

# **How to Create a Free Report that Presells**

**By**

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## Introduction

What happens if you toss a sales page in front of a targeted audience?

You make some sales if your offer and sales copy are both good. But it's also likely that up to 98% or even 99% of your prospects will leave the sales page without hitting the "buy now" button.

That's pretty dismal, isn't it? But the good news is, **you can improve your conversion rate. And one good way to do that is by creating a free freesell report.** In this guide we will call this report, **the Freesell report**.

As the name implies, this is a report that you give away to your prospects as means of warming them up to the idea of buying your product. It tends to work well for two reasons.

1. Your prospects drop their defenses. Because you're giving your prospects a valuable report and not a sales letter, they tend to drop their "advertising" defenses. That means they'll read your report with an open mind. And by the time they get to the end, they'll be open to your suggestions.
2. Your report demonstrates value. This is a benefit no matter what kind of product you're selling. But it's especially important when you're selling information products. That's because anyone who is impressed with the information you're giving away for FREE is going to assume that your paid information is even better.

As you can see, freesell reports is a powerful tool to attract attention of your prospective customers.

So now it's time you learned how to harness this power for yourself. And that's exactly what you'll learn how to do inside this exciting report. You're about to learn:

- What kind of freesell report works best. Hint: it depends on what you're selling.
- How to write your report. You'll learn nine different angles you can use to impress your prospects and warm them up to the idea of buying your product or service.
- How to create a call to action that gets your prospects clicking through to your sales page.

Let's get started...

## Pick Your Approach

First things first: you need to decide what you're going to promote in your report. This could be your own offer. It could be an affiliate offer. It doesn't matter one way or another, because a freesell report works for just about any type of product or service.

**You must have a product to sell at the back-end of the freesell report.**

You'll also need to consider whether you're selling a physical product, a service or an information product, as this will affect how you write your report.

Let me explain...

**Selling an information product?** Here you can offer a report that is "useful yet incomplete." This means that your freesell report teaches something valuable to your prospects. And yet it doesn't completely solve their problems, so your prospects need to buy your information product to get the rest of their solution.

**Selling a physical product?** A freesell report for a physical product is useful, because the information can just about fully solve your prospect's problem. But the thing is, in order for your prospect to completely solve his problem, he needs to buy the product you're promoting.

Example: Let's suppose you're selling dog kennels. You can provide complete and full instructions to your prospects to teach them how to housetrain their puppies. The only thing that your prospect won't have is the kennel, which you'll promote from within your report.

**Selling a service?** Many people sell services by putting out reports that teach others how to do the service.

Example: A copywriter might put out a report about how to write a sales letter. The hope of the author is that the reader will realize it's a difficult task and just hire the copywriter instead.

Sometimes this works. However, the problem with this sort of report is that it's aimed at a different target market.

Let's go back to the copywriting example. Here we have two target markets:

- People who want to do it themselves. These are the people who're reading a "how to" report. Unfortunately, they're not interested in hiring a freelance copywriter.
- People who want to hire a copywriter. These are the people who're the prime target market for the copywriter... and yet these people are NOT reading "how to" reports, simply because they fully intend to hire a freelancer.

See the problem? The report doesn't attract a targeted audience.

As such, if you're selling a service then you need to make sure that you're writing something of interest to your most targeted audience.

Example: In the case of the freelance copywriter, he might write a report called, "How to Find and Hire a High-Response Copywriter." That way, his readers will be part of his target market.

OK, do you see the difference between these three approaches? Let me quickly recap:

- **If you're selling an information product**, then your goal is to leave your prospects happy with what you've provided them, but eager to learn more.
- **If you're selling physical products**, the goal of your freesell report is to offer extremely valuable information, so that your prospects have everything they need to solve their problem... except whatever product it is that you're promoting.
- **If you're selling a service**, then you just need to be sure that your report is of interest to your target market. This can be as simple as teaching your prospects how to recognize good service providers (like you!).

You'll learn exactly how to use these approaches in the next section of this report. But first, there's one more thing you need to know before you start writing your report...

### **You need to keep your eye on the goal.**

That means that you need to focus on promoting just ONE primary offer in your report.

If you promote more than one offer, you're going to confuse your readers. If they have too many choices, they may not bother clicking on your links at all.

Secondly, if you promote just one product in your report, then you'll write your report with this one product in mind. You'll create the report with primary purpose of selling this product. And thus your report will be much more effective due to this single-minded purpose.

Point is, pick one product and write your entire report with this single-minded focus.

Which brings us to our next topic...

## Write Your Report

As you just discovered, what you're selling is going to influence how you write your report. What you learned above is the "big picture," the overall approach to your report. Now it's time to get down to the details.

Read on to discover nine specific approaches to write your report, impress your prospects and presell them on the one product or service that you want them to buy.

### Approach 1: Provide an Overview of a Process

This is one of the "useful yet incomplete" approaches, which makes it a good choice if you're selling information products.

Basically, the idea is that you give your prospects a good overview of a process.

The key, however, is that while you tell what to do, you don't tell them how to complete each step. You then point them towards an information product that will fill in the details and solve their problems.

Example: Let's suppose that you're selling a book about how to set up a blog. You can then create a freesell report that gives your prospects an overview of the process. Thus you'll lay out all the steps:

- Step 1: Get a domain name.
- Step 2: Set up web hosting.
- Step 3: Install a WordPress blog.
- Step 4: Customize the WordPress blog.
- Step 5: Start blogging.
- Step 6: Monetize the blog.
- Step 7: Drive targeted traffic to the blog.

Within each step you'll provide some information.

Example: At Step 7 you might list a half a dozen ways to get traffic, such as "using forum marketing" or "taking advantage of joint venture opportunities." But just like the rest of the report, these sub-steps give an overview of what to do, but don't tell readers exactly how to complete the step.

Your reader is going to have questions at every step.

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Here are examples of the questions your reader might have:

Step 1: Get a domain name. Should I get a dot com name or does it matter? Where should I buy this domain name?

Step 2: Set up web hosting. What features should I look for in a webhost? How do I transfer my domain name servers?

Step 3: Install a WordPress blog. Can I do this even if I'm not very technical? Can I hire someone to do this for me?

Step 4: Customize the WordPress blog. How do I tweak a blog theme? Where can I get a custom theme?

Step 5: Start blogging. What should I write about? Where can I get blog ideas? How long should my blog posts be? How often should I blog?

Step 6: Monetize the blog. How do I pick a product to promote? Or how do I decide on a monetization model? What are my options?

Step 7: Drive targeted traffic to the blog. What's the best way to get traffic? How can I optimize my posts for the search engines? What are the best free methods?

Now, when it comes to smaller topics – like picking a domain name – your report can certainly answer all your readers' questions.

Example: You can tell them to get a short, memorable dot com domain name through NameCheap.com.

However, when it comes to the “big” (important) topics, like how to write good blog posts, how to monetize the blog and how to get traffic to the blog, you're going to be offering more of an overview than anything.

You can offer useful tips – maybe enough to get a beginner blogger up and running – but any serious blogger will need to buy your product in order to build a successful, profitable blog.

And that's exactly why this style of freesell report works so well. You get an opportunity to demonstrate your knowledge by sharing an overview of the process along with useful tips. Your prospect gets enough information to get started. And yet the serious prospect will hit the “buy” button to get the full details.

Let me offer you two other examples from different niches:

Example #1: You're selling a book about organic pest control. You give your readers an overview of the options, such as companion planting, pest traps and using homemade organic sprays. Your readers will need to order your book in order to get the full solutions, steps and spray recipes.

Example #2: You're selling a dieting book. You might offer an overview of how to cut calories from the diet, eat closer to nature and start exercising. The book you're promoting will provide all the necessary details, such as exactly how many calories the dieter should eat, what to eat (recipes included) and how often to exercise.

That's one approach. Here's another...

## **Approach 2: Give Complete Details on Part of a Process**

Here's another way to offer something "useful yet incomplete" for your prospects. The idea here is to offer full and complete details, leaving nothing out... but only for PART of the overall process.

Example: Let's go back to the blogging example, which includes these seven steps:

- Step 1: Get a domain name.
- Step 2: Set up web hosting.
- Step 3: Install a WordPress blog.
- Step 4: Customize the WordPress blog.
- Step 5: Start blogging.
- Step 6: Monetize the blog.
- Step 7: Drive targeted traffic to the blog.

You can offer complete, step-by-step instructions and details for Steps 1-4. Your report can even include screenshots for those who aren't very technically minded. If your readers follow your instructions, they'll take action and have their blog up and running before the day is through.

Once their blog is up, then they need to start posting content, monetize their blog and drive traffic. In order to skip the learning curve and start making money sooner, they'll need to buy your blogging product in order to discover the details for steps 5-7.

See how that works?

Let me give you two other examples across different niches:

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Example #1: You're selling a dog obedience book. Your freesell report gives complete instructions on how to teach a dog to sit, stay and lie down. The reader will need to buy your paid product in order to discover how to housetrain a puppy, teach a dog to heel, or to break the dog of bad habits like jumping on the counter.

Example #2: You're selling a gardening book. Your freesell report gives complete instructions for designing a garden and planting the seeds. Readers need to buy your paid product in order to learn about pest control, disease prevention and maintenance issues.

Now here's something I want you to keep in mind...

Your freesell report can offer steps that are already listed in your paid report.

Example: Maybe your blogging book tells people how to set up their website. In that case, it's okay if your freesell report shares this same information.

Indeed, you can even advertise your freesell report as a free excerpt of your paid report. That means you don't even have to do much work to create your freesell report. Just copy and paste the excerpt, and then create a call to action at the end of the report (which you'll learn how to do just a bit later). Simple, yet very effective!

That's one approach to this particular style of freesell report. The second approach is to offer information that is NOT found in your paid product. Typically, this is background information that beginners need to know before they can fully utilize your paid product.

Example: Once again let's return to the blogging example. Except this time, let's assume that your paid product is 100% focused on the final three blog topics: how to write blog posts, how to monetize the blog and how to drive traffic.

In this case, your readers need to know how to set up their own blog in order to make full use of your product. Thus you can use your freesell report to deliver this pre-requisite information. It gives you a chance to showcase your expertise while providing some very valuable information to your reader.

Naturally, this style of report also works well for selling a physical product. That's because you can offer full information on part (or even all) of the process, with a recommendation to buy a product embedded within the information. Let me give you a couple examples:

Example #1: You create a freesell report that teaches people how to cook great steaks. Part of what creates such great steaks is

the "secret seasoning" - which of course you sell on your website.

Example #2: You create a freesell report that teaches bodybuilders how to eat to get big. You sell whey protein, which of course your report emphasizes as one of the keys to growing muscles.

Now let's take a look at the next approach...

### **Approach 3: Offer Valuable Tips**

This approach works well whether you're selling information products, physical products or services. And just as the name implies, your freesell report offers valuable tips to your readers about how to solve their problems.

There are two different approaches you can take:

**1. Offer multiple short tips.** Here you might write a report that's stocked full of dozens of tips. However, each tip is just a sentence or two long.

Example: If you were writing a report sharing dieting tips, you might have tips such as, "Skip the salad dressing and use olive oil instead," or "Cut out the soda and replace those sugary drinks with water."

**2. Offer fewer tips, but with more explanation.** In this case, your tips report might only include five to ten tips. However, you offer more explanation as well as examples.

Example: Let's say you have a tip like, "Replace unhealthy fats with healthier fats." You can then go on to explain the difference between saturated and unsaturated fats, and how the "bad" fats can wreak havoc with cholesterol levels and heart health. Finally, you'd share with your readers examples of both good fats (salmon, avocado) as well as bad fats (potato chips, cookies).

Now let me share with you three examples of freesell report tips reports you might create to sell services, sell an information product or sell a physical product:

Example #1: You're selling freelance writing services. You can create a report called, "Seven Ways to Save Money on Freelance Writing Services."

Example #2: You're selling a book about productivity. You could create a freesell report called "17 Secrets for Getting More Done in Less Time."

Example #3: You're selling dog grooming clippers. You could create a freesell report called, "10 Tips for Making Your Poodle Look Magnificent."

Now, because this is a tips report, it's inherently a "useful yet incomplete" report. The tips are useful, yes. They help your prospects solve at least part of their problem, yes. But if you're selling an information product, your readers will need to buy your paid product in order to fully solve their problems.

Now let's look at an entirely different approach...

### **Approach 4: Use the Controversial Approach**

So far, we've been talking about reports that focus on offering high-quality, valuable tips and "how to" information to your readers. As mentioned before, the idea is to impress your readers. Because if they're impressed by the quality of your free information, they're more likely to take their credit card out and buy your paid products.

This is a proven way to create a freesell report. But another way to do it is by stirring up some controversy. That is, your report can still offer valuable information. But the emphasis on your report is on the controversy.

Why? Because stirring up controversy and heated debate in your niche will get more people downloading and reading your report. In other words, you can use controversy to make your report go viral.

Let me give you an example. Which of the following reports do you suppose is more likely to catch fire in the weight loss niche and go viral?

Example #1: 10 Tips for Losing 10 Pounds

Example #2: Warning: The Weight Loss Industry Wants You to be FAT Forever!

That's right, the second report is much more likely to go viral. Not only is the title itself controversial, curiosity-evoking and eyebrow-raising, but you can also follow this controversial style through within the actual report.

Example: The person who writes this controversial report might set up an "us versus them" argument. The author might suggest

that the dieting industry – from those selling weight loss books to those who’re personal trainers – want people to stay fat. Because as long as you stay fat, these greedy marketers get to keep selling you diets, recipe books and supplements that don’t work.

It’s controversial, right?

And yet many people who try to lose weight tend to do “yo-yo dieting.” That means that they gain the weight back. That means that they find it even harder to take the weight off again. So these people may see how it’s plausible that the dieting industry wants to keep them fat. And this little theory seems even more plausible once readers consider the rubbish that certain marketers are peddling, like certain diet pills and outlandish, even dangerous diets.

In this example, the marketer might spend about half of the report building a “case” against the dieting industry. In doing so, the marketer is stirring up emotion and getting people motivated to find a better solution. The marketer can then use the second half of the report to lay out an overview of a solution – that is, a diet that REALLY works.

Let me give you another example of how to use controversy to create a freesell report. Indeed, you may have even seen this strategy used countless times. The idea is to proclaim that a strategy, product or other generally accepted idea is “dead” (i.e., it no longer works).

Tip: This strategy is a bit over-used in certain online marketing niches. However, it works well outside of these circles, such as in a gardening niche, dog training niche or even the golf niche.

Let me give you an example from the golf market.

Example: One of the most widely used ways to grip a golf club is referred to as the Vardon Grip (named after the golfer who invented the grip, a fellow by the name of Harry Vardon). You’ll see this grip used everywhere, from games at your local golf country club to pros using it on the PGA Tour. Indeed, almost every golfer has at least tried the Vardon Grip, and many people continue to use it.

So imagine if created a report called “The Vardon Grip is Dead” or “Why You Need to Stop Using the Vardon Grip TODAY” (or anything else controversial and along those lines).

Would it make people in your target market take notice? You bet. Would they read the report? Of course. And if your report is a bit on the controversial side, you can bet these prospects are also going to talk about your report on niche forums, blogs, social media sites and even on the golf green.

In this example, you might spend  $\frac{1}{4}$  up to  $\frac{1}{2}$  of the report talking about why the Vardon Grip doesn't work. Then you can spend the remainder of the report telling your readers about an alternative. You can then point your prospects towards a paid book that gives them even more secrets for shaving strokes off their game.

This is a great approach if you execute it properly.

So what's the key to proper execution? You just need to make sure that you're offering compelling evidence for whatever controversial stand, opinion or theory you're putting forth. And you need to make sure your alternative really works. Indeed, you should provide actionable tips that your readers can use immediately to see some results.

Go back to the "Vardon Grip" example. If you can't offer any reason why the Vardon Grip is an inferior grip, then your report really isn't very controversial. It will end up looking like a sad, desperate attempt to trash a good grip as a means of making money by selling your product.

That's why you need to provide compelling evidence. You need to back up your case, perhaps with case studies and other proof. You need to lay out your case as carefully as a flamboyant lawyer who's gunning for partner in a big law firm.

Get the idea?

You need to be bold and confident, yes. But you can't just make claims without backing them up. If you're going to sway prospects to your way of thinking, you need to be dang sure that your alternative theory or product really is superior to the one that you're proclaiming to be "dying."

Here are a couple other examples from different niches...

Example #1: Why Email Marketing is Dead - and What Your Business Needs to Do Instead to Survive!

Example #2: WARNING: Traditional Dog Training Strategies Could be Destroying Your Dog's Relationship With You!

Example #3: Dirty Little Secrets Your Car Dealer Doesn't Want You to Know

Now, just a moment ago I told you that you should prove your case, perhaps by offering a case study. You can indeed embed a case study inside a controversial report. But even if you don't want to create a controversial freesell report, you can still offer a case study.

Which brings us to our next freesell report strategy...

## **Approach 5: Share a Case Study**

You'll recall at the beginning of this report that I mentioned how people who're reading sales letters tend to get their "advertising defenses" up. This causes them to read all sales letters in a very guarded way. At times they'll be skeptical about your letter. At other times, they'll be outright cynical about your claims.

This is why most sales letters offer proof, such as testimonials, screen shots and videos. This allows the product creator to make a bold claim, and then back up this claim with hardcore evidence. This is a good idea, because most prospects are a little skeptical.

However, you don't need to wait until your prospects get to your sales page before you start offering proof. Instead, you can use your freesell report to share a case study.

Tip: If you're an affiliate for a product that doesn't belong to you, then you can be the subject of the case study. Otherwise, if you're promoting your own product in your freesell report, then you need to find someone else to serve as the subject of your case study.

You can use a case study to sell information products, physical products or services.

Example #1: If you're selling a weight loss program, you can share one or more case studies to prove that the program works.

Example #2: If you sell copywriting services, you can share one or more case studies which demonstrate how your services have helped a business owner grow his business.

Example #3: If you're selling an interior car upholstery kit for a classic car, you can share a case study that demonstrates how easy it was for a beginner to install it (and how great it looks once the interior is finished).

As you might suspect, there are two benefits to sharing a case study:

**1. Allows you to provide proof to your prospects.** Remember, people are skeptical. A case study is a powerful form of proof, because you're not just saying, "this product works." Instead, you're actually showing how well it works over time by sharing a detailed account of how it works, along with pictures, videos and other evidence. In other words, it's a very compelling way to overcome a skeptical prospect's objections.

This is the exact reason why you have testimonials and customer lists on websites. When people get to see good feedback about your product working for others, they are inclined to go ahead and take action. When people see other big or reputed customer names, they feel more positive about your site or product.

**2. Gives you a chance to share useful yet incomplete information.** As you reveal the case study, you can share with your readers tips and steps that will help your prospects get these same results. For example, if you're selling a dieting program, then you can offer nutrition and exercise tips alongside your case-study evidence.

Now, you'll see that I keep referring to a case study as "proof" and "evidence." This is important. You see, you can't just share the end results, otherwise your case study will read more like a testimonial. Instead, you need to share the results in a step-by-step manner, as they unfolded over time.

Example: Let's go back to the weight loss example. Here you can offer a six to twelve week case study. Let's say you cover six weeks. Your freesell report would then summarize the subject's results each week, like this:

Starting point: You'd share your subject's "before" photos, along with measurements and weight. Give an overview of what the subject did for six weeks.

Week 1: Describe subject's diet and exercise routine this week. Show pictures and measurements from the end of the week.

Week 2: Talk about what changes the subject implemented this week, such as cutting out sugar. Show pictures and measurements taken at the end of the week.

Week 3: Talk about what exercise changes the subject implemented, such as adding five or ten minutes to his cardio routine. Show pictures and measurements taken at the end of the week

Week 4: Share what a typical day's menu looks like for the subject. Show pictures and measurements at the end of the week.

Week 5: What a typical day at the gym (lifting weights) is like for the subject. Show pictures and measurements.

Week 6: Show final pictures and measurements. For more of an impact, show the "before" pictures and measurements alongside these new "after" pictures and measurements. Then describe how much better the subject feels and how his weight loss and new lifestyle is positively impacting his life.

The goal here at the end of the report is to inspire and motivate the reader. You want him to get excited about the case study. You want him to start imagining what it will be like for him to get

these same results. Yes, you're tapping some emotional buttons here, by showing him how he can get rid of his pains and start leading a better life. But by pushing these buttons, you're also putting your prospect into a buying mood.

See how that works?

You show your subject's progress over time, using compelling proof like photos. But you also provide tips and examples (like sample menus and exercise routines) so that your reader can start getting some of the same benefits. Then you create a call to action at the end of the report, where you tell your reader to buy this proven product.

## **An extreme example of a case study:**

It is a general rule that other peoples' testimonials of your product or service are more genuine, more believable and more effective than your own claims.

However, there is one big exception to this rule.

I want you to check out <http://masalabody.com> and check out the "home" and "about" pages of Nagina, the owner of the site.

The whole site reads like a freesell report.

In this case, Nagina has used herself as a case study. And it is very easy to "see" why.

Yes, the whole thing is based on visuals.

From a flabby, overweight form, she transformed herself into a fit, toned figure in about 9 months according to her.

Yes, this is in the lucrative weight loss niche.

Three things are striking about the case study, and the site (let's look at it as a freesell report) in general:

1. The site - the white spaces, the style of writing and the very few pictures - emits tremendous confidence; it screams, if I can do it, you can do it too, using the methods that have worked for me.
2. There is no oversell - in fact, there is only one "before-after" picture of the subject of the case study.
3. There is one product, and one call to action, with lots of other people's testimonials.

Seeing is believing. If your product or service belongs to one of those rare niches, where you can provide visual – or audio – testimonials, then find a way to flaunt it, and build a unique freesell report.

Let's now see the next technique.

## **Approach 6: Analysis from a Research**

If you have done any original research, then publishing the findings of such research is a great way to build content for your freesell report.

However, you don't have to be a scientist or a computer whiz kid to do such research.

Let me give you an example.

Example: Matt Cutts of Google talk about this experiment in one of his SEO videos.

Matt talks about a person who tried to find out which free email software gets the least spam mail.

That's it. This was the subject of the research.

The person then proceeded to observe spam mail volume in 3 email accounts, one each on Yahoo, Hotmail and Google.

Simply by monitoring the three mail accounts and putting out numbers (you can build charts, fancy line graphs or stacked bars) the person went on to conclude - in his own research - the free email service that produced the least spam during the period of the research.

You too can pick a topic relevant to your expertise, and interesting to your prospective customers and do a simple research.

Exercise: You can pick up one such question from your area of expertise and run an experiment. If you cannot think of any idea, then do a keyword search on Quora. Quora has tons of questions asked by people.

For instance, you could search Quora on topics related to ecommerce security research, marketing analytics, customer

acquisition research, mobile behavior, and other similar keywords related to ecommerce or internet marketing.

Once you finish your experiment, organize the data collected, the hypothesis that you had, and then present your findings/conclusion based on the data you generated during your experiment.

Package this information in a Presell report and offer it for download.

## **Approach 7: Provide Report on a Survey**

Most articles in McKinsey quarterly, Harvard Business Review and other business publications cite some survey or the other, and present findings or a report.

Anytime you want to find some information, gauge behavior of a population or prove/disprove a hypothesis, a simple and effective tool to use is the survey.

Google forms or SurveyMonkey provide free online tools to make the set up of a survey, collection and presentation of information very easy.

Tip: For meaningful and insightful feedback, include some open-ended questions in your survey. Keep the survey short so as to retain the responder's attention. Don't over-engineer the survey to include too many questions, address many different segments of customers or have multiple branches based on responses.

Simpler is better.

Example #1: For Blog Success, I ran a survey in 2014 on the difficulties faces by a blogger or internet marketer. The results are compiled into a power point presentation - called [AuthorityBlackBook](#) - which I have offered as a Presell report.

Example #2: Let's go back to our weight loss example.

In your survey, you could begin by checking the preference of the survey responder - whether they prefer a diet program, or an exercise program.

Next, you can check with people who preferred the diet program as to which parts of the exercise program they find difficult to implement.

Similarly you can check with the other group as to which parts of the diet program they find difficult to implement.

Now you will have a strong data-driven basis to make a conclusion on which parts of either program are generally difficult to implement.

When you base your conclusion on factual responses by real people who have tried out these programs and failed, your report will have high value to the reader.

That is when you can urge them to enroll into your program, or sign up for your course, which would (ideally should) help them overcome the parts that people generally find difficult to implement.

Survey-based reports have a lot of value since these are based on actual responses. Whenever anyone writes a piece or makes a presentation that contains data, numbers or a general statement, there is one thing that either causes doubt or gets acceptance – this is the “source” of the information.

Once you establish your conclusions – if they are based on original research or survey that you conducted – people will not only trust your statements, but also quote from it.

This is powerful influence.

## **Approach 8: True Stories (esp. on overcoming adversity)**

If you have a good story to tell and can grip your reader’s attention, then that could also be leveraged as a freesell report.

Let me give you two examples.

Example #1: Brian DeChesare’s “Breaking into Wall Street” posts contain interviews with people who have secured positions in investment banking. Brian sells coaching materials on financial modeling through his site.

Sometime in April 2013, Brian published a four-part series on how he quit his career as an investment banker and began his online coaching start-up.

These four posts were written in such a genuine, self-deprecating and straightforward style, that I felt disappointed when he switched back to the default interviews. Each of the four posts was more than 3,000 words, which is at least four times the average post-length. They were OFF-topic too. But I (Brian's reader) was asking for more!

From my perspective, these stories could work very well as a freesell report.

Example #2: Our second example is the gripping life story of Jon Morrow of Smart Blogger. Titled "How to Quit your Job, Move to Paradise and Get Paid to Change the World" appeared in ProBlogger as a guest post.

You got to read it to understand the power of a gripping story. Once you read it, you will understand the power of a story as a freesell report.

The thing to note with these true self stories is that they cannot be your only freesell, but can be offered in addition to other freesell reports. Collectively they will have a "network effect" and boost your site traffic.

Let's now look at the last technique on building a freesell report.

### **Approach 9: Curating Content**

An easy a great way to build a freesell report is to leverage curated content. You pick a topic and then collect snippets – not the whole article – of articles from popular and informative texts. Such texts could be websites, blogs, books or research papers.

In the freesell report, you weave these together, citing their author names and sources, so that the interested reader can go there to get the full article.

If these articles are beads, you string them together with a string of your commentary that provides the full picture.

The full picture could be a way to write a book, to grow perennial roses, to develop leadership qualities, to learn to play a musical instrument, to understand photography, etc.

Example: The book *A Practical Guide to Reducing IT Costs* is basically a collection of interviews and comments from a bunch of

CIOs and IT leaders. Of course, the authors have presented their spin, commentary and expertise to complete the book.

This book addresses a real problem. It provides practical advice from people who have been there and done that. It also provides advice and a set of tools and steps that the reader can use to achieve results.

The paragraph above is a summary of what a valuable information product should be like.

Priced quite high at \$40 on Amazon, this book is a great example of how your own expertise and revealing insights from a set of interviews can help you build a curated product.

Following the above example, you can take a bunch of curated articles and build an overview or describe steps for solving a problem (such as our weight loss example earlier) and convert it into a freesell report.

All you need is a consistent way to gather rich and popular content, a way to edit the report, and then to publish it.

### Quick Recap

At this point you've learned about five different ways to create your freesell report. But maybe you're wondering how to actually sell something within this report.

That is, how do you create a soft sell? How do you create a strong call to action?

That's what you'll discover next, so read on...

## Create a Call to Action

As mentioned at the beginning of this guide, your freesell report has a singular purpose. And that singular purpose is to "warm up" your prospects so they'll click on your sales page link and buy the product. This means that you need to walk a fine line between providing great content (which builds trust) and promoting your offer.

You see, if you just jump right in and promote your offer, those "advertising defense shields" are going to go up. Your prospects are going to shut down. They might even click away from your report, especially if they don't yet have any reason to trust you.

So you offer good content. Build rapport. Build trust. Demonstrate value. Show that you know what you're talking about. And then you provide a strong call to action.

Here's how it works:

- **You can mention the product you're promoting in the beginning and middle of the report.** At these times, however, you're doing more of a soft sell. You're planting a seed, but you're not being aggressive.
- **You provide a call to action at the end of the report.** This is where you specifically and explicitly tell people what you want them to do next. Namely, you want them to click on a link and buy a product.

In other words your freesell report becomes a "bookmercial". This word is coined by Victor Cheng who is the author of the fantastic book called "Bookmercial Marketing".

Victor goes on to explain how, by being a published author, you gain instant credibility and people buy your book to be sold on your product.

Let's look at these two types of promotions separately...

## Soft-Selling in the Beginning and Middle of Report

As mentioned above, you can use the beginning and middle of your report to plant a seed. By this, I mean that you want to start hinting about what the product or service you're promoting can do for your prospect. You can arouse curiosity. You can let your readers know that later on you'll tell them how to solve their problems.

Yes, you'll outright mention the product. You'll link to it. You can even tell your readers it's a good solution and that they should buy it. But as you'll see, all of this falls under the category of soft-selling. That's because you're not being aggressive – not yet. Because you don't want those defense shields to come up.

Now maybe you're wondering how you can start mentioning the product and planting seeds.

So let me give you 10 examples of soft-selling and/or seed-planting. See if you can't take these examples and apply them to your own freesell report.

For all of these examples, let's assume that you're promoting a software product called [curationsoft.com](http://curationsoft.com) (yes, this is a real site), which shows people how to get over writer's block, and generate rich, impactful content for their blogs consistently. Here are examples of how you'd soft-sell the site in the beginning and middle of the report:

- The following post has been built using [curationsoft.com](http://curationsoft.com).

- Just a bit later in this report I'll tell you about a resource that will show you exactly how to overcome writer's block and generate tons of rich, impactful content for your blog.
- I've talked to lots of people who struggled to build content consistently. They wasted hundreds of dollars on outsourcing their writing needs but that didn't help. They're often surprised when I tell them that they can generate content much easier by leveraging content curation. They usually don't believe me until they go to [www.curationsoft.com](http://www.curationsoft.com).
- That's just an overview of how to generate rich content consistently. To learn more, or to avoid making costly mistakes in content curation, visit [curationsoft.com](http://curationsoft.com).
- Let me tell you about my favorite method for building rich blog posts. This is actually the exact method I used to build content on [curationsoft.com](http://curationsoft.com), so you know it works.
- Take a look at these blog posts from [curationsoft.com](http://curationsoft.com).
- Later on in this report you'll discover the best content generation weapon that you'll want to have in your content-marketing arsenal.
- What you're about to discover works in any niche. And these are the same strategies you'll find inside the [curationsoft.com](http://curationsoft.com) site.
- I spent years learning these strategies the hard way - through trial and error! The good news is that you can skip the learning curve. In just moments you'll find out how to very quickly whip up an impactful blog post using my favorite strategy. And later on I'll introduce you to [curationsoft.com](http://curationsoft.com), which is where you'll learn everything I know about generating rich content day-in and day-out.
- Here's a little tip that I often tell my [curationsoft.com](http://curationsoft.com) members...

See how that works? You just drop your promotions into the content in an almost subtle way. No pressure on your reader. And yet you're getting your readers curious about your product or service.

That's good. Because by the time they reach the end of your report, they're impressed with you. They know you can solve their problems. And so they'll be open to your suggestions about how to get their problems solved.

Which brings us to the call to action...

## Providing a Strong Call to Action at the End of the Report

You've constructed your freesell report in such a way that your prospects are "warmed up" to the idea of your product or service. In many cases, that's because you've provided them with

useful yet incomplete content, so by now they realize they need your product in order to completely solve their problems.

Now, you'd think you could just drop a link in your final paragraph and your readers will know what to do. But you'll get a better conversion rate if you tell your readers EXACTLY what you want them to do. And better yet, you need to give them a good reason to do what you're asking them to do (which is to click on your sales link and check out a product or service).

So let me give you an example of a call to action:

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You just discovered three proven ways to very easily build rich, impactful blog posts, consistently. And while these three blog post strategies are a good start, that's all they are - a start. Because savvy business owners know that the key to success is to publish blog posts consistently to get a large amount traffic to your site as possible.

Many business owners spend large dollars fruitlessly for outsourcing this work. But you don't have to. And you don't have to spend months or years learning how to build impactful content consistently traffic through trial error.

Because when you click here now to join the [web.curationsoft.com](http://web.curationsoft.com) site, you'll quickly discover how to easily start building and publishing rich and impactful content consistently.

Yes, you can have a successful business. You can join the ranks of those who do the high-volume product launches everyone talks about. You can start being a rainmaker in your niche. It's all possible.

But none of that will happen if you don't know how to do content-based marketing. So join [web.curationsoft.com](http://web.curationsoft.com) right now - and get set to watch your traffic, sales and cash flow increase!

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See how that works? There are actually two calls to action in this example, as I told the prospects twice to click on a link to join the [web.curationsoft.com](http://web.curationsoft.com) site. You'll also notice that I gave them good reasons to join. Specifically:

1. They'll discover how to do content-based marketing.
2. This could be the start of them having a very successful business.
3. The ability to publish rich and impactful blog posts consistently will boost their traffic inflow and will increase their product sales.

Now think about the main benefits of your product. Then use the above example to create your own powerful call to action.

## Conclusion

Congratulations are in order for you. That's because you now know how to harness one of the most powerful marketing tools available to you: the freesell report.

Let's quickly recap what you learned about creating these conversion-boosting tools...

- You learned about how your approach needs to differ, depending on whether you're selling services, physical products or information products.
- You learned about nine different approaches you can use to impress your prospects and warm them up to the idea of buying your product or service.
- You found out how to create a call to action that gets your prospects clicking through to your sales page.

You've got the blueprint. You know how to do it.

**Now there's just one thing left for you to do: take action!**

If you already have a product you're selling – either your own or an affiliate offer – then it's time for you to start outlining your freesell report.

Begin right now by choosing the approach that works best for what you're selling. Then start writing!

The Web's Premier Content Curation Software

<http://www.curationsoft.com>

**More Blogs, More Traffic**