



MrOverDeliver News

July 4, 2007

Volume 1, Number 4

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Create virtually unblockable popups in seconds!

PLR Dominance
Launching soon. Wacth for a 50% off WSO

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Contact Us

MrOverDeliver

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RR and MRR and PLR... Oh My!

Many people are confused about the difference between resell rights and private label rights. Several mistakenly think that they are the same thing, and this is not so. It is easy to understand how the two terms can be confusing.

If you have resell rights, you have the right to resell the product, in conjunction with the terms and conditions set forth in your license, as is.

This means that you cannot alter or edit the product in any way, and you cannot put your name on it as the author.

If you have private label rights however, you can edit and alter the product as you see fit, and you can even put your own name on the product as the author.

You can change words, chapters, graphics, add to the product, break the product down into several different products - whatever you choose to do.

Because you have more freedom with private label rights, these types of products generally cost more to purchase the rights for. Some products even have two options when you purchase them: resell rights or private label rights.

In fact, you can use your private label rights products and sell the resell rights to others, after you have changed the product and put your name on it.

There is also a difference between resell rights and master resell rights. Resell rights simply give you the right to resell the product, while master resell rights allow you to resell the product and the resell rights!

Again, it is easy to see how one could be confused with these various terms. However, if given the choice, always go for the private label rights. This will allow you to have a product of your very own, without actually having to create one yourself.

Still confused? Don't feel bad, so was I. There's so much involved depending on circumstances, who created the original products, the terms that were set...

That's why I interviewed internet attorney Mike Young to get some of the real skinny concerning your rights and some of the pitfalls you can face if you're not careful. The interview is 100% free (not even a signup) and 45 minutes long. Grab it here: [Mike Young Interview](#)

Already listen to this audio? Listen to it again... it's THAT important!



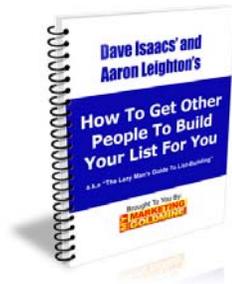
Do you want to know how I was able to generate over \$4,000 in two days with just about \$650 invested? **You Cant Block This** launched last week and let me tell you – I didn't kill myself on creating this...

Now, I KNOW you can do it too, if you just knew how. And that's where **PLRDominance** comes in.

Launching soon, but look for a Warrior Half Price Special Offer VERY soon!

Michael Ambrosio

Marketing Freebie



To Anyone Who Wants More Subscribers: If you want more subscribers on your mailing lists without spending any money on advertising, get a copy of my special report as soon as you can.

If You Can Follow Simple Instructions, I'll Show You How To Easily Get Hundreds Of Subscribers Per Month Absolutely FREE!

You also get 100% redistribution rights so you can give it away too!

Grab yourself a copy now: [Building Your List](#)

Tips On Posting Ghostwriter Wanted Ads!

If you've decided to hire someone to write a book for you, below are steps you need to follow to place an ad for a ghostwriter on one of the popular freelance writer sites...

Posting an ad is simple once you have your topic or title selected. You want to include some particulars, but not all of them at this stage. Once you negotiate terms with a writer, then you will of course put every item that you require into a contract.

Your ad should include the following items:

1. Short description of the project. A few lines at most.
2. Maximum amount you are willing to pay. Writers can bid lower than this, but they cannot bid above your maximum offering for your project.
3. Date you will close bidding on your project. Close bidding in a few days or a few weeks. Don't leave your ad lingering on the site too much longer than that, because it loses momentum. If you are not getting responses you like, you can always place another.
4. Deadline the ghostwriter will have to meet. Give the writer a month or six weeks if you can. But, if you really need an ebook in seven days or less, then specify that.

For example, you'd like to have an ebook written on the subject of how to homeschool your gifted child, here is some text you might include in your ad:

1. A 50-page or longer ebook covering successful homeschooling techniques to use specifically with gifted children. Research to be done by the writer. Two revisions if necessary. Font is to be 12 point arial with single line spacing. English is to be your first language.
2. Maximum acceptable bid: \$800.
3. Close bidding date: 24/07/07.
4. Book to be completed within 21 days of job start.

When you come to an agreement with a writer, you will naturally provide all the other details they will need to complete the book.

Tip: A good length for an ebook is 40-60 pages. A free-give-away report used to market other products or services may be any length.

You can specify any other parts of the book you like, but keep your list of requirements relatively short. For example, you may specify that you need a glossary chapter or that you will need drawings and/or photographs included.

It is a good bargain to pay around \$500 - \$800 to get a 50-page ebook ghostwritten without drawings, photographs, or cover art included. It is possible to get good ghostwriters for less, but if you offer to pay a maximum of \$150 for an 50-page book you may get a poor quality book.

Advise what kind of qualifications you are looking for. Either make the selection on the screen by clicking on the categories provided by the service, or indicate clearly in the text of the ad what type of person you're looking for.

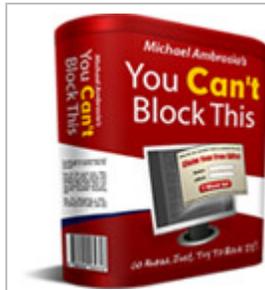
You will also want to indicate that you may require that the ghostwriter make revisions after you review the ebook. Note this in your ad as well. It is okay to indicate that you would like two sets of possible revisions to be included in the bid.

When you negotiate the final terms with the writer, you can specify what types of revisions are included and the timeframes for them to be done.

One thing you do not want to do is to change your mind on what you want after you have already posted your ad. Although posting is free on the ad sites, if you make changes or otherwise renegotiate on terms already established, word will get out. Besides it's just not a good idea. It wastes your time.

A great way to make sure you've included all necessary details is by browsing other ghostwriter wanted ads on sites like elance.com or guru.com and in a short time you'll be able to jot down your ad by using one of them as a template.

You Cant Block This!



I mentioned above about creating software and making over \$4,000 in just 2 days...

Well, if you didn't grab your copy you can get it below:

<http://www.youcantblockthis.com>

In seconds, you can add virtually unblockable, attention grabbing popups to YOUR site!

This is truly revolutionary...

What Are You Selling?

Make no mistake. Email marketing is hugebusiness. But before you can write effective email copy you need to be sure that you understand what it is you are really selling.

Let's take a short quiz. Answer this question:

"What am I selling?"

If you answered that question with a product name or a service description, you're only half right. Yes, you are selling a product or description ultimately, but that's not what the email should be promoting.

It's not likely that you're going to make a sale directly from your email. Most marketers know this and that's why they craft their email messages to strike directly at the heart of what email is supposed to do.

Email is supposed to hit one of the psychological triggers that will cause the reader to be interested enough in your offer to click on over to your landing or sales page where the real selling takes place.

So the right answer to the quiz question is: "I'm selling emotion." - and here's why I say that:

There are certain psychological triggers or "pain triggers" that make people want to open their wallets and buy. It is important for you to know which of these "pains" your product or service targets in order for your email to be effective.

Now unless you are selling a healthcare product, the word "pain" doesn't refer to physical pain. It refers to one of the over 50 psychological "pains" that people feel.

Although there are 50 of these triggers, they are all some variation of these six fundamental ones:

1. Greed or Desire For Personal Gain
2. Love or Affection
3. Self-Indulgence
4. Self-Preservation or Survival
5. Pride
6. Sense of Duty or Honor

No matter what it is you are offering you can bet that it is covered by one or more of these basic psychological triggers. Let's look at each one more closely:

1. Greed or Desire For Personal Gain

This category covers products or services that are designed to help the reader make more money, save more money, plan for retirement security, etc.

2. Love Or Affection

This category is perfect for products or services that enhance the reader's sex life or love life, or that will make someone they love feel happier and/or more fulfilled.

3. Self-Indulgence

This is the trigger to use when selling high-end luxury items, vacations, comfort foods, etc.

4. Self-Preservation or Survival

Along with the obvious choices such as self-defense products and services, this trigger also works well with health products, senior citizen-focused products and services and family protection devices and services.

5. Pride

Pride is a very strong trigger that can also be combined with the Greed trigger for a double-whammy. The pride trigger works well with high-end luxury items when "exclusivity" is featured.

It's also a good choice for any product or service that you can use any variation of the "Be the first one in your group to own..." or "Everyone will be impressed when they see..." statements.

6. Sense of Duty or Honor

This trigger is all about guiding the reader to "do the right thing" simply because it IS the right thing to do!

This trigger works well when soliciting donations for charitable causes, but it can also be worked into almost any self-improvement product or service, or anything else where you can demonstrate that NOT doing this is harmful to self, loved ones or society in general.

For example:

"Don't your children deserve to live in a smoke-free home?"

It's not until you have selected the correct trigger or triggers, can you (or should you) move on to writing your actual email.

Happy Independence Day (4th of July)



Independence Day – the actual day – is on July 4th. And is typically celebrated with picnics, family and fireworks.

What is Independence Day?

Independence Day honors the birthday of the United States of America and the signing of the Declaration of Independence on July 4, 1776.

Here is a great site you can visit to learn the origins of this Holiday to honor our independence:

http://www.usa.gov/Topics/Independence_Day.shtml

That's A Wrap!

That wraps up another week's newsletter and I hope you enjoyed this issue.

Don't forget to send me any comments or questions you may have to the Feedback Loop. I would be only too happy to help you in any way that I can.

From time to time I'll send you important updates that will provide information that has the potential to greatly improve your online busi'ness... and of course your prof'its!

However, you can rest assured that I will only ever recom'mend products that are considered to be of HIGH value and will provide indisputably benefits to help you grow your business... that's my guarantee!

To Your Success,

Michael Ambrosio

<http://www.mroverdeliver.com>

Recommend "MrOverDeliver" to your friends. Subscription requests should be sent to:

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