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# **Create Your Personalized Software Reseller Business**

I have been distributing MRR, Master Resell Rights, and PLR, Private Label Rights, software, scripts, web site design templates, graphics and eBooks for a few years. It is a very lucrative business which is ideal as your first home based business. But there are so many other resellers who are selling the same packages, some sell at such low prices that its getting harder to make the serious profits I was making a few years ago.br /

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Don't be mistaken the MRR PLR market still figures strongly in my long standing plans trading on the internet, there is still an abundance of money to be made, the marketing methods for selling the packages just needs to be tackled from some different angles.br /

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A while ago I found a supplier of Premier Quality Software Scripts which can be branded with yourName. The packages are unique to them and can only be sold by a ceiling of 500 endorsed agents. So there is no need formark down to secure sales ! In fact it is a condition of your software resellers agency agreement that you sell at a minimum price to protect the market and other authorized software distributors.br /

Because of the superiority of these packages the sales price is more in line with their actual market value whilst still being affordable to all serious customers.br /

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I make use of many of the packages myself in the day to day marketing of my own internet trading. The software packages deal with such thinks as: Increasing website a

href=http://www.niche-websites-boosted.com/info/turnkeyreseller.htm target=\_blanklist building/a Google Page Rank, improving your listing place on the search engines, email list building, viral marketing resources, increasing your website traffic, niche article website building and much more.br /

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Each package has its own unique sales website which you can modify to suit your needs, there is even a ready to go instant sales website containing all of the packages, which can be branded with your details and published on your domain within a few minutes.br /

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The back office sales approach has been well thought out with an automatic licensing system for every package sold, which ends the possibility of the software being passed around and loosing you sales. Following successful payment the customer is directed to the download page to get the software. During the software installation procedure the customer is required to register his email address in order to obtain a license number, which is automaticaly generated by the system. Then at random software startup the license connects to the main server to verify that the license is valid. The authorized reseller gets an instant email confirmation of all licenses issued and is able to revoke a license at any time.br /

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New packages are added regularly to ensure repeat sales from satisfied customers.br /

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As you would expect from a company who are dedicated to distributing their software via authorized resellers there is plenty of training and marketing tools advice to ensure your success.br /

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So if you are looking for a long term internet business, with great potential, take a look at Turnkey Reseller Business br /

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