

# Increase Your Upsells And Residual Income With

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all affiliates to join and market his product for a commission. Consider the following: Overall, resellers are usually more motivated than affiliates. Why? That is because a reseller has to invest an amount of money in acquiring a product with Resell Rights. That is his money (and probably hard-earned at that) on the table and he is more motivated to cover investment quick and then profit from it. On the contrary, there is no joining fee in becoming an affiliate. This is probably the reason why most affiliates are not as motivated as resellers as they have never invested any money at all in becoming one. Resellers work independently. A reseller sets up his or her own page or web site to start selling the product. If the reseller is at fault, his business would be affected and not yours. Besides, overall resellers are more serious about their business than most affiliate marketing novices. If you recruit just any Tom, Dick, and Harry into your affiliate program, on the other hand, don't be surprised if you see an affiliate moron of yours spamming your favorite forum which you frequent and if affiliate spamming gets out of hand, it won't be long until you have your first - and last - online date with your domain name provider just before he shuts your online business down for good.

### Resell Rights - A Powerful Online Leverage?

The Internet Marketing gospel delivered, is there any more doubt to using Resell Rights? Wait, maybe there are. "Leverage" is a very powerful word in business of any kind. But like a kitchen knife, it can be used in your favor - or even against you. If you have been online for some time, I am very sure that you have come across quite a number of Resell Rights products. They can come in the form of eBooks or even software, scripts and audio/video. But they all sure have Resell Rights conveyed. And if you hang out often with other Internet Marketers, some of them would loathe Resell Rights like mud on the ground. In other words, most Resell Rights products out there are garbage that should belong in the Rubbish Bin folder! But not ALL of them. Not YOUR eBook, you don't want that to happen! Resell Rights is a great leverage you will do well to use where increasing your upfront sales, residual income, and even your expert status are concerned. But like any other forms of power, it can be used in your favor, or even against you. More often than not, most Resell Rights eBook authors use Resell Rights against themselves. Small wonder why most Resell Rights products are labeled "junk"! While they don't necessarily lose their fingers to a kitchen knife or get backfired by their pistols they keep in the cupboard, not making any money and wasting time are very , very expensive. Also, think about the following: Why should resellers choose to resell YOUR eBook in the first place? Why should you convey Resell Rights to your eBook when resellers get to keep 100 of the profits for every copy of your eBook sold since you won't be getting a single cent out of it? How are you

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