

The Internet Entrepreneur Club's

INTERNET PROFIT REPORT

MAY 2009 EDITION

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Your monthly Internet marketing update: insider tips — industry news — expert knowledge

Are you breaking the law using illegal images?

Dear Club member:

Welcome to the May issue of the Internet Profit Report, which we've jam packed with some of the most valuable information you need to make sure your website isn't accidentally breaking the law...

...We're talking about intellectual

property and copyright here... topics that keep on cropping up in the news.

And since we all encounter content sharing at one time or another — whether you're using someone else's work or they're using yours — we've devoted this issue to making sure you know what rules to follow, and your right to protect your own work.

We've also got everything you need to know about resell and reprint rights... and don't forget to check out this month's interview with Internet marketing and online auction expert Jim Cockrum about online marketing for your offline business.

To your success!

The Internet Marketing Center Team

Understanding the Basics... *Copyright and Intellectual Property*

INTELLECTUAL PROPERTY

Intellectual property protects the rights of the individual who created an idea or physical thing for either artistic or commercial use. It gives the creator full control over their concept, whether it be tangible (like a drawing), or more intangible (like an idea or music). Copyrights, trademarks, patents, trade secrets, and industrial design rights are all forms of Intellectual Property.

COPYRIGHT

Copyright gives the creator of an original work exclusive rights for that work for a period of time. It is often shown in the form of this symbol — © — although copyright exists for **any completed work, even if it has had no formal or stated registration.** You need to obtain permission from the copyright holder if you wish to use their material in some form or another for your own purposes.

FAIR USE; FAIR DEALING

There are some rules that allow the use of another person's copyrighted material as long as it fits certain requirements regarding: a) purpose and character; b) the nature of the copied work; c) amount used; and d) effect upon the work's value. Check your local fair use and fair dealing laws. Visit the Electronic Frontier Foundation (www.eff.org) for more information.

STOCK PHOTOGRAPHY/CONTENT

These are existing photographs or other content, like video, which is available for purchase from content libraries. When you purchase the content, you are buying the right to use it for your own materials, although some conditions may remain — like how you use it, and whether or not you need to give credit for it. Some content is sold for a flat fee. At other times it depends on usage.



Are You Stealing Without Knowing It?

Copyright issues seem to be the topic of the moment on the Internet. We reported in last month's Industry News that image libraries like Getty are employing special bots to find websites that have been using their pictures illegally, and you can bet this isn't the end of it!

The protection of intellectual property is big business, and you don't want to be on the receiving end of legal action because you weren't aware you were breaking the law.

What it comes down to is that "borrowing" images, music, text, or even ideas to make your website more appealing is simply not as innocuous as you might think.

Let's say you have this perfect niche website all about training hunting dogs, and you've put a few tidbits of your hard-won knowledge about "the best way to motivate a beagle" up. You know people will be more likely to stick around and read your article if you add a picture, so you do a Google image search for the perfect picture of a beagle hunting. A few more clicks, and you've found a great pic and have it up on your own website next to your content.

Well, you just broke the law.

And if you happened to lift that image from a professional photo site, like Getty Images, you can expect to hear from their lawyers!

More and more companies are cracking down on people who help themselves to images without paying for them. So even if you take the tiniest piece of Jessica Simpson's big toe and color it green... they can find you!

It might sound extreme, but it makes sense when you think about it.

Imagine someone stole text from your "motivating a beagle" article and put it on their own site without giving you credit. You'd want to be able to track them down and make them stop, too!

Don't think your website is too small to be targeted, either. *Everyone* is under scrutiny when it comes to copyright infringement.

The number one rule

The Internet is one giant resource for content, but just because it's available for you to view, doesn't mean it's yours.

The number one rule you have to remember is: **never just take content someone else has posted on the Internet and use it on your website.**

It isn't acceptable to just run a Google Images search and use one of the pictures it offers up. Or to grab a piece of music and add it to your landing page.

What can you do about it?

But if you can't just grab whatever image, video, text, or music clip you want, what do you do? Well, consider these options...

1. Create your own original content!

Groan. It might not be what you want to hear, but the fact is, creating your own content is the easiest way of making sure you're not breaking the law when it comes to copyright and intellectual property.

It might sound like too much work, but it can actually be less time consuming than trying to grapple with the law. Just approach it like a fun project and remember, there is *always* a way you can get around whatever shortcoming you think you have.

Here's an example... Say you need a picture of the Eiffel Tower for your website. You haven't been to France, and you're not going anytime soon, so how are you going to get an original picture of this famous monument?

Well, why not head down to your local dollar store and see if they have any tacky Eiffel Tower statues or snowglobes you can grab for a couple of bucks. Then plant it on the grass in your garden and take a fun close-up photo. Visitors to your website aren't going to click away because this isn't the *real* Eiffel Tower, and in fact you might encourage a few to stick around

longer because they appreciate your sense of humor.

And if you don't think you have a good eye for taking photographs, there is nothing stopping you from looking up an image on the 'Net and taking inspiration from the angles and light quality another photographer used.

Apply the same, or similar, techniques to your own original picture and bingo... you have your own image you can use wherever you like without having to worry about someone catching you with their content.

The same goes for videos, music, and text. Feel free to take inspiration from others without directly stealing or "borrowing" their content.

2. Paid picture/content libraries

All drama aside, there are plenty of places where you can source legal content. You just need to decide how much you're willing to pay for the right image, especially if you're looking to add pictures to more than one page of your website.

There are plenty of factors that determine how much your content will cost, too. For example, whether it will be widely distributed, if it'll be used for commercial purposes, if it's going to be modified, how many times it is used, how large it is, etc.

Using content for **commercial use** is probably the biggest factor that affects price. This might apply to you if you wanted to use a picture to represent your company or a campaign you're running. You might make money from the image and what it represents, so you usually have to pay more to use it.

If you're balking at the thought of laying out a lot of cash for some photos, it's wise to remember that dealing with paid content libraries like Getty Images can give you peace of mind that you're not breaking the law. They will usually assume responsibility for their content once you've bought it, so you're protected from third party claims if the image ends up being contested.

There are two types of paid licenses you need to consider:

- **Royalty-free (RF):** When you buy a royalty-free license, that means that when you pay to use a picture, you can use it multiple times. So, if you buy a beagle photo for your homepage, you don't have to pay again to use it on your contact page or to print it on your business cards as well. Note that you still have to buy the image in the first place, you just don't pay royalties every time you use it.

Another important aspect of RF images is that they are NOT exclusive. Your perfect beagle photo might also show up on your competition's website, and there's NOTHING you can do about it!

- **Rights-managed (RM):** RM images are ones you buy to use in very specific ways, with restrictions like how long you can use the image for, if you can print it or put it on your website, and so on.

For the most part, you'll probably want to choose the royalty-free check box when you run a search in a content library, as these images are a lot cheaper and have far fewer restrictions.

Check out our resources guide on pages 6-7 for more information on paid content websites that probably have just what you're looking for.

3. Cheap and FREE picture/content libraries

Happily, there are also plenty of places online where you can get high-quality, high-resolution, professional images for free. The trick is to look for images that exist under a *Creative Commons License*.

- **Creative Commons licenses (CC):** Although each CC license is a bit different, they essentially allow the content owner to set their own terms and conditions of use. Quite often this just involves asking for a credit, so CC licenses can be an excellent free resource for content!

A perfect example is Flickr...

Flickr, one of the most popular photo-sharing sites on the Web, is a fantastic resource for free photos because many Flickr users share their work under Creative Commons licenses. They exercise their copyright by deciding how other people will be allowed to use and modify their work, and under what conditions.

There are six different types of Creative Commons licenses used on Flickr (www.flickr.com/creativecommons/):

- Attribution License
- Attribution-NoDerivs License
- Attribution-NonCommercial-NoDerivs License

- Attribution-NonCommercial License
- Attribution-NonCommercial-ShareAlike License
- Attribution-ShareAlike License



"Creative Commons is a non-profit that offers an alternative to full copyright."
creativecommons.org

Briefly...

Attribution means:
You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.



Noncommercial means:
You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.



No Derivative Works means:
You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.



Share Alike means:
You allow others to distribute derivative works only under a license identical to the license that governs your work.



It's likely you'll be able to use photos with an Attribution License, Attribution-NoDerivs License, or

Attribution-ShareAlike License. (Any photo with a Non Commercial License can't be used for commercial purposes.)

What do these licenses mean?

- **Attribution License:** You can use and modify photos with an Attribution License for any purpose. All you have to do is add a credit with a link to the photo on Flickr when you use it.
- **Attribution-NoDerivs License:** You can use photos with this license for any purpose, but you can't modify them. You must also give credit with a link to the original on Flickr.
- **Attribution-ShareAlike License:** You can use and modify pictures with this license how you like, but you have to credit the work. If you modify it, you can only distribute it under the same license.

When you credit someone's work, it's best to use the following format:

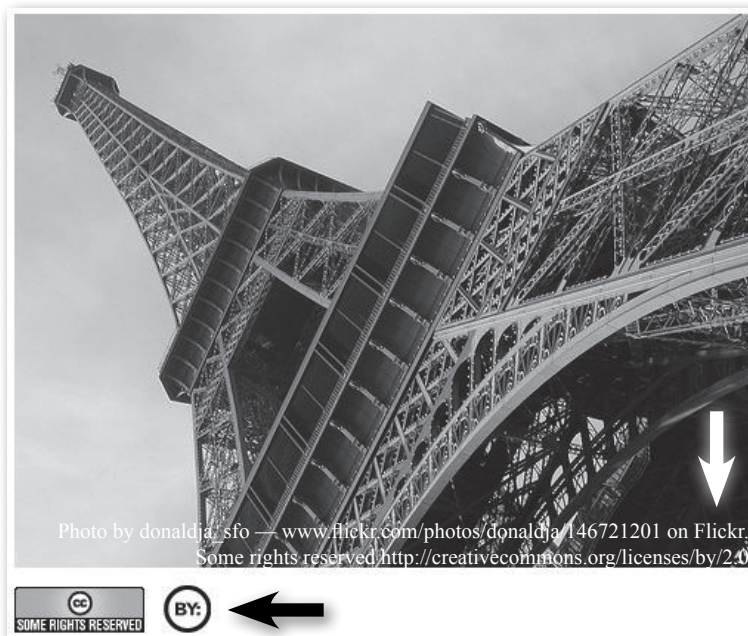


Photo by [insert Flickr username/link to photo here] on Flickr. Some rights reserved [link to appropriate license on Creative Commons website].

The Eiffel Tower image below is a great example of a picture sourced from Flickr. To find it we went to www.flickr.com/creativecommons, selected the license type (Attribution), and entered the keywords "Eiffel Tower".

You can see the license code at the bottom of the image, which confirms that it's available for us to use, and we've credited the owner.

What to do now

We've spoken a lot about images, because pictures are perhaps the most tempting content to just "borrow" from elsewhere. But you need to apply the same legal consideration to *any* content you use, whether it be text, music, or video.

And now that you're aware of what you need to do to make sure your website doesn't trespass on

someone else's intellectual property, go and *make any changes necessary to your site as soon as possible!*

The last thing you want is for someone to accuse you of copyright infringement, which can cause a lot of

hassle and may result in fines.

That's not to say you won't receive a complaint somewhere down the line, of course. For instance, we recently had a forum member report that her free newsletter had the same title as a branded product being sold elsewhere on the Internet. Through no fault of her own, she received a cease and desist notice warning her that she needed to change her newsletter's name, which she did without hesitation.

But accidents aside, the best you can do is make sure everything on your website is either original or licensed so you can easily refute any claims someone may make against your content.

Summary

Having said all this, it's important not to panic! The Internet is an ever-changing beast, and for every problem there inevitably springs up a solution

at some time or another. Flickr is a perfect example of this, as the site evolved out of a need for people to be able to access free or cheap images that didn't contravene copyright laws. Before that, your options were to generate original material or pay for it.

So keep an eye out for other emerging solutions as they happen on the Internet, and make sure all your content is legal in the meantime! ✕

How to Protect Your Work

How do you know if someone has stolen your content?

It happens a lot more than you might think, so it's a good idea to regularly check your content using a tool like Copyscape (www.copyscape.com). You can also do an exact search in Google using quotes around one of the unique sentences or phrases in your copy.

For example, if your content includes the phrase: "silent whistle dog training guide," search that exact phrase in Google, with quotes around the phrase. If you find it on somebody else's site, click through to investigate!

What can you do if see your work on someone else's site?

Take a screen capture of the page. You may need it to prove the content was stolen. Use a tool like SnagIt (www.techsmith.com), or search Google for free tools.

Contact the site owner who stole your content. Let them know that YOU know what they did. Send an email with a polite but stern request to remove the stolen content ASAP, or even give them a timeline, like 48 hours. Check out this site for a free cease and desist message template — www.free-legal-document.com/copyright-cease-and-desist.html.

Report them to the advertiser: If the site derives its revenues from a program like Google's AdSense, they are probably breaking the guidelines of the contact

they signed with the advertiser. See if there is any other advertising on the page.

Contact their web host: You can also contact their web host to explain that this website is in violation of copyright laws. The web host may be able to help you.

If you're still not getting any joy, your next resort is to contact all the search engines to get the website banned, stating that they have broken the Digital Millennium Copyright Act (<http://en.wikipedia.org/wiki/DMCA>).

Your very last step, if all else fails, is to start legal action.

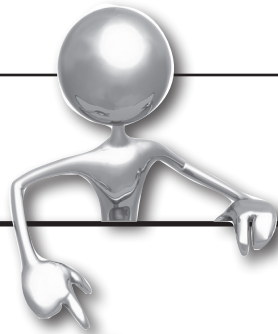
How can you prevent this from ever happening?

Place copyright notices on each of your web pages, and update them at the turn of the new year. You need to state:

Copyright [Company Name]© [start year] - [current year] All Rights Reserved

If you sell information products, you'll need a legal notice at the beginning that states you own the work and it can't be legally reproduced in any way.

And finally, consider registering your product with your government Copyright Office. It's worth a few dollars to have absolute proof that you own the rights to your material.



Your Copyright Information and Content Sourcing Resource Center

Intellectual property and copyright laws and rights...



The World Intellectual Property Organization — <http://www.wipo.int>

WIPO (which is affiliated with the UN) is a wealth of information about standardized intellectual property rights around the globe (including arbitration and mediation services). The website also offers information about each country's copyright laws.

Creative Commons — <http://creativecommons.org>

This site is perfect for helping you set your own copyright restrictions, as well as checking up on the restrictions applied to other people's content.



IPRsonline.org — <http://www.iprsonline.org/>

IPRsonline.org calls itself "an internet portal on Intellectual Property Rights (IPRs) and Sustainable Development." It's a great place to bookmark if you're interested in regular news updates about changes and developments in intellectual property laws.

Electronic Frontier Foundation — www.eff.org

The EFF is a non-profit organization that exists to fight on behalf of the public over digital rights matters. It helps people understand their rights, and monitors legislation to make sure individuals are being treated fairly. This website is a good spot to learn more about digital rights laws and how they affect you.



Some country-specific websites include:

- The US Copyright Office
www.copyright.gov
- Canadian Intellectual Property Office
www.cipo.ic.gc.ca
- Australian Copyright Council
www.copyright.org.au
- The UK Copyright Service
www.copyrightservice.co.uk
- Copyright Council of New Zealand
www.copyright.org.nz
- Intellectual Property Corporation of Malaysia
www.mipc.gov.my

Sourcing paid licensed content...

Images

gettyimages®



Two of the most popular stock photography sites are Getty Images and iStockPhoto. Getty (www.gettyimages.com) has a massive selection to choose from, and you can take out a subscription membership with them if you use images all the time. The site also allows you to run searches based on the picture's licenses (RF, RM, Subscription, etc.). And iStockphoto (www.istockphoto.com) made a name for itself by having much more reasonably priced images. Both are excellent resources, but there are dozens and dozens more. To find other sites, search Google for "photo libraries," "stock photography," or "royalty free images," etc.

Audio

If you want to add music or sound effects to your website or video clip, you'll need some stock audio. Check out:

- www.audiomicro.com
- www.stockmusic.net
- www.estockmusic.com
- www.royaltyfreemusic.com

Video

With stock footage you can spice up your videos or website with shots like an aerial view of your city.

- www.istockphoto.com/video
- www.gettyimages.com/footage
- www.freestockfootage.com
- www.thoughtequity.com
- www.stockshots.com
- www.footage.shutterstock.com

Text

Add new content to your website without having to write it yourself by running a Google search for "article directories" and choosing a topic in your area of interest

Sourcing free licensed content...

The easiest and fastest way to source free content is to check out the **Creative Commons's Content Directory**.

It lists all the places you can go to access material that is covered by Creative Commons (which usually just means you have to cite a source for your content). The site has a huge list under Audio, Video, Image, and Text (like the example here).

Go to http://wiki.creativecommons.org/Content_Directories.

You can also run a Search on the Creative Commons website for licensed work... and add your own work to the mix.

Image	Name	Website	Size
	1Thousand Drawings Project	http://www.boundlessoptimism.org/one1thousand/	1,000
	Agencia Brasil	http://www.agenciabrasil.gov.br/	200
	Akalite danismanlik	http://akalite.com	5,000
	Album photo de voyage	http://www.tripalbum.net/	300
	Amazonca.com	http://www.amazonca.com	978,000
	Animal Photos	http://animalphotos.info/a/	7,000
	Artistic Club	http://www.artisticclub.com/	100
	Biologieunterricht.info	http://www.biologieunterricht.info	200
	Blackline Studio	http://www.myspace.com/lineanera	300
	Bozkir	http://www.bozkir.com	1,000,000
	Car pictures	http://carpictures.cc/cars/photo/	5,000
	Carnegie Mellon Open Learning Initiative	http://www.cmu.edu/oli/	10
	China Open Resources for Education (CORE)	http://www.core.org.cn/cn/jpkc/index_en.html	500
	Compfight	http://www.compfight.com	10,000,000
	Cool image bank	http://www.coolimagebank.gr	3,000
	Creativity 103	http://creativity103.com/	1,000
	Crombat Records	http://www.myspace.com/crombatrecords	1,485
	DC Nature	http://www.dcnature.com/	1,000
	Damer.com	http://www.damer.com/pictures/images.html	500
	Dataprix	http://dataprix.com	1,000
	Dedektif	http://www.dedektif.tk	1,800
	DeviantArt	http://www.deviantart.com/ http://deviantart.com	86,300
	ELD	http://www.eld.com.tr	5,000
	Encanners.net	http://encanners.net	30
	Everystockphoto	http://everystockphoto.com	3,700,000
	Flickr	http://www.flickr.com	59,177,857
	GELatinoso	http://varellbrazil.multiply.com	232
	Gallery.Ufimtsev.Info	http://gallery.ufimtsev.info	2,000
	Gandraxa - Math, Logic, Design	http://herbert.gandraxa.com/	100
	Garage Songs	http://www.garagesongs.com	200
	Geograph British Isles	http://www.geograph.org.uk/	619,525
	GroundReport	http://groundreport.com/	400
	H2guide MapWizard	http://www.h2guide.com/guide/mapwizard	1,500,000
	http://www.aps-tenerife.com	http://aps-tenerife.com	3.5
	http://www.famouscollection.com	http://www.famouscollection.com	17

Search
CC Licensed Work

License
Your Work



Reselling Other People's Products... Make Sure You're Being Smart About It!

This newsletter has been about making sure you follow the law when you use other people's material... and there are a lot of things you have to remember when you venture into that territory.

However, it's not all doom, gloom, and spybots waiting to catch you out. Using other people's material is still a profitable way to set up a website in record time *without* having to develop your own product. And you can do this by buying reprint or resell rights.

When you purchase the rights to an established product, you get (depending on the kind of rights you purchase) permission to sell someone else's product for them and keep a percentage of the sale, or the right to buy someone's product outright and resell it, keeping the entire proceeds of the sale. In the best-case scenario, you can even purchase the right to sell the purchasing rights to other people!

The most popular kinds of products for sale on the Internet that typically have rights available are electronic products — both information and software. The information products themselves can take many forms, ranging from eBooks and email courses to ezines and newsletter content.

The type of rights you choose to purchase — resell, reprint, or master

— will have an impact not just on how much you pay for those rights, but on how much you earn from the product, and how hard you'll need to work to promote it.

a. Resell rights

Resell rights are the most basic form of licensing you can buy. When you purchase resell rights, what you're actually purchasing is the right to sell a product for someone else — a product *they continue to own*.

This means you don't actually have control over the product, and can keep only a percentage of each sale as your commission. The bulk of the sale goes to the owner of the product.

b. Reprint rights

Reprint rights are more involved than resell rights, and often more expensive.

With reprint rights, you have more control over the product. You buy a license to reproduce as many copies of the products as you wish, and sell as many as you can. You also keep 100% of the proceeds from any sales.

Reprint rights are typically a better investment than resell rights. They may cost more, but because you keep all the money from a sale, they pay for themselves more quickly. And because you have control over their production and distribution, you're not at the mercy of someone else's business.

c. Master rights

Master rights are the most valuable form of rights available — better than both resell and reprint rights. When you purchase master rights, you not only have permission to reproduce the product — selling as many copies as you want and keeping 100% of the profit — you're also allowed to sell the actual reprint rights to the product to other people.

Master rights may be more costly, but you automatically start out with two separate streams of income — sales of the product, and sales of the rights.

The kinds of products that carry reprint rights

It's a fact: The most popular product on the Internet is information. This means that it's the perfect time to get involved with purchasing rights, as the majority of the products that carry rights are information-based products.

Here are a few of the more popular kinds of products that carry rights:

a. eBooks

eBooks are probably the most common product you can buy reprint rights for. And because the kinds of information available in eBooks is virtually unlimited, you can usually find suitable eBooks to resell to your market, no matter who your audience is.

b. Email courses

Another popular product that you can frequently buy the rights to is an email course. An email course usually carries the same kind of information as an eBook, but the format and delivery are different.

Whereas an eBook comes in one piece, an email course is often delivered in smaller pieces over a course of days or weeks — and as the name suggests, you email it to the customer, rather than sending them to a website where they download it.

c. Ezine articles

An ezine is like a newsletter or magazine article. You can frequently buy individual articles to use as content for your own ezine.

This is a good choice if you want to deliver an ezine to your audience, but don't have the time (or desire) to write it yourself. You can create a top-notch product using articles that you purchase rights for.

d. Cut and paste content

Cut and paste content refers to articles that you can use selectively — by just inserting the parts of the article you want into your email, newsletter, or website. Cut and paste content is a good choice if you want to create your own information product using a number of different sources.

e. Software

Software is another area where you can find available licenses. More often than not, you can only get resell rights for software. The developer or owner

retains the rights to the product, and you sell them for a percentage of the sale.

Sometimes, though, you can find software with the equivalent of reprint rights. In these cases, you can distribute the software on your website to anyone you want, and keep all of the profits.

Why purchase reprint/master rights?

If you're concerned that simply purchasing the rights to someone else's product instead of creating your own will stop you from making the profits you'd like, consider this: There are a number of good reasons purchasing reprint, resell, or master rights is an excellent business decision.

a. A good way to get started online

If you're just getting started with a new online business, purchasing the resell or reprint rights for a product that already exists is an excellent choice. You don't need to have a complex website in place to start selling your product. A simple page with targeted salescopy is all you need to get the sales rolling in.

You'll want to develop a more sophisticated system over time, but to get that all-important revenue stream started, you can't beat buying rights.

b. Capitalize on the popularity of information products

Information is consistently one of the top-selling products on the Internet. Purchasing rights to information products allows you to get in on that market without actually having to

create the product yourself — which can be time-consuming.

And there are so many information products out there, you should have no trouble finding one that's suitable for your market, no matter what kind of people visit your site or what kind of information they're looking for.

c. Low start-up costs

Aside from the cost of purchasing the rights, there is very little up-front cost associated with offering reprint rights products on your website. A simple web page to get started costs very little, and beyond that, there's not much you need.

Once you start generating some income — and therefore know for sure that you've got a market for your product — you can start building your business by reinvesting the profits.

d. Low inventory costs

When you purchase products through reprint or resell rights, you don't have to store mountains of product in your home — or worse, rent storage somewhere. And while that saves you money, the larger saving is from the fact that you don't risk having any leftover merchandise. You only produce as many copies of the product as you sell. Not one extra.

e. High markup

Another reason to consider purchasing rights to an information product is the relatively high mark up. The cost to produce the product is virtually nil, so even if you don't sell it for a lot of money, you're still earning a very healthy profit.

f. Good lead generator

Finally, it's good to think about how you can use your reprint rights to boost your business beyond just selling them.

Having reprint products on hand is an excellent way to generate sales leads. Every time someone asks for your free newsletter, or ezine (generated from reprints) you're making another contact. If you start a database of all of these people, you'll quickly develop an opt-in email list, which is the Internet marketing equivalent of gold!

How to find products with reprint rights

You have a couple of options...

a. Approach authors directly

One of the best ways to secure reprint rights is to approach the author directly. This is ideal if you want fresh material not being sold by dozens of other sites. You've got nothing to lose by simply asking, and you just might end up with original, top-quality content.

b. Use search engines

Doing a web search on reprint rights will turn up all kinds of products. You need to be cautious, though, as there are eBooks that have been sold for *years* on different websites. Make sure you don't purchase the rights to these eBooks, because you can't possibly make a solid living by selling them.

If you're going to look for reprint rights through the search engines, don't just stop at the first page of search results. You often have to dig down until you find individuals offering rights to their own products.

How to identify a quality product

It's true there are a lot of information products out there that have really been around the block. But there are ways to make sure you not only get a product that isn't already being widely sold, but make sure it's a money-maker for you as well. Ask yourself the following questions:

a. Will your market be interested?

There are lots of books out there that claim to be huge sellers, and will make you a lot of money. This may in fact be true, but only if the people who visit your website *are interested in the topic*.

Is your website about pet care? An eBook on how to write interesting ad copy is a complete waste of time, yet you'd be surprised how many people do just that with their products.

b. How many others can sell it?

Is there a limit on how many people can sell this product at any given time? Or is it essentially a free-for-all? With products that have limits on distribution, you'll likely pay a higher fee. BUT, you can make much more money in sales than with one of those products being flogged everywhere.

c. How many copies of the product have been sold?

It's helpful to know how many people currently own the rights to the product you're interested in. Will you be jostling for position in the search engines with thousands of competitors?

d. Can you modify/reproduce it?

Ideally, you can change the format of

your product to suit your changing needs. You may, for instance, prefer to start with an eBook, but later split it into sections and turn it into an email course. Or, you may want to take just one part of the eBook and put it into an email as a teaser for the product.

e. Will the author offer you marketing support?

Some authors will actually help you sell their product. When you purchase the rights to their books, they'll supply you with marketing collateral — advertising banners, reviews, email promotions, etc. — to help you sell the product. There's usually a premium charged for these extras, but they can be well worth it.

f. How much can you sell it for?

You don't want to start to sell a product you've bought the rights for — and then discover some other site is giving away the same product as a free bonus!

Make sure you can protect your income by ensuring there's a minimum price at which everyone has to sell it. At the same time, make sure the authors themselves aren't selling it for less. They won't be bound by the same rules that apply to the rights holders.

g. How long has the product been on the market?

There's no getting around the fact that some information gets old. Don't buy rights to a product full of outdated (i.e., useless) information!

Check to make sure that any information product you're considering is up-to-date. If the publication date isn't fairly recent,

check to see if it's been revised/updated on a regular basis.

h. Can you offer it as a bonus or add other products onto it as a bonus?

One thing that helps make a familiar product fresh is to change — not the product itself, but the things a customer gets with it. If you're allowed to bundle a product with other products you already carry, that's a definite benefit.

Adding various bonuses also makes the product unique, as nobody else will have it available in the same way. At the same time, if your bonuses are valuable products in their own right, you can increase the sale price.

Summary

Purchasing the reprint or resell rights to someone else's product can have you earning money immediately! But the type and costs of the rights will directly affect how hard you will have to work — and how much you'll earn.

Selling someone else's product with resell rights will net you a percentage of each sale. Purchasing reprint rights, on the other hand, will allow you to keep 100% of the proceeds of each sale — but they're more expensive! And master rights where you also purchase the rights to resell the rights, cost the most, but guarantee you two streams of income right away.

Whichever method you choose, all can be padding your wallet in record speed. So go ahead and approach authors directly or use the search engines to find out about the rights that are best for you.



Industry News

We've rounded up some of the month's news so you don't have to...

- **Get Google data for Images, News, and Products**

Google Insights for Search (www.google.com/insights/search) is a tool everyone should get to know well. You can use it to compare search terms across times and locations, get a broad picture of regional interest, and find rising searches related to your keywords.

Up until very recently, you could only check out search terms that were entered into Google's regular Web search box. So if someone was searching your keywords on Google News (for example), they wouldn't be counted by Google Insights.

Now, Google Image searches, Google News searches, and Google Products searches are all taken into account when Google Insights are compiled. But you still have to look at each one separately.

You can also get a look at Google's categories. If you search for "parrot", you'll find that 25-50% of all searches are related to Computers and Electronics! Turns out, parrot.com is a company specializing in wireless devices.



That would have made for some very interesting keyword suggestions! Not knowing that little fact could really have skewed your competition analysis.

Once you've seen which category Google assigns to your type of search, you can search within it for trends, etc.

- **Have you heard? There's a global recession!**

ComScore reports that online searches using recession-related terms have had dramatic gains.

It makes sense: When it's cold and flu season, Google is pounded with searches for a cure for the common cold; when the economy stinks, we're all looking for "discounts" and "coupons".

So if you want to put your website in front of as many eyeballs as possible, you might want to test integrating "coupon" and "discount" into your PPC or landing page keywords — and actually offer both.



The Internet Marketing Center

Suite #380 - 2925 Virtual Way
Vancouver, British Columbia, Canada
V5M 4X5

604-730-2833
1-800-595-9855

www.marketingtips.com
www.internetentrepreneurclub.com
www.marketingtips.com/support.html



in the Internet Profit Report...

In June we get into the nitty gritty of Landing Pages and how they can boost your SEO as well as converting more visitors into sales! You'll learn...

- How to target your Landing Page for SEO
- Why a good Landing Page will convert visitors to paying customers
- Using Landing Pages to test your traffic and campaigns ...and much more!