

Issue #8

How To Get Free Traffic With Master Resale Rights

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Table of Contents

Introduction	5
How to Pick a Hot Niche	6
How to Choose a Backend Offer	9
Promoting Your Product.....	11
How to Quickly and Easily Create Your Book	13
Create the Book Yourself	13
Outsource the Book	17
How to Create a Persuasive Sales Letter.....	21
Writing the Sales Letter.....	22
How to Advertise Your MRR Package.....	28
1. Tell Your Contacts.....	28
2. Run a Warrior Special Offer (WSO).....	30
3. Give Your Product to Marketing Gurus.....	31
4. Swing a Deal With Resell Rights Clubs	33
5. Make Your Product Rebrandable.....	35
Conclusion	37

Introduction

Imagine this...

You sell one of your products for three to six times or more it's normal price, which means you get a nice profit on the front end.

Very quickly your product goes viral, and soon tens of thousands of people own your product – and a good number of these people are promoting the product for you.

Here's where it gets even more interesting...

Because you've placed ads inside your ebook, you now have thousands of people clicking on your links and looking at your offers. You're getting oodles of FREE traffic. And your backend sales will bring in even more money than your front end sales... effortlessly!

How is this all possible? Simple:

It's because you've learned how to harness the awesome viral power of master resell rights!

You see, when you sell the master resell rights (MRR) to your product, you're giving people the right to resell the product to others. Indeed, everyone who purchases the product automatically gets the right to resell it. And that causes a huge viral effect.

Think of it: You sell the master resell rights to 100 people. These 100 people sell the master resell rights to another 100 people. And so on – you can see why very quickly you can have tens of thousands of people selling your product and clicking on your offers within the ebook!

Sounds exciting, right? Then you'll want to keep reading, because over the next several pages you'll discover how to harness this viral effect for yourself, including:

- **How to choose an in-demand topic for your book.** Get this one right and not only will have you plenty of marketers buying your resell rights, you'll also have lots of customers clicking on the links inside your book!
- **How to quickly and easily create the content.** You don't even need to do it yourself if you don't want to!

- **How and where to sell your master resell rights package.** It's easier than you think when you have a great sales letter and you know how to get your offer in front of eager buyers!

Let's get to it...

How to Pick a Hot Niche

When you're creating a master resell rights (MRR) product, you actually have to keep two audiences in mind:

1. **The "end users"** – those who'll be reading the book for their personal use and enjoyment.

Example: If you sell a weight loss book, then your end users are readers who want to lose weight.

2. **The "marketers"** who're primarily interested in purchasing the license to resell your product. These folks aren't so much interested in reading your book as they are interested in making money with it.

Now here's the thing...

If you create a book that has two different target audiences, then your viral effect will be dampened.

Example: Take the example of the weight loss book above. The end user is primarily interested in losing weight. He's not interested in reselling the product. And so he's not going to be selling the master resell rights (MRR) to anyone else.

Point is, if you want to enjoy a bigger viral effect, then you need to ensure that your two audiences – end users and marketers interested in the MRR – are actually the SAME audience.

How? By creating a book that's of interest to marketers.

That way they'll not only read it for their own use (and thus see your offers inside the book), but they'll also resell the master resell rights. And that means you'll get a nice viral effect going.

No matter what niche you decide to pursue, your first order of business is to discover what topics are currently "hot" right now. That is, what types of MRR books are marketers really eager to buy and sell?

You can find this out simply by doing some research to discover what is ALREADY selling in the resell rights, master resell rights and private label rights markets.

Tip: If a certain topic is hot in the regular resell rights or private label rights markets is selling well, then you can usually assume it will sell well if you offer a similar product with master resell rights. Point is, don't limit yourself to just researching the master resell rights market, otherwise you're bound to miss some great opportunities.

Here's how to find out what's already selling:

- **Run a Google search.** You can run a general search for "master resell rights," "resell rights" and "private label rights (PLR)" products. Or if you'd like to investigate a specific niche further, then run a specific search such as "weight loss master resell rights" or "dog training resell rights."

What you're looking for is a pattern – that is, do you see a variety of products centered around one topic? If so, that's a good sign that there's an eager market already buying licenses to these products.

- **Check forum marketplaces.** Marketing forums like WarriorForum.com, SitePoint.com and DigitalPoint.com all have marketplaces where marketers can sell their wares – and this includes resell rights products. Simply run a search for "resell rights," "private label rights" and "PLR" to find out which topics are currently hot.

Again, you're looking for a pattern where you see several products on the same general topic. Also, take note of which sales threads are getting a lot of views and good comments, as these are also clues that a particular product is in-demand right now.

- **Search Clickbank.com.** The Clickbank.com marketplace lists plenty of products with resell rights. Take note, however, that the most popular licensed products are listed at the top of each marketplace category or at the top of your marketplace search. So, focus on these popular products, and don't give as much weight to those at the bottom of your search.

As usual, you're looking for a pattern, such as several books with resell rights all on the same general topic. Don't think of it as competition. Instead, take it as a sign of a big, healthy market.

If you follow the three simple steps above, you should quickly get a good feel for the market and what topics are hot. As mentioned, you may want to choose a marketing-related topic in order to help spread the viral effect.

Now, some people are hesitant to create a marketing product if they haven't yet made money online. But here's the thing – you don't need to be an expert on all things to do with marketing and business in order to create a book that covers one facet of marketing or making money online.

You see, if you want to create a marketing book, then you can choose a topic with which you already have some familiarity.

Examples:

- How to install and customize a WordPress blog.
- How to write and distribute press releases.
- How to set up a Facebook Fan Page.
- How to optimize a web page for the search engines.
- How to do keyword research.
- How to test a site's usability.
- How to be more productive.
- How to write a sales letter.
- How to write and distribute articles.
- How to do forum marketing.
- How to start an affiliate program.
- How to recruit joint venture partners.
- How to unlock your creativity.
- How to install a script.
- How to set up an AdWords campaign.
- How to use social media.
- How to sell on eBay.

And so on.

Quick Recap

There is probably some skill or other information that you can share in your ebook, even if you don't consider yourself an expert in the general market. Just be sure that the topic you'd like to write about is in-demand (as per the instructions above).

However, as you'll discover just a bit later, you don't necessarily have to create the content yourself. But first, let's look at how you'll make money on the backend...

How to Choose a Backend Offer

You've picked a topic. But before you start creating your book, you need to first consider how you'll make money on the backend. That is, what kind of offers and links will you include inside the book? In other words, what OTHER products will you promote from within the book?

The reason why you need to decide this now – before you write even one word – is because you'll want to structure your book around these offers. That is, you want to presell your readers.

You want to offer part of a solution, yet leave your readers wanting for more so that they'll click on your links in order to acquire the whole solution.

In other words, your content will be largely useful – but also a bit incomplete.

Let me give you a couple examples to show you what I mean...

- You sell an online marketing book that's all about starting a blog – installing WordPress, customizing it, publishing killer content, etc. However, the book doesn't talk about how to drive targeted traffic to the blog, which is why you recommend a traffic-generation product.
- You sell a dieting book that offers in-depth information about nutrition. However, while it does talk some about both cardio and weight lifting exercise, it doesn't go into great detail. So you can promote exercise products on the backend.

Make sense?

With that in mind, your next step is to choose what kind of products to promote within your book.

Generally, you'll want to promote just ONE product. That's because if you give your readers too many options, they won't choose any. And none of your recommendations will seem particularly important nor compelling if your book is full of offers.

So how do you pick a product to promote?

Since you already know the topic of your book, it's easy – you just need to pick a product that's closely related. This is the product that will solve the rest of your reader's problem (like the examples given just a moment ago).

Tip: You can certainly promote physical products, digital products or even services within your book. For the purposes of this report, however, I'm going to suggest you sell a digital product, such as another ebook. That's because you'll enjoy big commissions, such as 50% or more.

To select a product, go to [Clickbank.com](http://www.clickbank.com). If you don't already have a free affiliate account through Clickbank, go ahead and register for one right away at http://www.clickbank.com/promote_products.html.

Then go into the marketplace at <http://www.clickbank.com/marketplace.htm>. You'll see a search box near the top of the screen titled "Find Product." Enter a broad search term that's related to the topic of your book and click on the search icon (the magnifying glass). As an example, if you're writing a book about setting up a WordPress blog, then simply enter a search term such as "blogging" or "blog."

Do note that the products that appear at the top of the search list are the most popular, bestselling products related to your search term. These are exactly the types of products you want to promote, because you KNOW that people in your market are already buying these products.

Nonetheless, don't choose a product until you've completed the following steps:

- **Review the product.** That's right, you need to actually purchase and read the product yourself in order to determine if it's a high quality product. If you wouldn't recommend it to a friend, then don't bother recommending it to your prospects.
- **Check the commission rate.** Most products boast commission rates of at least 50%, so look for products with at least 50% as well. However, you shouldn't choose your product based on the commission rate. Instead, find a quality product FIRST. If you find several quality products, then you can make your final decision on other factors, such as the commission rate.
- **Look at the sales page.** What you're looking for are commission leaks, such as pop-up windows or links that take the prospect away from the sales

page, alternative payment options which wouldn't give you credit for the purchase, and similar red flags.

- **Research the product creator.** Finally, run a quick search in Google for the product creator's name (as well as the product name) to be sure that the seller has a good reputation. Beware of any red flags such as a pattern of buyer complaints, allegations of not honoring refunds, or other shady business practices such as spamming or cheating business partners.

Promoting Your Product

Now that you've picked out your product, I'd like to say a few words about how to promote it from within your book.

The overall idea is to structure your book to presell and then directly promote the offer. Here's how:

1. Include an ad in the front of the book.

This shouldn't be a hard sell. That's because you haven't yet built up your readers' trust, so they'll be resistant to your initial recommendations anyway. As such, you can just embed a recommendation – a soft sell – into the beginning of the book.

Let's go back to the example of the WordPress blog book. You might include a note such as this:

Example: "You're about to discover everything you need to know to get your very first WordPress blog up and running fast. This includes everything from installation to customization to creating blog posts that keep your readers coming back for more. You'll have a great blog in no time. But to make sure your market sees your blog, you'll need to get traffic. That's why I suggest you check out www.freetrafficfuel.net..."

2. Include links sprinkled throughout the book (without overdoing it).

Notice I used the word "sprinkled." I didn't say flood your book with ads. That's because if your book looks like an ad – or even just a thinly disguised ad – it's going to have a lower perceived value. Your readers will be disappointed,

meaning they won't click your links. And your master resell rights holders won't bother selling your book.

So, what's the difference between flooding and sprinkling?

Putting a link on every other page of your book is flooding it with links. Putting a recommendation every 10 pages or so is more along the lines of sprinkling.

Again, just as with the recommendation at the front of your book, you don't need to use any hard selling. Instead, just slip a recommendation in when it's appropriate.

Let's go back the blogging book example. If you're talking about how to install plugins, including some of the popular search engine optimization (SEO) plugins, you might also include this recommendation:

Example: "Optimizing your blog posts for Google and other search engines is a great way to drive targeted traffic to your blog. To learn how to optimize your sites - plus discover a dozen other ways to get all the traffic you need - click [here](#)."

3. Include a call to action at the end of the book.

By this time you've planted a few seeds in your readers' minds plus you've built up trust. Now you can place a call to action, which is where you directly tell your readers to click on your link and purchase the product.

Once again using the blogging example, you might put something like this:

Example: "You now know how to get your first blog up and running. The only thing you're missing is traffic! That's why you need to get yourself a membership a Traffic Fuel membership."

Traffic Fuel doesn't just teach you theory. And it doesn't teach you about expensive traffic strategies that will drain your advertising budget. Instead, you'll learn about proven, FREE traffic strategies that will deliver all the traffic you need to make your blog a success.

I can't recommend this site highly enough. But don't take my word for it - go to www.freetrafficfuel.net right now to see for yourself just how easy it is to get traffic!"

Quick Recap

There you have it – you now know how to choose an offer to promote inside of your book. You also know how to promote this product in the beginning, middle and end of your book.

So what's next? Creating your book. Read on...

How to Quickly and Easily Create Your Book

Now that you've selected a topic that you know to already be selling well and you've selected a proven product to promote from within this book, your next step is to create the actual book.

Tip: Remember, you're creating a book that goes in-depth and solves one problem or one part of a bigger problem. The product you're promoting within your master resell rights book will solve the rest of the problem. Thus make sure your book is useful, but slightly incomplete so that your prospects have a reason to click on your links.

There are two ways to create your ebook:

- 1. Create it yourself.** This is a good choice if you're already an expert on the topic about which you'll be writing. It's also an option if you find that you have plenty of time but very little cash to invest.
- 2. Outsource the task to a competent freelance writer.** This is a good option if you don't have the skills, time and/or the inclination to do the writing yourself. Indeed, you can often get your offer to market more quickly by outsourcing it, because you free up your time to focus on other important tasks.

Let's look at these two separately...

Create the Book Yourself

Before you write even one word, it's a good idea to create a detailed outline for yourself. That means you should list all the topics and subtopics you'd like to include in your book.

How do you decide what topics to include? One of the easiest ways to do this is by checking the table of contents and sales letters of other popular books on the same topic. If most of these books include a certain topic, then you should include it in your book, too.

Example: If you're creating a book about weight loss and most diet books include chapters on nutrition, cardio exercise, weight lifting, supplements, motivation and maintenance, then your book should include these same topics.

IMPORTANT: You're looking at the table of contents only for inspiration. Do NOT under any circumstance copy these other books.

Naturally, you can and should include additional topics to add value to your book and make it valuable to your readers.

Example: Your dieting book might include a full set of menu plans for an entire month, whereas other dieting books only give one week's worth of menus.

If you're creating a "step by step" book, then ordering your topics is fairly easy – just put them in the logical step-by-step order.

Example: If you were creating a blog book it would look something like this:

- Step 1: Get a domain name and webhosting.
- Step 2: Install your blog.
- Step 3: Customize the look of your blog.
- Step 4: Customize your blog's function.
- Step 5: Install useful plugins.
- Step 6: Start blogging.

Naturally, you'll include an introduction and conclusion at the beginning and end of your ebook, respectively.

If the topics can go in any order, then it's up to you to choose the order that's most logical. Generally, this is from easiest to most difficult, or from beginning material to more advanced material.

Example: Let's suppose you're writing a book about getting free traffic to a website. And perhaps some of your topics include: list building, forum marketing, article marketing and search engine optimization.

You might rank these topics roughly in order from easiest to hardest to implement, but also striving to find a balance where your readers will see results quickly. So perhaps you'd order them like this:

- Forum marketing - put this first because anyone can do this today and start getting traffic almost immediately.
- Article marketing. This is easy, but it does take a little longer to create an article and byline.
- Search engine optimization. This can take time to see results. Not only does the person need to do keyword research and create content around these keywords, he'll also need to wait for the search engines to index and rank the content.
- Joint venture marketing. While this isn't particularly difficult, it does take time if you do it right (because marketers ideally should build relationships with prospective partners first).

Once you've ordered your main topics, then your next step is to add detail to your outline. This means you should add in any subtopics, steps and tips that you'd like to appear underneath the main topics.

Example: Let's go back to the blogging example, where the first chapter is "Step 1: Get a domain name and hosting." You might fill out the outline for this chapter like this:

- A. Introduction (250 words)
- B. Step 1: Get a domain name and hosting.
 - B1. Get a domain name. (800 words)
 - Where to buy
 - Tips for buying a domain name (.com, short, memorable, etc)
 - B2. Get hosting. (600 words)

- Where to buy
- What features do you need?
- Recommended plans

B3. Change domain name servers. (500 words)

- What is a domain name server?
- How to change it
- Notes on how to access site while waiting for domain to propagate

You'll note that this detailed outline also includes word count estimates for each subtopic. You don't need to rigidly follow your estimates – you can go longer or shorter than your original estimate – but nonetheless you should include these estimates. This is important for two reasons:

- 1. Keeps you on track.** You should have an idea of how long you want your book to be. Roughly, it should be about as long as the other popular books in your niche. Adding word counts not only helps you keep your book roughly to the right length, but it also keeps you focused on the topics that you feel are most important (e.g., those that deserve more pages than some of the other topics).
- 2. Makes writing the book seem less overwhelming.** Yes, it can feel a bit overwhelming to think about writing a book. But if you create a detailed outline where you break the book up into "bite size" chunks, then it becomes an easy task. You can think of each subtopic as writing an article. Pretty simple, right?

If you're not already an expert on the topic, then you'll no doubt be doing plenty of research before you actually start writing. I have two tips for you:

- **Use multiple credible sources.** In other words, do thorough research on each topic, being sure to only visit credible sources. These include authority sites, sites run by well-known experts in your niche, news sites, encyclopedia sites, academic journals and similar trustworthy sources.
- **Close your sources before writing.** That's because you want to be absolutely sure that your writing is 100% original (not plagiarized). To that end, be sure to include plenty of examples, tips and stories from your own experiences, whenever possible.

Finally, you need to create an eye-catching title for your book. Generally, this means your title should tell your prospective reader about a benefit.

Let me give you a few templates you can use:

Template #1: How to [Get a Benefit].

Example: How to Get All the Web Traffic You Need - for FREE!

Template #2: The Secrets of [Getting a Benefit].

Example: The Secrets of Getting Rid of Belly Fat

Template #3: What Every [Person] Ought to Know About [Topic/Benefit].

Example: What Every Golfer Ought to Know About Hitting Longer, Straighter Drives.

As you learned at the beginning of this section, you don't necessarily need to create the product yourself. Another option is to hire a ghostwriter to create the book. Read on...

Outsource the Book

It can actually be cheaper to freelance this task than to do it yourself – especially if you value your time.

You see, your time is worth some dollar amount. This dollar amount doesn't have anything to do with how much your boss pays you per hour (though you should certainly never value your time at less than that amount).

Instead, your time is worth whatever amount you decide it's worth.

Let's suppose you'd like to make \$125,000 a year working 2000 hours. Do the math, and you'll quickly discover that your time is worth \$62.50 per hour.

Now let's consider how long it would take you to research and write a book, especially if it isn't in an area of your expertise. If it takes just 40 hours, which is five days at eight hours per day, then this book is worth \$2500 to you (40 hours X \$62.50). And

that's likely a low-ball estimate, as it may take you many weeks to write.

If you can find a ghostwriter to create your book for less than \$2500, then you're making a financially savvy move. And even if it's not a cost savings, it's still a time savings for you, since your time is freed up to work on the marketing aspects of your project.

So with these benefits in mind, let's quickly talk about how to find and hire a competent reliable ghostwriter...

Step 1: Find a Ghostwriter

There are plenty of places to find prospective ghostwriters, including:

- Freelancing project sites like Elance.com, oDesk.com and vWorker.com.
- Craigslis.org. You can search ads as well as place your own ad.
- Business and marketing forums such as WarriorForum.com and SitePoint.com.
- Recommendations from your colleagues.
- Searching Google for "ghostwriter" and "freelance writer."

If you post an ad on site like Elance.com or even on CraigsList.org, you'll want to be as detailed and specific as possible about your project in order to attract the most qualified candidates. Let me give you an example:

Wanted: Ghostwriter to create 25,000 word ebook about installing and using a WordPress blog on a website. Topics include:

- Getting a domain name and hosting.
- Downloading and installing the WordPress files.
- Installing a new theme.
- Installing plugins.
- Customizing the blog.
- Creating posts for the blog

As you can see, technical writing experience and experience working with WordPress are both required. Experience writing presell content is preferred. The ability to insert screenshots is also preferred.

Please send samples of your technical writing, especially any writing pertaining to WordPress. Please also send your bid. Budget for this project ranges from \$1000 to \$1750.

Step 2: Do Your Due Diligence

You're bound to find plenty of seeming qualified writers if you use the steps outlined above. Your next step is to whittle down your list and choose one qualified writer. You achieve this by doing your due diligence, which includes:

- **Reviewing the writer's samples.** Does the writer have an engaging writing style? Does he or she have samples in your niche? Does the writer have any experience creating presell content?
- **Checking the writer's feedback.** This is only applicable if you're hiring the writer from a site that includes feedback, like elance.com or a forum where you can read comments from other buyers.
- **Checking the writer's references.** Does the writer provide references or testimonials from satisfied customers? If so, see if you can verify that the references are legitimate.
- **Researching the writer.** You'll want to search the writer's name, business name and email address in Google. Look for a pattern of complaints or any other red flags that might indicate that this person isn't professional, reliable or competent.
- **Seeing if the writer's rates fit within your budget.** Don't shop around based on price alone. This obviously will be a consideration, but you need to put content quality and the freelancer's competence and reliability as higher priorities.

Once you complete these steps, it should become pretty clear who's the best writer for your job. Move on to the next step...

Step 3: Sign Agreements

Yes, here we're talking about a contract, so this needs to be something that your attorney creates for you.

Basically, however, this agreement should include payment terms, the scope of the project, delivery deadlines and all other relevant details.

Note: If you hire someone through a freelancing board, you generally sign the site's contract. Both parties are also protected if you take advantage of the escrow service, which I highly recommend you do. Indeed, on some sites it's not an option to use escrow - it's a requirement.

Step 4: Provide a Detailed Brief

Finally, you need to provide a detailed project brief to your writer. This is where you tell him or her EXACTLY what you want. The more details you provide, the better the end result.

Your brief should include:

- The working title of your project.
- The length. Use word count, not page numbers.
- The overall concept of your book and what you want readers to learn.
- The target audience. That is, who'll be reading this? Give as much detail as possible.
- The goal of your book. Be sure to tell your writer that you want to presell readers on the offer you're promoting.
- Exactly what you'd like included in the book. The best thing to do here is to create a detailed outline, as discussed in the "do it yourself" section.
- The tone - conversational? Scholarly? Funny?
- Any special notes about formatting or style.

If you've never worked with this writer before, then you may request that he sends you the first chapter before he writes anything else. That way, you can make sure that you both have the same vision for the book.

It's much better to find this out right away - and correct it if it's not right - as opposed to not finding out until the product is finished.

Quick Recap

You just discovered how to create your product, either yourself or with the help of a ghostwriter. Once it's ready to go, you can convert it into a PDF file using a word processing suite such as OpenOffice.org.

Your next step is to now create a sales letter that persuades skeptical prospects to become eager buyers. Read on...

How to Create a Persuasive Sales Letter

If you've created a book for marketers, then you need only one sales letter since you have only one audience. But if your master resell rights book targets another market – such as dieters – then ideally you'll need two sales letters:

- 1. The sales letter which persuades marketers to purchase the master resell rights to your book.** In other words, this is the letter you'll use to promote your offer and make money. And again, if you've created a marketing book, then you only need this one letter.
- 2. The sales letter which others can use to sell the book to end users.** For example, if you're selling a dieting book, then you'd include a sales letter which sells the dieting book to people who want to lose weight. In other words, this is the letter your master resell rights holders will use to promote the book. While this letter isn't required, it does add value to the offer, which makes your offer easier to sell.

As usual, there are two ways to create this letter:

- 1. Outsource the task to a freelance copywriter.** You can do this in exactly the same way in which you look for a ghostwriter (as described earlier in this report). Be prepared to pay more than you do for a ghostwriter, however, since copywriting is a highly skilled task.
- 2. Write the letter yourself.** Read on for a quick overview...

Writing the Sales Letter

The #1 thing you need to remember when you're writing a sales letter is that it needs to be all about your prospects. It needs to be about their problems.

It needs to be about the solutions to their problems. And it needs to spell out for your prospects exactly how they'll benefit if they purchase your book.

To that end, here's a template and overview you can use to create your own sales letter...

[Headline]

Your main headline is in big font, centered, and usually in quotes. The job of your headline is to get attention, which is why it should present your biggest benefit. If possible, you can also use it to help arouse curiosity. Here are a few examples:

Headline Example #1: "How to [Get Benefit] in Just [Short Time Period]!" Example: How to Get 10,000 Targeted Web Visitors in Just Two Weeks!"

Headline Example #2: "The Secrets of [Getting Benefit]... REVEALED!" Example: The Secrets of Writing Killer, High-Converting Sales Letters... REVEALED!

Headline Example #3: "You're About to Discover [How to Get Benefit]... Even if [You Don't Have a Special Skill or Experience]!" Example: You're About to Discover a Shockingly Simple Way to Make Money Online... Even if You've Just Learned How to Turn Your Computer On!

[Sub-headline]

Your sub-headline can elaborate on the main benefit that you displayed in your headline, or you can use it to present another big benefit. You can also use your sub-headline to tell people to keep reading. Here are a few examples:

Sub-headline Example #1: "If you ever wanted to [get benefit], then you'll want to read every word of this letter!" Example: If you ever wanted to quit your job and make a six figure income online, then you'll want to read every word of this letter!

Sub-headline Example #2 "That's right, now you too can [get benefit]..." Example: That's right, now you too can make a great living selling ebooks - and it's easier than you think, because you're about to get your hands on the master resell rights to a proven product!"

Dear [Niche Member],

When in doubt, you can use "Dear Friend." However, it's much better if you can be specific, such as by using "Dear Fellow Marketer" or "Dear Gardener."

[Opener]

There are a variety of ways to create the opening to your letter. In all cases, you need to "hook" the prospect so he gets interested in reading the rest of your letter.

Here are three common, powerful ways to open the letter:

- **Tell a story.** If you can tap into your prospect's emotions, then you're one step closer to a sale. Telling a story that the prospect can identify with is a powerful way to tap into emotions and build rapport.

Example: Jack tried everything. Blogging. Affiliate marketing. Writing ebooks. And yet one year and \$10,000 down the drain later, he had nothing to show for it. He hadn't even made one slim dime online.

Sound familiar?

- **Agitate the problem.** Another way to open your letter is to directly remind your prospects of their pain.

Example: You've tried blogging. You've tried affiliate marketing. Maybe you've even tried writing your own ebooks. And yet none of these strategies have produced the results you were looking for.

You're frustrated, disappointed and out of time, money and patience...

- **Elaborate on the headline.** This is where you start talking about the benefits that you mentioned in the headline.

Example: Just picture it...

Waking up whenever you want. Being your own boss. And kissing all your money worries goodbye, forever...

[Introduce Product]

No matter which approach you've used to open your letter, you've no doubt focused on the prospect's pain and hinted that you have the solution. Now this is where you specifically introduce your book as the solution.

Example: Introducing the "Beginner's Guide to Making Money Online" - your complete guide to starting your very own profitable online business on a shoestring budget!"

[List Benefits]

Your prospect is starting to get interested in your product. So now you need to present a bulleted list of benefit statements.

Basically, this is an entire list full of all the reasons why your prospect should buy your product.

Note: Writing these bullet points is very similar to writing a headline, in that you're putting forth a big benefit and, where applicable, arousing curiosity.

Here are three templates:

- You'll discover a surprisingly simple way to [get benefit]!

Example: You'll discover a surprisingly simple way to double your conversion rate!

- Warning: Don't even think of [performing specific action] until you [see secrets on certain page number].

Example: WARNING! Don't even think of setting up a blog until you learn these seven deadly mistakes listed on page 22!

- You'll learn a [type of] trick that will [give you benefit] - you'll wish you knew about this years ago!

Example: You'll learn a simple article trick that practically forces your prospects to read your ads - you'll wish you know about this years ago!

Tip: When you're creating the sales letter for your master resell rights offer, be sure to list benefits such as:

- Owning your own product and keeping all the profits.
- It's a business in a box, because you get a sales letter and an ebook. The buyer can start making money immediately.

[Proof]

You've been making some big claims in this sales letter, and while these claims are true, your prospects may be skeptical about them. That's why you need to offer proof. Here are ways to do that:

- Use testimonials from satisfied customers. Just be sure to use the strongest testimonials, such as those that actually share results.

Tip: Don't pay for reviews or in any way compensate people for their reviews, as this can open you up to some specific disclaimer requirements with the FTC (ftc.gov).

- Insert endorsements from well-known people in your niche and authority figures.

Example: If you're writing a book about weight loss, then you could get endorsements from well-known personal trainers, nutritionists and even doctors.

- Offer photos and screenshots.

Example: You can offer "before" and "after" photos for a weight loss book.

- Include multimedia, such as videos and audios.

Example: You can show a video of you logging into your PayPal account for a "make money" product.

Tip: You can make your customer testimonials even more powerful by offering video or audio testimonials.

[Risk Reversal]

Another objection you need to overcome is that your prospect isn't sure if the product will work for him. That's why you reverse the risk by offering a strong guarantee.

Risk Reversal Example:

Your satisfaction is 100% guaranteed!

Go ahead and download this book right now. Read every word. Resell it as many times as you want over the next 60 days. If you're unsatisfied for ANY reason, simply let me know and I'll refund every penny - no questions asked!

[Bonuses]

At this point your buyer is getting close to making the buying decision. You can help push him towards the buy button by adding value to the offer. You do this by offering a free bonus.

The key to making this strategy work is to offer a bonus that enhances or compliments the main product.

Bonus Example #1: If you're selling your master resell rights to people who may not know how to take full advantage of them, then provide an online marketing guide.

Bonus Example #2: If you're selling a weight loss book, then offer a low-calorie recipe book as a bonus.

[Justify the Price]

Your prospects make their buying decision based on emotion, but they want to justify this decision based on logic. You can help this decision process move along by justifying the price.

Price Justification Example: Order now for just \$75 - it all takes is three sales for you to recoup your investment and start putting a tidy profit in your pocket. You can do that... easily!

Listen, this is a bargain at twice the price, so order now to lock in this low price - it won't last long!

[Call the Prospect to Action]

Your next step is to specifically tell your prospect to order (as well as tell them exactly what to do next to complete their order). You should also create a sense of urgency by giving them a reason to order NOW. Here are ways to create urgency:

- Offer a limited-time discount.
- Offer a time-limited or quantity-limited bonus offer.
- Remind prospects that their pain and problems will continue if they don't take action.

Call to Action Example: Your next step is easy - simply take out your credit card and click here to claim this master resell rights package. But hurry, only the next 50 people to order now will get the bonus package!

Tip: Obviously, you need to insert your order button at the end of your call to action. You can use a payment processor like PayPal.com. Or if you plan on selling the offer with the help of affiliates, then use a processor like Clickbank.com.

[Sign off]

This is where you sign your name.

Sign Off Example:

Here's to your success!

Sincerely,
John Doe

[P.S.]

Even though your postscript appears at the end of your letter, it's actually one of the most important parts of your letter! That's because some people read the headline and then skim all the way down to the end. Thus your postscript will be most effective if it puts forth a big benefit and/or reiterates the call to action.

P.S. Example: P.S. This is the fastest, easiest and most profitable way to get your very own ebook business up and running TODAY - so order now!

Quick Recap

You just discovered how to create a sales letter to persuade skeptical browsers to become eager buyers. Now that you have this tool in hand, your next step is to get it in front of as many targeted prospects as possible. And that's exactly what you'll learn how to do next...

How to Advertise Your MRR Package

You have a high-quality product and a killer sales letter that showcases your master resell rights offer. Your next step is to drive targeted traffic to your sales letter.

Below you'll find five proven ways to do it...

1. Tell Your Contacts

Your first step is to tell everyone you know about your master resell rights offer. This includes:

- **Your mailing list.** Even if you don't have a mailing list that you've built with targeted prospects on it, you can still email your friends and family about your offer (especially those who're likely to be receptive to your offer). Ask them to forward your email to other interested parties.
- **Your blog readers.** If you have a blog, then be sure to make multiple posts about your offer. You can even put a permanent advertisement in your blog's sidebar.
- **Your social media contacts (Facebook, Twitter, etc).** This is particularly powerful if you've built up a network of targeted prospects. Again, ask your social media contacts to re-tweet and re-post your offer.
- **Your forum friends.** You can't place a direct advertisement in a forum, unless you pay for it. However, most forums allow you to create a signature file, which is a small ad with a link to your sales page.

Now let me give you a few different ad templates you can use for these different formats:

Mailing List, Blog or Social Media

Dear [First Name],

Have you ever thought about starting your own profitable online business? Maybe even one selling ebooks, where there's low overhead and insanelly high profits?

You can just picture it - getting up when you want, being your own boss, earning a comfortable living. You just know you have what it takes to be a success. All you need is a good product to prove it.

Problem is, it takes time to create a good product. You can't imagine spending months working on a product that may nor may not sell. Wouldn't it be great if you could wave a magic wand and instantly get your hands on a proven product?

Good news - you can! And you don't even need a magic wand!

All you have to do is click here to get the master resell rights to [name of product]. Your customers will love this product because it [describe how it solves a problem and offers them a benefit]. And you'll love this product because it keeps dropping money into your bank account!

Check it out now - you won't be disappointed!

[Your name]

P.S. This is a great deal and a great product - but don't take my word for it. Just look at what others are saying:

[Insert two or three strong testimonials]

Forum Signature File and Other Short Ad Formats

You could start selling your own profitable product by the end of today! Click here to find out how...
Ever wanted to start your own profitable ebook selling business? Now you can - and I'll give you the product to start your business! Click here to learn more...

Who else wants to get their hands on a profitable product? Click here to get yours – making money online has never been easier!

2. Run a Warrior Special Offer (WSO)

The Warrior Forum (www.warriorforum.com) is one of the biggest, most popular online marketing forums. And it also boasts one of the biggest forum marketplaces that's devoted solely to marketers selling their products to other marketers. That's why it's the perfect place for you to sell your master resell rights.

Now, the Warrior Forum actually has multiple places to place your ad. Before you can post in any of these paid sections of the forum, however, you need to become a paid member of the forum (for \$37). You can learn more about becoming a member by [clicking here](#).

Once you're a member, then you have two main ad placement options:

- [Classified Forum](#). The cost to place an ad is \$20, and you can make the same offer in this forum as you would elsewhere on the web. However, because this forum is just an ad forum and not a special offer forum, it doesn't get as much traffic or sales as the next option.
- [WSO \(Warrior Special Offer\) Forum](#). As the name suggests, you need to make a special offer in this forum, meaning it has to be at a lower price than offered publicly. That means you need to offer a discount (preferably a steep discount) in order to list your offer here. The cost is \$40 to place an ad and \$40 every time you "bump" it back up to the top of the first page.

Because the WSO forum is highly trafficked, you'll want to place your ad in this forum and focus your efforts on promoting your WSO.

Now, before you place an ad in this forum, you'll want to get your hands on the WSO Pro tool. This tracking, delivery and affiliate system actually isn't associated with the Warrior Forum (as it's owned by a different individual), but it's a great tool for running WSOs. You can learn more and sign up here: <http://www.warriorplus.com/wsopro/>. One of the key features of this tool is that it has a built-in affiliate system. That means you don't need to use a payment processor like Clickbank (which takes bigger fees) in order to have affiliates promoting your product for you.

One final note...

Your success with your WSO ad depends partly on your reputation in the greater Warrior Forum. That means you should register to become a member TODAY – right now – and start building your reputation. You do this by:

- **Use your real name.** It helps build trust.
- **Fill out your profile, including adding a photo.** Again, this builds trust and lets people get to know you.
- **Post useful contributions.** Don't just post one-line answers. Instead, post thoughtfully, meaning that you answer other peoples' questions thoroughly.
- **Build real friendships with other people on the forum.** If you develop solid relationships, you can even ask your friends for testimonials and feedback in advance of launching your WSO.

Point is, don't just post an ad and expect to make a bundle. You'll do much better if you develop a good reputation within the community, first.

3. Give Your Product to Marketing Gurus

So far we've been talking about ways to promote your master resell rights product so that you can make some money on the front end. But remember, that's just part of the overall strategy.

The other part is that you can get free traffic and make money on the backend since you have offers and recommendations inside your ebook. And the more people who see these offers, the more money you'll make.

That's where this strategy comes in.

Instead of focusing on front end profits, you put 100% of your efforts into getting your book into the hands of as many targeted prospects as possible. And one of the best ways to do this is to get your product into the hands of as many big marketers are possible.

So what's the offer?

You give the product to these marketers, no charge, and let them sell it (and keep all the profits) or give it away to their subscribers and customers.

They can even include it as a bonus with one of their products if they'd like.

Tip #1: Do this BEFORE your product floods the market, otherwise this won't be an attractive offer to big marketers.

Tip #2: Near the end of this report you'll discover a trick to turbo-charge this strategy! Don't miss it!

Here's how to do it...

Step 1: Find Prominent Marketers

You probably know a lot of the prominent internet marketers – if so, add all these folks to your list. Then find other marketers by:

- **Surfing Clickbank.** Run a search in the marketplace for broad terms like "marketing" and "business," as well as searching the appropriate categories to see who has the top books about blogging, affiliate marketing, social media marketing and all other "make money" topics. Those with the most popular products tend to be your best bets for partners who can put your book into the hands of a lot of people.
- **Searching Google.** Again, search for marketing terms such as: online marketing, internet marketing, affiliate marketing, web marketing, SEO, blogging and similar terms. Those with sites on the first few pages of Google are all prospective partners.
- **Asking around on forums.** Here you can simply ask people on marketing forums (such as WhyDoWork.com and WarriorForum.com) who their favorite marketers are, whose blogs they read and so on.

Step 2: Make Your Offer

Now you have to contact these marketers and ask them to sell or giveaway your book.

Let me give you an example email – feel free to swipe it, modify it and use it:

Subject: An unusual offer - free content, no strings attached

Hello [First Name],

If you're like me, you have a constant need for new content.

That's because your prospects and customers are constantly seeking out fresh solutions to their [specific type of] problems. And while you have a lot of products, your prospects are always hungry for more.

That's where I come in - I'd like to offer you a free ebook to sell or giveaway to your prospects and customers... no strings attached.

Your customers will love it because this product will teach them how to [list specific topics and benefits]. Best of all, this product comes with master resell rights, so your customers will also have a product to sell. And you'll love this product as it quickly becomes one of your most profitable products.

All you have to do is click here to get a copy of the product and your master resell rights license. No payment required, no opt-in form, no hoops to jump through. It's my gift from me to you!

[Sign off]

P.S. This product currently sells for \$[#], so you can see why it's such a great money maker! So download your copy today and start selling it for free - you'll be glad you did!

4. Swing a Deal With Resell Rights Clubs

This strategy is very similar to the last strategy, in that your primary purpose is to get your book into the hands of as many targeted prospects as possible - and thus get your backend offers seen, clicked on, and purchased.

Here's how it works...

Step 1: Locate Resell Rights Clubs

There are two great places to search for these clubs:

- Google.
- The Clickbank.com marketplace.

Either way, you want to search for a variety of terms, including:

- Resell rights membership site.
- Resell rights club.
- Master resell rights membership site.
- Master resell rights club.
- PLR membership site.
- PLR club.
- Private label rights membership site.
- Private label rights club.

Step 2: Send Your Proposal

Typically, the owners of these resell rights clubs either create the content themselves or they have to purchase the rights to other peoples' content. Thus if you offer them your product for free, you're doing them a favor – and many of these site owners will happily accept your offer!

Here's a sample email you can use...

Subject line: Free product for your [name of site] site..

Hi [first name],

I'd like to offer you a free product with master resell rights that you can sell or give away to your members - no strings attached.

Your members will appreciate this book because [list reasons and benefits here]. Plus, since the book comes with master resell rights, it's a perfect addition to your membership site.

It's a win-win situation. You get free content for your site. Your members get a great product to resell.

To take advantage of this great offer, just go to [download link]. There's no payment required, no opt-in, no hoops.

Check it out - you won't be disappointed!

[Sign off]

P.S. This offer is good today through [date] - so download your copy of the product and MRR license now before the download link expires!

5. Make Your Product Rebrandable

Here's yet another strategy that focuses on the highly lucrative backend of your business. And that's because this strategy seeks to kick start your viral effect and give you plenty of free traffic and sales!

You see, giving your customers the rights to sell your book is one incentive for them to pass it along to their contacts, prospects and customers. But you can turbo-charge this viral effect by letting your customers get a cut of the backend profits, too!

How? By letting your customers "rebrand" your book.

This means you allow them to change the product recommendation links to their affiliate links, so they get a commission whenever someone buys something through the book. And since they also get money on the front end every time they sell the book, you can see why this is such an attractive deal!

Tip: You can let your customers quickly and easily rebrand your PDF books by using a tool such as www.viralpdf.com.

Now, this works best if one of the following factors is true:

- 1. The product links are for YOUR products.** That way, you can give your customers and readers the opportunity to change your direct product links to their affiliate links (in which you should offer at least a 50% commission). Just create an affiliate program through Clickbank.com.
- 2. You're promoting a two-tier affiliate offer.** This option isn't as popular as it once was, mainly because many payment processors disallowed it. But

the idea is that first you sign up for an affiliate program. Then you get others to sign up under you. Whenever they make a sale, you take a small cut of the commission too.

Just a bit earlier you learned about enlisting the help of gurus as well as those who own resell rights club.

As you might suspect, allowing these marketers to rebrand your book will make these other strategies even more powerful. Just let these folks know that they'll make money both on the front end and backend if they take advantage of your offer!

What's more, this strategy also works great if you're selling a book that is NOT targeted to online marketers.

Example: A golfer isn't going to be interested in selling a golfing book to his buddy. But he won't mind rebranding the book and giving it away to his friend... which gives him the opportunity to pick up a couple extra dollars if his buddy clicks on the links in the book.

Once you make a book rebrandable, then you'll want to promote it as widely as possible to give the viral effect a good boost. This includes:

- Blogging about it.
- Telling your social media contacts and mailing lists.
- Asking your friends and colleagues to tell their contacts.
- Mentioning the offer in your forum signature links.
- Dropping the ebook in free ebook directories (search Google for plenty options).
- Submitting the book to peer-to-peer file sharing networks (search Google for "file sharing" and "P2P networks.")

Quick Recap

You just learned five proven ways to advertise your book, make money on the frontend, and get the viral effect going so that you can make a whole lot of money on the backend. Now let's wrap things up...

Conclusion

Congratulations – you just discovered how to get free traffic and sales by harnessing the viral effect of master resell rights!

Let's quickly recap what you've learned:

- ✓ **You discovered how to pick a hot topic.** And as you discovered, if you choose a marketing topic, then you have just ONE audience for your offer – and that means more sales both on the front and backend!
- ✓ **You found out how to quickly and easily write the book.** You can do it yourself or outsource it, the choice is yours!
- ✓ **You learned how to create a compelling sales letter.** Here you learned how to turn lukewarm prospects into eager buyers!
- ✓ **You discovered how to get your book in front of as many targeted prospects as possible.** Finally, you learned a variety of strategies to generate frontend sales, free traffic and backend profits!

This is a proven strategy.

It's worked for countless others, and it will work for you too. But it won't work unless you do, so I strongly urge you to take action today – trust me, you'll be pleasantly surprised by the traffic, sales and profits you enjoy!