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Hey, Ann Here. First of all, thank you for your purchase. The report you hold in your hands will reveal a little known secret leveraging the open source community to your benefit. My hope is that you will put this information to use and benefit from the stuff you will learn here.

How is it Possible to Resell Somebody Else's Theme or Plugin?

This might be the most controversial Internet marketing lesson that you have ever purchased. Some will say that it is pure genius and have an ah-ha moment, while others will say these money making methods are unethical.

I can sum up this entire lesson by simply saying: You have the right to sell almost any WordPress Plugin or theme, regardless of what the developer says.

You are probably wondering how you can legally do this. It's simple, the WordPress code is licensed under the GNU General Public License (GPL), a free software license that allows anyone the freedom to distribute, modify, and use the code.

Many people attribute the huge popularity of WordPress to the fact that its open source code allows for community contributions. These contributions come in the form of themes and plugins. Since these contributions rely on a program that is licensed under the GPL, they too fall under the same rules.

This is spelled out in this paragraph of the GPL:

You must cause any work that you distribute or publish, that in whole or in part contains or is derived from the Program or any part thereof, to be licensed as a whole at no charge to all third parties under the terms of this License.

This translates to say that whenever any software (plugins and themes in this case) uses a single function from the WordPress code, the GPL takes over as the governing license.

That's great, but what does all this mean?

The GPL is very clear on its mantra and that is: any work of code licensed under the GPL adapts its philosophy of "free software". The term free does not necessarily refer to "no cost", it refers to freedom. Users are able to modify the software and redistribute it. They are also able to charge a price for that modified software.

Conveying Verbatim Copies

Section 4 of the GPL addresses selling exact copies of GPL software. It states the following:

You may convey verbatim copies of the Program's source code as you receive it, in any medium, provided that you conspicuously and appropriately publish on each copy an appropriate copyright notice; keep intact all notices stating that this License and any non-permissive terms added in accord with section 7 apply to the code; keep intact all notices of the absence of any warranty; and give all recipients a copy of this License along with the Program.

You may charge any price or no price for each copy that you convey, and you may offer support or warranty protection for a fee.

Section 4 clearly states that if you acquire a piece of GPL software, then you have the right to resell that software as a verbatim copy. That means that if you buy a theme or plugin, you have the right to resell it, regardless of what the creator says.

The GPL further explains this [here](#), where they state:

Many people believe that the spirit of the GNU Project is that you should not charge money for distributing copies of software, or that you should charge as little as possible — just enough to cover the cost. This is a misunderstanding.

Actually, we encourage people who redistribute free software to charge as much as they wish or can. If this seems surprising to you, please read on.

The word “free” has two legitimate general meanings; it can refer either to freedom or to price. When we speak of “free software”, we’re talking about freedom, not price. (Think of “free speech”, not “free beer”.) Specifically, it means that a user is free to run the program, change the program, and redistribute the program with or without changes.

Free programs are sometimes distributed gratis, and sometimes for a substantial price. Often the same program is available in both ways from different places. The program is free regardless of the price, because users have freedom in using it.

The only exceptions to this translation would be if the theme or plugin contains images or libraries that do not rely on WordPress. In the case of themes, you are free to replace any protected images with your own images and redistribute those themes for free or for a cost. Whenever you sell a verbatim copy or modified copy, you must agree that the GPL license is passed on to the purchaser.

Conveying Modified Source Versions.

Many of the WordPress plugins found in the [WP Plugin Directory](#) are modified versions of the original. The same goes for “premium plugins” that are found for sale on many websites.

The GPL has specific rules for modifying an existing plugin. Those rules are spelled out in Section 5 of the GPL:

You may convey a work based on the Program, or the modifications to produce it from the Program, in the form of source code under the terms of section 4, provided that you also meet all of these conditions:

- a) The work must carry prominent notices stating that you modified it, and giving a relevant date.*
- b) The work must carry prominent notices stating that it is released under this License and any conditions added under section 7. This requirement modifies the requirement in section 4 to “keep intact all notices”.*

c) You must license the entire work, as a whole, under this License to anyone who comes into possession of a copy. This License will therefore apply, along with any applicable section 7 additional terms, to the whole of the work, and all its parts, regardless of how they are packaged. This License gives no permission to license the work in any other way, but it does not invalidate such permission if you have separately received it.

d) If the work has interactive user interfaces, each must display Appropriate Legal Notices; however, if the Program has interactive interfaces that do not display Appropriate Legal Notices, your work need not make them do so.

A compilation of a covered work with other separate and independent works, which are not by their nature extensions of the covered work, and which are not combined with it such as to form a larger program, in or on a volume of a storage or distribution medium, is called an "aggregate" if the compilation and its resulting copyright are not used to limit the access or legal rights of the compilation's users beyond what the individual works permit. Inclusion of a covered work in an aggregate does not cause this License to apply to the other parts of the aggregate.

What Themes and Plugins are Safe to Sell or Redistribute?

There have been many interpretations of the GPL and how the GPL is attached by default to supporting programs, such as plugins and themes. Most agree that plugins or themes that make calls to libraries outside of the parent program can protect those libraries from being considered "free". The developers are able to adopt any licensing they want to those parts of the program. This is also true for images, CSS, and javascript. However, the developers can choose to make all of these parts of their program fall under the GPL, making 100% of the program "free".

WordPress is very clear on the point that they will not list any theme or plugin on their site unless it is 100% compatible with the GPL. By 100% compatible they mean that every part of the product is free to use, including CSS, images, and javascript, none of which is mandatory to be free. The site specifically states:

...we will only promote and host things on WordPress.org that are 100% GPL or compatible.

You might be thinking that this only includes products that are already no cost to acquire, but this is not the case. WordPress has a section for listing commercial themes.

On that directory page, WordPress states:

While our directory is full of fantastic themes, sometimes people want to use something that they know has support behind it, and don't mind paying for that. Contrary to popular belief, GPL doesn't say that everything must be zero-cost, just that when you receive the software or theme that it not restrict your freedoms in how you use it.

With that in mind, here are a collection of folks who provide GPL themes with extra paid services available around them. Some of them you may pay for access, some of them are membership sites,

some may give you the theme for zero-cost and just charge for support. What they all have in common is people behind them who support open source, WordPress, and its GPL license.

Any theme listed in [WordPress Theme Directory](#) is free to distribute, sell, or modify. We have listed many of the commercial themes that you also have 100% rights to distribute or sell here.

As for plugins, any plugin listed in the [WordPress Plugin Directory](#) is covered 100% by the GPL. On the page where developers can add their plugins to the directory, the site specifically states:

Your plugin must be GPLv2 Compatible.

This all means that you are free to distribute, sell, or modify any of the plugins listed in the WordPress Directories... and there are thousands of them!

How to Make Money with GPL Products

Ahh, the how to make money section. Now that you are done reading all of the boring stuff, it's time to get down to brass tacks, which is how you make money with GPL products.

There are literally thousands of ways that you can profit from GPL works. I have listed a few basic ways, but it is up to you use your noggin and come up with ways that are specific to your business.

1. Sell Verbatim Copies – Take the time to research what GPL themes and plugins are doing well for people. Once you have this list, download these products and sell them as a package. You can also sell them individually. . Last year, I released a training course that taught people how to build websites suitable for inclusion into Google News. The sites that I taught people to build were WordPress based. It was a no brainer for me to make collections of premium news themes and resell them to my students as an upsell. . One of the collections that I sold was from a well known premium theme developer. Their themes sold on their website for \$59 each. . This company announced their adoption of the GPL with great fanfare, opening the doors for me to resell their products. Prior to that announcement, I had been using their affiliate program to sell the themes. Once they made the announcement, I switched my technique and sold verbatim copies. I received an email from the owner that expressed his anger that I was doing so. I explained that I had the right under the laws of the GPL. He responded, “Ya, but I never thought anybody would actually do it.” .

2. Use as One Time Offers - If you sell anything online, then you know the power of having a One Time Offer (OTO). An OTO is an additional offer presented to a customer after he has already bought something from you. The offer is usually very related to the original purchase. It catches the customer while they are in a buying mode and already have their wallets open. .

3. Give Verbatim Copies Away as a Bonus – When sales of my Google News training started to slump, I beefed up the offer by giving collections of premium news themes away as a bonus for purchasing my course. The themes in my collection sold on their respective retail sites for anywhere between \$29 and \$79 each. I was able to state in my sales copy that you will receive “over \$600 in premium themes” as a bonus for purchasing. You can also note that I used the same tactic to get you to buy this course! .

4. Use GPL Products to Build Mailing Lists – People are always in search of great products to give away in return for joining a mailing list. Squeeze pages that offer premium WordPress themes for free tend to convert very well. A good strategy for these squeeze pages is to show or link to the actual pages where these themes are being sold for a hefty price. . You can also create locked FaceBook Fan Pages, where the visitor must “Like” your page to gain access to the products.
5. Create a Membership Site - Imagine loading up a membership site with dozens or hundreds of WordPress themes that people would normally have to pay an arm and a leg for! How much could you charge for such a site? .
6. Create a Free Distribution Site - Think of the ways that you can monetize a website where people can download premium themes and plugins for free. The most obvious and easiest way is to load the site with AdSense and other paid advertising. A better way is to incorporate a mandatory CPA action that is required to complete before downloading a premium theme. .
7. Make a Better Mouse Trap – You inherit the right to modify any GPL licensed product. That means that you can take an existing GPL product and make it better. If you have experience coding PHP, then you can do this yourself. If not, then you can use Odesk, Fiverr, or the Warrior Forum to find coders that do have the experience. You can then brand the newly updated product with your own product name and offer it at a premium price. . NOTE: You do not actually have to make any changes to the code to rebrand a GPL theme or plugin. You can simply make a change to the title and distribute it as you see fit. .
8. Modify Themes to Gain Backlinks and Traffic – You can easily take any GPL theme and edit the footer to include a link back to any of your websites. You can even encrypt the newly edited footer code, making it harder for people that use the theme to edit out your backlinks. There are many online tools available for encrypting PHP code. Do a Google search and you will find plenty that are free to use. You can also find online decrypt tools if you have a theme that makes use of this practice and want to edit the footer to include your backlinks, instead of theirs. .
9. Ask for Donations Inside Plugins – There are a lot of free WordPress plugins that ask for donations. These donation links are usually seen when you access the plugin via your WordPress Dashboard. You can add a donation section and PayPal button with some simple modifications to the PHP files. If you can't do it yourself, hire somebody to do it for you. This is a simple task that will not cost an arm and a leg to get done. . If your plugin already has a donation button in it and you don't give a rat's ass about the developer, you can simply change their text and PayPal button to your own and then redistribute the plugin. Before you do this, remind yourself that Karma can be a bitch. .
10. Donate Your Theme or Plugin to Other Marketers – If you know of a marketer that sells a product or course where the buyers would benefit from your modified theme or plugin, then ask that marketer if he wants to distribute your program as a free bonus to his customers. Customers love to receive free bonuses and marketers love to give them. If your theme or plugin contains backlinks or other monetization for you, then it is a win-win-win situation for everyone. .

11. Modify Themes and Plugins to Include Your Ads – It is easy to hard code an ad box into a WordPress theme. You can distribute your themes with your ads in place. These ads can be for your own products or even affiliate links that you get paid on. If your plugin has an options page, you can add your banners or links there. Another idea is to add an iframe that pulls in an HTML page. You can then edit this HTML page with new offers, so it automatically changes on everybody's copy. Also, keep in mind that links in the footers (section 5 above) of themes don't have to go to a page that you own. These can affiliate links that you get paid on. .

12. Submit to Software Directories - If your Theme or Plugin has monetization built in (i.e. backlinks, ads, etc.) then you should be submitting the products to as many software directories as you can find. One good place to start is Upload.com. All submissions to Upload.com are available on CNet's Download.com, which is visited by millions every week. Note that any rebranded or modified Plugin or Theme can be submitted to the WordPress directories under its new name.

What Premium Themes that are 100% Safe to Resell 'As Is'

Premium WordPress Themes sometimes sell for upwards of hundreds of dollars. Did you ever wish that you had master resell rights to these products? Well, the truth is that you do have master resell rights to almost all of them! If you've read every section of this lesson like you were supposed to, then you already know why.

Just to make it easy for you, I have listed a bunch of theme development companies that have adopted the GPL license to 100% of the components of their themes. This means that you do not have to change any of the images, CSS, or javascript. These themes are ready to modify or resell right now.

All of the companies listed below sell WordPress themes at a premium price. Some charge for the theme itself, some charge for support, or other services. What they all have in common is people behind them who support open source, WordPress, and its GPL license, which gives you the right to do what you want with them! Note, that it doesn't matter how you acquire these themes. You can buy them from the developer, download them from a distribution site, etc. Any way that you acquire the themes listed on this page in their original or modified versions is 100% legal!

What Next?

Ok. Now that you know the secret and how to take advantage of software under GPLv2 licence, You Can Go Ahead And **Use Your Premium WP ReBrand Tools to Rebrand ANY WP Theme or Plugin** that falls under GPLv2 ☺

To Higher Profits & Beyond,

Ann S. Jones