buying?

This is a rather tricky question. You see, it's one of those queries that is not really capable of being answered in one sitting. There are many factors to consider before we can say that a product is a lucrative investment.

It goes without saying that the number one criteria for a **product that is accompanied by some form of resale rights is that it should be highly sellable**. This means that the said product must have three things going for it:

1. It is a product of superior quality.
2. It is a product that caters to a pressing need that is persistent.
3. It is a product that is dedicated to a hungry market.

If all these things can be said about the product being offered, then we can safely say that the product is indeed highly sellable and there is a good chance that you will earn some profit from it.

However, those aren't the only considerations.

Think of it this way. Suppose the said product has a proven track record of amazing sales. But what if its resale rights are offered to, say, 5,000 people? That's 5,000 people who will try to sell the same product in a market that is finite. There wouldn't be much of an audience to provide you with sustainable profit.

What's worse is if the said product is being offered with full master resale rights. This would mean that those 5,000 sellers could easily become 25,000

overnight! And some of them may even exercise the right to give away the product for free to the members of their mailing lists or to the buyers of their own products as bonuses.

If the said product is given away for free, it becomes devalued. And you wouldn't be able to sell it for a profit margin that would satisfy your expectations.

So another consideration should be the **number of people who are allowed to buy the resale rights for the said product.**

As much as possible, choose only those products the resale rights of which are offered to a limited number of people. Remember that each of the buyers of the resale rights to those products would be your competitors. It is a basic rule in business, offline or online, that profits are best realized if the competition is low. A product with resale rights being distributed to thousands of people isn't really something that will help satisfy this requisite for commercial success.

Then there is the matter of the size of the market. If the market isn't really that big, to whom would you be able to sell the product? The creator alone, provided that he has commenced with selling his creation, will have covered a portion of this market. That leaves a smaller segment for you and the other holders of the resale rights.

It's definitely going to be a mad rush for sales between you and the other holders of the resale rights. It's going to be a battle of marketing strategies to corner the people who have yet to take advantage of the said product. This could be an uphill battle as a good part of your success will be dependent on how big the market is.

So, we have another criterion. For a product which is offered with its resale rights to be a good investment, **the market it seeks to serve should be of substantial size** to ensure sustainable and easy earnings for your own business.

There is an exception to this rule, of course. If the product is catering to what we call a **niche**, then the chances of earning good profit is high. A niche is a highly specialized segment with passionate needs. They are a particularized group within a general market. For example, in the general

market of dogs, Shih Tzu owners are considered a niche. For the general market of cooking pasta dishes, foi gras on linguini is considered a niche. Niches have one rule: the smaller the segment of the market you find, the better it is for your business.

To determine which niches are highly profitable, you can take advantage of this [list of lucrative niche markets](#) . Also, Jimmy D. Brown & Ryan Deiss' [Niche Pay Raise](#) and [Niche Factors](#) are two vital resources that can transform your quest for a niche into a potential gold mine. These two books have helped countless Internet Marketers find target markets that will serve them well for many years. You owe it to yourself to try them out. They will most definitely give you the edge you need when it comes to conquering niches.

Competition must still be kept to a minimum, however, as this can ruin the profitability of a niche. One of the outstanding features of a niche is the low number of businesses catering to their needs. If such a number increases, the niche ceases to be a niche.

Of course, what we have discussed so far doesn't mean that you can only make money as a purchaser, and eventual reseller, of products with resale rights. You can most definitely create products yourself and sell the resale rights for them. A lot of people are engaged in this kind of business, as you'll soon discover. It can prove very profitable as well. There are indeed people gifted with creative juices and they'd rather come up with innovative products rather than get tied up with the marketing aspect of the business. If you're one of these people, you might as well give it a try.

Below are some specific strategies for the different kinds of rights, for both the buyers and the sellers of the different kinds of rights.

# Products Without Rights

## A. As A Seller

Selling your product without accompanying rights except personal usage by the buyer would mean that the exclusivity of the product would be preserved. There would be fewer problems in saturating the market you are catering to since you will be the only entity who sells the product. You won't have any competitors with regards to that very item. If people desire to own such a product, they will have to seek you out.

Additionally, the marketability of the product would be lengthened. Since you're the only party selling it, your product won't be sold to everyone that quickly. The item will be quite sellable for a long, long time, and it will provide you with a relatively stable source of income for a good number of months, if not years.

A lot of Internet marketers who create their own products or have their products created for them really have this dilemma.

Should they or should they not offer any resale or alteration rights for their own products?

It really depends. If they're after short-term profits, then offering their products with corresponding rights other than mere personal usage would seem to be the more appropriate approach. The rights attached to the product will jack up its value tremendously. As a result, it can be sold for a much higher price and more people would be interested in purchasing it because it entails some moneymaking potential.

If they're after some long-term profits, on the other hand, it would be better to keep the exclusivity of the selling rights for such a product. Being the sole distributor and seller of the product will ensure that all present and future sales go through you.

The question you should ask yourself to help you decide on such a dilemma if ever you are placed in a situation similar to the above is this:

Are you more of a marketer or a creator?

Selling the product yourself will require some marketing skills. Deep knowledge of promotional strategies is a requisite for success in the online field. Though marketing skills can be developed, some people are just simply more interested with the creation aspect of the process. If you belong to the latter group, then offering rights with your product would be the more prudent option.

## **B. As A Buyer**

As an enterprising online businessman, there really isn't much commercial value to acquire from buying products without any marketable rights. All you will have is the right to use the said product for personal purposes.

But this doesn't mean that you should dump the idea of buying such products altogether.

There are quite a number of information products and software out there that can help you and your business attain success. There are a good number of eBooks that will teach some potent techniques that will catapult your business to amazing levels of success. There are a good number of programs that can help you automate the running of your website.

These are great purchases for the benefits they can provide. Your entrepreneurial spirit will be fed, not with products you can sell or exploit, but with knowledge and advantages that will enrich your mind and serve your online business well.

# Products With Basic Resale Rights

## A. As A Seller

Selling your products with resale rights has its own sets of pros and cons.

The advantages of taking this route are as follows:

- 1) You'd be able to sell your product for a higher price given the added value of the moneymaking potential that is brought to the table by the resale rights attached to it.
- 2) You'd be able to sell your products faster since more people are on the lookout for existing goods to sell.
- 3) You won't have to contend with the marketing aspect of making a profit. You can focus on creating more products and expanding to other ventures. Let your buyers take care of distributing your product to the market.

But all is not a bed of roses if you decide to sell the resale rights for your product. There are some humps which demand your attention before choosing to take this path. Let's take a look at them.

- 1) You can potentially lose more profit in the long run. Every buyer of the resale rights to your product will become a competitor, and if there are a lot of you selling the very same item, you'll saturate the market really fast.
- 2) You will lose control over how much your product is priced. Granted, you can suggest a retail price, but it's more of an ethical obligation rather than a legal one, as we have mentioned in the previous chapters of this eBook. There is basically no legal impediment stopping the purchasers of the resale rights to your product from selling it at a ridiculously low price. This could possibly devalue your creation.

- 3) You would decrease the length of the shelf life of your product. You can't sell your creation forever. There will come a point when the market you're catering to will be filled with your product. This period is expedited when more people are selling your product.

Don't let this turn you off, however. Selling the resale rights to your product can still be a profitable decision. But such should be consistent with your business plan.

Surely, you cannot perpetually sell the resale rights to a single product. You will need to create new ones that will provide a fresh inventory for your clients. If you're more inclined to create digital goods, then selling resale rights would be perfect for you. If you're selling a slew of other products, then selling the resale rights to some of them won't be that hazardous to your business.

You must first have a clear business plan before you decide to offer the resale rights for any of your products. Will you stand to earn more profit? How long will you want your product to serve you? How flexible is the market? The answers to these questions should be factored in with the decision you will ultimately make.

## **B. As A Buyer**

Buying the resale rights of certain products also has its perks. These benefits are important for the success of your online venture. Let's take a look at them.

- 1) You won't have to create your own products. You can simply buy the license to resell existing items. This would be faster. It can allow you to start earning immediately.
- 2) You will be able to save more time which you would have otherwise spent on the creation of the said products. In Internet marketing, time is gold. Every second counts. You can use the

time you're able to save in exploring other profitable opportunities.

- 3) You get to keep all the profits you derive from the sale of the said products. There is no obligation on your part to pay for royalties and the like.

Buying products with resale rights are also susceptible to some disadvantages, I must warn you. It is important to acquaint yourself with these so that you may properly decide if this is the business for you.

- 1) You will have to lay out some financial investment to purchase these resale rights.
- 2) You will have to compete with other people who purchased the same resale rights.
- 3) You are only limited to reselling the product as it is, without the accompanying resale rights. This is not really a negative, but compared with master resale rights, full master resale rights, private label rights, and full private label rights, mere resale rights are less empowering.

There is one simple strategy to employ when it comes to buying basic resale rights of products: **purchase only the resale rights of highly sellable goods.**

This will require a little research on the product's history, the credentials of the creator, and the market the product seeks to serve. You have to make sure that everything is in order and that there is indeed a high demand for the said product so that no matter how many resale rights holders there are, there will always be a piece of the pie for you.

# Products With Master Resale Rights

## A. As A Seller

Master resale rights are far more profitable than basic resale rights, this is a given fact. By now, you should know that master resale rights do not only allow you to resell the products themselves, but also the resale rights to the same products. It's like having three income streams at the same time. The holder of the master resale rights can find a market for the basic rights to the products and another market for the basic resale rights of the products.

Again, the same question should be asked before you decide on selling the master resale rights to your products:

Are you more of a marketer or a creator?

If you prefer creating products, then by all means, sell the master resale rights to those products. Here are the reasons why:

- 1) Your products will command a higher value in the market since master resale rights have a greater demand. Master resale rights can allow your buyers to earn more from reselling your products, hence, they will desire these kinds of rights more than basic resale rights.
- 2) You can dispose of your products faster, with minimal advertising costs. There will always be interested buyers for what you have to offer... ALWAYS, for as long as they come with resale rights.
- 3) If you so choose, you can retain your rights as the creator of the products. This includes continuing to sell the product even if you have distributed the said master resale rights.

But of course, there are some disadvantages in taking this route as well. They are similar to the negatives of selling basic resale rights. The only difference is that with selling master resale rights, you will

further spread the marketability of the products to thinner levels, since the buyers of your master resale rights can sell the resale rights to the very same products as well. There is always the possibility that there will be more authorized sellers than interested buyers.

This won't be of any concern to you, however, if you just want to create new items and make immediate profits out of them. For as long as you are able to dispose of the goods, you're in a good position, though you must proceed in creating new products so that you can sustain your earnings.

## **B. As A Buyer**

Buying the master resale rights of a product entails the same advantages and disadvantages of buying basic resale rights. Hence, the strategy that you should employ with this situation is also similar: buy only the master resale rights for highly sellable products.

One thing you must remember, however, is that with master resale rights, the number of people who can sell the product could grow exponentially at any given time. As we have discussed earlier, the size of the market and the number of competitors are factors that will determine your success. If the market is small and the competition balloons to immeasurable numbers, you will find it more difficult to effectuate a sale, and consequently, you'll find it more difficult to make some profit.

The only way to combat this is, again, to make doubly sure that the product is a certified blockbuster. Don't rely on the sales page alone. Do your own research and study the sales history of the product as well as the trends that prevail in its market.

# Products With Full Master Resale Rights

## A. As A Seller

If you continue earning through your products even after you have sold their resale rights, you should observe more caution if ever you'd consider distributing their full master resale rights.

As we have previously discussed, selling the resale rights to your products is susceptible to some perils. You may be able to earn more at a faster rate, but such would be a temporary gain. In the long run, you will stand to lose the value of your product as more and more people try to sell them to the very same market.

Full master resale rights are more disadvantageous in retaining the value of your products.

With full master resale rights, you'll be giving your buyers the license to give away your products for free. This means that anyone who attempts to sell them will have a very hard time, and they could even be called con artists by some sectors. Selling something that can be acquired for free elsewhere isn't really a good business decision.

If you decide to sell full master resale rights for your products, be prepared to say goodbye to the earning potentials of those products. Just move on to create more products, newer ones which will be sellable to the resale rights market.

## B. As A Buyer

Yet again, you have to take into consideration the number of people who are allowed to buy the full master resale rights to the products you're eyeing. The more limited the number of buyers allowed, the more sellable the product can be.

Also, you must take into consideration the use you have in mind for the said product. Since full master resale rights will allow you to give away the product for free, these types of products can best be utilized for the following:

- 1) Bonuses to enhance the value of the products you are actually going to sell.
- 2) Freebies for the subscribers of your mailing list so that you can warm them up for a future sale. You can use [Bob Bastian's Ultimate Follow-Up Toolbox](#) for this purpose.
- 3) Freebies to entice your visitors into subscribing to your mailing list.
- 4) Tools for your viral marketing campaign. Refer to [Larry Dotson's Viral Article Toolkit - Volumes I and II](#) for a comprehensive course on viral marketing and how you can exponentially explode your profits through the use of very powerful viral marketing strategies.
- 5) Downloadable goods for the members of your membership site.

As you have noticed, none of these options include the sale of the products you acquire with full master resale rights. When dealing with items of this nature, it is more realistic to treat them as ways to capture leads for future sales rather than actual goods you can sell.

I am telling you right now, capturing many leads is more important than being able to sell one or two items periodically. Products with full master resale rights can help you achieve the former.

# Products With Private Label Rights

## A. As A Seller

The creation is always different from the fame that you can reap from the product. Some people are just fond of creating, and of earning, from their creations. They don't mind the glory that their products will possibly bring them, despite the possibilities of such especially when the said product proves to be widely successful.

These are the people who usually sell the private label rights to their creations. They are not concerned with being named as the author. For them, the act of creating is their very business. They don't need to market the products that they conceptualize and actualize.

Also, there are some people whose products have reached the end of their market life, and to milk the cow dry of its earning potentials, they have decided to sell the private label rights to their creations. It would be difficult to sell the said products as they are, so they have decided to impart the alteration rights to them. This adds a new dimension to the products that will justify a higher selling price, what with the rejuvenated demand.

If you belong to any of these groups, then you might want to consider selling the private label rights to what you eventually come up with.

## B. As A Buyer

Let me tell you this, a lot of online businessmen make a killing out of private label rights!

Why is that, you might ask?

It's because private label rights will allow them the one thing that Internet marketers usually cannot manipulate: time.

Private label rights can build up any online marketer's inventory with much efficiency and speed. The process of preparing a product is streamlined. You no longer have to wait for inspiration, study a lot of skills, and spend a lot of time just to have one single product launched in the market. With private label rights, you can launch SEVERAL products within a very short period of time!

Let's take a look at the many things you can do with private label rights.

- 1) With private label rights, you can name yourself as the author of the product, if the license allows.
- 2) With private label rights, you can alter the contents of the product to suit any purpose you have in mind.
- 3) With private label rights, you can mix and match certain components of various products possessing such licenses and come up with an entirely new product that the world has never seen before.
- 4) With private label rights, you can break down the product and come up with newer, albeit smaller, creations, like eBooks broken down into a series of articles or special reports for example.
- 5) Private label rights, by nature, come with master resale rights. You can sell the products with such a license, either as they are or as altered, and all the profits you derive from such sales will belong to you.

The potentials for private label rights are enormous! You can immediately have for your business a library of products your customers can choose from. You can customize these products to reflect yourself and your enterprise.

The only thing that can rival private label rights when it comes to speed and efficacy of building your business is outsourcing, or the hiring of outside service providers to do certain tasks of your online enterprise, which includes product creation. To learn more about the

secrets of outsourcing and how it can catapult your business to dizzying heights of success, do reward yourself with [The Outsourcing Survival Kit](#) and discover how you can be a master of time and maximize your income from Internet marketing.

# Products With Full Private Resale Rights

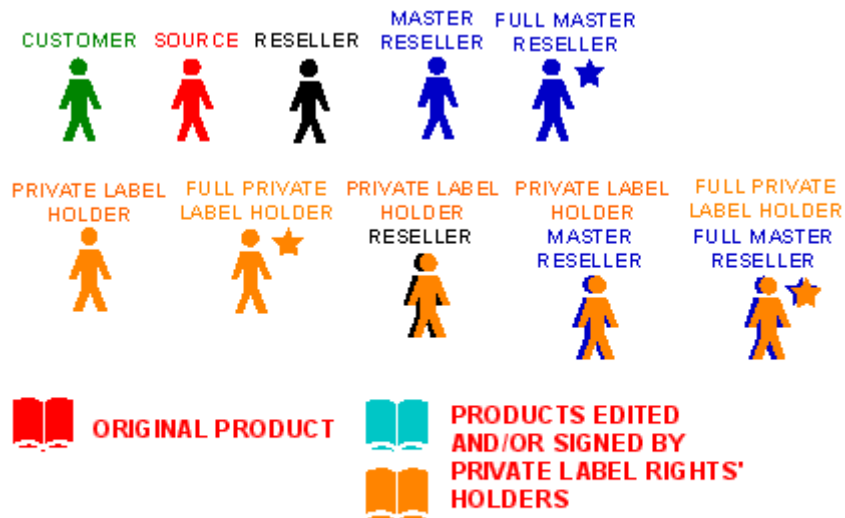
Full private label rights are not that different from private label rights in general. The only difference is that full private label rights impose no restrictions whatsoever. You can change anything you want. You can sell them to any person you desire. You can even give them away for free. And the source won't stop you. It's part of the rights you have bought. And it's tantamount to having full intellectual property rights to the creation.

By nature, full private label rights come with full master resale rights as well so you can dispose of such a product any way you see fit.

Full private label rights is the ultimate license available. It's like owning the product yourself as you have the liberty to exploit it as if you were the creator. Ideally, this is the kind of right you want to have as it involves more opportunities for some amazing business usages.

Please study the images and diagrams below.

## Legend



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## Types of Rights & What you can do

	WITHOUT RIGHTS	RESALE RIGHTS	MASTER RESALE RIGHTS	TRANSFERABLE MASTER RESALE RIGHTS	PRIVATE LABEL RIGHTS	TRANSFERABLE PRIVATE LABEL RIGHTS
USE	X	X	X	X	X	X
SELL		X	X	X	X	X
RESELL			X	X	X	X
SELL SAME RIGHTS				X		X
EDIT					X	X

So as you can see there are 7 types of products:

1. Products offered with no rights at all.
2. Products offered with resale rights.
3. Products offered with master resale rights.
4. Products offered with full master resale rights.
5. Products offered with private label rights.
6. Products offered with full private label rights.
7. Products offered with multiple rights (private label and master resale rights, etc.)

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## Types of Rights & Who Can Offer Them

	SOURCE	RESALE LICENSE	MASTER RESALE LICENSE	FULL MASTER RESALE LICENSE	FULL PRIVATE LABEL RIGHTS
		RESELLER	MASTER RESELLER	FULL MASTER RESELLER	MULTIPLE SOURCES
<b>PRIVATE LABEL RIGHTS</b>	X				
<b>USE</b>	X	X	X	X	X
<b>RESALE RIGHTS</b>	X		X	X	X
<b>MASTER RESALE RIGHTS</b>	X			X	X
<b>TRANSFERABLE MASTER RESALE RIGHTS</b>	X			X	X
<b>TRANSFERABLE PRIVATE LABEL RIGHTS</b>	X				X

Study the images below.

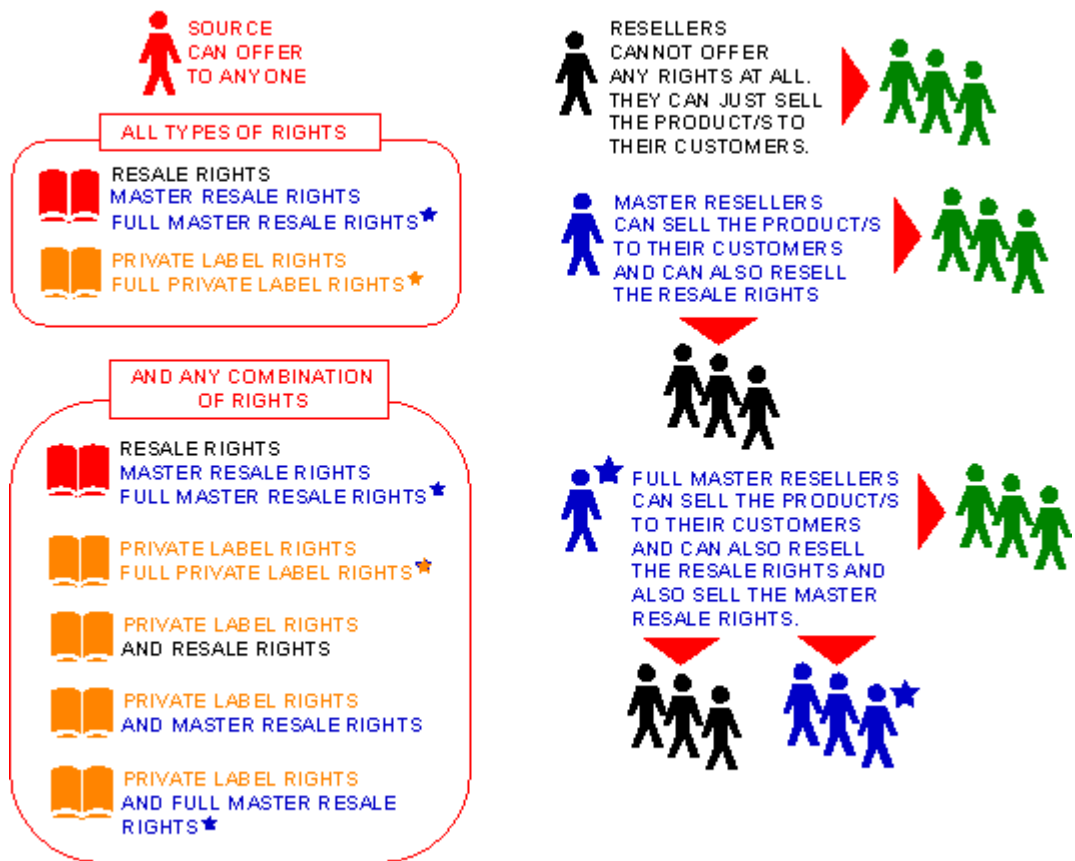
As you can see, the **SOURCE** (owner, creator, originator) can sell ANY and ALL types of rights.

**Resellers** can sell the use of the product.

**Master Resellers** can sell the use AND the Resale Rights.

**Full Master Resellers** can sell the use, the Resale Rights, and the Master Resale Rights.

### Resale & Master Resale Rights



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**Private Label Rights** can be offered through the SOURCE and also through the FULL Private Label Rights' Holder.

Basically, the holders of a Private Label Rights License are Resellers too, and in some cases, you can see the Full/Private Label Rights offered along with Master Resale Rights and/or also Full Master Resale Rights.

## Private Label Rights



### PRIVATE LABEL RIGHTS AND COMBINATIONS OF MASTER/RESALE RIGHTS



IN MOST OF THE CASES, PRIVATE LABEL RIGHTS HOLDERS ACTUALLY ACT AS RESELLERS SINCE THEY CAN SELL THE PRODUCT "AS IS."



IF THEY CHANGE THE CONTENT OF THE PRODUCT (MORE THAN 75%) AND THAT MEANS: ADD MORE CONTENT, ADD RESOURCES, ADD NEW CONTENT, ETC. THEN THEY BECOME A "SOURCE" AND CAN DO ANYTHING THEY WANT, SINCE WE ARE TALKING ABOUT A NEW PRODUCT.



IN SOME CASES, PRIVATE LABEL RIGHTS HOLDERS CAN ALSO BUY THE MASTER RESALE RIGHTS OF THE PRODUCT/S - IF THEY ARE OFFERED BY THE SOURCE, SO THEY CAN ALSO SELL THE RESALE RIGHTS TO THEIR CUSTOMERS.



IF PRIVATE LABEL RIGHTS HOLDERS ALSO BUY THE FULL MASTER RESALE RIGHTS OF THE PRODUCT/S - IF THEY ARE OFFERED BY THE SOURCE, THEN THEY CAN SELL THE RESALE RIGHTS AND ALSO THE MASTER RESALE RIGHTS TO THEIR CUSTOMERS TOO.

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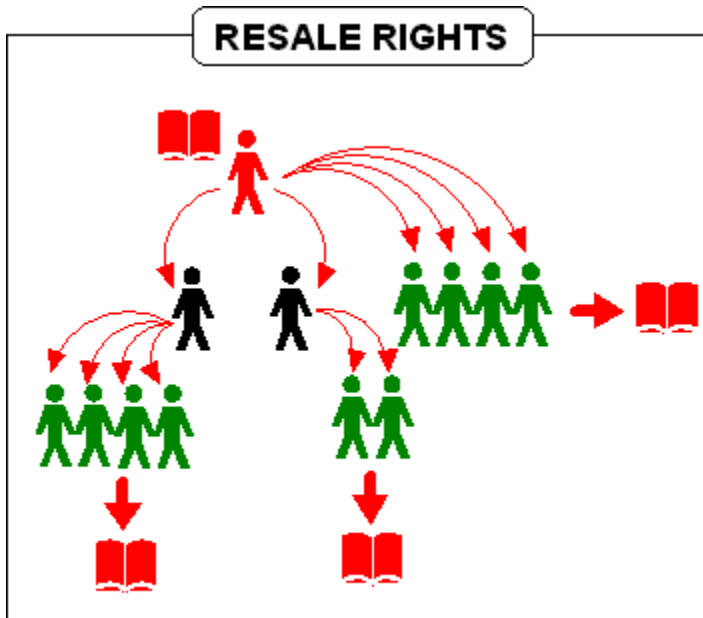
Thus, the more rights offered to a product:

- the more people can sell it,
- there are more sources through which the product can be purchased by customers.

Let's see all the types of resale rights in detail.

## *Resale Rights*

When a product is offered with resale rights, it can be sold through the SOURCE and also through the Reseller:



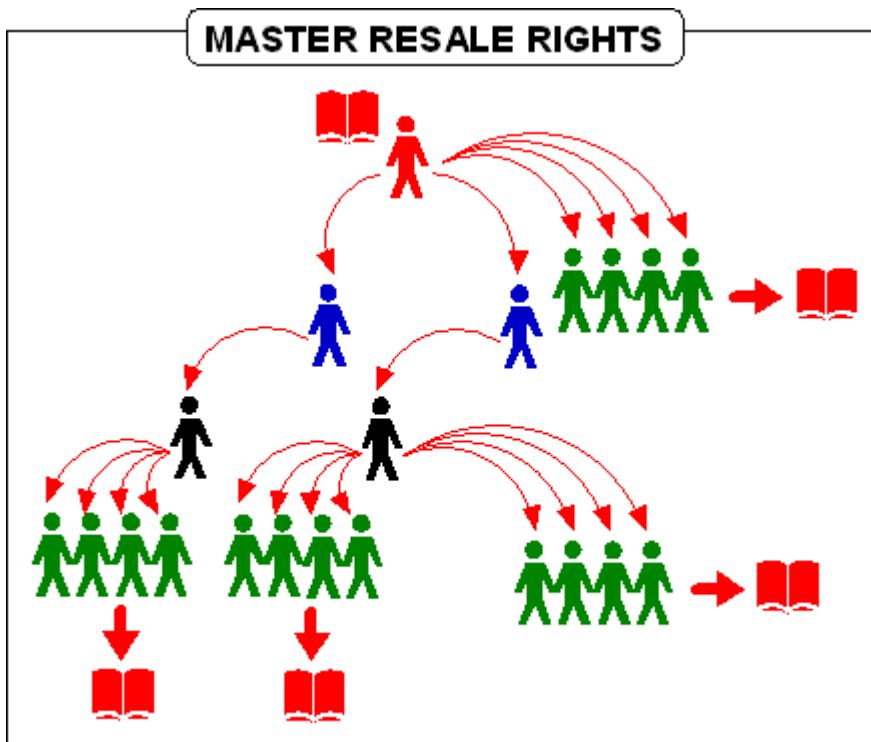
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## *Master Resale Rights*

When a product is offered with master resale rights, it can be sold through the:

- SOURCE
- Reseller
- Master Reseller
- Master Reseller's Resellers



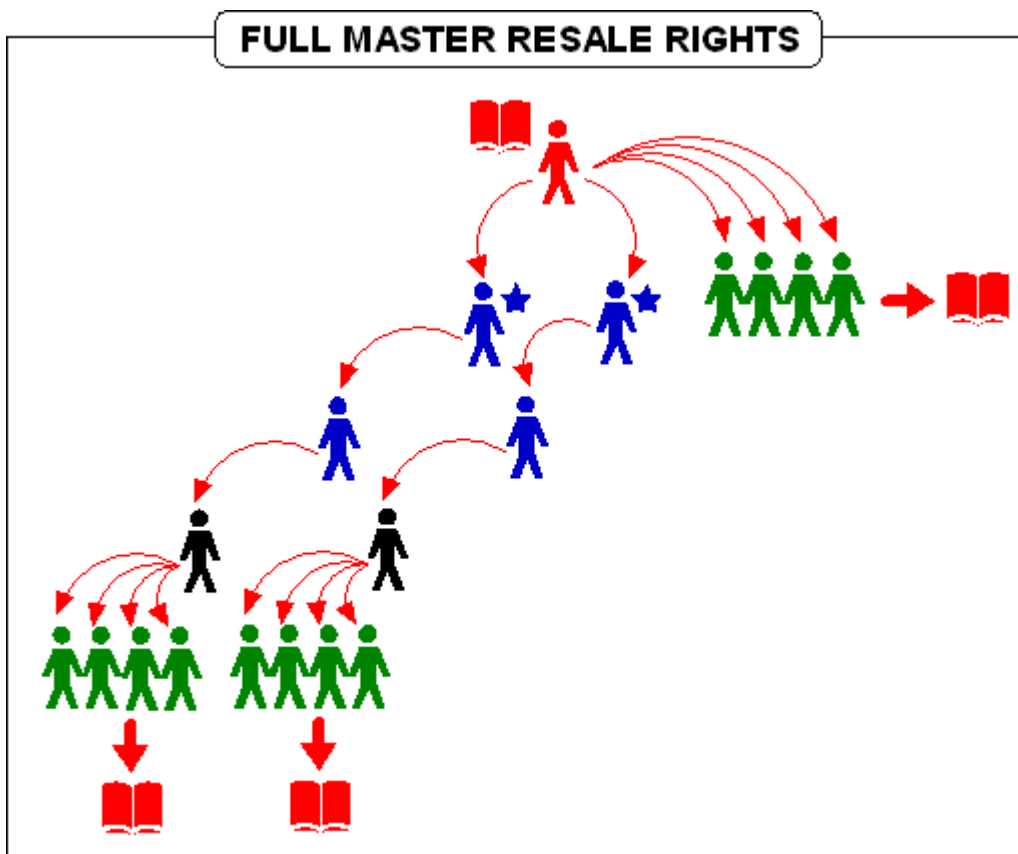
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## ***Full (or Transferable) Master Resale Rights***

When a product is offered with full master resale rights, it can be sold through the:

- SOURCE
- Reseller
- Master Reseller
- Master Reseller's Resellers
- Master Reseller's Master Resellers



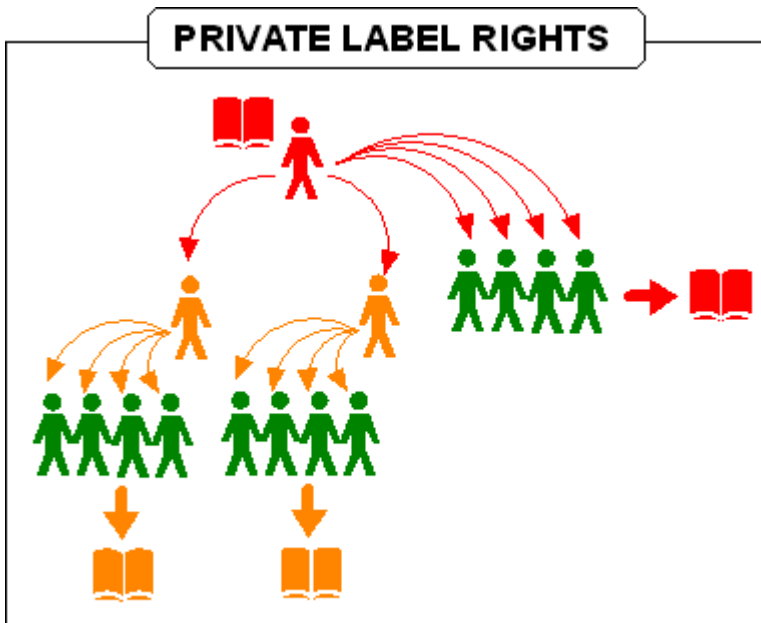
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## *Private Label Rights*

When a product is offered with Private Label Rights, it can be sold through the:

- SOURCE
- Private Label Rights' Holder

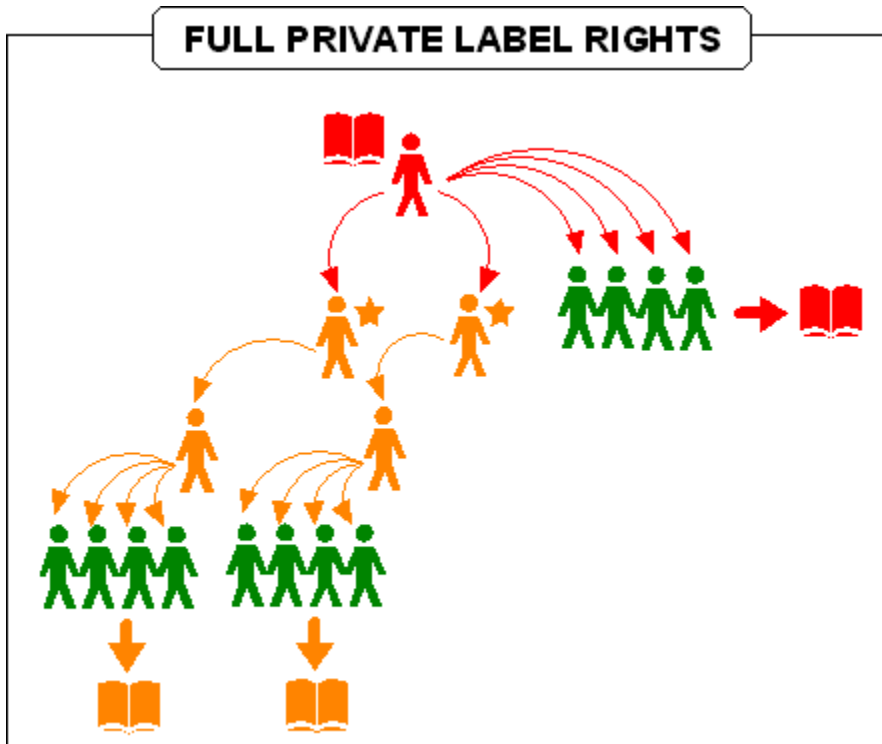


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## *Full Private Label Rights*

When a product is offered with Full Private Label Rights, it can be sold through the:

- SOURCE
- Private Label Rights' Holder
- Customers of Private Label Rights' Holder



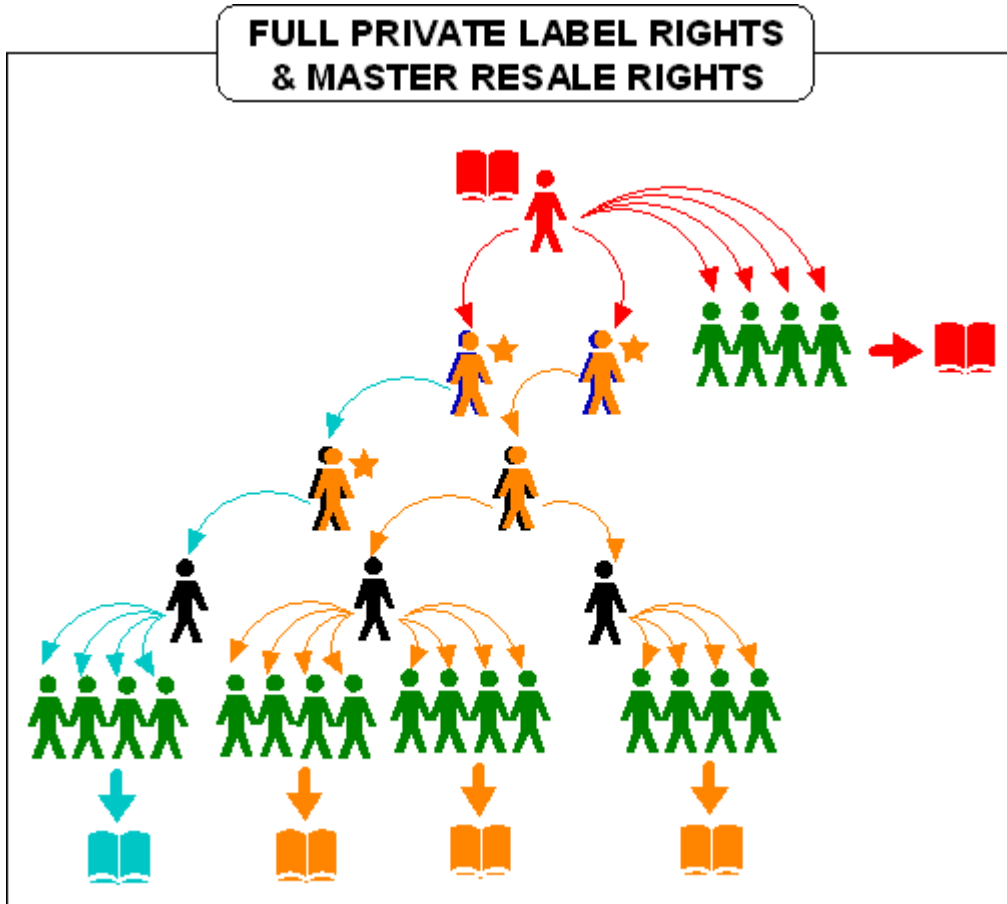
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## ***Full Private Label Rights + Master Resale Rights***

When a product is offered with Full Private Label Rights and Master Resale Rights, it can be sold through the:

- SOURCE
- Private Label Rights' Holder/ Master Resellers
- Resellers/Customers of Private Label Rights' Holder/Master Reseller



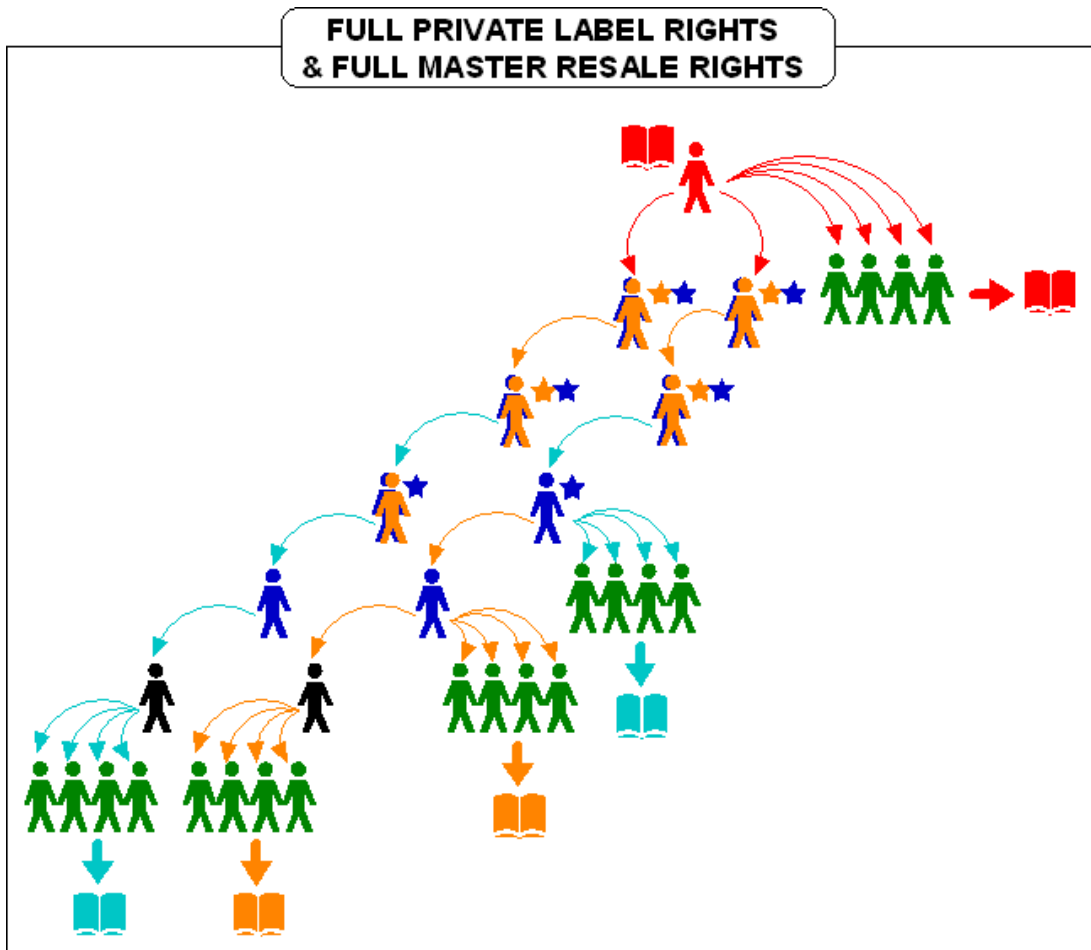
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## ***Full Private Label Rights + Full Master Resale Rights***

When a product is offered with Full Private Label Rights and Full Master Resale Rights, it can be sold through the:

- SOURCE
- Private Label Rights' Holder/ Master Resellers
- Resellers/Customers of Private Label Rights' Holder/Master Reseller
- Master Resellers/Customers of Private Label Rights' Holder/Master Reseller



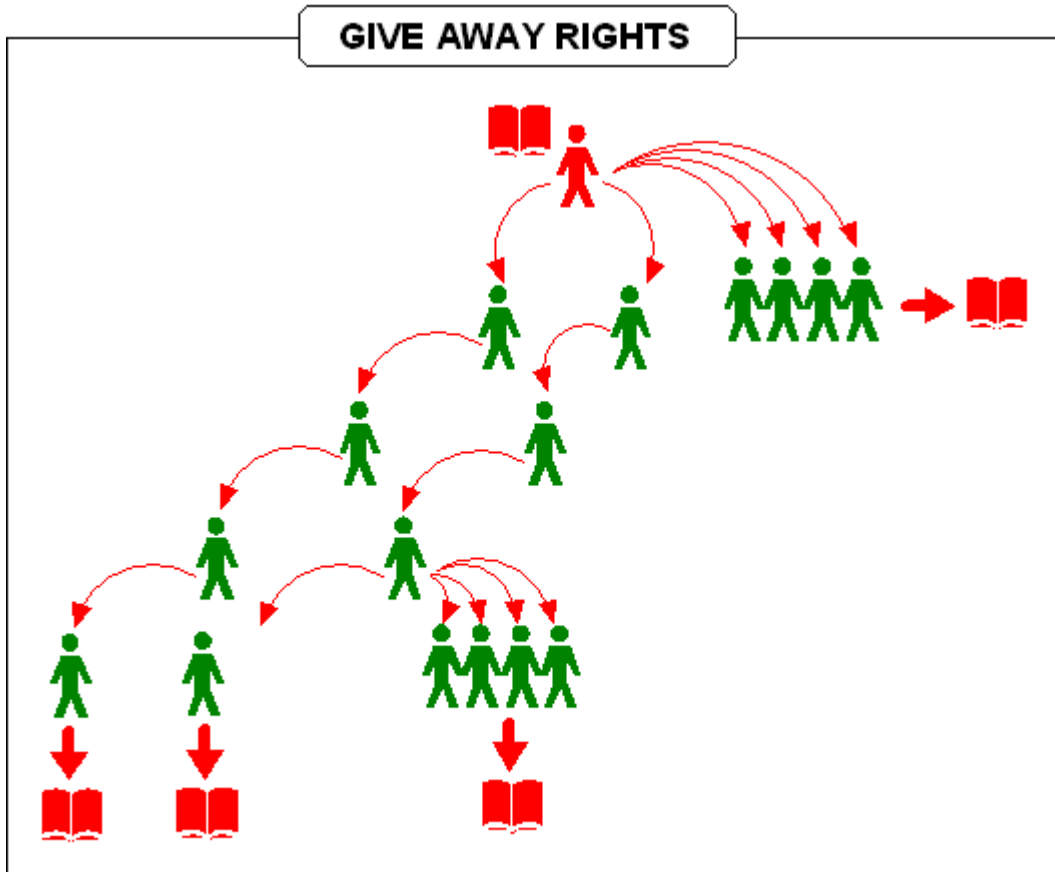
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## *Other Rights*

### Give Away Rights

When a product is offered with Give Away Rights, it cannot be sold, but can be freely distributed by anyone.



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### Brandable Resale and/or Master Resale Rights

This case is the same with Resale Rights and/or Master Resale Rights with one difference: The product can first be branded with your own affiliate links and then sold according to the related License adhered to it.

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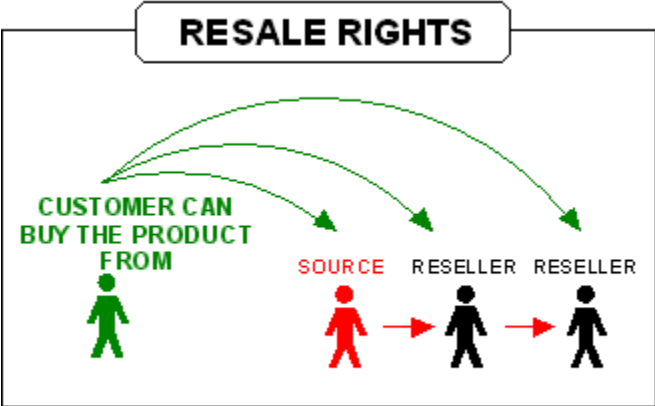
## Types of Rights & from whom your customers can buy the product

CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS	MASTER RESALE RIGHTS	TRANSFERABLE MASTER RESALE RIGHTS	PRIVATE LABEL RIGHTS	TRANSFERABLE PRIVATE LABEL RIGHTS
SOURCE	X	X	X	X	X	X
RESELLER	X					
MASTER RESELLER	X	X				
FULL MASTER RESELLER	X	X	X	X		
PRIVATE LABEL HOLDER	X	X	X	X		
FULL PRIVATE LABEL HOLDER	X	X	X	X	X	X

Let's apply the above table to products offered with various rights.

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*A product offered with Resale Rights only.*



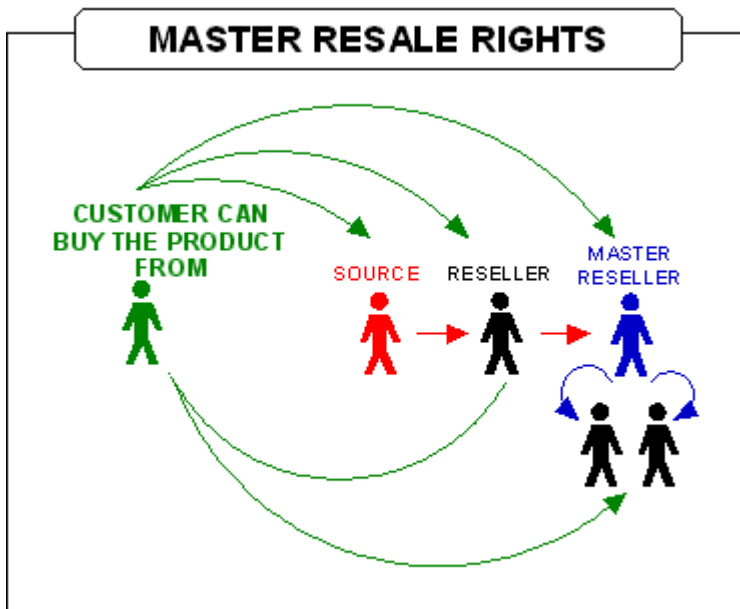
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CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS
SOURCE	X	X
RESELLER	X	

In this case, customers can buy the product ONLY through:

1. The SOURCE and
2. The Resellers.

***A product offered with Master Resale Rights.***



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CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS	MASTER RESALE RIGHTS
SOURCE	X	X	X
RESELLER	X		
MASTER RESELLER	X	X	

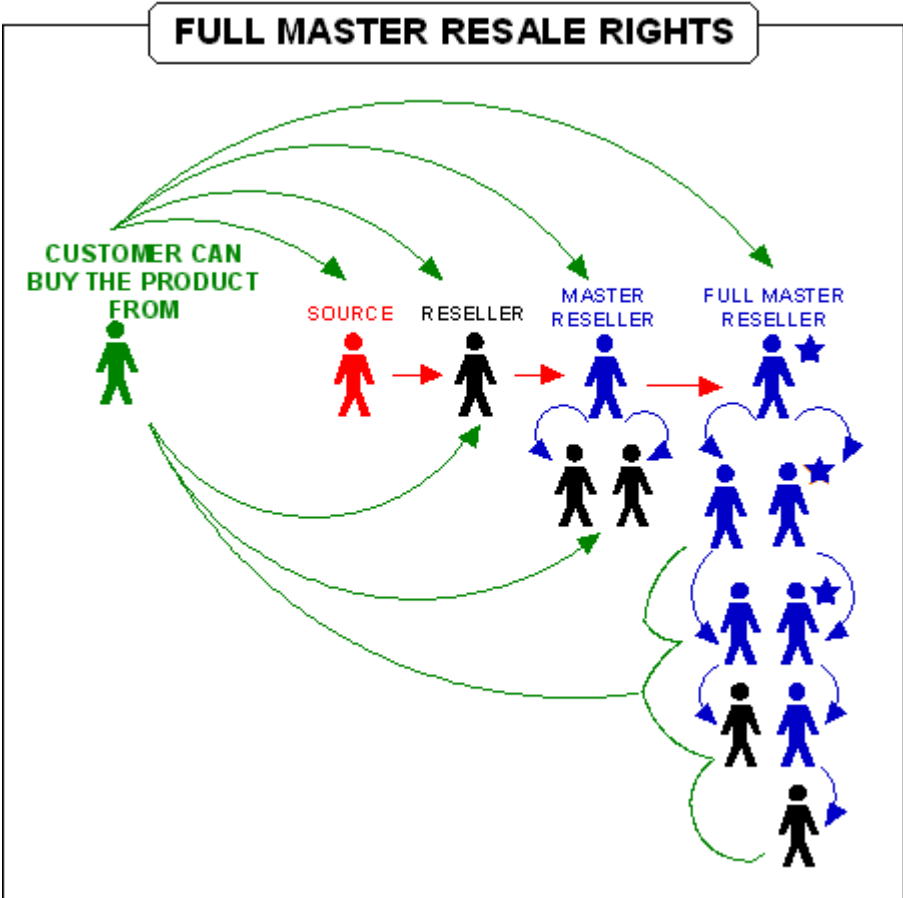
In this case customers can buy the product through:

1. The SOURCE,
2. The Resellers, and
3. The Master Resellers.

Notice that in this case, we have ONLY 1 SOURCE through which the rights can be offered, namely the creator of the product.

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*A product offered with FULL Master Resale Rights.*



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CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS	MASTER RESALE RIGHTS	FULL MASTER RESALE RIGHTS
SOURCE	X	X	X	X
RESELLER	X			
MASTER RESELLER	X	X		
FULL MASTER RESELLER	X	X	X	X

In this case, customers can buy the product through:

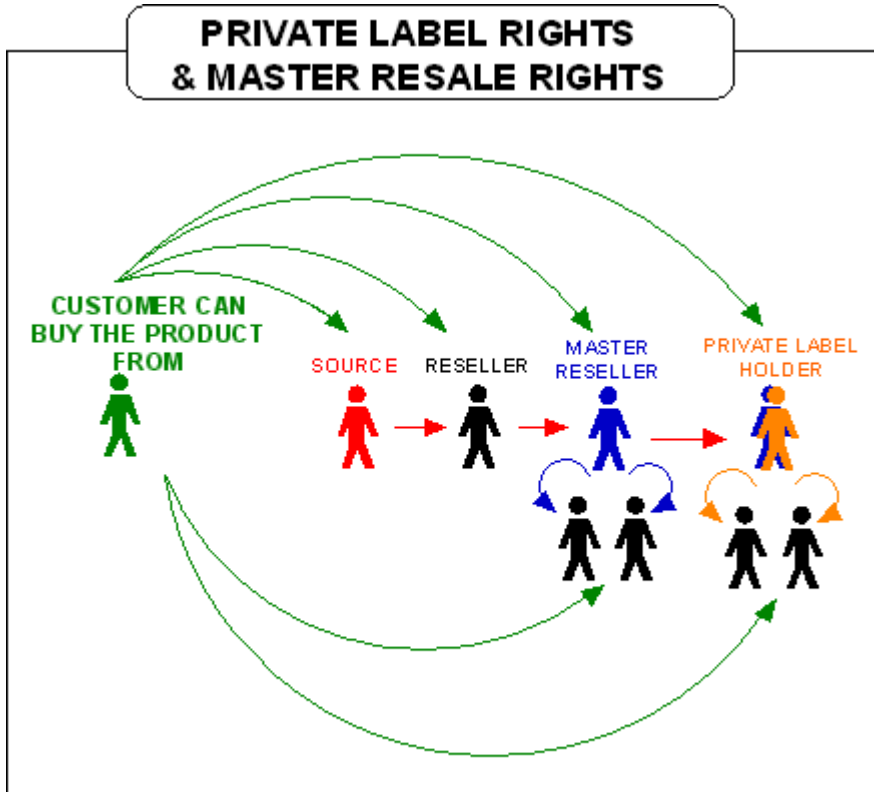
1. The SOURCE,
2. The Resellers,
3. The Master Resellers, and
4. The Full Master Resellers.

Also, notice that in this case, we have 2 categories of IDENTICAL SOURCES through which the same rights can be offered, namely:

1. The original SOURCE and
2. The Full Master Resale Rights' holders.

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## *A product offered with Private Label Rights and Master Resale Rights*



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CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS	MASTER RESALE RIGHTS	PRIVATE LABEL RIGHTS
SOURCE	X	X	X	X
RESELLER	X			
PRIVATE LABEL HOLDER + MASTER RESELLER	X	X	X	

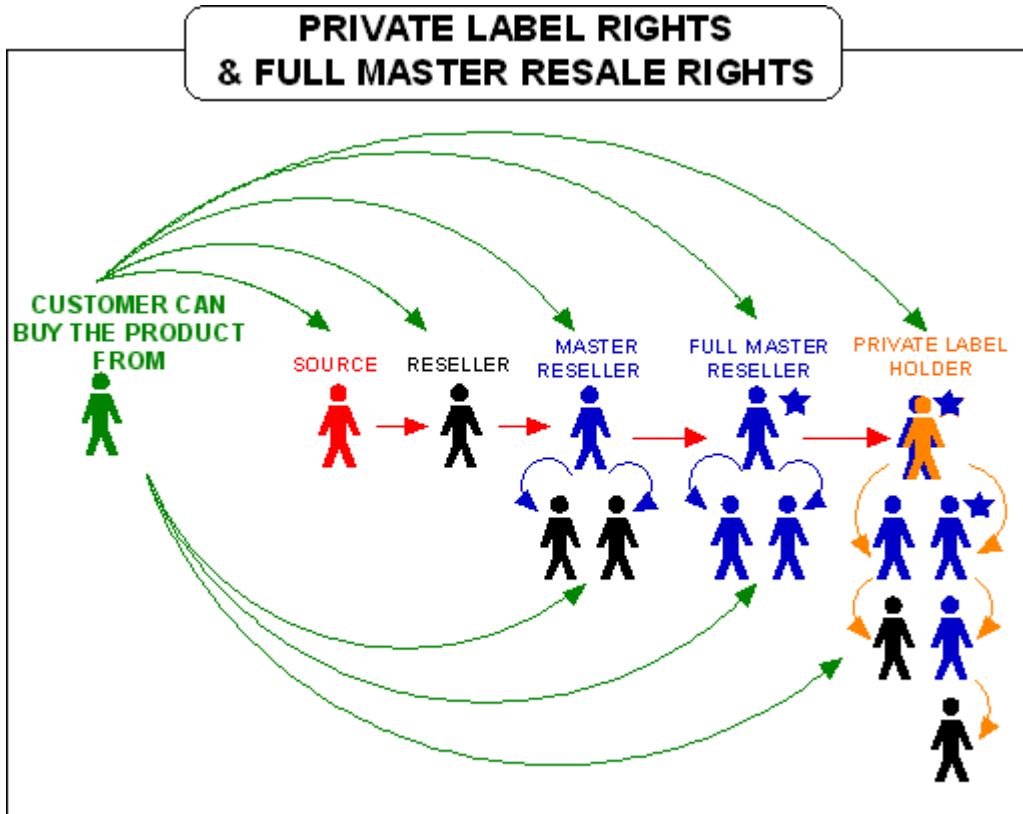
In this case, customers can buy the product through:

1. The SOURCE,
2. The Resellers,

3. The Master Resellers,
4. The Private Label Rights' Holders, and
5. The Resellers of the Private Label Rights' Holders.

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*A product offered with Private Label Rights and Full Master Resale Rights*



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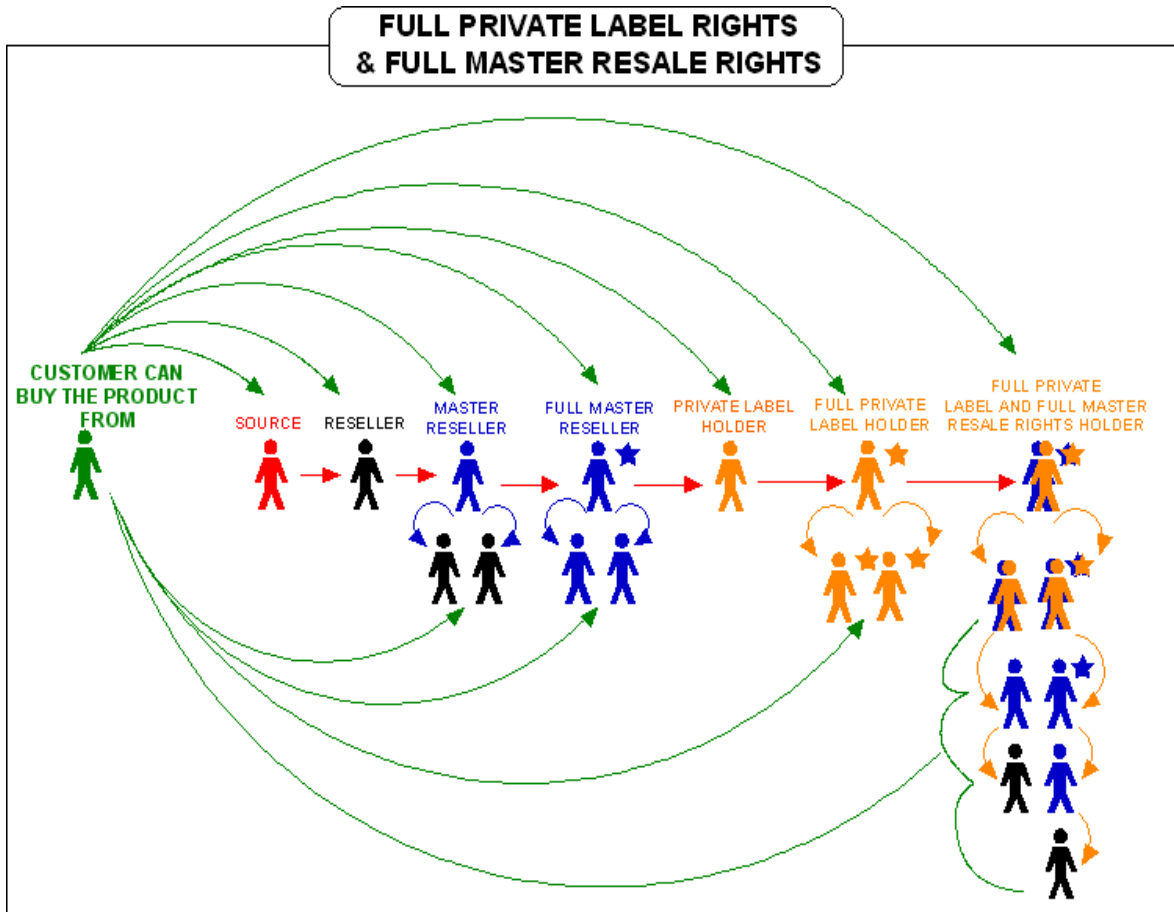
CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS	MASTER RESALE RIGHTS	FULL MASTER RESALE RIGHTS	PRIVATE LABEL RIGHTS
SOURCE	X	X	X	X	X
RESELLER	X				
MASTER RESELLER	X	X			
FULL MASTER RESELLER	X	X	X	X	
PRIVATE LABEL HOLDER + FULL MASTER RESELLER	X	X	X	X	

In this case, customers can buy the product through:

1. The original SOURCE,
2. The Resellers,
3. The Master Resellers,
4. The Full Master Resellers,
5. The Private Label Rights' holders, and
6. The Private Label Rights' holders/ Full Master Resellers.

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*A product offered with Full Master Resale Rights and Full Private Label Rights.*



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CUSTOMERS CAN BUY/ FROM:	USE	RESALE RIGHTS	MASTER RESALE RIGHTS	TRANSFERABLE MASTER RESALE RIGHTS	PRIVATE LABEL RIGHTS	TRANSFERABLE PRIVATE LABEL RIGHTS
SOURCE	X	X	X	X	X	X
RESELLER	X					
MASTER RESELLER	X	X				
FULL MASTER RESELLER	X	X	X	X		
PRIVATE LABEL HOLDER	X	X	X	X		
FULL PRIVATE LABEL HOLDER	X	X	X	X	X	X

Notice that in this case we have two categories with IDENTICAL RIGHTS, namely:

1. The original SOURCE and
2. The Full Private Label Rights' holders.

And speaking about **Master Resale Rights**, customers can buy the product through four (4) IDENTICAL SOURCES, namely:

1. The original SOURCE,
2. The Full Master Resellers,
3. The Private Label Rights' holders, and
4. The Full Private Label Rights' holders.

While customers can also buy the product without any rights through six (6) different sources, namely:

1. The SOURCE,
2. The Resellers,
3. The Master Resellers,
4. The Full Master Resellers,
5. The Private Label Rights' holders, and
6. The Full Private Label Rights' holders.

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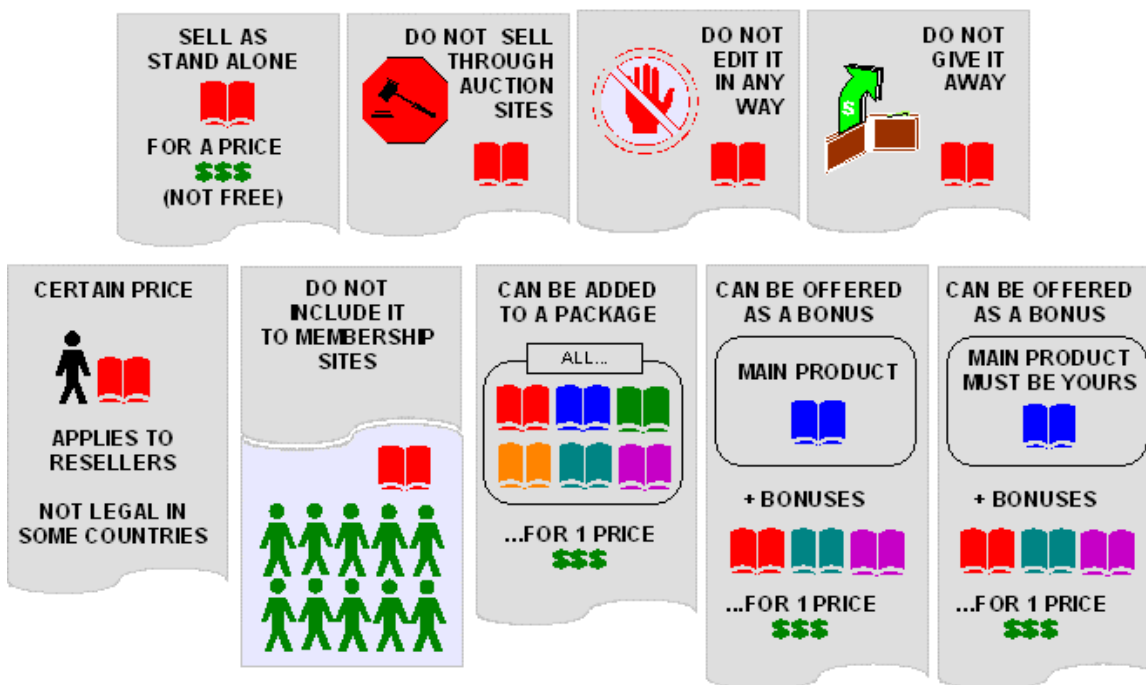
## Selling Restrictions

When IDENTICAL SOURCES and/or rights exist, the owners may apply some RESTRICTIONS for protecting the product and also for maintaining a certain value. Below you can find a table with the restrictions that can be imposed on a Product through the owner.

<b>Selling restrictions</b>	
<b>Pricing</b>	Maintaining the price suggested by the SOURCE is not a legal obligation; it's an ethical obligation. However, and especially with resale rights (not master resale rights & private label rights,) the SOURCE can ask you to accept and apply a certain pricing policy as a term of your resale license.
<b>Stand alone</b>	You cannot include the product in a package and sell the whole package for one price.
<b>In a Package</b>	You CAN include the product in a package and sell the whole package for one price. The structure of the offer is: ALL products = 1 price.
<b>As a Bonus</b>	<p>You can include the product as a Bonus to a sale. It can be a sale for your product or for other products, but the structure of the offer is: MAIN offer + Bonuses = 1 price.</p> <p style="text-align: center;">Sub-restriction:</p> <p style="text-align: center;">You may be asked not to offer the product as a Bonus to products that are not YOURS, that is: products that have not been originated by you.</p>
<b>In Auction</b>	Example: eBay.com, etc.
<b>Add to membership</b>	<p>You can include the product in a membership site.</p> <p style="text-align: center;">Sub-restrictions:</p> <p style="text-align: center;">i) You may be asked not to include the product to free membership sites.</p> <p style="text-align: center;">ii) You may be asked to include the product to paid membership sites with a specific subscription paid per month or in total per year.</p>

Below you can find a graphical interpretation of the above restrictions:

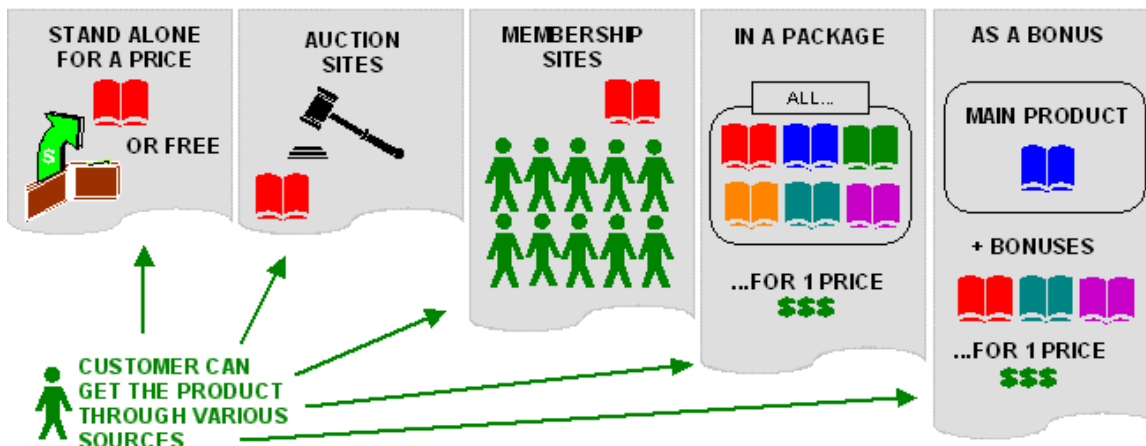
## SELLING RESTRICTIONS



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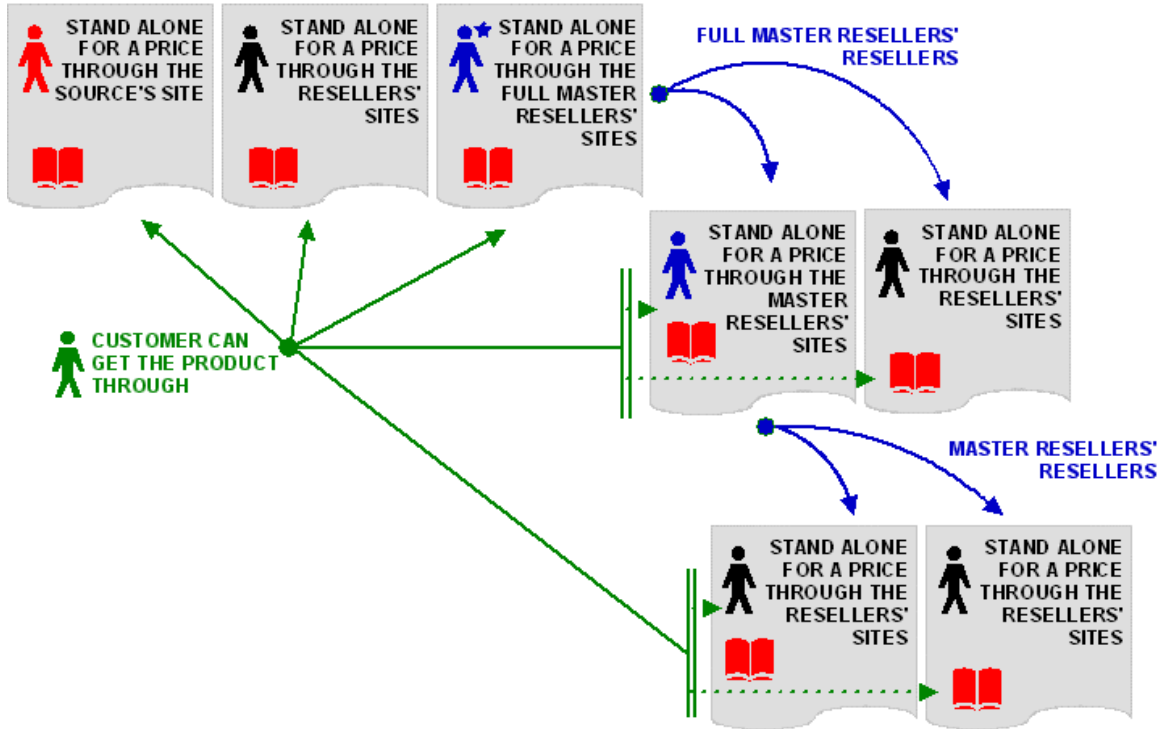
Let's see some examples of products offered with and without restrictions.

## A PRODUCT SOLD WITH FULL MASTER RESALE RIGHTS WITH NO SELLING RESTRICTIONS



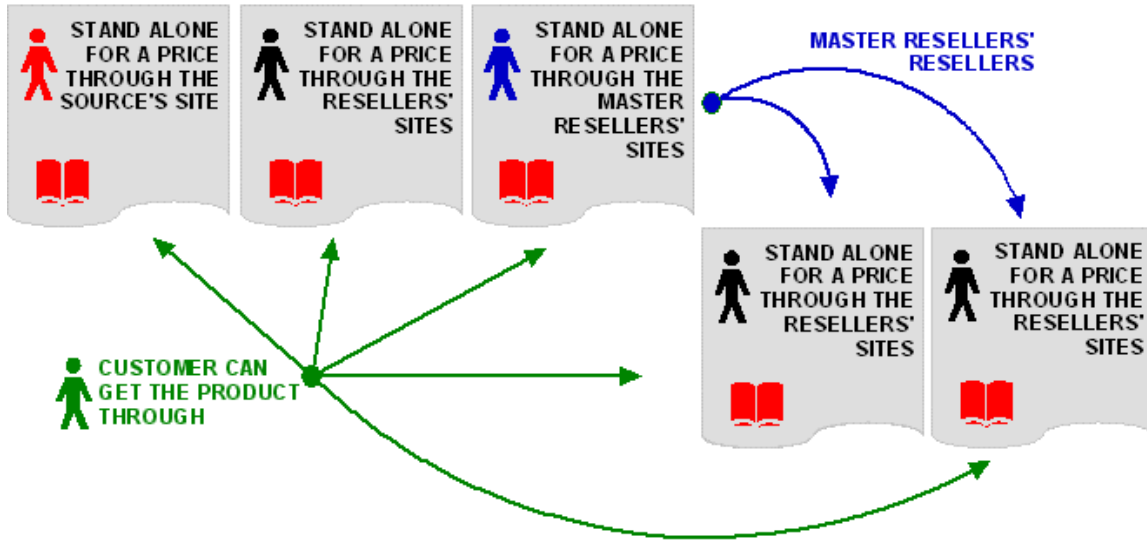
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**A PRODUCT SOLD WITH FULL MASTER RESALE RIGHTS  
WITH SELLING RESTRICTIONS**



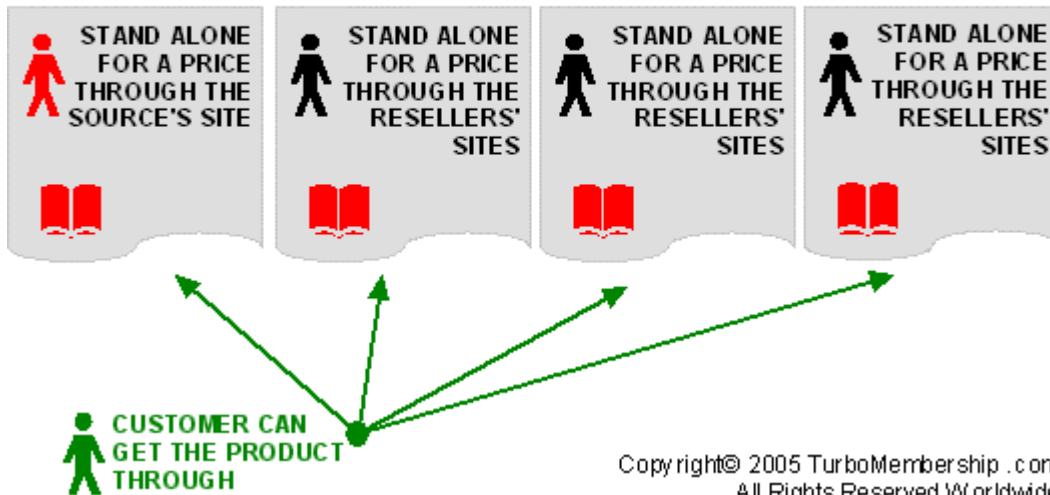
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## A PRODUCT SOLD WITH MASTER RESALE RIGHTS WITH SELLING RESTRICTIONS



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## A PRODUCT SOLD WITH RESALE RIGHTS WITH SELLING RESTRICTIONS



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## **CONCLUSION: RIGHTS TO REMAIN SUCCESSFUL**

### **How To Use Your Knowledge About Rights To Your Advantage**

There is a fable that I want to leave you with.

A hare, confident about himself, challenged a turtle to a race. “I could beat you any day, any time,” said the hare so proudly.

With beady eyes, the turtle assented to the challenge. “Meet me tomorrow at daybreak,” he said, “and we shall see if you can back up your words with action.”

The next day, the turtle and the hare met as scheduled.

They started their race, and immediately, the hare left the turtle eating his dust.

Halfway through the race, the hare stopped running to drink some water by the lake. He was so confident about his win that he managed to relax beneath a sturdy tree, away from the sun’s exhausting heat.

The hare fell asleep.

He woke up as dusk was descending, and instantly, he ran to the finish line, only to see the turtle there, waiting for him.

The lesson of the story is pretty obvious. Too much confidence will lead us to disaster. Sometimes, we’re so sure about ourselves that we neglect to learn the things we ought to learn, we fail to listen to words we should lend our ears to, and we fail to know about the mistakes that people have made which will eventually cause us to commit the same travesties in the future.

Worse, we fail to improve ourselves to make us better people, more specifically in the topic we’re discussing, better businessmen.

As we have mentioned at the start of this eBook, knowledge is power, and it will mean the difference between success or debacle, especially in the field of resale rights marketing.

You now know the difference between the seven rights that accompany different products. You now know how to use them to your advantage. You now know your way around the playground, so to speak.

It is all right to feel confident. Such would be well grounded.

But do not get overconfident.

Your journey doesn't stop here.

Knowledge is just the start. How you use such knowledge will be the telling point of your success.

So utilize what you have learned correctly. Strive to go one step further than the lessons you have learned in these pages. Bring your business to the next level by constantly trying to improve on certain aspects. Always keep abreast of the latest developments so that you can attain more knowledge that will help you keep pace with the competition.

Also, invest in necessary tools that will help you keep the edge that you have.

Here's a friendly suggestion. Join the [TurboMembership](#) program. Click on the link and discover almost a hundred products which you can sell on a website hosted on the best web service and loaded with the best features that can be found on the World Wide Web. These are my most popular products, as well as some of the best-selling products on the Internet today. By taking advantage of the program, you will be able to sell them as your own, and 95%, yes, 95% of the selling price will be yours to keep!

The remaining 5%?

We will use that to purchase the resale rights or the private label rights to more products that you can sell.

Aside from the almost 100 products you can sell, the [TurboMembership](#) program is also home to a whole lot more, which can be found in its archives. Access to the archives is based on the length of your membership.

Additionally, a new line of private label products is added every month. These are not products that have been sold for many years. They are brand new products especially made exclusively for members of the [TurboMembership](#) program.

No, this isn't a sales pitch, dear friend. This is a secret revealed to you in confidence. You want a convenient and expedient way to resale marketing success? Then look no further than the [TurboMembership](#) program.

This really is the last tip I can give you, dear friend. And it's the most important one, too. Save a lot of money today and join the [TurboMembership](#) program.

Together, we can take that journey to success.

Together, we can be better than what we were expected to become.

All the best,

***John Delavera***  
**[TurboMembership.com](#)**