



Product Pipeline System Module #12

How To Write And Sell Small Reports

By



<http://www.Work1099.com>

Day 1: Welcome!

Let me be blunt:

The ultimate information business is finding a target audience and then convincing them to make *repeated purchases* from you.

Namely, instead of selling a customer a \$20 ebook and then looking for the next customer, you'll want to setup a system to offer her a \$20 ebook, then a \$40 product, then a \$497 product and finally a \$1997 offer.

Once you have worked to secure a customer or subscriber, why not allow them to spend as much money with you as they are willing?

The important thing is to get your existing customers to spend MORE money with you.

And it's all going to build upon this foundation of creating short, 7-15 page reports.

I'm not suggesting that you exploit your relationship with others and coerce them into purchasing sub-par products or things they don't really have a need to buy. I'm talking about making products and services available that provide genuine usefulness to those who are in a position to buy.

There's a big, big difference between these two statements:

Statement #1: "This product is going to change your business forever ... it's the best product I've seen in months ... if you don't buy this today, then you're absolutely nuts ... it's what I consider to be a 'must-have' for anyone who's serious!"

Statement #2: "If you're ready to XYZ, then I've found this product to be very beneficial in my own business. I use it myself and here are the results that I've achieved. I highly recommend it and will even give you a free copy of XYZ if you are one of the first 50 who buy it."

Both are attempting to get the sale. *But one is full of hype and the other is reasonable.*

Back to my point.

You need to get your target audience to buy from you. And buy again. And again. And again.

Despite popular belief, you can do this without being a money-hungry, conscious-less, in-your-face, psychological mind-games coercer.

So, that's the backdrop of this guide. I'm going to teach you how to:

CHOOSE a market.

CREATE small reports to sell to them.

CASH-IN on your own money-making information business.

What I want to teach you to do in the next 31 days is to create small, 7-15 page reports that you sell to your list members in the \$10-\$20 range...and how to spiral them into premium-priced offers down the road.

You can make a "small fortune" with "small reports" - and I'm going to show you how to do it.

Here's what it looks like 12 months from now:

- You have 12 reports available for \$10 each. (One per month.)
- Customers buy the first one and, in time, buy most of the others. (Multiple customer purchases)
- You put together package deals of 12 reports for \$97. (Larger chunks of cash per transaction.)
- You launch an affiliate program for the \$97 package and sell large quantities of the bundle. (Affiliates love ~\$50 commission per order!)
- You use your reports to launch "high ticket" offers that sell for \$1,000 or more. (Skyrocket your profit!)
- You make a "small fortune" with "small reports" (Yes, YOU!)

And it all begins right here.

So stay tuned, because tomorrow you'll learn about choosing a market!

Day 2: How to Choose a Market for Your Small Reports

Welcome back!

So, we need to talk about choosing a "market" that you want to build your business around. A "market" is simply a broad, general topic such as *"weight loss"*, *"home business"* and *"relationships"* to name a few.

You might look at it in terms of a "target audience": The people who are interested in a "market" such as *"those wanting to lose weight"*, *"those wanting to start and grow a home business"* and *"those wanting to have healthy relationships"*.

The important thing is to choose something "broad" and not a "niche".

The reason for this is simple:

You want to create multiple, related reports to offer your target audience.

What you want to do is determine what "market" is best for you as you begin creating these small reports.

3 Simple Rules for Choosing a Market

Now, for me, I have three simple criterias that I look at in deciding what I want to focus upon.

I'd suggest that you do the same in evaluating what market you want to build your business upon.

1. A market accustomed to spending money.

If the market isn't accustomed to spending money – and, generally, a "lot" of money, then there's no point in directing any effort towards it.

Example: "College students" isn't a great target audience simply because most of them are broke! On the other hand, "golfers" spend a gazillion dollars each year on their hobby... they certainly would qualify.

2. A market that can be presented with a wide variety of offers.

If the market is limited in what you can sell to it, then again there is a red flag. You want to be able to present multiple offers related to the general theme of the target audience you have selected.

3. A market that you are personally attracted to. (Optional)

While this isn't absolutely necessary, it's certainly a plus. If you can find a target audience / market that meets points 1 and 2 – AND you have a strong interest in it yourself, then you've made your choice.

A personal interest, experience or knowledge of a particular target audience gives you an advantage in many areas of building your business.

It's not necessary, but it does help.

Now, having said that, you need to pick a market.

I'm including a list of 20 major markets that I encourage you to choose from in making your selection.

Index of Profitable Markets

* Listed alphabetically

Markets

- | | |
|--|---|
| <input type="checkbox"/> Aging / Senior Interests | <input type="checkbox"/> Investing And Finance |
| <input type="checkbox"/> Antiques And Collectibles | <input type="checkbox"/> Kids And Teens |
| <input type="checkbox"/> Arts And Crafts | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Men's Issues |
| <input type="checkbox"/> Baby And Child | <input type="checkbox"/> Motivational |
| <input type="checkbox"/> Beauty (Skincare / Hair care) | <input type="checkbox"/> Non-Profit And Fundraising |
| <input type="checkbox"/> Business (Auctions) | <input type="checkbox"/> Outdoors |
| <input type="checkbox"/> Business (General) | <input type="checkbox"/> Parenting |
| <input type="checkbox"/> Business (Internet) | <input type="checkbox"/> Pets |
| <input type="checkbox"/> Business (Opportunities) | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Business (Small / Home) | <input type="checkbox"/> Public Speaking |
| <input type="checkbox"/> Cancer Survival / Support | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Career And Jobs | <input type="checkbox"/> Recreation And Sports |
| <input type="checkbox"/> Coaching And Consulting | <input type="checkbox"/> Relationships |

- | | |
|--|---|
| <input type="checkbox"/> Communication | <input type="checkbox"/> Religion (Christianity) |
| <input type="checkbox"/> Computer (Hardware) | <input type="checkbox"/> Retirement |
| <input type="checkbox"/> Computer (Software) | <input type="checkbox"/> Retail Businesses |
| <input type="checkbox"/> Computers And Technology | <input type="checkbox"/> Romance |
| <input type="checkbox"/> Consumer Protection | <input type="checkbox"/> Sales And Marketing |
| <input type="checkbox"/> Cooking | <input type="checkbox"/> Success |
| <input type="checkbox"/> Dating | <input type="checkbox"/> Self Improvement / Help |
| <input type="checkbox"/> Disease And Illness | <input type="checkbox"/> Sexuality |
| <input type="checkbox"/> Education | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Fashion | <input type="checkbox"/> Sports (Golf, Tennis,
Etc.) |
| <input type="checkbox"/> Finance And Investment | <input type="checkbox"/> Stock Market |
| <input type="checkbox"/> Health And Fitness | <input type="checkbox"/> Time Management |
| <input type="checkbox"/> Hobbies | <input type="checkbox"/> Travel And Leisure |
| <input type="checkbox"/> Home And Family | <input type="checkbox"/> Wedding And Marriage |
| <input type="checkbox"/> Home Repair / Improvement | <input type="checkbox"/> Wellness And Remedies |
| <input type="checkbox"/> Home Schooling | <input type="checkbox"/> Women's Issues |
| <input type="checkbox"/> Interior Decorating | <input type="checkbox"/> Writing |
| <input type="checkbox"/> Internet | |

Today's task: Determine to which market you're going to sell your small reports.

Next time you'll start learning about the actual process of creating those reports!

Day 3: How to Find the Perfect Idea for a Small Report, Part 1

Welcome back!

In the coming lessons we're going to examine, "*How to Find the Perfect Idea for a Small Report*".

Now before we look at the two basic rules of thought about finding hot ideas that I want to share with you today, let me first caution you about a potential problem area that might sidetrack you if you're not prepared:

Tip: Do NOT invest a lot of time in choosing a topic for your small report.

That's NOT to say that you should make an *uninformed decision* as to what you should write about. To the contrary, I'm going to show you how to determine with pinpoint accuracy what is most likely to be a hot seller for you.

What I am saying is this: This is a SMALL report. It's not a full-length product. It isn't necessary that you spend a great deal of time trying to find the ideal subject matter. You're not trying to hit a home run here. You're not trying to write the equivalent of *War and Peace* for your particular market.

Don't miss the point here. The point is to QUICKLY create these small reports. There's not much risk here. So there's not much point in over-investing your time in any stage of this process.

Now, having said all of that, let's look at two criteria that I believe will allow you to quickly analyze the state of your market interest and ascertain what should prove to be a hot topic for your next small report.

CRITERIA #1: Demand. That is, there should be a significant amount of interest in a particular idea before you move forward. Obviously, the more interest there is in a topic, the more likely you'll be able to sell a report on that topic.

Now, the questions that I almost always get from folks are:

*How can I judge "demand" or "interest" towards a particular idea?
How can I find ideas that are in "demand"?*

There are a number of ways to find topics that are of significant demand and interest to your marketplace. Very quickly let me share 7 ways you can find topics that are "making a splash" within your particular market.

- 1. Keep an eye out on Clickbank's Marketplace.** Products that range in the top 5 positions within a particular category are usually selling very well. Look for categories in the marketplace that are related to your particular target audience and scan through the top 5-6 products listed. You're certain to find some great ideas for your small report right there. (And you might even find a great product to promote as your "backend" - more on this in a future lesson). Clickbank's Marketplace can be found at <http://www.clickbank.com/marketplace>
- 2. Scan the best-sellers list as Amazon.com.** Do a search at Amazon.com (in the "books" section) for keywords and phrases that are related to your particular market. (I.E. "weight loss" or "homeschooling" or "golf") You should find a nice list of books ranked in order of popularity. This is another built-in research spot for you - and loaded with great ideas for your next small report.

- 3. Search in Google.com to see what topics your "competition" has created products on.** Pay attention to those listed on the first page and those who are advertising in the ads on the right hand side of the screen. These will almost always provide you with numerous ideas for your small report - and can potentially be a great starting point for joint venture partnerships in the future. (More on this in an upcoming lesson).
- 4. Look in the market-related forums for "Hot-Topics" that might lend themselves to report ideas.** There are forums (Aka "message boards") for just about every market imaginable. Look for discussions at these forums for ideas. Specifically, look for topics where there is a LOT of discussion (I.E. Numerous posted messages and replies). Pay special attention for people who are complaining about problems or limitations that you might be able to provide solutions for in your small report.
- 5. Look in popular article directories for existing interest.** Drop by article banks such as GoArticles.com, Isnare.com and EzineArticles.com and look at articles related to your market for brainstorming ideas. Pay special attention to the "most viewed" articles as they are a good indicator of which topics are hot and which topics are not.
- 6. Find offline magazines related to your market.** Drop by your favorite bookstore or newsstand (or visit Magazines.com online) and look at their articles for small report ideas. This is another tremendous way to find great ideas - especially because you get the benefit of THEIR research. They've already invested time in deciding WHAT to write about based on their market's interest. You don't need to do this kind of research ... simply write about what they are writing about!
- 7. Ask subscribers on a mailing list in your market (either your own opt-in list or one that you rent) which topics interest them most.** It's a simple process:
 - a. Ask your list members what topics interest them the most.
 - b. Take the topic that gets the most mentions and write your small report about it.

Who better to give you ideas about what to write than those who are most likely to buy the small report upon its completion?!

So, these are the seven "interest indicators" that will allow you to quickly judge demand for an idea before you write about it.

Today's task: Use these simple techniques to brainstorm several great ideas for your report.

Then stay tuned, because tomorrow I'll address the second "criteria" for a hot-selling small report...

Day 4: How to Find the Perfect Idea for a Small Report, Part 2

Welcome back!

Last time you learned about finding in-demand topics for your small report. Now let's look at the second criteria...

CRITERIA #2: Distinctness.

That is, there needs to be something very SPECIFIC and DEFINITE about your small report that makes it appealing to your marketplace. The more precise you can be in your focus, the more likely it will be a hot seller.

Remember, these are 7-15 page reports – you can't possibly create a "tell-all", in-depth manual on a topic in that short space. You need to finely focus your report on a precise topic.

Now, there are two general ways to go about doing this that I want to mention here which should be very helpful to you...

Option A: SEGMENTED. That is, you take a smaller, specific section of a larger idea and you explain it in great detail.

Example: It's not "creating information products", it's "hiring ghostwriters to create information products". And you can even narrow that down to "5 keys to negotiating rock-bottom prices for a top-notch ghostwriter".

Tip: Go to a sales page for an existing product related to your market. Look at their BULLET POINTS (these are benefit statements usually in a list of bullet points) and you should find some great "segments" to focus on.

Option B: SUPPLEMENTED. That is, you create a list of as many different ideas for one topic as you possibly can.

Examples:

- 24 ways to get your email messages delivered.
- 17 ways to lose an extra pound of weight.
- 21 ways to cut costs at the gas pump.
- 19 ways to make money selling products on eBay.
- 27 ways to save a marriage that's headed for divorce.

The idea is to give your reader as many possible ideas as you can think of. I've done this numerous times in the past with great success.

People want to know as many different OPTIONS as are available. When you only share "one" basic operation, many people find themselves thinking, *"That sounds great ... but I don't think I can do it."*

With a wide variety of ideas, almost everyone finds something useful.

If you identify, let's say 20 "ways" or "ideas" for some particular topic, then you'd only need to write 1/2 page per idea to have a 10-page report. Simple!

Today's task: Spend half an hour brainstorming ideas. That should yield PLENTY of results.

Tomorrow you'll start learning about writing your report!

Day 5: How to Create a Great Title for Your Small Report

Welcome back!

Learn this from the beginning:

The title of your report plays a huge role in the conversion of browsers into buyers.

In other words, it's important that your title be something more appealing than, *"Jimmy's Report on Creating Small Reports"*.

While there are numerous criteria that you might want to consider in choosing a title, I've narrowed it down to what I consider to be the three most important considerations.

As the cliché goes, it's as "easy as A,B,C"...

- **Does the title "Accurately represent"?** In other words, does your title mention "specifically" what's included in the report?

Example #1: "How To Vacation" isn't specific. "How to Plan a Vacation" is still too vague. "How to Plan A Vacation in 3 Easy Steps" is narrowing it down better.

Example #2: "Ways To Save Money At The Gas Pump" isn't nearly as specific as "21 Ways to Save Money At The Gas Pump" or "The Top 7 Ways to Save Money At The Gas Pump".

- **Does the title "Build interest"?** That is, is your report title "*appealing*", even "*enticing*"? Your title should, in itself, begin to create a desire to purchase the report.

Example: "How to Plan a Vacation in 3 Easy Steps" isn't nearly as appealing as "How to Plan a Fun-Filled, Budget-Friendly Vacation in 3 Easy Steps". Of course, that title isn't nearly as intriguing as "How to Take The Vacation Of Your Dreams Without Spending A Penny!"

- **Does the title "Communicate benefits"?** That is, when someone reads the title of your report, do they have a reasonable expectation of some desirable results they can achieve by purchasing, reading and applying your report? Products that scream ULTIMATE BENEFIT are the most appealing, simply because we are emotional creatures. We want something that is going to deliver the desired results we are after. And if a product title communicates that it can deliver those results, we will definitely take a closer look.

Example: "Earn Income On The Web" doesn't offer nearly the benefit punch that "Get Web Profits Fast!" does. Note the difference: One says "income," the other says "profits." We want money we can spend. One says "Earn" and the other says "Get." Earn seems like much more work than getting something. And one doesn't promise when. The other says "Fast!" See the difference?

Today's task: Brainstorm at least a dozen possible titles for your upcoming report.

Tomorrow you'll discover my system for writing these short reports!

Day 6: How to Write a Small Report Using the P.A.G.E.S. System, Part 1

Welcome back!

Last time you learned how to create a great title for your small report. Over the next three lessons you'll learn how to use my **P.A.G.E.S. System** to quickly and easily create the report itself!

The system is called "P.A.G.E.S." because each letter (P - A - G - E - S) stands for one of the five steps in the system...

- P - PLAN out your report by brainstorming ideas.
- A - ARRANGE your ideas sequentially or systematically.
- G - GROW your content by "filling in the blanks".
- E - EXTRACT bullet points for your ad copy while you write.
- S - SMOOTH out the rough spots to complete the report.

So, let's go ahead and begin with step 01...

Step #1: PLAN out your report by brainstorming ideas. Obviously, by this time, you should have chosen a topic to build the content of your report around. So, where do you start? You start by simply brainstorming ideas for possible inclusion in your report.

The easiest way that I've discovered for doing this is to simply:

Write a list of everything you want to share.

That's right, just write down everything you want to share in your report. I'm talking just start rambling on paper (or your computer screen). Everything you can think of that relates to the subject of your report.

At this step, all you need to do is to write your thoughts down.

Don't worry about relevance or whether or not you'll even use all of these ideas. Just get them down.

Jot down as many of these as you can find...

- Ideas
- Notes
- Lists
- Questions
- Reminders
- Personal reflections
- Thoughts
- Things-To-Do
- Checklists
- Details
- Steps
- Facts
- Reasons
- Comparisons
- Contrasts
- Statistics
- Quotes
- Illustrations / Stories

Now, I want to give you one of the most invaluable brainstorming exercises you'll ever use for generating ideas for your report. I call it "*alphabetizing*".

Starting with the letter "A" in the alphabet, literally begin thinking of events, places, people, items, verbs, ideas, etc. that begin with that letter and are related to the topic of your report. The goal is to go all the way to "Z".

Example: If you are writing a product related to traveling to Orlando, you might have...

A = Airports
B = Business travel
C = Choosing hotels
D = Dining
E = Epcot
F = Free tickets
G = Golfing

So, that's how you "*plan out your report by brainstorming ideas*". That's the "P" of the "P.A.G.E.S." system.

Now, let's move on to step 2 which is...

Step #2: ARRANGE your ideas sequentially or systematically. There are two basic ways to "arrange" your ideas once you have them all jotted down - in other words "organize" them so they make sense. These two ways are "sequentially" and "systematically".

Sequentially: That is, you would organize your ideas in chronological steps. You would simply outline your report based on what comes first and then what comes after that.

Step 1 is... Step 2 is... Step 3 is...

Tip: Now, as a rule of thumb, I recommend that you keep the total number of steps to something in SINGLE DIGITS. No more than 9 steps. Anything more than that could be viewed as "too much work" in the eyes of your readers.

Systematically: You'd group ideas together based on their logical relationship to each other.

Example #1: If your title is "5 Keys to Saving Your Marriage Now", then that's the basic framework for your outline. You divide things into sections or parts, whatever you want to call them, one for each of the 5 keys. Key #1 is a section. Key #2 is a section. Key #3 is a section. And so forth. All of your ideas would fall into one of your 5 keys.

Example #2: If you have a LOT of different ideas, such as "101 Homeschooling Tips for First-Time Parents", then find 5-9 main topics to group them into. For example, "tips for finding the right curriculum", "tips for planning field trips," "tips for creating a learning environment," "tips for social interaction" and so forth.

Note: Now, let me give you a recommendation on arranging ideas that I've found to be very important over the years. While you want ALL of your report to be quality content that's useful to your customer, let's face it, some points are stronger than others.

There are some things you'll be sharing that are just better or more important or less known than others.

It's important that you fire these **FIRST** and **LAST**.

That is, you want your best work (if possible, understandably "steps" come in whatever order they appear) to be in the first few pages and then finish strong in the last few pages.

If you have any content that's "weaker" than the rest, then you'll want to include it somewhere in the middle if it's important enough to share at all.

It's not that you're trying to "hide" anything, it's simply that you want to minimize your weaknesses and showcase your strengths.

Today's task: Complete the brainstorming tasks outlined in this lesson.

Tomorrow you'll learn about the *next two steps* of the **P.A.G.E.S. System!**

Day 7: How to Write a Small Report Using the P.A.G.E.S. System, Part 2

Welcome back!

Let's pick up where we left off and continue talking about writing your report using the **P.A.G.E.S. System...**

Step #3: GROW your content by "filling in the blanks". By this point you should have a nice outline created from all of your ideas. Now, it's simply a matter of "filling in the blanks". That is, write a few paragraphs of meaty information for each of your points listed in your outline. That's all it takes.

What I do is just a little bit of math. I take the total number of pages that I want and divide it by the total number of ideas that I've written down so I can see how much I need to write for each point.

Example: Let's suppose I want to create a 10 page report on my topic. Let's further suppose that I have 20 "ideas" that I've brainstormed to share in the report that I've arranged in 5

different sections. Doing the math, we find that I need 1/2 page of content per idea in order to meet the page requirement. So, I begin writing the first point and when I've reached 1/2 page, I know I can quit anytime I finalize the thought I'm sharing.

Some of your points will require less space to share than the numbers would demand. That's okay, because some of your points will go over. It all balances out in the end, and it's not an exact science. It's just a way to keep things balanced.

It really doesn't even matter that you do the math... as long as you do the writing. Simply write a few paragraphs explanation for each of the points.

Note: Don't be afraid to mix in some humor. Inject your own personality into the writing.

Now, let's move on to step number 4...

Step #4: EXTRACT bullet points for your ad copy while you write. With any good sales letter, there will be a "bullet list" of benefit statements. You've seen them at sales letters online. They offer encapsulated glimpses into what the product or service being offered means to you in terms of its benefit to you.

What I like to do is develop these bullet points as I'm writing the content.

Over and over again, I've found myself writing things in my reports like, "the fastest way I know to..." or "3 of the easiest ways to..." or "my own secret weapon for..." or "if you don't do anything else, make sure you do this..."

So, when I find myself writing those things, I stop at the completion of my thought process and I write down a variation of the statement that I made for use as a bullet point.

Examples:

- The hands down, fastest way to double your affiliate commission checks!
- 3 of the easiest ways to turn private label content in your own multiple streams of profit empire in about 30 minutes per week!

- Revealed: my own secret weapon for getting completely free search engine traffic without any tricks or gimmicks! (Hint: You can download it from a freeware site and virtually NO ONE knows you can use it this way!)
- Warning: If you don't do anything else with your blog, make sure you do this one "trick" for getting bigger AdSense® commissions. (Unless, of course, you just don't like extra money with no extra work!)

Notice, of course, that they are in bullet form.

You'll undoubtedly notice that you make similar statements throughout writing the content for your special report.

Take just a few seconds to extract those statements so you can use them on your sales letter as bulleted benefits. I recommend that you grab about 10-12 of them for the sales page for these kinds of special reports.

That's it for today.

Today's task: Start writing! Apply what you've learned so far, and start creating your reports... and even pieces of your sales page.

Tomorrow you'll learn the *final step* of the **P.A.G.E.S. System!**

Day 8: How to Write a Small Report Using the P.A.G.E.S. System, Part 3

Welcome back!

Just one step left to go in the P.A.G.E.S. System. Let's get right to it...

Step #5: SMOOTH out the rough spots to complete the report. Once you've written the content for your special report, you'll want to fine-tune it. Generally speaking, there are three things that I recommend you do in putting on the finishing touches for your report...

1. **PAD.** That is, look for areas of your report that need further explanation. Are there any areas that are not clearly explained? Are there areas that are noticeably weaker than others?

Make sure your points are understandable. Try to add in as many examples as possible to better illustrate the points. Toss in a few more tips here and there where needed. You can add interview transcripts, quotes, research and other bits of information to get the points across better and add a bit more meat to the report.

2. **POLISH**. Use different fonts to distinguish areas of your content. Change colors. Use alternative styles such as bold face, italics and underline. Indent text where appropriate. Use bullet points. (Especially on lists.) Insert headers, footers and graphics.
3. **PROOFREAD**. The final "smoothing out" you need to make certain you do is to proofread your entire document for typographic and grammatical errors. Better still would be to allow someone else who is qualified to do it for you. While this isn't a deal breaker by any means (quality of content is MUCH more important than quality of grammar in information based reports), it certainly is a good idea to put your best foot forward.

So, there you have it, the **"P.A.G.E.S." system**. Each letter (P - A - G - E - S) stands for one of the five steps in the system. Let's recap it one more time:

P - PLAN out your report by brainstorming ideas.
A - ARRANGE your ideas sequentially or systematically.
G - GROW your content by "filling in the blanks".
E - EXTRACT bullet points for your ad copy while you write.
S - SMOOTH out the rough spots to complete the report.

Today's task: Finish off your short report using what you've learned in the last three lessons.

Tomorrow you'll start learning about how to package your report!

Day 9: How to Package Your Small Report, Part 1

Welcome back!

Now that you've written the actual content for your small report, you'll want to get it ready to sell by putting on a few finishing touches.

So, let's spend some time talking about some ancillary things you need to focus on – primarily "*packaging*", "*pricing*" and "*positioning*".

First up, let's look at "packaging" in this lesson and the next...

Part 1: PACKAGING. When it comes to "*packaging*" your small report, there are two basic things you want to address:

1. Contents
2. Cosmetics

Let's start today with "contents".

1. Contents

In addition to the information of your small report, there are other "*pages*" that are needed in order to complete its construction. In order of appearance within your finished report, they are...

- a. Title page.** This typically will include the title of your report, any subtitle, your name as author and possibly your website address, contact information and any graphics you might want to include.
- b. Legal page.** This necessary page of your special report would include copyright information, disclaimers, terms of usage and any extra special disclosures or instructions you might have.
- c. Author page.** You should always include a page about yourself in your special report for a couple of solid reasons: it allows your readers to identify with you, thus establishing a "trust" relationship; it allows you to inform the reader of other resources you may offer such as your newsletter, other reports and products, web site, etc.
- d. Special Offer page.** One of the biggest mistakes you can make in creating a special report is NOT including a "special offer" page. You may devote a page for this special offer.

Three of my favorite ways to use this "special offer" page are:

- DISCOUNT on a related offer.
- DEAL for a related offer.
- DEADLINE for a related offer.

- e. Table of contents.** (Optional) This is the one page of your small report that is optional. Typically, if you have a short report, let's say 7 pages, you wouldn't really need a table of contents. Only use a table of contents if your report is 25-30 pages and has distinct chapter separations that are worth noting in advance.
- f. Report.** Next comes the report itself. As we've talked about previously, this would be, on average, 7-15 pages in length, with a maximum of 30 pages. After your featured information, there is one final element to the "contents" of your small report...
- g. Backend page.** There should always be some kind of "backend" offer at the conclusion of your special report. This can be something as blatant as a full-blown advertisement for a high-ticket product or something as subtle as a brief listing of your other special reports available for purchase.

That's it for today.

Tomorrow you'll learn about the second "C" of packaging: *Cosmetics*.

Day 10: How to Package Your Small Report, Part 2

Welcome back!

So far, you've learned about the chief things you'll want to include in packaging your special report as far as the "contents" are concerned. What about the "cosmetics"?

Let's talk about that for a few minutes...

1. Cosmetics

Appearance is important. Very important.

There's a big difference between something scribbled in crayons and something etched in calligraphy. While we aren't striving for a work of art here, it is our aim to create something aesthetically pleasing rather than something that proves to be an eyesore.

So, let me briefly mention eight things you'll want to do in order to sharpen the appearance of your special report as you finish up "packaging" the materials...

- a. Header and Footer.** The layout of your content pages begins with a "header and footer". These appear on every page of your special report, with the exception of your title page (page one). Not surprisingly, the "header" appears at the very top of the page and the "footer" appears at the bottom of the page.

Tip: Look at the header and footer of the page you're reading to see a real example.

- b. Margins.** Don't try to pad your margins to make it look like your report is longer. I recommend .75" margins with additional space at the top and bottom for your header and footer.

- c. Fonts.** There are a lot of well-used fonts that you can choose from in creating your special report. Some of the more prevalent are 12pt *Times New Roman*, *Helvetica*, *Arial*, *Courier*, *Tahoma* and *Verdana*. Any of these I've mentioned work well. What I don't recommend is trying to get cute by using some of the fancier fonts you'll find in your word processor, because they're hard to read.

Note: One thing I DO recommend is that you use THREE different fonts in your special report. One for boldface, larger headlines. (Such as Tahoma). Another for the main bulk of your content. (Such as Verdana). And a third one for isolating special text to make it stand out. (Such as Courier).

You'll note that I do this repeatedly throughout my reports. In fact, what you're reading now is in Courier New in order to bring attention to it.

- d. Headlines.** When you arrive at new chapters, distinctions, listings or any other kind of "separation / divider" in your special report, re-focus your readers attention by using boldface, larger text headlines. I generally use 18 point Tahoma in bold style. This course provides numerous examples.
- e. Indentions and Boxes.** I recommend that you use indentions and boxes to separate key thoughts, create bullet lists, define words and expressions, provide case studies, give a closer look, make a recommendation, offer an example and any other way you may want to provide additional details.

- f. Styles.** One of the most commonly used design elements of your special report should be font "styles" such as *italics*, **bold** and underline. These are especially useful in creating distinctions and placing emphasis on important points or inflections.
- g. Colors, Highlights.** While I don't change colors of the fonts I use very often, there are times when using an additional color such as **red** or **blue** can be useful – especially if you want to draw special attention to a point you're making.

Another option is to **highlight your text** in order to make it significantly stand out. If you're going to highlight, I'd recommend that you use a yellow background with a boldface text.

- h. Graphics, Screenshots, Photographs.** Finally, I want to mention that there will be times when you'll want to use graphics, screenshots and photographs in your special report.

I have a simple rule of thumb when it comes to these two special agents of design: Use them when they are helpful or needed.

Example: If you're writing a tutorial for using a software program, then screenshots of the application's interface would be helpful, thus making them a good idea.

Today's task: Start creating an attractive package for your report, apply what you've learnt today and yesterday.

Tomorrow you'll learn about pricing your reports!

Day 11: How to Pick the Right Price Point for Your Small Report

Welcome back!

In the last two days, you've learned about "Packaging."

Now let's turn to the second factor: Pricing. Read on...

Part 2: PRICING.

Having created over 100 different special reports, products, services and other information based materials, I can say with great certainty...

I'm still no expert at pricing. ☺

There are all kinds of formulas for determining price that we won't go into because most are more confusing than they are useful. Let me sum up what I've learned in ten years online – and what I go by in pricing my own materials.

There are three simple rules that, to me, govern the amount you should charge for your special reports.

Rule #1: Your content is the most important factor in determining your price. You can pretty much answer *"how much should I charge for it"* by answering *"how much is it worth?"*

Think about it: How much would YOU pay for 10 pages of a special report. Well, that depends, of course, on what the report is about. If it's 10 pages of "how to mud-wrestle an angry crocodile", then chances are you wouldn't pay much for the report.

On the other hand, if the 10 pages contained a list of the next 20 winners of the World Series, the information would be quite valuable to you and the amount you'd spend for it would bear this out.

The point is this: How much you charge for your report is going to depend upon how good the report is. Can you deliver the goods?

Rule #2: Your competition's inadequacies help place a premium on your content. Listen, if you've got something that works which others don't have, that's gonna have a big impact upon the price (and demand!) of your special report.

Few people will buy a special report on something of interest to them if it's the same old thing they've already read a thousand times before. But, if you can prove that you know some secret, have some special insight, possess some short cut, can point to some advantage that your competition doesn't have, then your report's "value" just went up a few more notches.

What's missing from your competition's products and services that you have in your special report? Focus on that and you'll find customers focused on you!

Rule #3: Your customer's expectations, buying habits and desires make the final decision. Ultimately, the "right price" is in the hands of your potential customers. They make the final decision as to whether or not they are willing to pay X price for your special report.

There are several different factors that influence their buying decisions including:

- What they reasonably expect to receive from your special report.
- What they are accustomed to paying for similar offers.
- How much of a desire they have for your special report at this time.

The good news is: You can, to some degree, have influence over all of this. Now, having given you some considerations for pricing – these 3 "rules" – let me provide you with a VERY general "rule of thumb" when it comes to pricing your special report.

As a VERY general "rule of thumb", I price my special reports at around \$0.75-\$1.00 per page.

Length of Special Report	Price of Special Report
7-15 pages	\$10.00
16-20 pages	\$17.00
20-30 pages	\$20.00

Anything more than 30 pages is no longer a special report, it's a product. Now, again, if this is privileged information that has a much higher value, certainly your pricing would be different. But, for most "*special reports*", this is a good guideline to price by. Unless you have some significant reason to look at a different pricing structure, stick with this one.

Today's task: Determine a price for your report.

Tomorrow you'll learn about the third factor: Positioning!

Day 12: How to Position Your Product for Mega Success, Part 1

Welcome back!

So far, you've discovered how to package and price your report. Now let's talk about the third factor, positioning. Read on...

Part 3: POSITIONING.

Now, without delving too deep into "*positioning*" – which could be a rather lengthy discussion in itself – what I want to help you do is to develop what's known as a "*USP*" or "*unique sales proposition*".

Defined: "Unique Sales Proposition"

An intentional, clearly visible means of separating yourself from others to create a competitive edge. It's what makes you different from others used as an advantage. What is it about you that's better than the rest stated in a way that engages prospects. That's your "*unique sales proposition*".

Let me tell you a story to illustrate this point to perfection...

Recently I decided to get back into the best physical shape of my life, so I went out looking at exercise equipment. I happened to spot a shelf of "exercise balls."

Here's what I found: Four completely identical bright blue exercise balls.

I'm talking the exact same size. The exact same yellow foot pump to inflate the ball. The exact same tube of glue to repair the ball should you decide to take a razor blade and slice it to bits after a few days.

Three of the products sold for the exact same price of \$12.99. The fourth product had an asking price of \$16.99.

I immediately decided I would buy the \$16.99 version.

Why spend more money for the exact same product?

Here's why...

- Product A, B and C all had the standard product name of "*Brand A Exercise Ball*", "*Brand B Exercise Ball*" and "*Brand C Exercise Ball*". They all showed basically the same photographs of various exercises and the benefits were all basically the same.
- Product D was entitled – get this – "*Awesome Abs Exercise Ball*". And the exercises it showed were all designed to strengthen and tone abdominal muscles.

Same "*product*". Different "*focus*." Game over.

There are three lessons to learn here...

Lesson #1: "You can sell the same product at a higher price than your competition." Delete this nonsense that says you should "undercut" your competitor in price to be successful. Not true. Lower price doesn't mean greater sales. To the contrary, you can actually RAISE YOUR PRICE and sell more than ever. And here's how...

Lesson #2: "The key to selling at a higher price is POSITIONING." It's all about how you PRESENT your offer. It's all about how you PACKAGE your offer. It's about your POSITION. A quarter pound hamburger will cost you \$2 at McDonald's. They are "budget fast food". The same quarter pound hamburger will cost you \$9.95 at Red Robin (I ate there last night, so I know). They bill themselves as offering "gourmet hamburgers". What's the difference? Position within the industry.

Lesson #3: "An easy way to position for profits is to focus on a niche." Jack Trout, the leading expert on positioning, has taught me two things about positioning (actually, MANY things, but we'll narrow it down to two for now)... 1. It's better to be first in your people's mind than better. 2. If you can't be first in their minds in one category create a new category.

That's what "*Awesome Abs Exercise Ball*" did. It probably wasn't the first exercise ball on the market. But, it's the only exercise ball I've ever seen to this date that is focused on "*abdominal muscles*". It has positioned itself to focus on a NICHE market where it can be FIRST.

The bottom line is this: **You can SELL MORE if you POSITION yourself FIRST in a SPECIFIC NICHE market.**

Now, what does all of that mean to you and your "special report"? That's what you'll find out next time, so stay tuned!

Day 13: How to Position Your Product for Mega Success, Part 2

Welcome back!

Last time you learned about positioning and how it affects your sales. Let's pick up right where we left off...

While there are many different aspects of developing a "USP", I want to look at the two easiest things you can do to develop your own presence and really separate yourself from your competition in an advantageous way.

1. Focus on a specific BENEFIT. What is it that you've got which no one else does? Specifically, what about your special report makes it "special"? What's different? What's exclusive?

- Is it the only report available on the topic?
- Does it have more ideas than any other report?
- Have you broken things down into the smaller steps?
- Does it include something that's missing from others?
- Is it written in a more "user-friendly" language?
- Does it include significantly helpful screenshots?
- Do you reveal some little known fact or secret strategy?
- Have you produced some staggering results?
- Is it a completely different approach to the subject?
- Does it contain the latest information or updated ideas?
- Does it disclose something that's "top secret"?
- Is it the most complete report available?
- Does it explain things in greater detail?
- Is it full of ways to apply existing information?
- Does it have brainstorming exercises?
- Does it include things like forms and worksheets?
- Is it specifically for "advanced users"?
- Does it expand upon an existing concept?
- Does it offer an easier or faster way to accomplish a task?
- Does it offer a different solution to a common problem?

Listen, you've got something in that special report that no one else has and that's what we need to determine.

What is it about your special report that stands out among what others are offering?

And the second thing you can focus on is...

2. Focus on a specific CROWD. That is, position your report for a specific demographic group. With this approach, the focus is less on **WHAT** you're teaching in the special report and more on **WHO** you're teaching it to.

That's another aspect of what the "*Awesome Abs Ball*" folks did. They focused on a specific group of people: those wanting to tone up their abs.

You can do this too, in a couple of specific ways...

- **By Experience or Skill Level.** Focus your special report based on the experience level of others. In other words, your special report is specifically for "*beginners*" or specifically for "*advanced users*". Your special report is specifically for those who've achieved or not achieved a certain level of advancement.

Example #1: If you're writing a special report about "karate", it can be specifically targeted for "3rd degree black belts", for example. That's what makes you different ... while others might offer resources for ALL students of karate, yours is exclusively for those who've reached a certain level of experience.

Example #2: If you're writing a special report about "tennis shots", you could focus it specifically on those with a USTA rank of 3.5, which is the level of skill that I'm at. I'd be much more likely to buy something related to my skill level than a report for beginners or those who have mastered shots above my skill level.

So, that's one way of distinguishing yourself by targeting specific demographic groups based on "experience and skill levels".

- **By Distinction.** That is, by focusing on some "adjective" that describes a group of people. Again, see the next page for classic examples:

Example #1: If you're writing a special report about "scrapbooking", then you could target it towards "Christian scrapbookers" with specific points and references of interest to believers in Jesus Christ.

Example #2: If you're writing a special report about "fundraising", then you could target it towards "church groups" or "school groups" or "civic groups" or any other distinctive group of people who are interested in raising funds.

The idea is find a distinctive group of people and target them with your special report. While most of your competition is catering to the masses, you've separated yourself by going after a slightly smaller demographic among the general audience.

Today's task: Uncover that one factor that you can use to position your report in the market.

Then stay tuned, because tomorrow you'll start learning about writing a sales letter!

Day 14: How to Create a Compelling Sales Letter, Part 1

Welcome back!

Once you finish writing and preparing your small report to sell online, it's time to shift your focus to the actual sales process. Let's jump right in to the process of creating a sales letter... and today, learn the first three parts of an order-producing special report mini-sales letter.

1. Prehead. The first part of your sales letter is what's known as the "prehead". This is a short, introductory statement located at the very top of your sales page that is used to...

- ✓ Engage the reader's attention.
- ✓ Quickly introduce a key idea or qualification.
- ✓ Set the stage for the thrust of the sales message.

There isn't a set in stone rule for the length of a pre-headline. I've seen a prehead consisting of only one word – and I've seen a complete paragraph. Generally speaking, use as few words as possible to effectively communicate your message.

Examples:

- (Mention A Specific Group)
"Attention First-Time Parents..."
- (Mention A Specific Problem With Latest Development)
"New Breakthrough Discovery For Arthritis Sufferers Shows..."
- (Mention A Credible Source)
"As Seen On The Oprah Winfrey Show..."
- (Mention A Shocking Announcement)
"You've Been Lied To About Teaching Qualifications!"
- (Mention A Statement Of Fact)
"A Panel Of Top Experts Agree, This Is The Easiest Way To..."

2. Primary head. This is your main headline – located at the top center of your sales page immediately below your prehead. It should be in larger, bolder print and may contain certain words highlighted in different colored text for emphasis.

This is your biggest weapon of the sales page and should be used to showcase your biggest benefit to the reader.

- What is the ultimate "best reason" someone should buy your special report?
- What is the most desirable result of buying your report to the reader?
- What, above everything else, would be most beneficial about buying it?

This is your chance to quickly encapsulate your entire sales letter in one, eye-catching sentence that is GUARANTEED to be read by the visitor to your site.

Fire your biggest gun!

Now there are a lot of different models, templates and "*kinds*" of headlines that have been repeatedly used over the years which have proven to be very effective in producing orders.

I can't possibly cover them all, but what I want to share with you is one of my favorites that has really generated great results for me – and my clients – every time we've used it.

I call it "*If You Can, Then You Can*" model.

The idea is to make a simple, reasonable qualification that the reader must meet (that's the "if you can" part) in order to reap some tremendous result (that's the "then you can" part) of great interest to them.

Here's an example:

"IF YOU CAN WRITE 7-15 PAGE REPORTS, THEN YOU CAN
MAKE A LIVING ONLINE WORKING JUST A FEW HOURS
EACH WEEK FROM THE COMFORT OF YOUR HOME!"

As with any type of advertisement or sales copy, there are some simple things you'll want to make sure you do in creating your headline...

- ✓ **Use Particulars.** The more specific you can be, the better. Not only does your statement seem more believable with specifics, but in many instances it can see more reachable. It's not just "write reports", it's "write 7-15 page reports".
- ✓ **Use Periods.** One of the things most people want is a "time frame". How long will this take? When can I expect results? It's not just "make a living online working from home", it's "make a living working JUST A FEW HOURS each week..."
- ✓ **Use Pictures.** Unless they're a glutton for taking the road less traveled, most people want the easiest route to their destination of choice. Use word pictures to describe the ultimate result most desirable to the reader. It's not just "working from home", it's "working from the comfort of your home".

Moving on, the next "part" I want to mention is the...

3. Posthead. This is similar to the "prehead" in that it's a brief connecting statement. This time, it bridges the gap from the headline to the opening paragraph of your copy.

There are a couple of things that have proven to be effective that I want to mention:

- **Make A Statement Of Emphasis.** In other words, briefly expand upon what you said in the headline – but emphasize something that will make it even EASIER or FASTER or MORE REWARDING than what you've already stated. Here's what I went with in my posthead...

Example: "Play Golf, Spend Time With Your Family Or Just Relax With All Of Your Extra Time While Orders Come In Automatically!"

I chose to emphasize the "end result" the reader can be experiencing by following my instructions.

The point of the posthead is to place emphasis on an easier, faster or more rewarding aspect of what I'm about to share in my letter to the reader.

- **Mention A Deadline Or Limit.** Another good use of your posthead is to begin creating urgency by stressing some kind of deadline or limit that you are imposing.

Examples:

- "Only 50 Lucky Charter Members Will Be Accepted!"
- "80% Off Introductory Price Ends On October 12th at Midnight!"
- "There Are Just 24 16 Copies Left Before We'll Be Sold Out!"

Obviously, you'd give extensive details on this deadline or limit later towards the conclusion of your sales letter, but this is a great place to introduce some (legitimate!) deadline or limit that the reader needs to be aware of.

Today's task: Brainstorm at least a dozen pre headlines, main headlines and post headlines.

You'll learn more about creating your sales letter tomorrow!

Day 15: How to Create a Compelling Sales Letter, Part 2

Welcome back!

Let's pick up where we left off last time in our discussion of the 11 parts of the sales letter, beginning with Part 4...

4. Problem. Virtually every good sales letter begins –in one form or another – with an introduction of a problem.

- You still haven't dropped that last 10 pounds.
- Your spouse is wanting a divorce.
- You can't seem to manage your time.
- You're not as good at tennis as you'd like to be.

One of the best ways you can begin your mini-sales letter is to establish the fact that there is a *problem* that needs to be addressed.

Generally, by telling some kind of story that allows you to identify with the reader and the problem they face. Let me give you an example:

You've probably figured it out by now: "certain" people seem to be making all the money because of a "buddy system" in place where they all promote each other's products.

Chances are you're not in their club, right?

You're busy promoting their affiliate program and not the other way around. You're busy buying their latest offer while they haven't spent a penny with you. You're still working a "real job" 40+ hours a week while they're off playing golf – and they're spending your hard earned money to pay their green fees!

Listen, I know – it's frustrating on the outside looking in. I hear ya. But, what if I could change all of that for you?

See how a problem was presented here?

See how I identified, even empathized with the reader? And see how I hinted at the ability to make a positive change for her?

It's an easy transition from here to the next "part" of the mini-sales letter...

5. Product. Now that you've established a problem, it's time to share the solution – namely, what YOU have to offer in your "small report"!

Here's where you let loose with the "unique sales proposition" we talked about earlier.

Example: "You know how others _____, well here's what I do that's different..."

Without being arrogant or prideful, it's time to *talk about yourself*: Your experiences, your knowledge, your secret weapon, your special way of doing things.

- ✓ Explain what you have to offer in your small report that will help the reader to solve the problem they are facing.
- ✓ Tell a story to explain HOW you found out what you'll be sharing in our special report.
- ✓ Empathize with the reader – you've been where they were and look at how things have changed since you made your discovery of "what works".
- ✓ Point out what makes you different than the rest of those out there who might be offering similar products.
- ✓ Refer to tips, strategies, practices, etc. that you reveal in your special report (without telling them exactly WHAT those items are, of course!)
- ✓ Mention specific results you've achieved by using the information included in your special report.

And don't just make claims, PROVE them, which brings us up to "part" 6, which is your "proof"...

6. Proof. Anyone can make claims about what they've done and what they know, but how many can prove it? And, when they prove it, how much more effective is their claim?

People, in general, are naturally skeptical. Especially those who've been around the block and have fallen for hype before. If you want to bridge the gap between their wallet and your order button, you've got to establish trust.

And the surest way to establish trust is to prove what you're saying is true. There are three simple things you can do to validate your claims by providing a form of evidence that I want to quickly point out

- a. **PROVIDE a testimonial.** A testimonial from someone who's read, used and seen results from your special report represents a voice of credibility speaking on your behalf. One or two testimonials should be sufficient for your special report mini-sales letter.
- b. **POINT to visual evidence.** What diet program appears more legit than the one with a "before and after" photo of someone who's lost weight? When you can provide screenshots, photographs or other "visual" evidence to substantiate your claims, it can go a long way to tear down the wall of reluctance that rests between you and your potential customer.
- c. **POSE a challenge.** If possible, get the reader of your mini-sales letter to do something themselves to test your validity. When I was selling a course on "viral ebooks", I would have folks go to Google.com and do a search for my name to PROVE I knew how to get free ebooks distributed to tens of thousands of website. It's not always possible, but if it is, posing a challenge for the reader to do something to test you is a nice option.

Today's task: Continue working on your sales letter by applying what you've learned so far

Then tomorrow we'll continue building your letter!

Day 16: How to Create a Compelling Sales Letter, Part 3

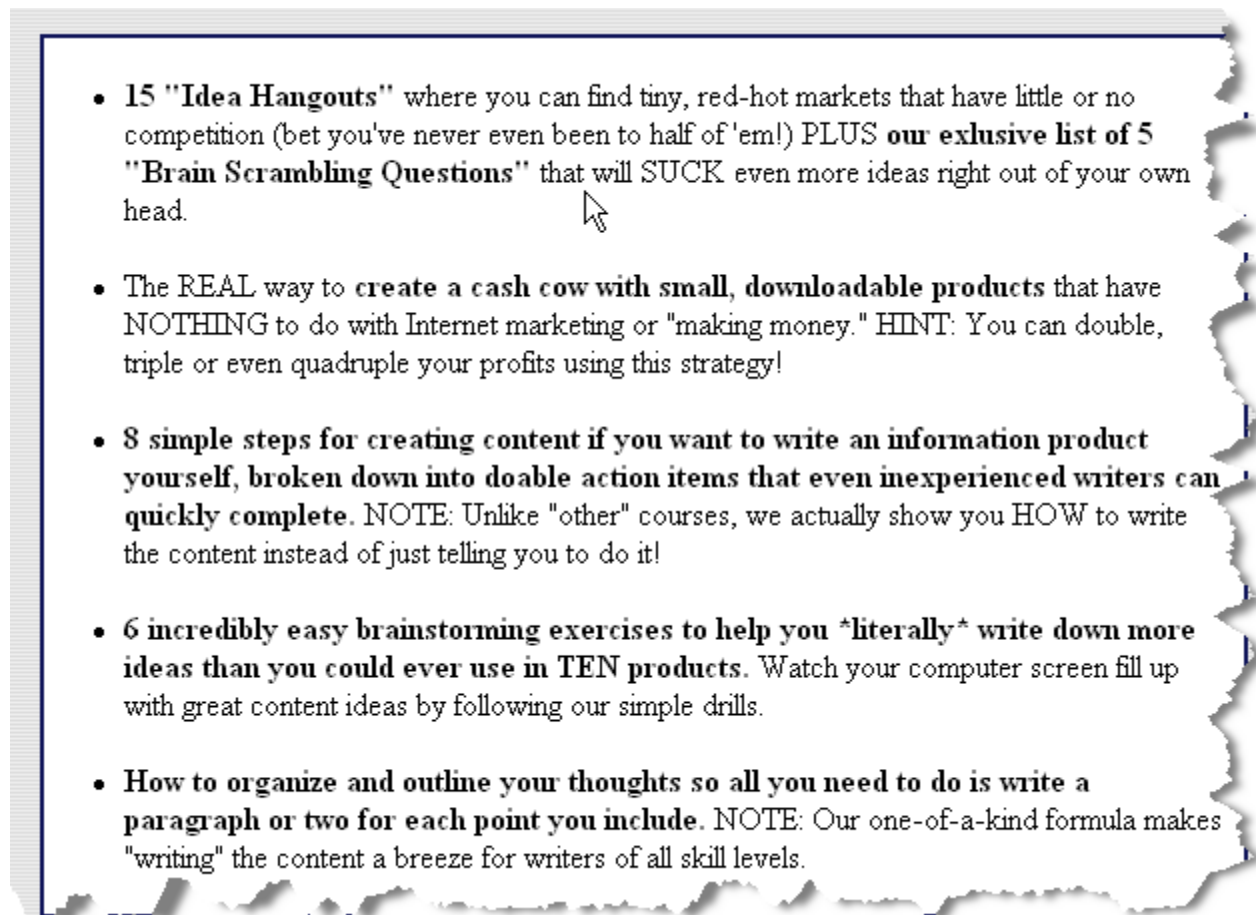
Welcome back!

Let's pick up yesterday's discussion, starting with the seventh part you need to include in your sales letter...

7. Points. Using a *"bulleted list"* of benefit points is one of the most effective ways to really drive home the *"reason why"* the reader would want to purchase your special report.

It also allows you the opportunity to address **several different "angles"** of the information you include – one of which might be that special "hot button" with the reader that seals the deal.

You've seen them on just about every sales letter. Here's a quick screenshot of one of my own bullet lists...



Three quick things I want to mention about these "points"...

- **Stress benefits, not features.** The classic statement about benefits vs. features is this: "no one cares about your lawn mower, they only care about their lawn". Your special report might very well have 10 ready-made lesson plans included ... but what does it mean to the reader? It means they don't

have to spend time developing the lesson plans themselves; it means they don't have to be in a rush; it means they can use their saved time doing something more enjoyable. A benefit is simply WHY the reader should care about your feature.

- **Stress particulars, not generalities.** It's not *"Helpful ways to..."*, it's *"11 helpful ways to..."*. It's not *"lose weight"*, it's *"lose 7 pounds in 2 weeks"*. The more specific you can be, the better. And, let me mention something that really adds credibility to your bullet points is to list a specific PAGE in which the information is found in your special report. What I do is write something like *(Page 7)* – separated by parenthesis – after the bullet point so the reader can know exactly where to find what I've mentioned in that point. Very, very effective.
- **Stress majors, not minors.** You should only use about 6 or 7 bullet points for a "mini-sales letter" – so make them count. You want to stress the most desirable benefits to the reader ... the "major" helps included in your special report. It's important that you fire your biggest guns.

Now, after you've got 6-7 bullet points in place here, it's time for the next "part" of your mini-sales letter, which is your...

8. Pull. That is, your "call to action". You know the drill from every commercial advertisement you've seen on television:

Example: "Operators are standing by ... place your order NOW!"

Now, every good copywriter will tell you: It's all about creating urgency. In other words, you don't want them to delay in making the decision to buy... they might not ever be back again. You've got their attention RIGHT NOW, so you want them to make their decision RIGHT NOW.

Perhaps the best way to get them to do this is to impose some kind of deadline or limit which makes it necessary to order soon in order to take advantage of a special price, extra incentive or availability.

- **Special Price.** By offering a discount to all who purchase within a specific period of time (or to a selected number of people who order...), you can create a sense of urgency. This isn't going to be as useful to you as a writer of low-priced special reports simply because, let's face it, the difference between the "regular" price of \$15 and the "discount price" of \$10 isn't substantial enough to be alluring.

- **Extra Incentive.** You may want to consider offering an additional to those who order within a specified time or specific number.

Example: If your special report is about "setting up a mini-sales letter" you might state, "The first 100 people who order will receive a free copy of a legal disclaimer you can use on your website to protect you from FTC lawsuits and seizures..."

- **Availability.** Another option is to remove the special report from circulation after a specified date or a specified number of units is sold. I don't like this one for obvious reasons: I'd like to sell as many copies as I can sell!

However, one strategy that I do see merit in using is taking a special report "off the market" for an unspecified period of time.

In other words, you "retire" the report for several months and then bring it back later – or even add more information to it and convert it into a larger product. Or, another idea is to no longer make it available from your website and only offer it as a backend to a second report you create later, etc.

Note: A limit or deadline isn't as necessary for low-cost special reports as they are for full-scale, premium-priced products... so don't waste a lot of time on this. So let's move on to our next point...

9. Promise. In other words, your "*guarantee*". Risk reversal is the ultimate way to remove any remaining barriers between you and your potential customer. Make it clear that THEY have "nothing to risk". If they are dissatisfied for any reason, you'll refund their money with no hassles.

Note: It's important that you include any "terms" relevant to your guarantee. For example: how long does the customer have in order to obtain a refund should they choose to do so? In many cases, it's the law to provide at least 30 days. And, depending upon whom you choose to process your orders, there will be requirements from those companies that you'll need to comply with. We'll talk more about that later.

The important thing is that you communicate to your site visitors that you are committed to their absolute satisfaction. Ultimately, they only pay for what they are pleased with having bought.

Again, let me give you a quick look at my own guarantee... (See the next page.)

100% RISK-FREE GUARANTEE

"How To Make A Small Fortune Online With Small Reports" comes with a no-questions-asked, no-hassle, thirty days money-back guarantee. If for any reason whatsoever you decide you aren't completely satisfied with the course, just email me anytime within the next 30 days and I'll buy it back from you for every penny you paid.

That's 30 days to put this report to the test - all the risk is on me. I don't think I could be any more fair than that!

Use the report and begin seeing immediate results from this system, or you get your money back. *It's as simple as that!*

**YOU WILL BE PLEASED WITH YOUR RESULTS,
OR YOU WILL RECEIVE 100% OF YOUR MONEY BACK!**

Today's task: Continue working on that sales letter!

Tomorrow we'll wrap things up with the final two parts...

Day 17: How to Create a Compelling Sales Letter, Part 4

Welcome back! Your sales letter is almost done. You just need to include two more parts. Read on...

10. Process. Finally, you're ready to take orders and start making money! You'll want to include three simple things here in this order process that are worth mentioning...

- a. Last-Minute Instructions.** Let them know how the order will be fulfilled ("*Instant download*" or "*shipped within 24 hours*", etc.) Mention any bonuses they'll receive. If there are any special instructions ("*Register for free*

updates on the download page," etc.) then mention those as well.

- b. Links.** That is, your order link(s). I usually have the link read something like "Click Here to Order Now" or "Get Instant Access By Clicking Here" or some similar statement. Obviously, the actual link itself will need to lead to an order processor to accept payment on your behalf.
- c. Legalities.** Always, always, always include appropriate legal statements to protect yourself. I personally hired internet law attorney, Bob Silber, to create my own disclaimer, terms of service, legal disclaimer and privacy notice. I had to pay a rather large sum to have these created for my own use, but I believe he has an option available now where you can pay a monthly fee for use of legal documents he creates on your behalf. You can Visit <http://www.InternetLawProducts.com> for more information. Of course, you can also obtain legal forms from other sources, just make sure you have some kind of disclaimers in place to protect yourself.

So, here's what my own "order process" portion of the min-sales letter looks like...



Order Today And Receive The Internet Business Basics Video Tutorial Set For Free ... \$67 Value!

YES! Jimmy, I'm definitely not going to miss my chance to grab a copy of *How To Make A Small Fortune Online With Small Reports™*!

Option 1: [Click Here](#) to order via Paypal®

Option 2: [Click Here](#) to order with your credit card

YOU WILL RECEIVE INSTANT ACCESS
TO THE AUDIO FILES AND PDF FILES
(Even if it's 2:00 AM on a Saturday)

* Every effort has been made to accurately represent this product and its potential. Please remember that each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is no certain guarantee that you will earn any money.

Legal Information
[Disclaimer](#) | [Terms Of Service](#) | [Earnings Disclaimer](#) | [Privacy Notice](#)

And that brings us to the final "part" of your mini-sales letter...

11. Postscript. Immediately below your name at the bottom of your sales page should be a "postscript". You know the drill, "*P.S. Blah, Blah, Blah*".

Why include a P.S.?

Because people WILL read them.

Sometimes they'll even jump to the bottom of the page and read that first. (They're usually looking for the price.) Regardless of the order in which they get there, *they will get there*. And they'll read your P.S.

So, since you're gonna have their attention at this point, it's important that you *make the most of it*.

Here are three powerful ways to finish strong in the sales process:

1. **RECAP the offer.** That is, in ONE sentence, give a brief account of what the reader will be receiving when they place their order.

Example: "P.S. This is a no-brainer: you'll get 3 years of homeschooling research boiled down to 12 pages of 'no-fluff' content in detailed, step-by-step format for only \$10."

2. **REMIND them of a key benefit.** Take a sentence to point out once again a desirable result the reader can be experiencing by making the purchase.

Example: "P.S. Don't forget, in less than 24 hours you can actually see your first order ... isn't that exciting!?"

3. **REINFORCE the call to action.** Did you impose a deadline or limit? Did you mention an extra incentive? Did you pose a challenge? Use your "postscript" to reinforce some element of your call to action.

Example: "P.S. Unfortunately, when the remaining 17 copies are gone, this offer won't be repeated. Order now."

All right, you've just been given a crash course in copywriting!

Today's task: Finish making your way through these 11 "parts" of your mini-sales letter. Then tomorrow you'll learn how to set up your site!

Day 18: How to S.E.T.U.P. a Website, Part 1

Welcome back! Your report and sales letter are ready. Now let's get your site ready to roll.

I use the acronym **S.E.T.U.P.** to explain the five steps for preparing your web site to sell your special reports...

- S - SELECT a domain name.
- E - ESTABLISH web site hosting.
- T - THINK about the order process.
- U - UPLOAD your files.
- P - PREPARE for your first order.

We'll take a closer look at each of these five steps over the next three days. Read on...

1. SELECT a domain name. The process of setting up your web site begins with selecting your own domain name. The price for registering a domain name is less than \$10 per year at most registrars, so it's not going to cost you much to get this done.

The key is to select the appropriate domain name. There are four characteristics of a good domain name for your small report that I want to quickly mention...

- ✓ **Only choose a .com domain name.** Unless there is a significant reason to do something else, I'd only recommend you choose a .com domain name.
- ✓ **Make your domain name easy to remember.** Keep it as short as possible. Avoid dashes and numeric substitutions.

Example: ILive4Weekends.com - Avoid such domains!

- ✓ **If possible, focus on keywords.** In some instances you might get ranked higher in searches at some engines for some of the words in your domain name.

Example: You'd have a better chance at getting ranked higher for "television sets" if your domain name was "BuyCheapTelevisionSetsOnline.com" than if it was "GetANewUnit.com".

- ✓ **Choose a "matching" domain name.** That is, choose a domain name that is directly related to the title of your special report.

Now, there are many, many "*registrars*" online where you can pay to register a domain name for your exclusive use. I suggest you use a reliable registrar like www.Host1099.com, which provides the lowest prices, only \$8.99 per year.

2. ESTABLISH web site hosting. Think of web site hosting as your "place" on the internet. Every web site is hosted on a "server" which is – in the simplest of terms – a gigantic hard drive similar to your computer's hard drive. That's probably oversimplifying it a bit, but it's a comparison most people can understand.

You want to look for a hosting company that offers the following list of features:

- ✓ Ample disk space.
- ✓ Ample bandwidth (data transfer).
- ✓ Ability to password protect directories.
- ✓ Acceptable "uptime".
- ✓ Great customer service.
- ✓ Web-based file manager.
- ✓ An easy-to-use control panel.
- ✓ Unlimited email accounts and aliases.
- ✓ Advanced features that you may use later: MySQL databases, CGI-bin, SPAM blockers, Multiple domains, stats tracking, etc.

Now, there are literally **hundreds**, maybe even **thousands**, of hosting companies out there who will sell you web space to "*host*" your site for you. If you go to Google.com and search for "*web site hosting*", you'll find waaaaaay too many options to consider.

I suggest you use a host like HostGator.com and choose the "Baby Plan" (as this plan gives you the ability to add more domains to it at a later date).

Now, after you order a hosting package with one of these companies, you'll be instructed on "nameservers". Generally, a nameserver, as far as what's given to you, will look something like this:

```
ns1.hostingoption.com
ns2.hostingoption.com
```

This is easy to do with most registrars, especially NameCheap.com. Just watch this short demo to learn how:

<http://namecheap.simplekb.com/kb.show?show=article&articleid=27&categoryid=2>

This will allow your site space to be "*live*". Within 8-72 hours, when you type in your domain name into a browser address bar, it will arrive at your space.

Today's task: Get a domain name and hosting.

Tomorrow we'll continue setting up your site!

Day 19: How to S.E.T.U.P. a Website, Part 2

Welcome back!

Let's continue with our discussion of how to **S.E.T.U.P.** your website, starting with looking at the order process...

3. THINK about the order-process. You need some way to accept credit card and check payments online without you having to personally be involved in the transaction. This process needs to be instantaneous and efficient.

There are three recommendations that I offer for those wanting a "turnkey" third-party order processor:

[Paypal.com](https://www.paypal.com) (Zero start up costs and relatively low fees.)

[Clickbank.com](https://www.clickbank.com) (Reliable and comes with a built-in affiliate program.)

[2Checkout.com](https://www.2checkout.com) (First-rate service.)

JVZoo.com (Great for getting affiliates that e-mail your offers.)

So, those are some quality options you have to choose from in selecting who you will use to process your orders.

Obtaining an order link and setting up your special report for the actual order approval and confirmation process will vary depending upon which vendor you choose.

This is one of those situations where I can't tell you exactly what to do next other than this statement:

Once you've made the selection of order processor and have secured an account with that vendor, login to the control panel they will provide you with and follow their detailed tutorials for setting up your special report to sell.

When you have done this, you'll be given an actual URL "*order link*" to place on your sales page.

From that point, there are a few minor things to do in finalizing your order process.

- ➔ **Create your SALES page.** You've already done this in the previous lessons. If you need help with the technical aspects of getting your page loaded, you can go to oDesk or Freelancer and post a job. (This applies if you have any problems with any of the technical aspects.)
- ➔ **Create your FULFILLMENT page.** The other accompanying HTML page you need to have created is your "fulfillment" page. This is the page at your site that your customers will be directed to after they have finished paying for your special report. This page should include complete instructions on how to obtain the special report they've ordered. This will include a "download link" that the customer can click on to immediately download your special report onto their computer.

Today's task: Work through the steps you've learned so far in setting up your site.

Tomorrow you finish getting your site ready!

Day 20: How to S.E.T.U.P. a Website, Part 3

Welcome back!

Let's finish with the last two steps of the ***S.E.T.U.P. system***...

4. UPLOAD your files. "Uploading" is the process by which you transfer files from your computer to your web site. Generally speaking, you have two options for "uploading" your files...

Option #1: Software. There are several "FTP" software programs available that you can purchase which will be useful to your long-term business. The one that I use is "WS_FTP" (available in "Home" and "Professional" versions) which can be purchased at <http://www.Ipswitch.com>. It comes complete with instructions on using and is a great tool to have. If you have the fifty or so bucks within your budget to invest in it, this is your best option.

Note: There are many other transfer software programs available that you can find by searching [Google.com](http://www.google.com) or

[Download.com](#). However, this is the only one that I have used, so it's the only one I can recommend.

Option #2: Server. The other option is to use the file transfer function available through your hosting company. Every quality hosting service will offer this feature. You'll simply login to your hosting control panel and make the appropriate selection for uploading files directly to your site. Again, there should be ample instructions included in your control panel or hosting documentation to aid you in this very simple process.

With either of these options, make sure you "upload" the files to your MAIN directory at the site in order for the links to work properly as I've described. This is also known as your "root" folder or "public" folder or "www" folder.

The files that you'll want to upload are:

- Sales page.
- Fulfillment page.
- Special report.
- Applicable site graphics.

Note: A word about graphics... If you - or the person creating your mini-sales letter page - used any graphics, pictures or images, then you'll need to make sure they are linked to and contained in your main directory and NOT in some "images" directory in order to properly view them. Or, you can create an "images" folder at your web site, but this will take additional steps (albeit EASY steps).

When you have your files "uploaded" to your site, it's time for the final step...

5. PREPARE for your first order. That is, you "test" the entire process from start to finish in order to make certain everything is working properly.

Specifically, here is a quick checklist of things you'll want to do in order to verify the order process...

- ☐ Type your domain name into the address bar in your internet browser and click the ENTER button to visit the site.
- ☐ Upon arriving at your web site, verify that the page loads properly, with all images and text formatted in the desired layout.

- ☐ Click on your "order link" as if you were placing an order and verify that it transfers you to an order page with your third-party vendor.
- ☐ Verify that the information contained on the order page is correct, specifically the name of the product being ordered and the price for that product.
- ☐ Either place a real order or mock order to verify proper processing and delivery. If you choose, go ahead and complete the information needed to actually order the product. If you'd rather not, then type the fulfillment page "URL" (For example: http://www.YourDomainNameHere.com/ty_dload.html).
- ☐ Verify that the fulfillment page loads properly with images and text formatted in the desired layout.
- ☐ Click on your download link and attempt to download the special report file to your computer.
- ☐ Open the special report file that you've just downloaded and make sure it is the correct version of your report and everything looks as planned.

If everything checks out properly, then "congratulations", you're ready to take orders!

If something doesn't check out properly, don't panic. Just look for what went wrong, make some corrections and try it again.

Today's task: Finish your website (or hire someone to do it for you).

Tomorrow you'll start learning about marketing your small report!

Day 21: How to Market Your Small Report, Part 1

Welcome back!

You have a great report, a compelling sales letter and a nice website. Now you need to start bringing in orders. And the only way to do that is by putting a targeted audience in front of your sales page!

Over the next six days you'll discover seven proven ways to do exactly that. Read on...

➔ **Make an Announcement to Your Contacts**

All effective marketing begins with making contact with those you know. Why? Because those who know you (assuming they trust and like you) are those who are most likely to buy something from you.

So, the first thing you want to do is make an announcement to your network of contacts. This would include...

- Family members
- Friends
- Neighbors
- Teammates
- Co-workers
- Group members
- Acquaintances
- Prospects | List Members (If applicable)
- Existing Customers (If applicable)

You want to let the people who know you know that you have a new small report available for purchase at your web site.

So, make an announcement to your contacts.

Now, when I say make an "*announcement*" what do I mean?

It could be a variety of different things, including –

- Verbally tell them about your small report and web site during your next conversation. You can actually call them and let them know if you want.
- If you feel uncomfortable doing that, leave a short voice mail.
- Send them a short email, tweet or write on your Facebook wall to let them know about your small report and provide them with a link to your site for them to check it out.

- Drop a flyer in the mail that provides information about your small report. (You'll learn more about this in an upcoming lesson.)
- Create a small newsletter with a few free articles and place an ad for your small report in the newsletter. Then, just give the free newsletter away for a non-invasive contact.

Remember, you can be informative *without* being pushy. You aren't trying to guilt or pressure those you know into buying from you, but rather are letting them know of your accomplishment (writing a report that you are selling online!) and the availability of your report should they be interested.

You'll find that many will buy because;

They are excited for you and want to support you in your endeavor.

They are genuinely interested in the report and want to access it for personal use.

So, begin by taking the time to let others know about your new business. That's the first step.

➔ **Purchase Newspaper Classified Ads**

By now you've probably seen the Don Lapre infomercials: *"make money by placing tiny classified ads"*.

As comical as it may seem, there actually is some merit in placing these kinds of small classified ads in local newspapers and shopper's guides.

The profit margin is extremely high for your small report because there is no cost to duplicate the report... it's a digital download.

That makes the low-cost of small classified ads a profitable option for promoting your small report.

Think about the metrics:

- If a 30-word classified ad costs \$10.00, then you'd need to only sell ONE of your small reports (assuming you sell it for \$10.00) to break even.
- If a 30-word classified ad costs \$20.00, then you'd need to only sell TWO of your small reports (assuming you sell it for \$10.00) to

break even.

- If a 30-word classified ad costs \$30.00, then you'd need to only sell THREE of your small reports (assuming you sell it for \$10.00) to break even.

And that's just the front end.

You'll also be building a list and cross promoting an entire arsenal of small reports for the lifetime of your newly acquired customer.

So, this is another quick way to generate interest in your small report. And, it's amazing how much information you can pack into 30 words. Just like...

SPECIAL REPORT: "How To Make \$100,000 A Year Online". Work part-time (15 hours per week). No experience necessary. Set your own schedule. Free details at <http://www.SixFigureFormula.com>

Begin with your local newspapers and shoppers' guides. Expand from there to your region and state, etc. There are thousands upon thousands of publications to advertise in.

Note: You can even expand your classified advertising to include magazines, trade journals and other publications directly related to the topic of your small report. These advertisements will likely cost more, but should yield much greater results.

Today's task: Contact your network.

Tomorrow you'll learn about creating and distributing promotional hand-outs to market your reports!

Day 22: How to Market Your Small Report, Part 2

Welcome back! Yesterday you learned two ways to market your short report. Here's a third...

➔ **Create and Distribute Promotional Hand-Outs**

The next thing I want to mention is one of the best low-cost "offline" promotional things you can do to generate interest in your small report and that is to *"create and distribute promotional hand-outs"*.

There are three main "promotional hand-outs" that I want to direct your attention towards as we examine this simple strategy:

- **Business cards**. You see them everywhere. They are probably the most universally recognizable business representative on the face of the planet. Because they are inexpensive (You can usually get 500 for around \$9.99) and easy to distribute, these are a must for every business owner... and they are perfect for promoting your small report.
- **Flyers**. An 8 ½" X 11" brightly colored flyer is another low-cost way to inform the world about your small report. Flyers are the ultimate "*print on demand*" promotional piece, meaning you can literally create as few as you want (From 1 – 1,000,000+). In other words, they are perfect for any budget.
- **Door hangers**. Door hangers cost a bit more to print (they are usually on a heavier cardstock and come with a die-cut opening to place around door knobs) but are impossible not to be noticed. Who could miss a brightly colored hanger as they reach for their door knob to enter their home? These are also great for canvassing entire neighborhoods.

Now, real quickly, I want to give you three solid suggestions for distributing your promotional materials.

- **Take them with you when you travel.** Keep a supply of your promotional materials in your vehicle at all times. Anytime you travel outside of your local area, make sure you spend a few minutes distributing some of your materials. You'll expand your reach with minimal effort. Every campground, restaurant, hospital visit, vacation spot, sports facility and so forth can become a promotional opportunity.
- **Create a route to regularly service.** Spend an afternoon looking for every bulletin board within an hour drive (restaurants, laundromats, grocery stores; gas stations and community meeting places are a few bulletin board hot spots); find several high-traffic parking lots where it is permissible to distribute flyers on car windows; find highly concentrated neighborhoods with lots of houses. Put together a route that you distribute to once per

month or anytime you release a new small report.

- **Target specific high-conversion areas.** One of the best ways to get a greater response is to distribute your promotional materials in areas that are specifically suited to the topic of your small report. In other words, if you have a "weight loss" report, then a bulletin board at the local fitness center or placed on vehicles in the parking lot would likely yield higher results. Try to identify places that are directly related to the subject matter of your small report.

Today's task: Work on your own promotional materials.

Tomorrow you'll learn how to market your reports on one of the most popular sites on the web!

Day 23: How to Market Your Small Report, Part 3

Welcome back!

Let's pick up where we left off yesterday and continue on with our 4th marketing method. Read on...

➔ Post an eBay® Auction

I first began teaching information marketers to sell their infoproducts on eBay® back in 2000 (eons ago in Internet time!) when Sydney Johnston and I co-authored a course entitled *"Putting Information Products On The Auction Block"*.

I've successfully done it myself as have countless clients of mine.

Over the years eBay® has changed their rules about what is and is not permissible to sell on their site regarding "information products".

At the time of this writing, it is permissible to sell any information product as long as you sell a physical (shippable) version.

It doesn't need to be anything fancy. (In fact, some research suggests that "homemade" materials outsell "polished" materials.)

You'll really only need two things to make this work well:

- 1. Bound Report:** Print out a hard copy of your small report and take it to your local copy shop for duplication. Have them spiral or wire bind the completed copies for an attractive, yet simplistic finish.
- 2. Audio CD:** Record yourself reading the finished report and then burn it onto a CD. You can purchase jewel cases and blank CDs from any local Wal-Mart.

To record your audio, you can use the built-in microphone and software on your computer or purchase professional grade equipment. I use a Plantronics headset and [Sound Forge](#) software. Both are available for purchase online. If you want a free and useful alternative, you can give [Audacity](#) a try.

- 3. Data CD/DVD:** Here you create a data CD or DVD, with digital files in it. PDFs of your small report, MP3s or your recording and maybe FLV/MP4 video of your screen recording can be burnt into a single CD/DVD.

After you've created a physical copy, take a digital photograph of the package to include in your auction listing.

And just like that you have an impressive offer for your information product, which is much more likely to receive bids than strictly a downloadable version.

Note: In fact, you may want to consider making your offer a "hybrid" where you provide the files in downloadable version immediately upon payment, followed by a physical version shipped to the winning bidder. This allows the customer both instant gratification and high perceived value. That's like Peanut Butter and Chocolate - they go well together!

Regardless of how you choose to package your small report for auction listings, selling them on eBay® is a good way to get started with some quick sales.

eBay® has an incredible amount of daily visitors and dozens of categories to choose from in posting your small report for sale.

Today's task: You can quickly setup an account with eBay® and begin posting listings immediately. They have a complete tutorial available at their site to teach you how to do everything you need to start your own auction, so drop by <http://www.eBay.com> when you are ready to begin.

Tomorrow you'll find out how to use forums to get targeted prospects in front of your sales page!

Day 24: How to Market Your Small Report, Part 4

Welcome back!

You've learned four proven methods for getting targeted eyeballs in front of your sales page. Here's yet another marketing method...

➔ Interact at Popular Topical Forums

There are popular "forums" (also known as "message boards") online devoted to a wide variety of topics. People interact at these forums by asking questions, soliciting advice, responding to inquiries, making suggestions, etc.

Example: If you go to a home-schooling forum you might find someone asking, "What's the best curriculum for beginners to use?" Other visitors to the forum would offer their suggestions for curriculum. An in-depth discussion often develops.

Now, at most of these forums, you have the option of posting a "*resource*" link at the close of your "post".

So, what you'd do is *join in on these discussions* and then *post a link to your small report* in the appropriate spot at the conclusion of your message. This allows you to *freely promote your small report*.

As other visitors to the forum read your posts they'll be exposed to your resource link and subsequently there will be those who click through and visit your site.

Now, there are two simple keys to getting best results from using public forums in this manner that I want to mention:

- 1. Make your post relevant to the discussion.** Never post a message for the sole sake of having people see your resource link. If you repeatedly join in discussions (or start them) with no real value in your comments, this is considered "spam" and will result in disciplinary action, oftentimes banishment from future participation at the forum. When you post

messages, make sure they are of genuine interest and value, not solely an attempt to gain publicity.

- 2. Make your resource link relevant to the discussion.** You'll usually have the opportunity to choose whatever text you want to appear on your resource link. Make this text relevant to whatever discussion you're involved in.

Example: If your small report includes "15 ways to save time" and the discussion you're involved in is about "what are some great ideas for home-schooling field trips", then you might use this as text for your resource link: "Click Here For 15 Ways To Free Up More Time For Field Trips."

Now, I do need to mention that the activity at each forum is moderated and controlled solely by the owner of that forum. So, check all the rules at your favorite forum before you begin posting. In fact, it's usually best to read a number of posts first to get a feel for what's allowed and not allowed; for what works and what doesn't work.

One more thing before we move on. You may be asking the question:

Where do I find forums related to my field of interest?

As with almost anything I teach, I turn to [Google.com](http://www.google.com). Drop by the mega search engine and search for key phrases associated with your topic.

Let's assume that your topic deals with "*home-schooling*". You could search for these phrases –

- "home-schooling message board"
- "home-schooling forum"
- "home-schooling bulletin board"
- "home-schooling discussion board"

By using your keyword in combination with "*message board*", "*forum*", "*bulletin board*" and "*discussion board*" you should find several places to begin with. Then, you might post a message at one of these boards asking for recommendations on other popular forums that you can visit. Soon you'll have all of the hotspots identified.

Note: If your small report is about a specialty niche, you may have to look "broader" in your search for forums.

In other words, there may not be many forums devoted to "raising metabolism" but there should be numerous forums devoted to "weight loss" and "health and fitness".

Today's task: Find at least three forums in your niche and register on these forums.

Tomorrow you'll learn about a powerful way to get near-instant traffic!

Day 25: How to Market Your Small Report, Part 5

Welcome back!

Yesterday you learned about using forums to drive targeted traffic to your site. Now let's look at a powerful paid method of doing so...

→ Buy Pay-Per-Click Advertising

There are several great places you can purchase "*pay-per-click*" ads by bidding on keywords and key phrases related to the topic of your small report.

Again, this isn't a comprehensive course on traffic generation or advertising, so I'm not going to go into a lot of detail here.

The basic premise of PPC advertising is this:

You bid on how much you are willing to pay every time someone clicks on your advertisement. These bids are for searched phrases and words.

Example: You might bid on "tennis racquets" or "tennis equipment."

Based on your commitment, the vendor will place your advertisement in a position ranked against others competing for the same words and phrases.

In general: The higher your bid (and the better your ad performs), the higher your position and the higher your visibility. Every time someone clicks on your ad link, you pay up to the designated price you agreed upon.

One of the most popular pay-per-click (PPC) search engines is [Google® AdWords®](http://www.google.com).

PPC is a very competitive endeavor, but can yield ***incredible results very quickly***. With the right advertising budget, you can literally have thousands of people to your site within hours.

But, a word to the wise: if you don't know what you're doing, you can spend a lot of money with very little results. Take the time to read through the tutorials available at the respective sites. Also, I would encourage you to search Google.com for reports and products available on the subject and do a bit of homework before proceeding.

All in all, this is one of THE best ways to promote your small report in order to quickly see significant results.

That's it for today.

Tomorrow you'll discover our seventh and final marketing method, so stay tuned!

Day 26: How to Market Your Small Report, Part 6

Welcome back!

Last time you learned about PPC method. Now here's an extremely powerful yet free method...

➔ Write and Distribute Free Articles

One of the best ways to get free traffic to your site is to write and publish "ezine articles".

An ezine article is simply a 500-800 word article that provides useful information to the reader and points the reader to an additional resource by the author.

Here's a general overview of how it works:

- 1. WRITING.** It begins with you writing a 500-800 word article related to the topic of your small report. You might even excerpt a portion of your small report or extract 5-7 "tips" from your small report to showcase in the article. You create a 4-6 line "resource box" to include at the conclusion of your article which identifies you as the writer and points the reader to your web

site through a URL.

2. **DISTRIBUTING**. You submit your article to article directories while granting permission for others to publish your content in their newsletters, ebook, mini-courses, web sites, etc.
3. **REPRINTING**. Publishers visit the article directories looking for quality content to reprint in their own publications. They spot yours, love it, and decide to publish it...along with your resource box.
4. **CLICKING**. Subscribers, site visitors and viewers of the publishers' materials read your article and are impressed. They click on your link in the resource box to find out more about you and what you offer. You get free traffic as a result of writing, distributing and allowing others the privilege of reprinting your article.

That's the process in a nutshell.

Now, there are a couple of critical keys here that will allow you to be successful with this strategy that I want to quickly point out before we move on:

➤ **Your content must be "useful, but incomplete".**

I've been using a phrase for years to describe the successful use of content to get sales.

Simply stated it is, "useful, but incomplete".

That is, the information in your ezine article must be useful on its own. The reader should find some value in the content as they read it. That's the "useful" part. But, it must also be "incomplete" in that it can be enhanced by obtaining some additional information.

• **Your resource must "complete the useful content".**

You want to make certain that your resource box provides the reader with some additional information to improve upon the information you provided in the article itself. Namely, your small report. You want the reader to see that by clicking on your link they will be able to find additional information about the subject matter of the ezine article.

The idea here is to share useful information in your ezine article that intrigues the reader enough to click on your resource box link for additional information.

That's how you get them to your site to take a look at your report.
Let's look at an example...

Example: Let's suppose you've got a small report entitled, "17 Ways To Raise Funds For Any Charity". You might write an ezine article entitled, "3-Steps For Successful Fund-Raising" in which you identify a simple process (I.E. Step 1, write a request; Step 2, create a list of potential donors; Step 3, make contact). Obviously, one of these steps is to find possible donors. So, your resource box would mention your small report which would certainly be of interest to the reader of the article!

With a solid article and simple resource box, you should get positive results with this campaign.

A simple resource box?

Oh yeah, let's talk about that for just a moment.

Most publishers allow you to create a 4-6 line resource box to include at the close of your article.

Now, the one question I always get when talking about ezine articles is this:

Where do I submit my ezine article for publication?

Here is a good list to start with:

- <http://www.EzineArticles.com>
- <http://www.GoArticles.com>
- <http://www.SubmitYourArticle.com>
- <http://www.IdeaMarketers.com>
- <http://www.ArticleCity.com>
- <http://www.ArticleAlley.com>

There you have it – a quick start to getting sales for your small report!

If you just follow these simple promotion strategies you should begin seeing orders for your new project. Use them as a springboard into a comprehensive marketing campaign.

Today's task: Continue applying the marketing lessons you've learned over the last six lessons.

Then tomorrow you'll get the first part of my personal **7-Step Checklist!**

Day 27: Become More Productive Using This 7-Step Checklist, Part 1

Welcome back!

You've learned a lot over the past 26 days.

Now I'd like to give you a tool that will help you pull it all together and move forward.

Namely, this is my **7-Step Checklist** that will get your "small reports" business up and running in no time.

So without further introduction, here are the first two steps...

STEP #1: Make your foundational decisions.

First step's assignments will center on setting up a foundation to build upon as you begin developing your first small report.

1. Decide upon a "market" to reach.

- ☐ Is it a market accustomed to spending money?
- ☐ Is it a market that can be presented with a variety of offers?
- ☐ Is it a market you are personally attracted to?

2. Determine the topic of your small report.

- ☐ Look for a topic with "demand" –
 - Keep an eye out on Clickbank's Marketplace.

- Scan the best-sellers list at Amazon.com.
- Search in Google.com to see what topics your "competition" has created products on.
- Look in the market-related forums for "Hot-Topics" that might lend themselves to report ideas.
- Look in popular article directories for existing interest.
- Find offline magazines related to your market.
- Ask subscribers on a mailing list in your market which topics interest them most.
- ❑ Look for a topic with "*distinctness*" –
 - Segmented (A very narrow "niche" topic).
 - Supplemented (A list of many different related ideas) .

3. Choose a title for your small report.

- ❑ Does the title "*Accurately Represent*"?
- ❑ Does the title "*Build Interest*"?
- ❑ Does the title "*Communicate Benefits*"?

4. Register the domain name for your small report.

- ❑ Only choose a .com domain name.
- ❑ Make your domain name easy to remember.
- ❑ If possible, focus on keywords.
- ❑ Choose a "matching" domain name.

5. Secure web hosting for your small report.

- ❑ Verify the web hosting company has the features you'll need.

- Ample disk space
- Ample bandwidth (data transfer)
- Ability to password protect directories
- Acceptable "uptime"
- Great customer service
- Web-based file manager
- An easy-to-use control panel
- Unlimited email accounts and aliases
- Advanced features that you may use later: MySQL databases, CGIbin, SPAM blockers, Multiple domains, stats tracking, etc.
- ❑ Update your "nameservers" after securing your web hosting.

STEP #2: Outline and divide your content into three writing assignments.

Second step's assignments will center on preparing your detailed outline for writing your small report over the next three steps.

1. Brainstorm ideas for possible inclusion.

- ❑ Write down everything you can think of related to your topic.
 - Ideas
 - Notes
 - Lists
 - Questions
 - Reminders
 - Personal reflections
 - Thoughts
 - Things-To-Do
 - Checklists
 - Details
 - Steps
 - Facts
 - Reasons
 - Comparisons
 - Contrasts

- ❑ Use the "alphabetizing" exercise.

2. Arrange your ideas into a workable outline.

- ❑ Sequentially. (Arranged in chronological order.)

- ☐ Systematically. (Grouped together by logical relationship.)

3. Decide upon a "goal" number of pages to write.

4. Divide your writing into 3 daily assignments.

☐ **PAGES -**

If you have 12 pages that you want to write, then each daily writing assignment would need to include completing at least 4 pages of content.

☐ **POINTS -**

If you have 24 points that you want to write, then each daily writing assignment would need to include completing at least 8 points.

☐ **PARTS -**

If you have 3 parts that you want to write, then each daily writing assignment would need to include completing at least 1 part.

That's it for today. Go ahead and start working on what you've learnt so far.

Tomorrow you'll get steps 3-5!

Day 28: Become More Productive Using This 7-Step Checklist, Part 2

Welcome back!

Let's continue with the checklist.

Today you'll find out what you need to do on steps 3-5. Read on...

STEP #3: Complete writing assignment number one.

This assignment will center on completing the first 1/3 of the content for your small report.

1. Complete the writing portion scheduled for today.

- ☐ Write 2-4 paragraphs for each of the "points" in your outline.
- ☐ Be sure to thoroughly explain your ideas.
- ☐ Work in as many tips as possible.
- ☐ Include examples and case studies to illustrate your points when applicable.
- ☐ Inject your personality into the writing.
- ☐ Insert additional ideas and sub-ideas as they come to you. (They will!)

2. Use these content templates. (Fill in the blanks.)

- ☐ If I could sum up _____ in _____ steps, here is what they would be _____.
- ☐ One of the things that the majority of folks find most challenging about _____ is _____.

3. Extract "bullet points" for your sales letter.

- ☐ Choose 10-12 of them as you make your way through writing the content.
- ☐ Compile them into a separate document for easy access later.

Note: The assignments for days 3, 4 and 5 will be virtually identical.

STEP #4: Complete writing assignment number two.

This assignment will center on completing the second 1/3 of the content for your small report.

1. Complete the writing portion scheduled for today.

- ☐ Write 2-4 paragraphs for each of the "points" in your outline.
- ☐ Be sure to thoroughly explain your ideas.

- ☐ Work in as many tips as possible.
- ☐ Include examples and case studies to illustrate your points when applicable.
- ☐ Inject your personality into the writing.
- ☐ Insert additional ideas and sub-ideas as they come to you. (They will!)

2. Use these content templates. (Fill in the blanks.)

- ☐ A little known secret about _____ is _____.
- ☐ Perhaps one of the biggest reasons people fail in _____ is _____.

3. Extract "bullet points" for your sales letter.

- ☐ Choose 10-12 of them as you make your way through writing the content.
- ☐ Compile them into a separate document for easy access later.

STEP #5: Complete writing assignment number three.

This assignment will center on completing the third 1/3 of the content for your small report.

1. Complete the writing portion scheduled for today.

- ☐ Write 2-4 paragraphs for each of the "points" in your outline.
- ☐ Be sure to thoroughly explain your ideas.
- ☐ Work in as many tips as possible.
- ☐ Include examples and case studies to illustrate your points when applicable.
- ☐ Inject your personality into the writing.
- ☐ Insert additional ideas and sub-ideas as they come to you. (They will!)

2. Use this content template. (Fill in the blanks.)

- ☐ The one thing I always get asked about _____ is _____.

3: Extract "bullet points" for your sales letter.

- ☐ Choose 10-12 of them as you make your way through writing the content.
- ☐ Compile them into a separate document for easy access later.

Today's task: Continue working your way through the checklists.

Tomorrow you'll get steps 6-7!

Day 29: Become More Productive Using This 7-Step Checklist, Part 3

Welcome back!

Here are the final two steps of your 7-Step Checklist...

STEP #6: Put on the finishing touches.

This assignment will center on preparing, packaging and pricing your small report document for distribution.

1. Prepare your small report document.

- ☐ PAD: Insert additional content where needed to strengthen.
- ☐ POLISH: Use various fonts, font styles, indentions, separators, etc.
- ☐ PROOFREAD: Identify and correct grammatical and typographical errors.

2. Package your small report document.

- ☐ Contents –
 - Title page.
 - Legal page.
 - Author page.
 - Special offer page. (Discount | Deal | Deadline)

- Table of contents.
- Report.
- Backend page.

☐ Cosmetics –

- Header and footer.
- Margins.
- Fonts.
- Headlines.
- Indentions and boxes.
- Styles.
- Colors, Highlights.
- Graphics, Screenshots, Photographs

3. Price your small report.

- ☐ Rule #1: "Your content is the most important factor in determining price."
- ☐ Rule #2: "Your competition's inadequacies help place a premium on your content."
- ☐ Rule #3: "Your customer's expectations, buying habits and desires make the final decision."

STEP #7: Create sales letter and setup web site.

Last assignment will center on setting up your order processing system to begin selling your small report.

1. Write a mini-sales letter for your small report.

- ☐ Choose a software program to use in preparing your HTML pages.
- ☐ Write your mini-sales letter to include the following 11 components –
 - Pre headline
 - Primary headline
 - Post headline
 - Problem
 - Product
 - Proof
 - Points
 - Pull

- Promise
- Process
- Postscript

Note: Upon completing your mini-sales letter, have someone else proofread it for grammatical and typographical errors.

2. Create your order fulfillment pages.

- ☐ Create your sales page.
- ☐ Create your fulfillment page.

3. Upload your files to your web space.

- ☐ Choose a method of transferring files.
 - Option #1: Software.
 - Option #2: Server.
- ☐ Transfer the following files –
 - Sales page.
 - Fulfillment page.
 - Special report document.
 - Applicable site graphics.

4. Establish your order-processing.

- ☐ CHOOSE a vendor to process your orders.
 - Resource #1: Clickbank.com
 - Resource #2: Paypal.com
 - Resource #3: 2Checkout.com
- ☐ COMPLETE an account application with the chosen vendor.

Example: You'll visit their site and complete the enrollment process to receive your account.

- ☐ CREATE an order link.

Example: Login to your provided control panel and create an order link according to provided instructions.

5. Test the process for potential problems.

- ☐ Type your domain name into your browser.
- ☐ Verify that the page loads properly.
- ☐ Click on your order link and verify transfer.
- ☐ Verify information on the order form is accurate.
- ☐ Place a real or mock order to verify proper processing and delivery.
- ☐ Verify fulfillment page loads properly.
- ☐ Test the download link to verify proper path.
- ☐ Open the downloaded small report to test correctness.

And there you have it – a 7-Step Checklist you can use to get your business up and running.

Today's task: Continue working through these checklists.

Tomorrow you'll get a special lesson that will help you create your NEXT report – so stay tuned!

Day 30: 21 Red-Hot Ideas for Your Next Small Report, Part 1

Welcome back!

There are so many different "kinds" of small reports that you can write and when you mix-n-match them with different "topics", you can create dozens upon dozens of highly desirable resources to sell online.

Over the next two lessons we will examine 21 different "kinds" of small reports that you can create.

Use this list to brainstorm ideas for your next small report (and all those to follow!)

1. How-To Tutorial.

Our index begins with the classic "how-to" tutorial. This style of report is organized in a systematic, step-by-step approach to accomplishing a task. The steps are most commonly organized in chronological order.

These are generally known as "*systems*", "*formulas*", "*checklists*" or "*blueprints*".

A few examples include:

- 1) How to Design a Web Page in 5 Easy Steps
- 2) How to Lose 10 Pounds in 10 Days
- 3) How to Meet The Woman Of Your Dreams
- 4) How to Make Your First \$1,000 Online
- 5) How to Teach A Sunday School Class
- 6) How to Make a Small Fortune Online With Small Reports

2. Frequently Asked Questions.

Another style of report is what I've labeled, "*frequently asked questions*". In this model, you would take 10-20 of the most asked questions about a particular topic and answer them in your content. This is one of the easiest kinds of small reports to create because outlining is simple due to the Q&A style:

1. List the question.

2. Answer it.

While you'll want create a better title than the ones below, here are just a few ideas for how this kind of small report might be created:

- 7) Top 20 Questions About Home-schooling
- 8) Top 20 Questions About Generating Site Traffic
- 9) Top 20 Questions About Saving A Marriage

- 10) Top 20 Questions About Adopting A Child
- 11) Top 20 Questions About Starting A Membership Site
- 12) Top 20 Questions About Self-Publishing

3. Interview.

Moving from questions that YOU answer to questions that SOMEONE ELSE answers is another way to write a small report. An "interview" small report is, not surprisingly, a series of questions that you pose to one or more qualified experts to create the content you'll be selling.

Again, these aren't "titles" for your small report, but these are some things you might do for a handful of different topics:

- 13) Ask a fitness trainer questions about weight loss.
- 14) Ask a charity chairman questions about fundraising.
- 15) Ask a travel agent questions about discount travel.
- 16) Ask a loan officer questions about securing a mortgage.
- 17) Ask a real estate broker questions about selling/buying a home.

4. List.

Another very popular kind of small report is what I've labeled the "list". It is simply a listing of ways, strategies, tips, secrets, tactics, techniques, habits, exercises, principles, etc. with a detailed description of each entry to the list.

Some examples of this kind of small report include:

- 18) 7 Ways To Automatically Burn More Calories
- 19) 5 Little Known Weight Loss Strategies
- 20) 50 Email Marketing Best Practices
- 21) The 3 "Advantages" You Need To Beat Your Tennis Rivals
- 22) Top 10 Time Management Tips You've NEVER Been Told

5. Case Study.

This report shows how you or someone else achieved a specific result.

A few examples include (these are ideas, not titles):

- 23) Learn How 7 Stay-At-Home Moms Each Lost 20 Pounds
- 24) The Machine Weight Workouts of 7 Top Fitness Trainers
- 25) Outreach Program Plans of the 10 Fastest Growing Churches

- 26) 10 Affiliate Marketing Campaigns You Can Legally "Steal" And Use to Promote Any Program You Want

6. Resource Directory.

The next kind of small report is the "resource directory". That is, you would include a group of related entries of resources (usually indexed categorically and then alphabetically) along with their contact information such as web site, phone number and or mailing/physical address.

A few examples of this kind of small report would include:

- 27) The New England Bed And Breakfast Guide
- 28) The Wholesaler's Resource Guide for Import
- 29) The Christian Publisher's Resource Guide
- 30) The Product Duplication and Fulfillment Source Book
- 31) The 101 Most Fun "Kid Friendly" Web Sites
- 32) The Top 50 Recommended Home-Schooling Resources

7. Idea Generators.

Up next we have the "*idea generators*" style of small report. This particular kind of report is best described as "*a series of prompts to help the reader brainstorm ideas*".

Here are a few different examples:

- 33) 101 Idea Prompts for Fiction Writers
- 34) 75 Starter Questions for Small Group Discussion
- 35) 97 Winning Ad Headlines For Your Sales Letter Swipe File
- 36) 101 Best Prayer Starters For New Christians
- 37) 101 Fill-In-The-Blank Internet Auction Templates
- 38) The Ultimate Book of Ideas for Home-Schoolers

8. The First Year.

In this kind of small report, you'd walk a newcomer through the first 12 months of a particular endeavor.

Some examples are:

- 39) The First Year of Parenting
- 40) The First Year of Home-schooling
- 41) The First Year of College

- 42) The First Year of Internet Business
- 43) The First Year of Life After Loss of Loved One
- 44) The First Year of Teaching
- 45) The First Year of Youth Ministry
- 46) The First Year of Living With M.S.

9. Niche Business.

Instead of selling general marketing information to other marketers, teach niche business owners how to market. ALL business owners, regardless of what their business is, need more customers.

Some examples are:

- 47) The Christian Bookstore Owner's Guide To Marketing
- 48) The Pet Store Owner's Guide To Marketing
- 49) The Personal Trainer's Guide To Getting More Clients
- 50) How To Quickly And Easily Get More Real Estate Referrals
- 51) A Crash Course In Free Publicity For Independent Singers
- 52) A 10-Day Plan For Promoting Your Craft Show

10. The Bridge.

I've labeled this next kind of small report "the bridge". The idea is to combine two seemingly unrelated topics into one small report.

Some examples are:

- 53) Time Management For Single Parents
- 54) The Internet Marketer's Diet
- 55) How To Make Money Selling Baseball Cards on Ebay®
- 56) The Educator's Guide to Becoming A High-Paid Public Speaker
- 57) Success Secrets For Small Business Owners
- 58) The Home-Schoolers Guide To Working At Home

11. Shortcuts.

With this kind of small report you would focus on ways to save time or effort in accomplishing a specific task without sacrificing any benefits or quality.

Some examples are:

- 59) 17 Money-Saving Shortcuts For Buying A New Home
- 60) 10 Shortcuts To Mastering Your Golf Game
- 61) Top 10 Shortcuts For Using Adobe® Photoshop®

- 62) 5 Simple Shortcuts For Acing The SAT
- 63) 7 Shortcuts For Planning The Perfect Wedding
- 64) Shortcuts For Writers: How To Write Faster, Easier and Better

That's it for today.

Tomorrow you'll discover report ideas 12-21!

Day 31: 21 Red-Hot Ideas for Your Next Small Report, Part 2

Welcome back!

Let's pick up right where we left off yesterday, starting with the 12th idea for your next small report...

12. Advanced Guide.

There is a huge market for "advanced" information in just about every field.

Some examples are:

- 65) A Field Guide To Advanced Bird Watching
- 66) The Advanced Guide To Playing Poker
- 67) Advanced Affiliate Marketing Strategies
- 68) Tennis Drills For The Advanced Player
- 69) 7 Advanced Selling Strategies For The Car Industry
- 70) Advanced Madden 07® Strategies: How To Beat Anyone, Anywhere, Anytime!

13. Time Frame.

With this kind of small report you would focus most of your "positioning" on the TIME FRAME in which the task can be completed. Everything would be structured towards seeing results within a specific period of time; that would be the selling point.

More important than getting results is knowing how long it's going to take to get those results (assuming it's not long! ☺).

Some examples are:

- 71) How To Make Money Online In 10 Days Or Less
- 72) The 7-Day Weight Loss Plan
- 73) Rapid Restoration: Save Your Marriage In The Next 24 Hours
- 74) The Ultimate Guide To Writing Your Book in 30 Days
- 75) 21 Days To Breaking Any Habit, Addiction or Weakness
- 76) How To Sell Your House In 2 Weeks Or Less

14. Survival.

There are times in life when, quite frankly, a solution to a problem isn't possible. All marriages aren't reconciled, all finances don't recover and all heart attacks can't be avoided. Sometimes difficult times do come and they must be dealt with.

In the "survival" type of small report you would teach your readers how to deal with a problem that they cannot avoid.

Some examples are:

- 77) How To Survive Divorce And Learn To Love Again
- 78) How To Survive Bankruptcy And Rebound Financially
- 79) How To Survive A Heart Attack And Live Without Fear
- 80) How To Survive The Can-Spam Law And Still Profit With Email
- 81) How To Survive Menopause Without Destroying Your Relationships
- 82) How To Survive A Church Split And Still Lift Up Christ

15. Planner.

Some of my most popular small reports ever have been "planners". For our purposes, a "planner" is simply a set of activities arranged in a daily schedule as a sort of checklist to work through.

Why do people love them? Because it allows them to stay on track.

They see a set of action steps to complete for Monday, then Tuesday, then Wednesday and so forth. Most people find it much easier to actually do something when it's arranged in this kind of order.

Note: This is one of my top recommendations for a small report.

Every small report author should write at least one of these "planners" to sell online.

Some examples are:

- 83) The 7-Day Checklist For Writing A Small Report
- 84) The 31-Day Guide To Powerful Prayer
- 85) The Navy Seal's 7-Day Ab Workout
- 86) The 4-Week Wedding Planner And Organizer
- 87) The Smart Home-Schooler's Daily Schedule
- 88) 33 Days To Internet Marketing Success

16. What To Do When.

This is another classic example of the "problem / solution" format. It's just expressed in a different way. The idea here is to inform the reader what they should do when they find themselves facing a specific problem that can still be remedied.

A key is to focus on as specific information as possible in your title.

Example: It's not "What To Do When You Want To Lose Weight", but rather "What To Do When You Want To Lose That Last 5 Pounds".

Some examples are:

- 89) What To Do When You Need To Lose That Last 5 Pounds
- 90) What To Do When You're Raising A Strong-Willed Child
- 91) What To Do When Your Spouse Wants A Divorce
- 92) What To Do When You Worry Too Much
- 93) What To Do When Someone You Love Is Battling Addiction
- 94) What To Do When You Can't Get Pregnant

17. Pop Culture Lessons.

This kind of small report is for the creative writer. If you're not creative, then feel free to move on to #18. ☺

The idea here is to share lessons that you've gleaned from pop culture.

Example: Movies, music, lifestyles, fashion, entertainment, cooking, etc.

One of the reasons why this is usually a very good seller is because of its inherent ability to create curiosity.

Some examples are:

- 95) 3 Word-Of-Mouth Marketing Lessons From The Academy Awards
- 96) What I Learned From Victoria's Secret About Wooing Women

- 97) The American Idol Fan's Guide To Relationships
- 98) The Survivor Success Model For Achieving Your Dreams
- 99) How To Turn "You're Fired" Into "You're Hired"
- 100) Everything I Know About Dieting I Learned From Shrek

18. Current Events Tie-In.

Another great idea for your next small report is to tie-in the content to an upcoming holiday or event. The reason this is such an effective report is because it has a natural "urgency" trigger.

In other words, the potential customer needs to buy your small report NOW in order to reap the benefits by the imposed deadline.

Some examples are:

- 101) How To Lose 10 Pounds Before Spring Break
- 102) 17 Ways To Save Money On Christmas Gifts
- 103) How To Take The Summer Vacation Of Your Dreams... For Free
- 104) How To Land The Deal Of A Century At This Year's Convention
- 105) 10 Ways To Raise Funds Before April 15th
- 106) The Last-Minute Shopper's Guide For Planning A Great Anniversary

19. Save Money.

There are two big opportunities that I feel are missing in most "niche" marketing as far as topics for any kind of product (especially "small reports"). I'll discuss the second one next.

For now, I want to mention the category of "save money".

The idea here is to create a small report that teaches the reader how to save money or completely eliminate the cost that is associated with a particular activity.

Think about the appeal of this particular kind of small report:

You're offering the reader the opportunity to reduce (sometimes GREATLY reduce) the costs associated with something they are going to do anyway!

Who wouldn't pay \$10 for your small report if it's going to save them \$20, \$50, \$100 or even more?

Who wouldn't pay \$10 for your small report if it's going to allow them to reduce their costs EVERY TIME they complete a particular task or participate in a particular activity?

Two words for you:

Gold mine.

Some examples are:

- 106) How To Save At Least 25% On Your Grocery Bill
- 107) How To Take A Cruise Without Spending Any Money
- 108) 7 "Tricks" For Getting A Homeowner To Lower The Asking Price
- 109) How To Buy A New Car Below The Dealer Invoice
- 110) The Golfer's Guide To Buying Equipment At Wholesale Prices
- 111) 5 Sure-Fire Ways To Save Money On Your Home-Schooling

20. Make Money.

The other untapped opportunity is teaching people how to "make money" doing something they are already going to do anyway.

Who wouldn't want to make money with their favorite hobby? Who wouldn't be interested in generating cash doing something they enjoy? Who wouldn't want to get paid to do something they are already going to do?

Two more words for you:

Gold mine. ☺

When you find a passion of your target audience and then deliver a small report that teaches them how to make money from that passion, you're certain to have a hit on your hands.

Some examples are:

- 112) How To Make Money Selling Baseball Cards On Ebay®
- 113) How To Make Money Selling Hard To Find Books On Ebay®
- 114) How To Write An Infoproduct About Lowering Your Golf Score
- 115) How To Start A Christian Bookstore With Virtually No Budget
- 116) How To Turn Your Hobby Into An Internet Business
- 117) How To Publish A Home-Schooling Newsletter For Fun And Profit

21. Faster And Easier.

Another kind of small report is what I've labeled "faster and easier". The idea here is to position your report as a resource that reveals information to enable the reader to accomplish some task faster and/or easier than they were previously able to do.

Some examples are:

- 118) 7 Ways To Get Faster Results From Your Loan Request
- 119) How To Re-String Your Tennis Racket In Half The time
- 120) The Easiest Way To Get Traffic To Your Web Site
- 121) The Easiest Way To Lose 5 Pounds
- 122) 5 Simple Strategies For Reaching Your Goals Faster
- 123) How To Skip A Few Rungs As You Climb The Corporate Ladder

Conclusion

And there you have it – 21 red-hot ideas for your next report!

And you also have the exact step-by-step instructions and checklists you need to start from nothing – not even an idea – and quickly start and grow your "small reports" business!

Just one thing: **Keep moving forward.** Keep creating reports. And keep creating products with higher ticket prices... because the secret to making a small fortune with a small report is to keep selling more products and more expensive products to your "small reports" customers.

Here's to seeing BIG results with small reports! ☺