

White-label playbook.

Who buys this, what to charge for it, and three prompts to find them.

Who buys this

The production is the easy half. Knowing whose problem this solves is the half that decides whether you resell any of it. These five keep appearing, in this order of how often they close.

1. The overloaded operator. A solo founder, coach, creator or local professional with footage piling up. They already edit – badly, slowly, at midnight – and have hit the time wall, not the taste wall. *Trigger:* a backlog they can name (“six interviews I never cut”). *Where:* anyone in your client list or network who posts inconsistently and apologises for it. *Say:* you send the raw file, it comes back post-ready. *They will ask:* “will it sound like me?”

2. The real-estate or mortgage professional. Recorded interviews, market updates, podcast episodes, sitting unused. *Trigger:* they recorded something and nothing happened to it. *Where:* local property pros who already appear on camera. *Say:* one interview becomes a month of shorts. *They will ask:* who handles compliance wording.

3. The smaller agency or freelancer. Runs content for a few clients and needs capacity, not creativity – the same reason you are reading this. *Trigger:* a client win they cannot staff. *Where:* one-person social, SEO and web shops. *Say:* consistent quality at a fixed price, their logo on it. *They will ask:* turnaround under load, and whether they get source files. Note this one sells you as a *supplier*, so price it as a wholesale relationship of your own, not as a retail job.

4. The brand guardian. A premium, regulated or B2B content team – SaaS, education, healthcare – afraid of looking cheap. *Trigger:* a campaign where looking cheap costs them. *Where:* companies with a brand kit and an approval chain. *Say:* a human proofreads every deliverable before it ships. *They will ask:* for a paid test edit first. That is a good sign, not an objection, and it is your highest-margin first order.

5. The business that wants the whole function outsourced. An established local business that does not want to buy videos – it wants to stop thinking about content. *Trigger:* they tried hiring and it did not stick. *Where:* businesses 5+ years old with a real customer base and a dead feed. *Say:* a monthly plan, a fixed count, the same date every month. This is the one that becomes a retainer, which is where reselling actually pays.

Who to skip

Pitching these costs you time and they rarely buy: **“passive income” and cash-cow channel builders · pay-on-views or revenue-share askers · bulk lowballers** opening with a per-unit price · anyone whose first message prices the work before describing it. They are dispute-prone and refund-happy – and a refund costs you the margin, the production you already paid for, and the hours of handling it.

What to charge

You buy at a fixed wholesale price and set your own retail. Nothing stops you selling at my public price, but that is the floor, not the plan – at the floor you are working for a few dollars an order.

What you buy	You pay	My public price (your floor)	Margin at that floor
Short-form video, delivered finished	\$37	\$45	\$8
YouTube editing, per finished minute	\$25	\$30	\$5 a minute
SEO article, publish-ready	\$20	\$30	\$10

Where the money actually is. Agencies reselling finished short-form commonly charge **\$100 to \$250** a video. At \$37 in, a \$150 retail price is a **75% margin**, and the client is not comparing your price with mine – they are comparing it with hiring an editor. Price on the outcome you are selling, not on what the production costs you.

Three ways to price it that work better than per-item. A **monthly count** (eight shorts a month, same date every month) turns one sale into recurring revenue. A **bundle** that hides the unit price – four shorts plus two articles as one “content month” – removes the per-video comparison entirely. A **retainer line** folded into work they already buy from you never gets priced separately at all.

Wholesale does not move with volume and does not reprice as you grow, so the margin you model on your first order is the margin you keep on your hundredth.

Three ways to sell it

1. Answer a request you currently turn down. The highest-converting moment is a client asking for something you do not offer. You now do. This needs no pitch and no prospecting – it is the one that closed first for every reseller so far.

2. Add a line to a renewal. A retainer coming up for renewal is an open door: one additional line, priced into the renewal rather than sold separately, reads as the relationship growing instead of a new purchase to approve.

3. Put it on the pitch as a line item. Content production listed beside your existing services makes a proposal look complete, and wins work you would otherwise lose to an agency that offers both. You do not need to mention who produces it.

What does not work: broadcasting it as a new service to an audience that did not ask. Reselling pays inside relationships you already have.

What they will say, and how often

Measured across 288 buyer conversations on the retail side. Your prospects are the same people, so expect the same order.

- **Price, first and mostly** – the opening message carries a price question **20% of the time in English, 26% in French**. Expect it. It is not a refusal.
- **“Send me a sample first”** – **9–13%** of enquiries. Sell a single paid item as the test; it is the cheapest thing you can offer and it converts the serious ones.
- **“What exactly is included?”** – scope, constantly. Decide your own inclusions in advance and put them in writing once.
- **“Can it match this style?”** – they arrive with a reference link, not a brief. That is fine, and it is all the brief needed.
- **“How do I know the judgment is any good?”** – the question that decides the serious deals. One paid item answers it better than any portfolio.

The counter-fact, and the best thing you can tell a hesitant buyer: price is the number one objection *before* buying, and it appears in **0 of 162 reviews** afterwards. What those reviews praise is **quality (65 mentions), speed (43)** and **coming back again (17)**. The price is an entry toll, not a verdict – which is also why pricing at your floor buys you nothing.

What you can promise, safely

What I guarantee you, and you can therefore stand behind:

- **72 hours**, from payment and input to delivery – a short, a YouTube edit or an article alike.
- **A human proofreads every deliverable** before it goes back.
- **Nothing carries my name.** No watermark, no end card, no credit in the file, no link in the article.
- **Fixed wholesale prices**, with no volume tiers and no repricing as you grow.
- **An NDA on request**, and unpublished files seen by as few people as the work allows.

Quote your client a longer turnaround than mine. You are in the middle, so promise five to seven days on a 72-hour production and you absorb a revision round, a late input or a bad day without ever being late. The one promise to keep tighter than you can deliver is the one that loses a retainer.

Do not promise unlimited revisions, a named editor, or a turnaround that assumes your client sends input on time – they will not.

Three prompts to paste into your own AI

1 – Find them in your own client list first.

You are helping me find realistic buyers for content production I now resell: short-form video, YouTube editing and SEO articles, delivered finished.

Start with the clients and contacts I already have [paste a list, or describe them in one line].

The service suits: solo operators with unedited footage; real-estate and mortgage professionals with recorded interviews; one-person agencies buying capacity; B2B or regulated teams that fear looking cheap; established local businesses with a dead feed.

For each one, name the single observable signal that made you pick it – a dormant channel, a podcast with no clips, a job post for an editor, a feed that stopped.

Rank them by how visible that signal is to me today, then re-rank by how warm the relationship already is, and tell me which five to raise it with first.

An existing client converts far better than a stranger, however good the pitch.

No generic categories.

2 – Write the approach, in my voice.

Here are three things I have written [paste them]. Match that voice.
Write a short message to [name the buyer type] about content production I now offer: post-ready video or articles, returned fast, proofread by a human.
Rules: open on something true about them, not about the service. One sentence on what they get. No adjectives I would not say out loud. Do not mention who produces it. End with a question they can answer in four words. Under 80 words.
Give me three versions that differ in the opening, not in the wording.

3 – Price it for this specific client.

I resell content production. My cost is fixed: \$37 a finished short, \$25 per finished minute of YouTube editing, \$20 an article.
The client is [describe them: size, what they sell, what they already pay me for].
Give me three ways to package this for them – a monthly count, a bundle that hides the unit price, and a line folded into what they already buy – each with a retail price, the margin it leaves me, and the one sentence I would use to present it.
Assume they are comparing this with hiring someone, not with another supplier. Tell me which of the three you would lead with for this client and why.

One last thing

You are not reselling files, you are reselling the fact that your client stops thinking about it. That is why the retainer beats the one-off, why the bundle beats the unit price, and why the client who asks for a paid test first is usually the one who stays.