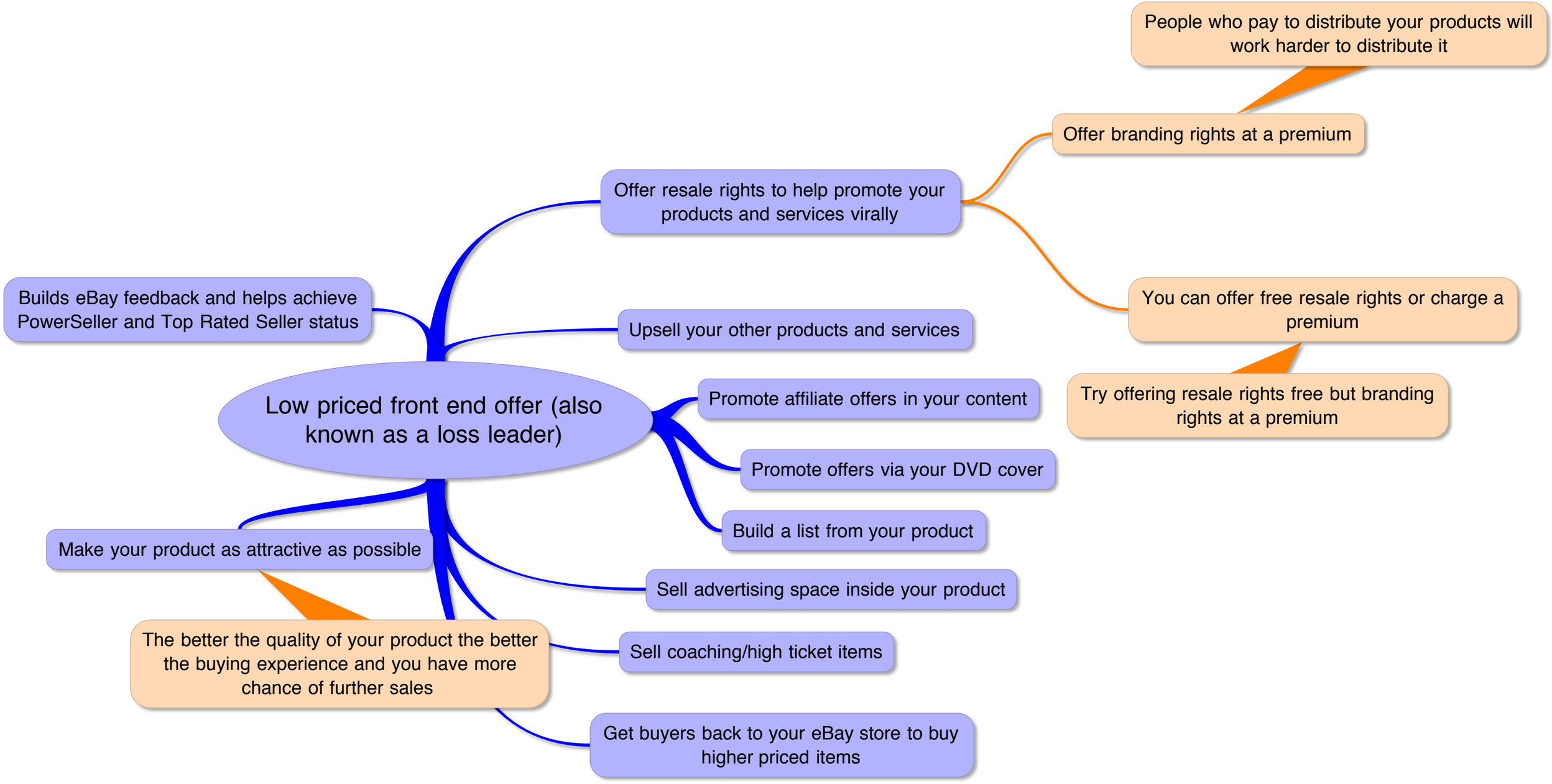
People who pay to distribute your products will work harder to distribute it
Offer branding rights at a premium
Offer resale rights to help promote your products and services virally
You can offer free resale rights or charge a premium
Try offering resale rights free but branding rights at a premium
Builds eBay feedback and helps achieve PowerSeller and Top Rated Seller status
Upsell your other products and services
Low priced front end offer (also known as a loss leader)
Promote affiliate offers in your content
Promote offers via your DVD cover
Build a list from your product
Make your product as attractive as possible
Sell advertising space inside your product
The better the quality of your product the better the buying experience and you have more chance of further sales
Sell coaching/high ticket items
Get buyers back to your eBay store to buy higher priced items