



HOW DO I MARKET A RESELL RIGHTS PRODUCT?

Resell rights products offer you the ability to sell your own product, without actually creating one. While this gets you past one hurdle – the creation of a product – you still have another hurdle to face. How do you market a resell rights product?

The first and best option is to market the product to your mailing list. If you do not have a mailing list, build one. There are various ways to do this, but the quickest way to build a list is to offer a free product, which is advertised with pay-per-click or through other people's lists. When the prospect arrives at the site to receive their free gift, they must fill in their name and email address, and give you permission to email them in the future.

Pay-Per-Click advertising can be used for more than list building, however. You can also use pay-per-click to market your resell rights product. Google AdWords is one of the best pay-per-click programs in existence today, but there are many other options, including Yahoo Search Marketing.

You can also purchase advertising in related newsletters, which are also called ezines. This is a very effective way to market a product, and it is a tried and true method. You can find quality newsletters by doing searches in the ezine directories online.

Article marketing is also very effective. You simply write articles that relate to your product, or have them written for you, and submit them to the various article banks, allowing others to read them and use them for content for their newsletters and websites, for free. At the bottom of your articles, add a resource box, which is essentially an 'about the author' paragraph, which should include a link to your sales page.

You can also joint venture with people who have large mailing lists. Just make sure that their lists are made up of people who will be interested in your product. It doesn't make sense to market football products to a mailing list that is mostly made up of women who are interested in recipes.

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