

**PLR GOLD**



*Edmund Loh's*

**GUIDE TO**

**PRIVATE LABEL RIGHTS**

**RESELLER'S PACK**

**Your Essential Guide  
To **Buying & Selling**  
**Private Label Rights!****

**VERSION 2**

[www.PrivateLabelRightsGold.com](http://www.PrivateLabelRightsGold.com)

**Strictly for Reseller's Use Only**

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Your purchase of the guide also entitles you to lifetime updates for Edmund Loh's Guide to Private Label Rights. Subscribe to the lifetime updates right [here](#).

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## *Edmund Loh's Guide to Private Label Rights*

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## ***Edmund Loh's Guide to Private Label Rights*** **Reseller's Guide**

Hi,

Welcome and thank you for downloading the Reseller's Guide for **Edmund Loh's Guide to Private Label Rights**. You now have **Full Master Resell Rights** together with the purchase of the guide.

That means you can resell this guide and keep **100%** of the money to yourself without having to share a *single* cent of your profits with me! Also, your customers are allowed to resell the guide to his own customers and his customers in turn can do the same, too!

If you don't fancy the idea of spending too much time and effort (*I'm talking about weeks, even months and in some cases, years*) in creating your own digital product, writing your own sales letter and follow-up letters, you will do well to consider reselling this E-book.

The **sales letter, pop-up, thank you page, follow-up letters, and sample product** are already written and made for you. You simply have to set them up and provide the marketing.

### **The Sales Letter**

You get to use my principal sales letter to do all the selling for you. You simply provide the marketing. You are free to edit the sales letter.

However, you are not allowed to edit the words and names of existing testimonials and endorsements found in the sales letter.

### **Pop-Up**

The pop-up will appear only after your prospect enters your web page and leaves for the first time. This is so you can easily follow up with your prospect if he is still interested in further details and information on Private Label Rights.

The pop-up box (popup.htm) will appear only after the prospect is leaving the page. The reason is simple. You don't want the prospect to know that there is a pop-up box upon entering the sales page. Therefore, you would not want to keep him distracted from reading the sales letter.

When your prospect is leaving the page, the pop-up box will appear, asking him for his E-mail address. If he is interested in subscribing to the 4-part series of Private Label Rights for more information, he will leave his name and E-mail address in the Opt-in form, allowing you to follow up with him through the follow up letters.

**Edit Note:** Please open popup.htm and edit the text in blue and insert your own Opt-in form codes and route the prospect to the popup\_tq.htm file (Thank You for Your Subscription Page) after successfully subscribing to the series.

### **Follow Up Letters (4-Part Private Label Rights Series)**

You have 4 pre-written follow-up letters which are used to follow up with your non-buyers who did not buy from you for the first time.

Not all prospects will buy from you at first contact. Therefore, the follow-up letters are effective in providing extra information thus persuading your prospects to be your customers and buy from you.

To use the follow up letters, you must have an Auto Responder system to load in the follow up letters and set the first letter to be released to your prospect immediately upon subscription, and the next 3 letters with 3 days interval.

## **Sample Product**

The sample product is a small version of the full product. You can give the sample copies away to your mailing list or potential buyers for review.

If you are striking a Joint Venture with other business associates and they require a preview of the product, you can send the sample copy to them.

## ***Setting up and Marketing Edmund Loh's Guide to Private Label Rights***

I have written a report on how you can profit from your Resell Rights business so there is no need for you to guess.

In this report, I describe to you how you can set up and market your Resell Rights product successfully in just 3 steps and they are:

### **Step 1: Source for a Product with Resell Rights**

You already have a quality product with Master Resell Rights which contains in-demand information that people are willing to pay for.

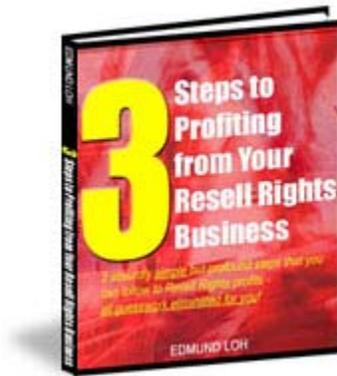
### **Step 2: Setting Up Your Resell Rights Business**

I describe to you, step-by-step, on how you can set up your Resell Rights business to resell the guide.

Also, I will reveal to you all the things you need to get started and where to get them all in one place.

### **Step 3: Marketing Your Resell Rights Business**

The equation to profits will not be completed if not for marketing. I show you the marketing methods that work and some of the worst ones you should avoid using.



Get a copy of the report [here](#) so you can quickly discover what you need to get started and know to set up and market the E-book successfully.