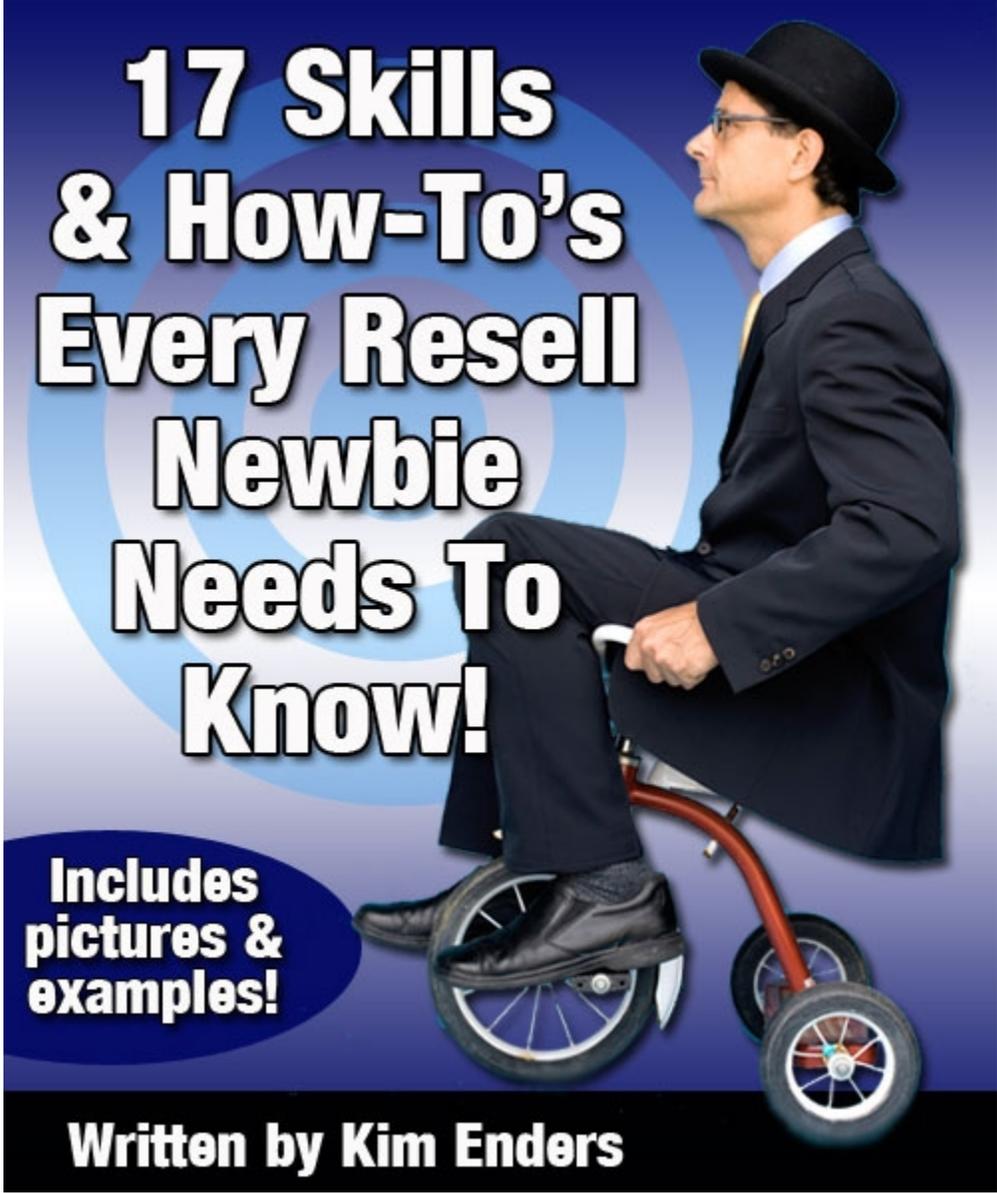


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**17 Skills  
& How-To's  
Every Resell  
Newbie  
Needs To  
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**Includes  
pictures &  
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**Written by Kim Enders**

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## Introduction



It's a given that you aren't born knowing how to create download links, driving traffic to your site or heck, even editing a prefabricated sales page. Take heart, though. This won't deter you unless you let it!

The best way to look at it is this: lacking the knowledge to do these essential online tasks is just a call to learn how to do them. And really, they are quite easy, it's just a matter of learning how to do each.

Without further ado, let's identify and go over these skills so you can start putting them to use!

## Creating Web Graphics

Why would you need to create your own graphics? You may find yourself needing to make ecovers, buttons for your site among a whole slew of other web graphics.

While you can avoid having to learn and create your own graphics, you may end up paying out the nose for a graphic designer to create them for you. Or, if you don't pick up some sort of training regarding graphics, you may find yourself in the large group of folks on the Internet whose graphics are, quite frankly, laughable and unprofessional (nope, this is not good!)

Personally, I first used Microsoft Paint to create all my graphics. And, well, they were shoddy graphics. I'm sure you could blackmail me with them if you had copies of those grainy, cheesy graphics!

Currently, I use Adobe PhotoShop. There are other graphic programs but PS seems to be the standard; In my experience, it has definitely been the easiest and most feature-rich graphic editor I've used to date. While its price may be above your means, you definitely want to eventually secure a copy of it!

I guess the next obvious question would be: where do I learn how to use PhotoShop and create graphics? I recommend Andy Eaton's [GraphicSecretsExposed.com](http://GraphicSecretsExposed.com).

You can visit it by clicking on the link below:

<http://original-eproducts.com/recommends/GSE>

I learned how to create headers, banners, order buttons and various other necessary graphic skills from this one site. \$20/mth is a very small investment for the massive amount of video-provided education you receive. And that's not to mention the professional ecover/cd/box shot action scripts you receive as a member of the site!

# Learning HTML

Why do you need to learn HTML? As a reseller, you will find it necessary sometimes to edit web pages. While there are other valid reasons to learn HTML, this reason alone is all the reason you need to go ahead and learn it.

Not technically inclined? Don't count yourself out until you actually try your hand at HTML! HTML is much easier than algebra. It's a system and once you figure it out, it's full steam ahead thereafter. Understanding how HTML works also opens up other doors; it can easily segue into learning and using PHP (but we'll get to that later.)

I can't emphasize enough how easy HTML is. To that end, I want you to peruse an example of HTML that I've created for you. A quick example of HTML in action is the following:

## Possibilities

In HTML, it would end up looking something like this:

```
<center><u><b>Possibilities</b></u></center>
```

The `<center><u><b>` tags which you find at the beginning are all opening HTML tags and they stand for center alignment, underline and bold.

Of course, you throw 'Possibilities' in between all these tags as it is 'Possibilities' that we are centering, underlining and making bold.

The `</b></u></center>` tags which you find at the end are all closing tags. You'll notice they each contain a `'/'`.

Another way to look at this example is via a step-by step approach.

- 1) You type out 'Possibilities.'
- 2) We want to make 'Possibilities' bold so we add the opening and closing bold tags. (i.e. `<b>Possibilities</b>` ) This html code creates the line below:

## **Possibilities**

- 3) We also want to underline 'Possibilities' so we now need to add the underline tags. (i.e. `<u><b>Possibilities</b></u>` ) This html code now creates the line below:

## **Possibilities**

- 4) Last but not least, we want 'Possibilities' to be centered, so we now need to add the center tags. (i.e. `<center><u><b>Possibilities</b></u></center>` ) The html code

is now identical to the code I showed you when we first introduced this example. The code now creates the line shown below:

### **Possibilities**

Of course, there are more advanced techniques involved in HTML but for starters, that ought to give you an idea of how the system works. As with anything else, it builds upon itself. Learn the basics and you pave the way for more advanced stuff!

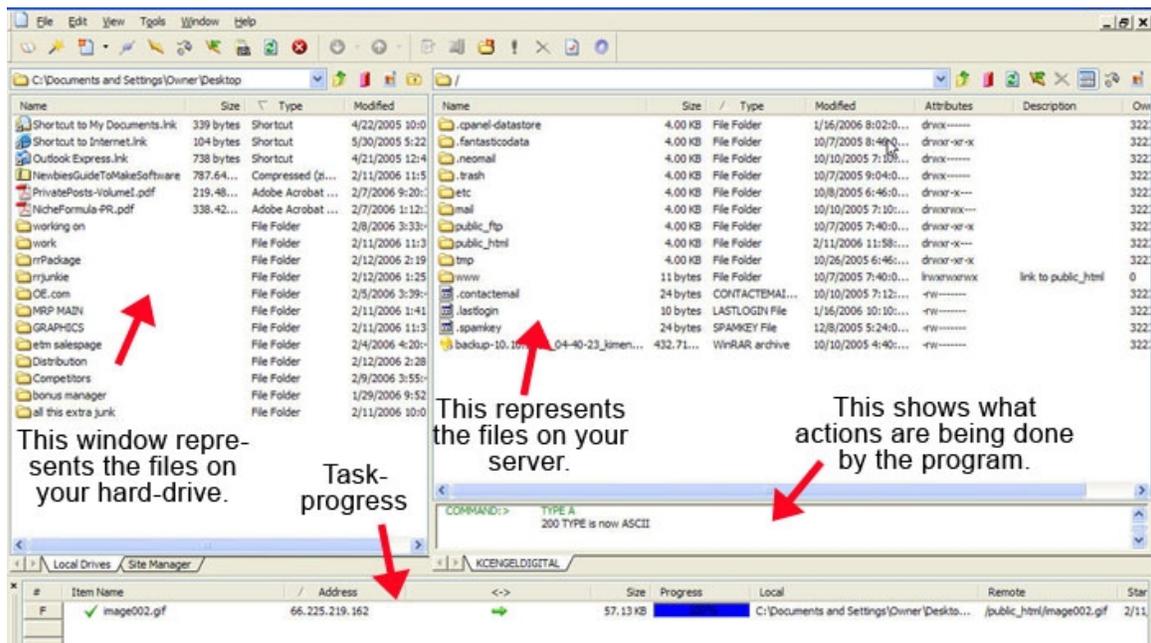
I heartily recommend Jim Pidcock's How To Build HTML. It's actually the one Ebook that taught me most of what I know about HTML today!

# How To FTP

Why do you need to learn to FTP? You'll need to upload files (i.e. your sales pages and Ebooks in the very least) and that's where learning to FTP comes into play.

FTP is another easy skill you need to learn before you can go onto other necessary online tasks. For this section, I'll be teaching you using 'CuteFTP'. Its setup differs from a few FTP programs but in general, most FTP programs are set up like it. All the capabilities are the same, though.

Before using an FTP program, you will need the host address, username and password. In most cases, the host address will be in the form of <ftp.domainname.com>. You should've received your username and password when you signed up for your web hosting. If you don't have these details right off the bat, just ask your web hosting provider. They will definitely have them!



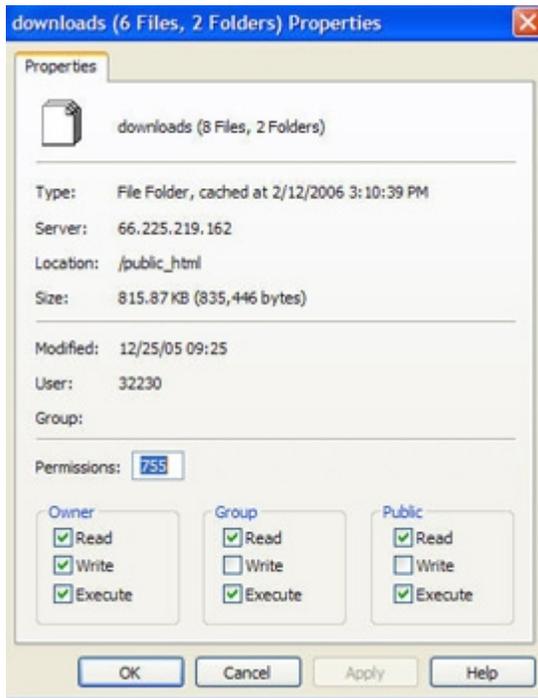
When uploading, make sure to double-click on public\_html. This will bring you to the root level where you'll be uploading stuff.

**FTP Tips:** (The instructions provided below pertain to CuteFTP. If you are using a different FTP program, performing the same tasks may require different steps.)

- When uploading, make sure to transfer in the correct mode. All html files, you can upload in automatic mode. PHP files, on the hand, need to be uploaded in 'ASCII' mode and picture files (.jpg, .gif, .png, etc.) need to be uploaded in binary. It's very important to upload files in the proper mode otherwise distortion may occur. In CuteFTP, you can change the Transfer Mode type by going to File

on the Main Menu, going down to 'Transfer Type, and over to the mode you need.

- To upload in CuteFTP, navigate to the file(s) you want to upload (in the window representing your hard-drive.) Right-click on the file(s) you want to upload and click on the 'Upload' option on the menu that pops up. The program will then upload the file(s).



- Some files, especially in web scripts, will need to be chmodded. What the heck is that? Basically, chmodding a file sets the user permission. This comes in handy when you want to restrict modifications and viewing of the file to only yourself or the server itself.

Common chmod levels are 777, 755 and 644. I will not explain what these mean.

In CuteFTP, you right-click on the item you need to chmod (in the window representing the files on your server.) A menu will pop up and you go down to 'Properties/CHMOD'. Left click on that option once and a chmod window will come up.

With most FTP programs, you simple enter the Permissions level down in the

Permissions box, click apply and then ok.

With some FTP programs, simply entering the numbers will not take, so you may need to manually go and check/uncheck the boxes at the bottom to achieve the particular permissions level you need.

- Just like you can upload files to your server, you can also download files from your server. You just right-click on the file(s) you want to download and go to the 'Download' option in the window that pops up. Click on it.
- You can also create folders within the FTP program. In CuteFTP, right-click on any blank area in the window representing the server. In the window that pops up, go down to the option that says 'New Folder' and click on it. You will then get the chance to name the folder.

Those are the basics of using an FTP program. Play around with your FTP program and you'll find that everything else comes real easily. ;)

## Installing Web Scripts

A lot of online entrepreneurs end up learning this skill out of necessity. Personally, I taught myself and spent hours if not days trying to figure out how to install various scripts. It's a wonder I don't have massive bald spots from the aggravation!

If you have Cpanel with your web hosting, I'm sure you've noticed Fantastico (which auto-installs a variety of certain scripts.) Fantastico's great but its variety doesn't include numerous scripts you'll actually want to install.

Back to the bald spots ... no need to worry about those anymore! Once I figured out how to install scripts, it became a cinch! Each script is different and requires certain steps to install it. Usually, though, the steps are basically the same.

For example, let's say we're installing 'UltraReviewPro script' (no such script, as far as I know.)

For this script, it has the steps below:

- 1) Create an SQL database.
- 2) Modify config.php file with DB settings.
- 3) Upload files to web server.
- 4) Run install.php file

Sound like Greek to you? Take a deep breath and release it. It's not hard stuff, it's no harder than learning to cook. As soon as you understand what each step means, you'll be installing scripts in 5 minutes and less! I'm going to quickly run you through how to install this ultra-easy script.

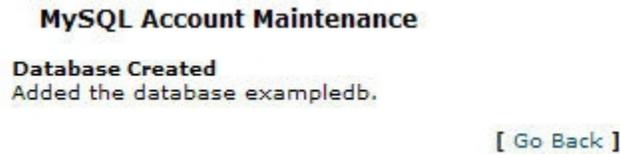
The first step, creating an SQL database in your Cpanel, is SIMPLE, SIMPLE, SIMPLE! On your CPanel, you'll want to find the icon that looks like this:



On the page that comes up, you want to navigate where you find the Add Db entry box as pictured below. It is here that you will enter the name of your db (try to make it something relevant to the script that you're installing so that if necessary, you'll be able to recognize what the database details if you ever need to refer to them in the future.)

Db:

For example, for the UltraReviewPro script, I might create a database name urpro or ureview or urp. In this example, I'm using 'exampledb' as the database name. Obviously, once you've put in the name of your database, you click the 'Add Db' button. Once you do so, you'll see a page with a confirmation of the database's creation (as pictured below.)



Click the 'Go Back' link to return to the Database management screen.

Next we want to create a user whom we'll give access to the database you just created. You'll need to navigate to the 'Add User' entry area.

The screenshot shows a form with two input fields: "UserName:" containing "exampled" and "Password:" containing "ex123". Below the fields is a button labeled "Add User".

For this example, I'm creating 'exampled' as the UserName and 'ex123' as the Password. I then click on the 'Add User' button. Again, I will see a confirmation screen as pictured below. Click Back to go to the Database Management area.



Last but not least, we need to link the database with the database user we just created. To do so, you'll need to navigate to the linking area as pictured below.

The screenshot shows a form for linking a user to a database. It has two dropdown menus: "User:" with "kcengel\_exampled" selected and "Db:" with "kcengel\_exampledb" selected. Below these are several checkboxes for privileges: ALL (checked), ALTER, CREATE TEMPORARY TABLES, CREATE, DELETE, DROP, SELECT, INSERT, UPDATE, REFERENCES, INDEX, and LOCK TABLES. At the bottom is a button labeled "Add User to Db" with a red arrow pointing to it.

Make sure to select the correct User and Db. Once you've selected each from their respective pull-down menus, click the 'Add User to Db' button. You will see one last confirmation screen (again, as pictured below.)

### MySQL Account Maintenance

#### Account added to Access List

Added the user `kcengel_exampdb` to the database `kcengel_exampdb`.

[\[ Go Back \]](#)

And that's all you have to do to create an SQL database. A large amount of scripts require SQL databases so knowing how to create one is **crucial**.

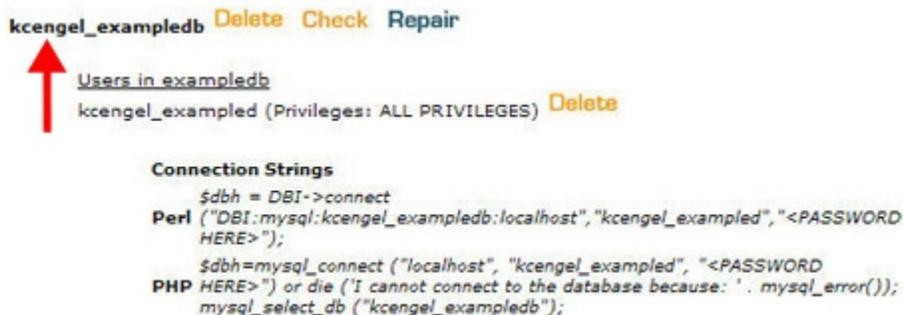
On to step two: Modifying `config.php` file with the DB settings you've created. Most config files will include something like the example below.

```
$host = "localhost";  
$dbuser = "username_here";  
$pass = "";  
$dbname = "database_name";
```

Anything denoting the host will usually be 'localhost'; if this doesn't work, you'll want to check with your web hosting provider to find out for sure.

Anything denoting a database user (in this example, '\$dbuser') will correlate with the database user you created already (in this example, I already created 'exampdb' as the username. Where did the 'kcengel\_' prefix come from? You will have your own prefix and you'll find it on the database management page in which we created the database and database user earlier.

All of your databases, which will be listed on the main database management page, (example pictured below) will contain your prefix. In my case, the prefix is 'kcengel\_'



The screenshot shows a database management interface. At the top, there is a header for the database `kcengel_exampdb` with links for `Delete`, `Check`, and `Repair`. Below this, there is a section for `Users in exampdb` with a red arrow pointing to the user `kcengel_exampdb` (Privileges: ALL PRIVILEGES) and a `Delete` link. Underneath, there is a section for `Connection Strings` with code snippets for Perl and PHP.

```
Connection Strings  
$dbh = DBI->connect  
Perl ("DBI:mysql:kcengel_exampdb:localhost", "kcengel_exampdb", "<PASSWORD  
HERE>");  
$dbh=mysql_connect ("localhost", "kcengel_exampdb", "<PASSWORD  
PHP HERE>") or die ('I cannot connect to the database because: ' . mysql_error());  
mysql_select_db ("kcengel_exampdb");
```

Moving right along, any value denoting the password, will be the password you entered when creating your database's username. Finally, any value denoting the database name (in this example, '\$dbname'), will be where you put the database's name.

When finished, in this example, we end up with the following:

```
$host = "localhost";  
$dbuser = "kcengel_exampled";  
$pass = "ex123";  
$dbname = "kcengel_exampled";
```

Make sure to save after making your changes. The next step in this example is uploading your files to your web server. For the sake of this example, let's say we upload to a folder called 'reviews'. As explained in a previous section of this Ebook, do remember to upload php files in ASCII mode, pictures in binary mode and html files in auto mode.

The last step is to run the install.php file. Let's just pretend that my domain name is kimsexamples.com and that I installed the 'reviews' folder on the root level. That would leave us with the following install URL: <http://www.kimsexamples.com/reviews/install.php>

(This link of course, is not active – just a figment of our imaginations, remember?) That should give you an idea, though, of what your path would look like if you installed UltraReviewPro.

If you installed the same script to pinkypoplop.com, it would still end up being: <http://www.pinkypoplop.com/reviews/install.php>

Most web-based install pages will either automatically populate your SQL databases for you and give you a success message, or they will have you enter your database details, admin/password details and click an enter/next button. From there, the script will install itself. Once successful, it's important to remove your install files (unless indicated otherwise) as install files pose a security risk. Why? Anyone who hacks into your server could re-install over your current installation if those install files are still there.

Most scripts will also indicate where to login to your main page/admin panel. That's it! If you can understand this basic install, you're well on your way to achieving more complicated script installs.

## How Do I Create & Integrate A Header File When The (PHP) Script Doesn't Have One?

How the heck does this tie in with resell rights? If you have a script that you're going to use to sell your resell rights products and it lacks a header file and you really want to customize the script to fit the rest of your site, you'll need to know how to create and integrate a header file.

We'll jump right into this one going step by step. Before we get started, open up your notepad application. Go up to the File sub-menu of Notepad's main menu. Then go down to the 'Save As' option. A save window will come up. Where it says 'Save as type:', click on the drop-down box and select 'All files' and then where it says 'File name', type 'header.php'.

Now, within the php script you're wanting to include the header in, go down to the line after <?php or <? and type in the following: include "header.php"

Next, save the php file. Before doing the same for the other php files comprising that script, check and make sure that the addition of 'include "header.php"' doesn't produce any errors.

When it comes to a header file, you can include text, html and links. View the examples below.

Example 1:

```
<center><img src=http://www.original-eproducts.com/sources/pix/bignose.jpg></center>
```

Example 1 would produce a header that leads to the bignose.jpg picture stored on my original-eproducts.com server. In other words, you would see that picture at the top of script's page.

Example 2:

```
<center><h3>Your header goes here!</h3></center>
```

Example 2 would produce something like **Your header goes here!** across the top of the script page.

Example 3:

```
<center><a href="http://www.original-eproducts.com">Click here to visit OE.com</a></center>
```

In example 3, you would get a link like the one below across the scripts page.

[Click here to visit OE.com](#)

Hopefully, that gives you a better idea of some of the things you can do with a header file and how to implement each. Some scripts, for whatever reason, won't allow you to integrate a header file. (I have a lot of experience installing scripts but, hey, I'm not a professional script installer, per se.)

Either way, if the script will allow it, which most do, then take advantage of it! Why not take a wee bit of time to customize scripts to match your site?

## **Modifying Pre-fabricated Sales Pages**

Knowing how to modify pre-fabricated sales pages is another easy but essential skill you need to have. Let's face it. Often times, you'll find the sales page provided with the resell product severely lacking. Or, on the other hand, you may just need to replace some of the details with your own.

Most resell rights packages come with pre-fabricated sales pages which, in most cases, you are permitted to modify. If you're unsure whether the sales page can be changed or not, don't hesitate to contact the creator or distributor of the product.

### **Getting down to the nuts and bolts of modifying sales pages...**

Simply open your sales pages in Dreamweaver (or whatever HTML Editor you use), replace default details with your own, add and edit the sales page as needed and save the file. Then upload!

Do take note, though, if you use Microsoft Word as your HTML editor, it will add smart tags, xml references and all other sorts of crap to your HTML code. This unnecessary code will make your web page at least 2x as large in file size and it'll also take a lot longer to load up for your visitors.

I suggest using Dreamweaver. Heck, Dreamweaver will even strip out all of that extra crap Word added and cut the file size in half! I did this recently and it was amazing to see the difference!

## Importing a Sales Page to Ebay

Importing a sales page to Ebay is another necessary but easy task. If you're familiar with Ebay and creating a listing, you'll understand the following instructions. If you're not, get familiar with Ebay before reading this particular section.

To import a sales page into Ebay, you just copy and paste the sales page's html to the description area of the Ebay listing (make sure the description area is set to allow html.) As far as how to link to the pictures in sales pages, you'll first want to upload the folder with the pictures for the sales page to your server. Then, within the sales page's html that you copied to the Ebay description area, link to the pictures.

For example, let's say the pictures are in a folder entitled 'index\_files'. We upload the index\_files folder to a folder entitled 'down' on kimenders.com. The link, then, would be [http://www.kimenders.com/down/index\\_files/picturename.jpg](http://www.kimenders.com/down/index_files/picturename.jpg)

Of course, you would replace 'picturename.jpg' with each picture's name, complete with picture extension (i.e. .jpg, .gif, .png, etc.)

That's it!

## Creating Download Links

When I first started working online, I didn't have the first clue on how to create a download link. It's quite simple, really. You upload the file, for example, a zip labeled 'ezinekit'. Let's say we uploaded the file to a folder called 'files' on the root level of the domain, [sucheasystuffs.com](http://www.sucheasystuffs.com).

The download link would be <http://www.sucheasystuffs.com/files/ezinekit.zip>. Simple as that!

Of course, if you're creating a download folder on your server, make sure not to make it too easy to guess – the same applies to the name of your downloadable files. Otherwise, cunning online thieves could download all of your downloadables!

## Instead Of Having A Plain URL, How Do I Create A Text Link?

Use an anchor tag! For example, let's say we want the text 'Click here!' to show on the web page and when clicked upon, it redirects to the link, [www.my-resell-portal.com](http://www.my-resell-portal.com)

It's as simple as the following piece of HTML code.

```
<a href="http://www.my-resell-portal.com">Click here!</a>
```

The description for each part of the code follows:

`<a href=` This is the opening portion of the anchor tag.

`"http://www.my-resell-portal.com"` This is the link we're redirecting the visitor to.

`>` This is the end character for the opening anchor tag.

`Click here!` This is the text we want the visitor to see on the web page.

`</a>` This is the closing anchor tag.

Once you created the text link, you would take the resulting HTML code and integrate it into your web page wherever you wish to place the link.

## A Simple Way To Protect Folders On Your Server

Sometimes, hackers try to access the contents of folders on your server by cutting off pieces of URL's they find on your site. For example, I could give the following download link to a customer: <http://www.sucheasystuffs.com/files/inuya.zip> and if they cut off the /inuya.zip part of the URL, they could access that folder. This means they would see and have access to everything in that folder and could possibly navigate within other parts of your server.

Short of password-protecting a folder, you can simply add an index.html file to a folder. Anytime a hacker tried to enter that folder thereafter, they would automatically be redirected to that index.html file. The cool thing about this method is that you can create a sign-up page for your ezine or some other page you want to be viewed.

A superior way of protecting your downloads, if you can afford it, is to install and use Sam Stephens' DLGuard. You can visit it via the following URL:

<http://original-eproducts.com/recommends/DLGuard>

I use this myself and I've had nothing but good things to say about it! It's easy to use and more secure than Fort Knox!

## Creating a Download/Thank You Page

Some software will automatically pop out Thank You and Download pages like gum balls from a bubble gum machine. I'm including this section for those of you out there who don't have the money to purchase one of the aforementioned software or who'd prefer to manually create their own download pages.

Now, for starters, you start with a bare bones web page. Obviously, you'll want to identify the product they've purchased with a text label and optionally, a cover shot of the product.

You can also include the following information:

- 'Your Transaction Was Successful!'
- 'Note: Your Credit Card Will Show A Transaction By Payment Processor'
- The Download Link
- Download Instructions
- Links to Winzip and Adobe Reader (in case the purchaser needs them)
- A back-end offer (advertisement for a similar product/accessory)
- A means of contacting you in case they have problems downloading the file
- Copyright & distribution information

To the right, you'll find a screenshot of a cheesy download page I whipped together quickly.



## Creating a Mailing List

Whether you're a reseller, an affiliate marketer or an auction seller, having a mailing list full of targeted readers is a must!

Before you do anything, you need to set up an autoresponder/ mailing list script. Oftentimes, you hear Aweber and GetResponse as favorite autoresponder/ mailing list services and AutoResponse Plus as folks' favorite standalone script. Yes, there are scripts, services and options! Be choosy before buying any.

Note: Make sure the autoresponder is double opt-in, meaning potential subscribers have to confirm their subscription. Also, provide a link to unsubscribe in all emails!

Another note: I tried various free autoresponder services, an \$80 standalone script and then Aweber. Aweber works the best, hands down! I highly recommend their service. It's easy, powerful and inexpensive. You can visit their site by directing your browser to:

<http://www.original-eproducts.com/recommends/Aweber>

**What will my ezine be about?** You must figure this out before you go any further! Frankly, it's best to write what you know about! Me, I often write about resell rights and eproduct creation because they are what I know and enjoy. I've dealt in them long enough to be considered an expert.

Once you have your script configured and the basis for your ezine figured out, create a web page promoting your ezine. Make it short and concise. Tell your potential subscriber why they would want to read your ezine. Get them excited! At the bottom, include a sign up web form and below that, links to your privacy and no-spam policies.

**Where do I get the code for the web form?** Any autoresponder/ mailing list script worth its price will automatically generate the code for you.

**How do I integrate the code into my web page?** With code in hand, you simply integrate that code into your web page's code. One easy way to do this is to locate where you want to place your web form. In that spot, type bbb.

Then, when you're viewing the html code, you can use the search utility in your html editor to hunt down the 'bbb' piece of text. Then just replace bbb and its tags with the code for your web form. Once you're done, upload the file and begin driving traffic to that page. With subscribers onboard, begin releasing your ezine.

When it comes to content, again rely on what you know and enjoy. You can also use others' articles as long as they come with reprint rights (in most cases, you must also keep the article intact and preserve the resource box as well.) Other marketers are known to hold contests, include jokes and stories and introduce links to interesting and useful sources. It's your ezine; be creative!

The main purpose of your ezine is actually to market, though. So, remember to gently market to your subscribers. In other words, don't shove advertisements and promotions down their throats. Not only is it annoying to customers but also, in my opinion, inconsiderate. You can work your advertisements in by providing helpful information in your messages that relate to what you're promoting.

**Important:** When sending any emails to your subscriber, it's imperative that you go across the email only 65 characters at the most.

I use the following ruler (not my creation and I'm not sure which marketer it was that introduced the email ruler concept. *Founding marketer, drop me a line so I can give you credit where credit is due!*)

-----1-----2-----3-----4-----5-----6-----

This is an example of how you would need to wrap your emails. Make sure you just don't go beyond 65 characters as some subscribers' email systems are different than others and will take an email with text all the way across the window and produce an email with text that is clipped, hard-to-read and ultimately, annoying!

An example of an email that was formatted improperly and has become clipped is the same text above but as seen below:

This is an example of how you would need to wrap your emails. Make sure you just don't go beyond 65 characters as some subscribers' email systems are different than others and will take an email with text all the way across the window and produce an email with text that is clipped, hard-to-read and ultimately, annoying!

## Promoting Your Web Site

Good heavens! The information regarding website promotion is practically overflowing all over the Internet. So, with that in mind, I'll keep this short and sweet. First of all, you need to drive traffic to your site as much as possible but it's more important that your traffic is targeted. In other words, you want visitors coming to your site who are interested in what you're selling.

You wouldn't expect an unattached, non-cross-dressing man to be terribly interested in shopping in a woman's clothing store. So, why would you want a visitor to come to your

site if he's not even remotely interested in the information and products you have situated there?

So, how do we get this targeted traffic? One, by optimizing your web pages to suit the search engines. Two, by building and maintaining a system of quality reciprocal links. Three, by including a link to your site when posting to forums (this one tactic recently increased my site traffic by 30 times!) And when it comes to posting in forums, don't just post in any old forum you stumble on. Post in forums that relate to what your potential customers are interested in.

If you're interested in other ways to drive quality traffic to your site, check out my ebook, Back Burner Traffic. I've included several easy and inexpensive ways to effectively drive traffic to your site in Back Burner Traffic (more details in the resource section of this Ebook.)

## **How do I link to a page on my server?**

Why would you need to know this? If you choose to create a website where you sell your resell products and you want to link to other pages, you need to learn first how to link to pages.

We'll explain this by running through a simple example. First, you need to have the page uploaded to your server already. Let's say we uploaded froggy.html to a folder entitled "arottenlil" within the domain, heisbeing.com.

The link to froggy.html would be <http://www.heisbeing.com/arottenlil/froggy.html>

It's as simple as that.

## **Knowing When To Buy Resell Rights Products & When To Put Your Credit Card Away**

Finding sources of resell rights products isn't always the hard part. Deciding which resell rights and which resell rights to purchase is a lot more difficult. So, with that in mind, I've put together the following list of tips to guide you in making good spending choices.

- Are you considering buying a cheap, enormous package of resell rights off of Ebay? Don't! Most of the time, these packages are cheesy and contain old, out of date, pirated and unlicensed products.
- Is the resell rights product you're considering purchasing already being sold by everyone and their mama and their mama's doctor? Do your homework before buying! You don't want to cough up money to resell a product that's already over circulated.
- Do you really need to purchase the resell product your contemplating purchasing? A lot of people, me included, are obsessive resell rights products collectors. Are you making your purchase to add another product to the digital pile or are you actually going to sell the darn thing?
- What are other people saying about the product you're thinking about purchasing the resell rights to? Are there any testimonials or references to show that the product has the potential to recoup your investment and make you some serious dough?
- Does the product have guidelines set in place to protect its value (i.e. a suggested resell price, resell restrictions, etc.)

## **Setting Up Your Own Autoresponder In A Standard Autoresponder Script**

Before you can create an autoresponder, you need to either have an autoresponder installed or subscribe to an autoresponder. Note: Make sure the autoresponder is double opt-in, meaning potential subscribers have to confirm their subscription. provide a link to unsubscribe in all emails!

First off, I'm going to take you through a common (service-type) autoresponder setup. This does not represent Aweber, by the way. These screen shots were taken from a different autoresponder script.



In the picture above, you have access to your subscribers, HTML form generator, a message scheduler, your autoresponders and more. We want to focus more on the autoresponders, so clicking on the 'Autoresponders' button leads you to the following list of autoresponders (pictured below.) The names and subscriber counts have been blurred for privacy purposes.

**Add New Autoresponder Account**

AS	Ar. Id#	Autoresponder email address	Action	Quick Stats
●	680	advertiser-680@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]
●	775	promotions-775@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]
●	885	company-885@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]
●	872	support-872@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]
●	877	newsletter-877@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]
●	880	education-880@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]
●	921	specialty-921@domain.com	[View Messages] - [Edit Properties] - [Delete Account] - [Form Codes] - [Broadcast] - [Test] - [Delete Leads]	Subs: [blurred]

Total subs: [blurred]

**Account Status:**  
 ● Active  
 ● Inactive

Click on the green button (●) to turn an active autoresponder to inactive and on the red button (●) to turn an inactive account to active. Inactive accounts will continue receiving new subscribers but the follow-up letters won't be processed.

On the autoresponder list page, you can choose to view each autoresponder's messages, edit your autoresponders' properties, delete autoresponders in addition to a few other options.

For the sake of this example, let's just say we chose to edit the first autoresponder listed. We would then see the following page.

Autoresponder identifier: **subscribe**

Total subscribers in last 24 hours: [0]  
 Total subscribers in last 7 days: [1]

Id#	Subject line	Delay	Format	Action	Move
1	[MRP Reseller Weekly] Your First Issue, %%FNAMEfriend%% , + a celebration Bonus	Immediate	Html	[Delete] - [Edit]	-

[Add New Message](#)

▲ - move message up  
 ▼ - move message down

On this page, we can delete or edit this one autoresponder, or we can add a new message to the autoresponder. Let's say we now decide to add a message to this particular autoresponder. Just click on the 'Add New Message' button as pictured above.

We now see the following page:

**Add new message**

Ar id/Identifier: **680 - subscribe**

Delay this message by:  Days after the last message (set to 0 if this is the first message)

Message Format:  2

Include custom header & Footer:  - Include header |  - Include footer

Subject Line:  [?]

Personalization tags:  [?]

Extra Fields:  [?]

Owner info:  [?]

Extra owner info:  [?]

Message:  [?]

Text to HTML formatter:

As seen in the preceding image, you can decide how long before sending the message out (great for creating a sequence of messages); you also have the option to include a header and footer file, the ability to include personalization tags (which will be replaced with your subscribers' details) in addition to the ability to convert the message you type out in the message area into an html version.

Note: 2 or 3 days between messages seems to be a good delay period between messages.

After you've finished filling out everything, simply click the 'Save Message.'

Most autoresponders, both standalone and service-types, have a similar setup as in the preceding example. Granted, they probably have more features and look sleeker. That ought to give you a good idea, though, of how you'd go about setting up an autoresponder.

NOTE: Personally, let me reiterate that I recommend Aweber for all of your autoresponder/ mailing needs. I've quickly learned that for a measly \$20 a month, it's easy to use and reliable. ;) You can visit Aweber by directing your browser to: <http://original-eproducts.com/recommends/Aweber>

## **What is a squeeze page and how do I create one?**

A squeeze page pretty much introduces an item and gives you the option to sign up for more information. It's not meant to pre-sell the item, just to get the visitor to sign up for more information about it.

In this way, you get the chance to extend marketing the product (a resell rights product, in this case) to that customer instead of them taking a quick peak at the product's sales page and walking away from it possibly for forever!

What's more, creating a squeeze page is a piece of cake! To create a squeeze page, run through the following plan, step by step.

- 1) Create a series of informative emails to put in your autoresponder. (Again, don't shove the advertisement down the reader's throat.)
- 2) Import the emails to your autoresponder.
- 3) Write the copy for your squeeze page (urging visitors to sign up for information – be creative!).
- 4) Put a web form in where visitors can sign up to the autoresponder you stocked with the product's emails
- 5) Make the page search engine friendly.
- 6) Upload the squeeze page and drive traffic to it.

## **Conclusion**

We aren't born knowing how to do all the different little things necessary to create a site and resell products online. It is my wish that this Ebook opened your eyes a little bit and gave you a better picture of the skills you need to have in order to build your resell rights empire. Thanks for reading! I hope you learned something from it and enjoyed it too.