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Watch Out When Purchasing Ebooks with Reprint Rights

If you're an entrepreneur looking out for a product to sell, I bet you have considered buying an Electronic book with reproduction rights, or even perhaps a set of Ebooks with reproduction rights.

For people not acquainted with what an E-book is, an E-Book is just an electronic book (E-book) that is moved to you inside an electronic file and you read it straight from your personal computer. The postulate is great, and there are plenty of great E-books out there, however there also are many worthless Ebooks out there also.

If you were to have a look at 10 adverts offering E-books with reproduction rights, it is very likely that most (doubtless 8 or even more) of these offers have products that are either:

1) Seriously out-of-date. In this popular scenario, the seller will typically sell you an educational product that has been drifting around the Net for far too long. As a result, the information is typically out-of-date and valueless. Another general practice is to glue a new attracting title to old content and attempt to sell it as new material.

2) Hidden adverts with very little actual content. This scenario is also very hot and is beginning to appear much more frequently. Here the vendor sells a new (or what looks to be new) informational product. There's usually a flashy title that appears like it might have a high degree of marketability. But when you read thru the content, you notice that the information is simply an advertisement directing you to other money making offers.

The typical marketing ploy that you will find associated with E-books guarantees to sell you a collection of the hottest-selling Electronic books with full reproduction rights that allow you to reproduce (copy) and resell the product. The term "reproduction rights" sounds very valuable to a beginning entrepreneur. The mere thought of having an instant product which you do not have to steadily purchase is awfully alluring. Nonetheless in several eventualities, this is simply a ploy to get you to buy the product. Why would you need reproduction and resale rights to out-dated material, or a large book of adverts?

The real goal in Internet marketing is to make your customers satisfied. Why? First, it's the moral thing to do, and second, because happy clients are repeat shoppers. To be successful in Online marketing, you really need to have repeat customers that prize your service and trust the quality of the products you offer. So don't promote anything that you don't have confidence in - make your customers cheerful and they will continue to purchase from you, which will generally make you cheerful!

How Can You Find the "Good" Electronic books?

Study the market and product meticulously when purchasing E-books (or any data course) for informational or resale purposes. If you are brooding about purchasing a selected Ebook, try to go to Google and typing in the name of the Ebook, together with the author name and the word "forum". Then run your search.

Here's an example of what you could type into Google for your search:

"John's Fantastic Car Tips" "John Smith" forum

You may also try these extra search strings:

"ever tried" or "ever used" or "anyone tried" or "anyone used"

Google will then return listings that match the above standards. Many of those listings will be forums (one of your search words). These forums often contain real users (not advertisers) talking about the product. This is superb method to get unbiased feedback of a specific product. If the product is offering resell rights, you'll generally find the users deliberating that too. You may also use one of the additional search strings (like "ever tried") listed above. This can improve the chances of finding a forum question that is asking if anyone "ever attempted" the product.

Keep in mind, there are some awesome Electronic book publishers out there. In reality I buy E-books on all kinds of marketing subjects on a weekly basis - and I've been doing so for a long time. If I am not sure the author, I am

going to use the same strategy listed above to investigate the author/product. But you can run into someone that doesn't have much exposure but still has a top product, so you may not find out much about them in your research. But it still is very valuable to realise that there isn't any negative information regarding them drifting around the net.

Remember, Electronic books can be some of the best learning tools if the information is up-to-date, accurate and handy. And there are plenty of of these sorts of Ebooks out there; you simply need to do a little research to find them. When you find an E-Book that has proved to be helpful to you, inquire with the other on an arrangement to permit you to sell the E-book to others. The writer may very well have an affiliate marketing programme where you can. Publicize their E-Book and make a share of the profit on each sale.

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