



 **Free Report** 

By: John Tan

<http://www.SBOResaleTreasures.com>

About the author...



John Tan

John Tan got started in the internet marketing world at the age of 26 by starting his own graphics service business. John created several products and services to help others build their online businesses quickly and easily and therefore he started [SBOAcademy.com](http://www.SBOAcademy.com)

John is known for his sincerity in helping beginner marketer to kick start their own online business. His clear teaching style allows people to understand marketing strategies and concept easily.

He also publish a [Review Blog](#) whereby he will give his honest and no compromise review on the various internet marketing products that he got his hands to or personally had used for his business. This review allows him to help Internet marketers to get honest review on products that will help them to get the right products for their business.

John is also the owner and sole creator of some of the hottest sites in Internet marketing.

- <http://www.SBOAcademy.com> - This is John's main site. You can see at this site his new launching products, tips, and videos tutorial on internet marketing.
- <http://www.SBOResaleTreasures.com> – Newly launched resale rights and PLR rights products being offered each and every week. Make money by being one of the few to promote high quality and the latest resale rights products online!
- <http://www.SBOGraphicsDesign.com> – No graphics design knowledge, no photoshop knowledge, no worries! A site that provides a custom graphics service for internet marketer.
- <http://www.7DollarKillerTemplates.com> – 3 minisites templates that offer at a crazy low price that allow beginner marketer who are low in budget to get high quality graphics!

John lives in Singapore, with his wife. He runs his business from the comfort from his home.

He enjoys playing basketball and traveling to other countries for sightseeing.

This Free Report is Brought to You by:

John Tan

SBOResaleTreasures.com

Note: You may give it away to anyone you wish. You can even make money with it by reselling it!

The ebook is Copyright © by John Tan

No part of this ebook may be reproduced, stored in a retrieval system, or transmitted by any other means: electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the copyright holders.

This ebook is supplied for information purposes only and, as experienced in this subject matter as the contributors are, the material herein does not constitute professional advice.

This ebook is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the publisher and the contributors are not engaged in rendering legal, accounting, or other professional advice. If legal advice or other professional assistance is required, the services of a competent professional should be sought.

The reader is advised to consult with an appropriately qualified professional before making any business decision. The contributor, John Tan do not accept any responsibility for any liabilities resulting from the business decisions made by purchasers of this book.

***EARNINGS DISCLAIMER:** Results are not typical. Your results may vary. We make no claim that you will earn any income using this ebook whatsoever. Where specific figures are quoted from individuals there is no assurance you will do as well. You must assume the risk that you will not earn any income from this product.

[It is recommended that you PRINT this out before reading.]

If you're ready to get up-to-date Resale Rights and PLR products without blowing your budget and earn 100% by reselling these products...

**[Click Here](#) to Join John Tan's
[SBO Resale Treasures™](#)**

Dear Fellow Reseller,

I had compiled this special report into lessons format for easy reading. There are a total of 5 lessons and I hope it will help you greatly in your business!

Lesson #1

"How You Can Increase The Price Of Resale Right Product And Outsold Your Competitor!"

By John Tan of SBOResaleTreasures.com

Dear Fellow Reseller,

Welcome to the "***SBOResaleTreasures™ Mini-Course***", where you'll learn "*5 Secrets To Profiting With Resale Rights*".

Some personal words from me before we start our Mini-Course.

Firstly, I want to assure you that what I going to share is not difficult to implement. Anyone (I mean YOU) can apply what I shared in this Mini-Course.

Secondly, you need to put what I shared into practiced. I do not want your business to remain the same as you have today so you need to put the information learnt into action.

Ok now we are really to begin our Mini-Course.

Today we're going to talk about "***How to Increase The Price Of Your Resale Right Product And Outsold Your Competitors***".

One of the misconception I see most resale rights seller has it that they think by offering the resale rights products at a lower price, they will get more sales. Nothing can be further from the truth, you can actually increase your price and get more sales and I am going to show you how you can do that.

It's all about Positioning.

The way you present your offer will determine the sales you will be getting. Therefore you need to package your offer that nobody does. Remember the last time you went to a Hyatt Hotel to order a chicken chop that easily cost \$18 or more while you can get the same chicken chop at \$5 down the street. It is the same chicken chop but why it cost more. It is the way the restaurant position their chicken chop. They may position themselves as "The Most Tender Chicken Chop In Town" and as it is also serve in a different ambience, this give them the reason to charge more.

How about you? What is the reason you can give to charge more? How are you going to position your resale rights products? The way you can position yourself is to narrow your product to a specific target market. Create the presence in people mind by being the first only product available in the target market. What I mean by that is for example if you are a salesperson selling basketball and to make your basketball different is by positioning your basketball as "The Basketball Designed Specifically For Woman" which is not available anywhere.

So every time any ladies thought of buying a basketball, your product will be the first one that comes to their mind because there is no other basketball that positions it this way. This is what I mean by creating a presence in people mind.

You see most of the people that bought resale right product sell the product as it is and do no positioning with the product. You may come across people selling "Time Management" Ebook but how often do you see people selling "Time Management For Internet Marketer" or "Time Management For Pastor". I guess not much right?

Now you know the first secret, it is time to put what you learn into action. Start thinking how you can position your resale rights products

differently from your competitors and yet outsold your competitors even you are selling at a higher price.

Note:

**Positioning Is The Key To Higher Price
Product With A Greater Profits!**

Learn how to use your existing resale rights products more effectively to building your own online resale right business.

If you do not own any resale right products and wish to start your resale right business and had no clue where to get it.

Here is the [**SBOResaleTreasures™**](#) membership site that offers you up-to-date resale right and PLR products every week that you can sell and make a profit.

[Click Here](#) for more details.

You've just been given the first secret To Profiting With Resale Rights Products.

Keep reading for the next lesson in the series,
"How to Automatically Get Your Customers to Spend More Money With You!"

God Bless!
John Tan

Lesson #2

"How To Automatically Get Your Customers To Spend More Money With You!"

By John Tan of SBOResaleTreasures.com

Dear Fellow Reseller,

Welcome to day two of the "**SBOResaleTreasures™ Mini-Course**", where you'll learn "*5 Secrets To Profiting With Resale Rights*".

Today lesson is going to be exciting. A powerful secret you are going to learn today. We are going to talk about "**How to Automatically Get Your Customers to Spend More Money With You!**"

Let's look at three ways we can apply this powerful secret:

Method #1

THE FIRST SIMPLE WAY TO GET YOUR CUSTOMERS TO SPEND MORE MONEY WITH YOU IS TO USE A 404 PAGE.

Have you ever wanted to visit a particular website, but typed the address or URL incorrectly? You'll notice that, on most occasions, you saw this:



Did you know that you can edit those pages on your own website? So if someone comes to a page on your site that doesn't exist (or if someone is trying to guess your "thank you page" URL) - instead of giving them an error, you can offer them a special offer like this the picture shown below to offer your resale rights product:



Method #2

THE SECOND SIMPLE WAY TO GET YOUR CUSTOMERS TO SPEND MORE MONEY WITH YOU IS TO USE A THANKYOU PAGE.

First let me explain what a thank you page is. A thank you page is usually a page that you will send visitor to after they opt-in to your list or after they bought your product.

Though this strategy is simple but not many people had maximized the use of thank you page or are doing it wrong.

To get explosive results from your thanks you pages, you must ensure your visitors SEE what you want them to see. You must ensure that your visitor see your other promotions clearly or without missing it.

How you can do that easily?

It is by using a "Johnson box". An Example of a Johnson Box will be the one shown below.

An Example Of A Basic Johnson Box

To effectively use the Johnson box is to put it at the top part of your thankyou page so that your visitors will be alert of your special offer for your resell rights products.

Let me show you an example so that you can clearly know what I am talking about. A picture speaks a thousand words right? ☺

Example : 7dollarkillertemplates.com



The screenshot shows a website's thank you page. At the top is a banner with the text "7 Dollar Killer Templates" and images of money and blood. Below the banner, it says "Welcome To 7 Dollar Killer Templates And Thank You For Registering!" followed by links: "Make Money With 7DollarTemplates | Download Templates | Custom Templates". A yellow box, referred to as a "Johnson Box" in the text, contains the following text: "Time-Sensitive Member's Only Exclusive Discount: Your Complete Website Conversion Course At \$50.00 OFF". Below this, it says "Learn How To Turn YOUR Website Into A Sales Churning, Profit-Sucking Machine In Minutes From Now!". At the bottom of the box, it says "Discover the Hidden Secrets The #1 Direct Response Web Designer Uses To Rake in Millions Of Dollars For His Clients Every Year!". An arrow points to the yellow box.

So now do you get it? Ready for the final strategy? Let continue...

Method #3

THE THIRD SIMPLE WAY TO GET YOUR CUSTOMERS TO SPEND MORE MONEY WITH YOU IS TO USE AN EXIT PAGE.

The final strategy that I going to explore is to use an exit page/popup. You see not every visitor that come to your website is going to take up

the offer that you present to them. To leverage on every traffic that come to our site, we need to offer your leaving visitor another chance to take up your offer which is your reprint rights product.

So let us check it out how we used this strategies with a diagram shown below:



So, that's how you automatically get your customers to spend more money with you automatically buying your resale rights products.

- A error404 page
- A thank you page
- An Exit page (You can create this exit page using this [tool](#))

The 3 ways that I shared with you just need you to set it up one times and it will do it jobs for you automatically. You can code it yourself or get this ready made sale triggers [here](#).

Alternative you can use [SBOResaleTreasures](#) **that provide you all resale right and PLR products that you can use for the above 3 strategies.**

And keep an eye out tomorrow for the next lesson in the series, "**How To Create Money Anytime You Want In Matter Of Minutes**"

Until then, God bless!

John Tan

Lesson #3

"How To Create Money Anytime You Want In Matter Of Minutes!"

By John Tan SBOResaleTreasures.com

Dear Fellow Reseller,

Welcome to day three of the "**SBOResaleTreasures™ Mini-Course**", where you'll learn "*5 Secrets To Profiting With Resale Rights*".

I hope you are still as excited as I am for you.

I'm excited for you because what I'm going to share with you today literally allow you to pull in cash anytime you want in matter of minutes.

Just recently I was doing research online to see what other people are doing with their resell rights products or I should say how they are selling it.

After much surfing and researching, there is one common mistake that I found with people selling resell rights products. The mistake these sites made was that they do not build a list or any kind on their sales page.

Hey friends, building a list are extremely critical for your success and that is the topic that we are going to explore today. Everyone know that building lists is very important but till today it still amazed me that there are still people not doing this.

Research show that people need to see the same offer 7 times before they take any action. Therefore building a list allows you to catch hold of your potential customer and show them your offer again to them until they take some action. Of course there is a balance that you do not over do it with just promotion but I know you get my point here.

Not only that you can follow-up on them on your own product but you can too offer them related offers in the future which allow you to cash in more profits.

The point is, it is always easier to get a customer to buy again from you than to find a new customer.

Note: Before you start selling your resale rights product, you can use part or existing resell right materials to offer as an ecourse, bonus or any kind that get people to your list which allow you to contact your subscribers again and again.

Question: Now do you believe that you there are many ways that you can profits using resell rights products?

One of the ways is to use resale rights products to build your list.

Click Here for products you can use to build your list.

Ok. That ends our lesson today. I hope you see the important of a list and if you really want to create money anytime in matter of minute, then building a list is your answer.

Well, that's a wrap for today. Tomorrow's lesson is going to be a real eye-opener. There's a simple thing that you can do that will get more of your website visitors to actually buy from you.

We'll cover it tomorrow when we examine, ***"How By Adding This One Component Can Pull In More Customers For You!"***

Until then, God bless!
John Tan

Lesson #4

"How By Adding This One Component Can Pull In More Customers For You!"

By John Tan of SBOResaleTreasures.com

Dear Fellow Reseller,

Well, congrats on making here so far on our ecourse. We are at day 4 of the "**SBOResaleTreasures™ Mini-Course**", where you are learning "*5 Secrets To Profiting With Resale Rights*".

Today's gonna be interesting. Partly because I am going to share with you a story that happened to me recently.

Recently, my wife and I were looking for a washing machine so We went around several various electronic store looking for a particular brand of washing we had in mind.

The various electronic stores have the EXACT same washing machine that we are interested in purchasing. All are priced at the EXACT same price. All provide the EXACT credit term. Every factor is the same...

...except for one.

There is one salesman that offers an incentive for us. The incentive was that he provides another 2 years of product warranty for free which will cost us another \$50.

Now I ask you, will you buy from this particular sale man from that electronic store. I bet you will because we did.

Do you see the light in the story that I had just shared with you?

All resell rights products that are selling online have the EXACT same price and EXACT same product.

Why does your customer have to buy the same product from you?

The answer for you is to provide an irresistible offer. An offer that are exclusive or you can use your other resell rights product to spin off into another exclusive product.

Some ideas of an exclusive offer can be:

1. A special report
2. A video tutorial
3. A software
4. Free training
5. An interview
6. And much more...

Note: Do provide an offer that is related to your main offer.

Let me share with you another advantage of providing an exclusive offer can do for you. After I clear this myth, you may start to take out the old resell rights products and sell it.

This is the MYTH: It is impossible to sell resell rights products that had already exists for quite some time.

Wrong. This is the reason why I share with the strategy of creating EXCLUSIVE offers. An Offer that does not available anywhere except from you and best till, create an offer that out value the main product itself.

Isn't it resistible? Many a time people will buy the same products again even though they have it just to get the exclusive offer that you provided.

Do you see the possibilities you have with your resell rights product that lying in your computer.

The truth is this...

An Exclusive Offer Included In Your Sale Page Can make a difference in Your Sales.

So, that's it for now. A short and valuable lesson. The next lesson is the lesson that you do not want to miss because it will change the way you market.

Keep your eye out for, "How [You Can Give Away Products And Still Make Sales!](#)"

Until then, God Bless!

John Tan

Lesson #5

"How You Can Give Away Products And Still Make Sales!"

By John Tan of SBOResaleTreasures.com

Dear Fellow Reseller,

Welcome to day five of the "***SBOResaleTreasures™ Mini-Course***", where you are learning "*5 Secrets To Profiting With Resale Rights*".

I want to congrats you for making it through the whole entire ecourse suppose that you are going to read today ecourse. In fact I would say, you are already armed with powerful strategies that you can go out to make a difference in your resell rights business with the 4 lessons that you have learnt.

But I know that you won't be satisfied without completing the final lesson. In today lesson, we're going to explore "How You Can Give Away Products And Still Make Sales!"

What did I hear you wrongly! Giving away products and still earn money. How can that be!

Ok let me give you a real life example.

Just last year, I was browsing a blog and on that blog they were giving away a famous author hard copy ebook for free. In the point of time, I thought what a great deal but at the same time I thought in my heart, why is this guy so stupid to give away a hardcopy book and in addition, provide free shipping of the book to you. What a deal! So I immediately fill in my detail to get the free book.

After 2 weeks, when I opened my post box, to my shock I really received the free physical book. The book provides very good information and the thing is beside the free book, a form was included inside that free book that offer a coaching program to help me start my own online business as the book is related to starting business online.

You see, the person giving the free book was not stupid. The free book was an investment for him to get a potential customer. So this is how it works, the book provide really good information on having multiple stream of income online. But what was missing is on "how to" information.

So people reading the book that are interested to start their own online business will be interested to sign up with the coaching program which will cost around \$1000.

Do you get my point now? If not let me calculate the profits for you:

Free book cost: \$15 USD (Estimate amount)

Shipping cost: \$4 USD (Estimate amount)

Total cost: \$19 USD (Estimate amount)

Coaching Program Sale: \$2000 (Exact Amount)

Profit after cost : \$2000 USD - \$19 USD = \$1981 USD

Now do you believe me that by giving away products, you can actually earn more money?

This is how you can give away product using resell rights products.

➔One Time Offer

You can give away a free report using resell rights product and then in the backend, offer a one time offer to the visitor requesting for the free report. You can set up your one time offer here easily here.

➔Affiliate Link Embedded inside the report

Give away “[Give Away Rights](#)” to your free report that includes your Affiliate Link inside the report.

Above are just 2 simple ways you can give away products and make sales but you are not limited to these 2 ways.

Finally we had come to the end of the ecourse but it is the beginning of a new start in your resell rights business. What I hope is that you really take action in what you have learnt so far and start your own profitable resell rights business.

In my opinion, if you do not own any resell rights products, SBOResaleTreasures.com is the site that you need to consider joining as it provided everything you need to make a profitable resell rights business.

That's why I truly believe a small monthly subscription to [SBOResaleTreasures](#) is arguably THE best investment you can ever make for your internet business. You will continue to get resell rights and PLR products month after month that you can apply what you have learnt in this ecourse.

Seriously, if you can't afford a small investment a month to invest, you can't afford to be in business at all. That may not be what you want to hear, but it's the truth.

I encourage you - I challenge you - to put me to the test.

This is the end of the series, but it's just the beginning for your success. If there is any way that I can help, I am more willing to help.

Here's wishing you MUCH success in all you do.

God bless,

A handwritten signature in black ink that reads "John Tan". The script is fluid and cursive, with the first letters of "John" and "Tan" being capitalized and prominent.

John Tan
Founder of SBOResaleTreasures.com