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Rebranding

This right usually comes with resell rights and is an added benefit to you that skilled marketers normally sell separately from the actual ebook purchase. This right allows you to replace the author's links with yours, thereby driving traffic to your site and not the author's.

This is a big benefit to you and your business. Building list traffic is everything in the internet marketing field and rebranding is a powerful way to do it.

Product Packages

Some products come as a package...PLR, sales page, squeeze page, graphics, etc. Some will allow changes to both the sales pages and graphics. Making changes will make your business look unique and promote your business image. If you don't know how to do this, there's software galore to help you, free explanations and good advice in membership forums and people who will do it for you for a fee. It's not a black mark on your permanent record to ask for help.

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