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*A BEGINNERS GUIDE TO UNDERSTANDING  
MRR & DIGITAL MARKETING*



# Understanding Master Resell Rights

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# WHAT ARE MASTER RESELL RIGHTS?

"Master Resell Rights" is the process of buying a digital product one time for a certain amount. Once you have purchased this product, it becomes yours to resell for that same amount (or more) as many times as you would like to whoever you would like and you receive 100% of the profit because you are the owner of that product. You always make 100% profit and your customers pay you directly and every single sale and you will get paid immediately through Stripe or PayPal.

## TWO WAYS TO EARN WITH MASTER RESELL RIGHTS:

### Option One: Resell the course without MRR

Create your own course but make it specific to any niche that you have an immense amount of knowledge for. You would teach your audience everything inside this course plus give them extra content that is specific to them. You would sell the course as your own that you created without the MRR included. This works great if you are targeting a specific niche that you have immense amount of knowledge on and want to teach people something specific, for example you could rebrand this course to teach people "Everything You Need to Know to Start Your Own Photography Business". And add your own unique knowledge or business practices to the course.

### Option Two: Resell the course with MRR *\*Most Popular\**

Instead of creating your own course, simply change up the branding to fit your personal brand and go on to resell the MRR to any customers who purchase this from you. This is very special as you gain all of the knowledge and skills needed to start and grow your online business and if you resell this product to someone else, they are also going to gain the skills and knowledge they need to grow and scale their own business. Once you purchase the course you receive the license and ownership and can market it however you'd like to whoever you'd like, this same rule applies to anyone who purchases this from you. It's a win/win!

# WHERE DO I BEGIN?

No matter your level of expertise when it comes to MRR, the first step is to watch the video below where the creator of this specific course will explain exactly what MRR is and how you can leverage and bypass the content creation process to build a valuable business online while making 100% profits. This video will give you a great understanding of exactly how much value you will gain from the course and instructor/advisors/community in general.



If you have been looking at starting your own business OR adding another stream of income that doesn't compete with what you are currently promoting, this is an incredible place to begin! In this course, you will learn about digital marketing, email marketing, online sales funnels, lead generation, branding expansion, content creation, front-end digital products, SEO & blogging, and so much more! Learn about the MRR business models that can benefit you alongside your affiliate/network marketing journey!

If you are not utilizing a sales funnel, lead capture form, or growing your email list, you are already behind on the trends. Once you have these set up and have grown your lists, marketing any business you have will be much easier. It's time to stop depending on social media channels for all of your leads and start maximizing your earning potential.

*Learn the all about MRR, online learning industry stats, and get a sneak peek inside the course layout in this [short video!](#)*

# 1. PURCHASE & TAKE COURSE

Once you purchase the course, you gain access immediately with all the information you need to get started. You also get access to the exclusive community that is ready to help you and answer any questions you may have along the way. We recommend going through the course and setting everything up as you go through.

# 2. REBRAND THE COURSE

Narrow down your branding. Choose specific fonts, colors, and a general aesthetic that you will use to market with. We recommend coming up with a slogan that explains who you are and who you help.

# 3. CHOOSE YOUR NICHE

A niche refers to a specialized area within a broader market that caters to a specific audience or addresses a unique set of needs. It involves focusing on a distinct set of customers & offering tailored products, services, or solutions to effectively serve their requirements and stand out from competitors. Pick your passion.

I.E. Fitness, Wealth, Pets, Affiliate Marketing, ETC.

# 4. SHARE & EARN

Time to start sharing your course and start earning 100% profits!

# Getting Started

**Create Your Sales Funnel:** A sales funnel consists of two pages that a consumer clicks on. The first page is the "opt-in" page, this page asks for their email address. This allows you, the affiliate, to assist your client in future purchases or questions via email. Second page is a "bridge page." This page introduces the customer to the product or service they are looking for.

**Content Creation:** You will begin creating content to share why and how you love this product, course, service, etc. This can be a simple email, detailing why you believe in the product, a short Instagram reel, or TikTok video, or extensive detailed YouTube video. All you need to do is find a platform you love, that you're comfortable on, so you can share all the wonderful ways that your offer will assist them.

**Email Auto Responder:** An email autoresponder collects emails from the "opt-in" page and puts them in to an automated system in which it keeps your community updated on what you are promoting. Once it is set up, it runs completely automated checking in with anyone that has showed interest in your pages. The biggest benefit of autoresponders is that it is streamlined marketing which will save you hours of time.



*Digital businesses you can manage from your home office while raising babies. No overhead. No product inventory to worry about.*

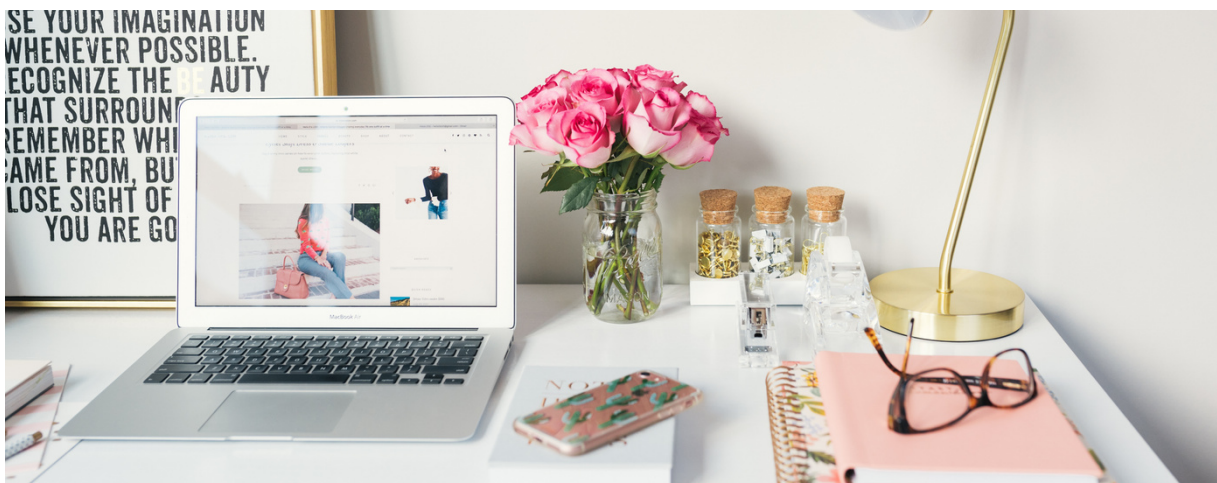


# DRIVE TRAFFIC

Create a website, blog, or social media profile(s) that caters to your target audience's interests. Produce high-quality content that provides value, educates, or entertains your audience, while subtly incorporating your course or MRR offer. If you don't already have socials built, we find it is nice to start fresh so you can begin reaching the people who you want within your niche.

Create informative blog posts, stories, reels, TikToks, or youtube videos that focus on topics related to the products you're promoting. Include your funnel links within the content or in the call-to-action sections. Be transparent and disclose the Master Resell Rights to your audience. This helps build trust and ensures compliance with regulations. Focus on providing honest and valuable recommendations, reviews, or testimonials for the products or services you promote. Engage with your audience, respond to their questions, & build a community around your offers/niche.

Traffic will turn into conversions eventually, consistency is key!



NEED MORE SUPPORT?

*I'm always available*

# ASK ME ANYTHING

The course instilled a lot of confidence in me. I now know that I can create my own business, market my offers with a simple & proven sales funnel and provide a new stream of passive income for my family. I knew I wanted to share this special opportunity with our market because of the amount of lives that it is capable of changing and the incredible amount of value that you receive from the course alone, was a no brainer.

Biggest piece of advice, start now. Do not let your fear hold you back from achieving your dream life. Immerse yourself in the course, your advisors, and the affiliate programs you choose.

Show up and stay consistent everyday.

Sometimes it takes a little bit of hustle to truly be able to live your dream life.





READY TO DIVE IN?

# THIS ADDITIONAL STREAM OF INCOME COULD CHANGE YOUR LIFE

This is the information that changed my life, and I'm willing to share it with you if you're willing to put it to work.

What we're going to teach you inside the course is the same exact business model I run everyday. It works because it's not based off "tricks" or "gimmicks"... but instead from real and reliable strategies that work regardless of who uses them.

And for the first time EVER I'm going to show you how to setup and launch your own freelance digital marketing business by simply modeling our already successful business blueprint.

Each day you'll get a powerful lesson to teach you the concepts you need to know, plus technical assignments so you can finally get your business set-up properly.

What are your waiting for??