



Free Reports Riches

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Table of Contents

About The Author.....	4
Introduction: The Amazing Power of Free Reports to Generate a Fortune in Passive Income!	5
Chapter 1: How to Quickly and Easily Take Over Any Market You Want with Free Reports.....	8
Chapter 2: How to Pick a Money-Making Topic and Market.	11
Chapter 3: Crafting the Black Plague of Free Viral Reports.....	23
Chapter 4: How to Step-By-Step Turn Your Reports into Cash-Pumping Machines!	38
Chapter 5: Shortcuts to Get Your Reports Done Fast and With Ease.	53
Chapter 6: Distribution Secrets to Get Your Reports Read and Spread	62
Conclusion: Your Next Steps.....	68

About The Author

Add Your Info Here:

Introduction: The Amazing Power of Free Reports to Generate a Fortune in Passive Income!

No longer do you need a big advertising budget or major publicity to get massive exposure to you and your business. The Internet keeps on making it easier for even the littlest guy to get heard.

All it takes is the right message, contact group, and you can click the “send” or “submit” button to instantly reach an initial audience.

From there, it spreads exponentially... putting old-fashioned word of mouth on steroids.

Instead of spreading from person-to-person, it spreads from dozens of people to hundreds... to thousands, all in as little as a day or week!

And, out of all of the ways to spread your message on the Internet, one stands-out for its ability to generate profits.

And that’s through simple free digital reports (they can be as short as a few pages!)

E-Reports Have 3 Distinct Advantages Over Video, Articles, and Other Types of Web Content:

- 1. They can be transferred from person-to-person and easily stored on their hard drives where they can easily be viewed on an on-going basis.** Other types of media are viewed once and never looked at again.
- 2. They can be easily branded and personalized by others without you lifting a finger.** This means those distributing your reports can easily add their name, website address, and links inside. This is a powerful incentive to put in a lot of effort to distribute your report. They make money and gain exposure off of your reports.

3. **They can be thrown together and generate you traffic in as little as an hour using shortcuts revealed inside this guide.** Your small initial effort pays off long into the future.

By giving away e-reports throughout the Internet we both personally generate countless thousands of visitors and continually rake-in a nice revenue every month on autopilot directly from them.

The relationships established and the long-term client revenue results in far more.

What's more, anybody can achieve amazing results by creating and distributing short free digital (or even printed) reports.

One such project, "[Butterfly Reports](http://www.ButterflyReports.com)," a membership site dedicated to helping business owners profit from free reports has countless success stories from regular small entrepreneurs.

You can sign-up FREE to "Butterfly Reports" over at:

❖ <http://www.ButterflyReports.com>.

Inside this guide you're going to discover secrets to succeeding with free reports.

These are keys we've personally used, in addition to insider secrets from top colleagues and countless elite businesses "in the know" from across the web.

By the end of this guide, you're going to know how to use reports to:

- ✓ Generate extra income on autopilot every month even if you don't have your own product or existing business.
- ✓ Dramatically increase the amount of website visitors who buy from you (boost website sales conversion rates).
- ✓ Flood your sites full of non-stop traffic from a one-time effort for years to come.

And, far more importantly, you're going to know how to create reports that stand-out in today's competitive web.

It's not enough any more to simply create any report. But, you must have the right core ingredients to **grab attention, get your report read**, and then actually **generate revenue** from it.

After all, there are countless viral videos and websites online. But, few take off and even fewer generate any revenue.

With the information you discover today, creating successful reports that spread like crazy around the web and generate you a healthy passive income on autopilot becomes a piece of cake.

You *don't* even need your own product or service.

Chapter 1: How to Quickly and Easily Take Over Any Market You Want with Free Reports.

Giving away free reports for profit is far from a new concept.

Open-up most newspapers or magazines and you're likely to see small ads offering free reports. For instance, in my local newspaper, there is an ad that has been running for years by a chiropractor offering information on how to relieve pain.

The report then educates the reader about the problem and the solution the chiropractor provides. This is opposed to going right for the sale like most ads do.

Due to the speed of the Internet, a new term to profit from free reports online has been created, "Viral reports."

Just like a virus spreads exponentially, so can an e-report. It starts with the author spreading the report to others. They then become "infected" and decide to spread the report on.

The structure and contents of your report determines how far and fast it ultimately spreads.

Moreover, it has to reach enough of the right people for it to take hold. If it gets in the hands of only those not likely to spread the report on, it never takes off.

Simply put, creating successful viral e-reports is easy:

- You just create-it in the right way,
- Let it loose to enough people who are likely to spread it,
- And watch the traffic grow exponentially week-after-week without you having to do anything.

Best of all, besides your initial few hour time investment, the traffic you generate is 100% FREE.

No other traffic generation method so easily offers this rate of return for such a low investment.

Zero on-going effort to grow and maintain your traffic is required.

Of course, this alone is a reason why viral reports should be a primary revenue generator for your online business.

However, there's another more powerful one: Viral reports instantly establish you as an authority in your marketplace.

For instance, in the Internet marketing market, there have been several big reports:

- ❖ “The Death of Internet Marketing” (no longer available)
- ❖ “Attention Age Doctrine” at: <http://www.strategicprofits.com/doctrinenew/>
- ❖ “An Obvious Truth” at: <http://www.anobvioustruth.com/>
- ❖ “The Death of the Sales letter” <http://www.michelfortin.com/the-death-of-the-salesletter/>
- ❖ “The Rebirth of Internet Marketing” <http://www.income.com/blog/2007/04/30/the-rebirth-of-Internet-marketing/>
- ❖ And there are many more that have been created since the earliest days of Internet marketing.

In some cases, these reports instantly catapulted their authors to another level.

With countless others endorsing their reports, they quickly became an authority. They established themselves as a “Thought leader” in the market place.

But, the Internet marketing arena is far from the only one where reports have given the authors instant authority status. Here are some other examples:

- These free reports given away by the following alternative health site allows the author to generate large subscriber lists: <http://www.naturalnews.com/Index-SpecialReports.html>. After you subscribe to the author's newsletter, you get access to his reports and other content.
- In the restaurant marketing, chiropractic marketing, and many more markets, the only offering on virtually all sites home pages are free reports. An example is: <http://www.roryfatt.com/>. On this particular site, you receive the "Report," which is really a salesletter via direct-mail. It comes with an audio CD and an additional one-page letter that tells the reader why the information is valuable.
- For an example of just how many publishers are using free reports, while Googling "The Death of" and "Free report" we came across reports on "The Death of Network Marketing," "The Death of AdSense," "The Death of Instructional Hair Braiding Videos," "The Death of Bank Privacy as We Know It," "The Death of The Chiropractic Practice," and there are countless more.

As you can see, countless folks are making a fortune by giving away free reports. It's far from just a few "Big marketing gurus" generating serious results from them.

Chapter 2: How to Pick a Money-Making Topic and Market.

If you head over to YouTube.com, there are countless “viral videos” with millions of views.

From the kids dancing to funny animals, music videos, and much more.

These numbers seem very impressive. However, it’s important to ask, “How many of these video creators actually made any money from their success?”

You see, when most people think of viral marketing, there’s a common misconception. They think you must be entertaining.

Entertainment does help your content spread. However, your main goal should not be to entertain. It’s to generate revenue.

There are two key ways to make money by distributing your reports:

1 Promote your own product or service. If you have an existing business, reports are powerful lead generators. They offer valuable information that makes you stand-out in a competitive web.

They’re often an essential part of promoting high-end products and services. They get customers in the door and excited about listening to your sales message.

2 Promote other people’s products using affiliate programs. You don’t need an existing business to generate profits fast with free reports. You can promote other people’s products for a slice of the profits.

If you’re not familiar with affiliate programs, virtually every online business has one...from Amazon.com to small business owners. They give you a special link to track the amount of sales you generate and give you a cut of the profits.

Usually, they pay you for every sale you generate. They take care of everything from order processing to fulfillment.

Finding affiliate programs is easy. There are countless affiliate marketplaces where product owners list their programs. Here are just a few:

❖ <http://www.PayDotCom.com>

❖ <http://www.Clickbank.com>

❖ <http://www.cj.com/>

The first two are digital product focused market places. They have software, e-books, online services, audio recordings and videos.

Digital products are great to promote because they don't have a lot of costs. Nearly 100% is profit. This means they pay you generous commissions to promote them (up to 75% in some cases).

You just recommend certain affiliate programs to the readers of your reports and you get paid.

Of course, there are a lot of programs. Here are a few keys to picking profitable ones:

- **Solves a painful need related to the topic of your report.** For example, if your report is about acne, then you'd recommend a product that solves this problem. You would not recommend a skin care product that does not solve a pressing need. Acne embarrassment is what the readers of your report are in pain about. Think about what problems are keeping your readers up at night.
- **Offers a fair commission.** Generally, small information product publishers are going to pay the most and big corporations pay the least. An exception of where you might accept a lower commission is if the product has a high-conversion rate. For example, you might promote ProActive acne solution because you know that your readers have likely heard of it before and all you have to do is give reassurance it actually works (they've been running successful infomercials for years).

- **Has an effective sales message.** Look for proof elements (such as results others or the product owner have achieved), a strong rational for why the product is worth the investment, a headline that grabs the person who is most likely to buy's attention, and a strong call to action.

Of course, before you can pick affiliate programs, you need to decide upon a topic or market for your report.

Often people make one of two mistakes here:

- A. Spend too much time over analyzing it.** If it only takes a few hours to create a report, 6 hours on research may not be worth it.
- B. Spend zero time researching what the market wants and what already exists.**

You see, it's easy to get a winning idea just by spending 30 minutes to an hour visiting a few sites.

Let's go through the process of picking a money-making topic and market:

► **First, let's head over to the Clickbank marketplace:**

❖ <http://www.Clickbank.com>

Clickbank lists countless affiliate programs for thousands information products. And, at the same time, every profitable topic under the sun is covered. What's more, it tells you exactly what is selling the best and what folks are not interested in.

So, you just browse through the different categories:



Then, for your report, you just create a shortened version of the product.

For example, let's look at the category "Health & Fitness:"

- 1) Fat Loss 4 Idiots, Affiliates: FatLoss4Idiots.com/aff ::: Thanks.
\$/sale: \$31.02 | Future \$: - | Total \$/sale: \$31.02 | %/sale: 75.0% | %refd: 94.0% | grav: 609.05
[view pitch page](#) | [create hoplink](#)
- 2) Truth About Six-Pack Abs, Total Payouts Avg \$30/sale W/rebills. New Trial Offer Has Exploded Conversions As Of March 9! Dont Worry, Lower Front Payouts At First, But You Receive The Full Commission At 21 Days. Go To <http://truthaboutabs.com/affiliate-info.html> For The \$30K/month Super-affil Strategies Newsletter.
\$/sale: \$24.27 | Future \$: \$22.29 | Total \$/sale: \$30.23 | %/sale: 75.0% | %refd: 90.0% | grav: 314.36
[view pitch page](#) | [create hoplink](#)
- 3) Top Secret Fat Loss Secret :: 75% Commission:: Best Affiliate Toolkit. Makes \$25-\$60 Per Sale | Converts As High As 3%-5% | We Tested Just 1 Promo & Made \$2,280/24hrs | We Give You Same Promo Free! | Sells Itself! | Get 1st-Movers Advantage | Join Now Free! | <http://TopSecretFatLossSecret.com/affiliates.php>.
\$/sale: \$32.28 | Future \$: - | Total \$/sale: \$32.28 | %/sale: 75.0% | %refd: 92.0% | grav: 231.74
[view pitch page](#) | [create hoplink](#)
- 4) Chopper-Tattoo - Top Tattoo Offer ! The #1 Tattoo Gallery On The Web. Converting Like Crazy! Pays 75%, Affiliates Must See. Free Music Downloads With Membership Allows Creative Marketing. New Affiliate Tracking In Email, Exit Ad, & Google Upon Request: Chopper-tattoo.com/affiliates/.
\$/sale: \$20.26 | Future \$: - | Total \$/sale: \$20.26 | %/sale: 75.0% | %refd: 95.0% | grav: 200.58
[view pitch page](#) | [create hoplink](#)
- 5) No Nonsense Muscle Building, Massive \$73.48 & \$52.67 Payouts. Write Your Own Paycheck With The Internets Highest Converting Muscle Building System! No One Comes Close. Get Free Marketing Newsletter, Pre-Made Website & Coaching At <http://www.vincedelmontefitness.com/affiliates.html>.
\$/sale: \$52.84 | Future \$: - | Total \$/sale: \$52.84 | %/sale: 75.0% | %refd: 76.0% | grav: 98.02
[view pitch page](#) | [create hoplink](#)

Here, you might create a report offering free Tattoo designs and then promote <http://zzzzz.choppertat.hop.clickbank.net/> (#4 above). Another example might be to create a report entitled, "Muscle Building Myths." Then, go on to promote a program that shows how to build muscle.

Your reports are going to be a lot more compelling if you have a personal story or experience related to it (though this is not required).

Another quick word of advice is if you pick a topic you're passionate about, you already know 80-100% of what to write about. This means creating the report is a breeze.

To make selecting a topic practical, go through the marketplace and pick 5-10 products. Then, take the best ones and brainstorm 3-5 report ideas for each product

► **Make a list of all of the problems your potential readers face.**

For example, if you're promoting a course on how to build muscle, here are some problems:

- Losing the “last 10 lbs” of stubborn belly fat
- Limited time to hit the gym because of work and family
- Don’t know how to get started/have an initial inertia
- Tired of always being the small, skinny person

Do you see how you can take each of these problems and turn them into reports? They might be:

- “7 Steps to Get Rock Solid Abs and Lose Stubborn Belly Fat Once and For All!”
- “How To Get a Rock Solid Physique in Only 20 Minutes a Day Using Secret Strategies of World Class Bodybuilders Who Need To Put On Weight Fast!”
- “7 Ways to Pump Yourself Up and Stay Motivated To Stick To Your Exercise Routine.”
- “How a Lifelong Skinny Geek Put On 50 lbs In 6 Months Using a Groundbreaking New Muscle Building System.”

As you can see, the topics might be a headline you see in a sales letter. And that’s exactly what you’re achieving with your reports. You’re not giving away the whole store. But, you’re grabbing the readers attention (bringing them into your sales process) and giving them a “Taste” of what you have to offer.

The report should then call on your reader to take the next step. Take a “Bite.”

 **Open up the Google keyword tool over at:**

❖ <https://adwords.google.com/select/KeywordToolExternal>

This tool allows you to uncover what search terms people are typing into Google. You can then use this information to determine if there is interest in your topic... or if it is unlikely to grab anybody’s attention.

Let's do an example. Let's say we're thinking about doing a report on something related to weight lifting or building muscle.



**Domain Unregistered.
To view, register at:
bit.ly/imageshack-domain**

We just typed in a general search term related to our topic, “Build muscle” and then proceeded by hitting the “Get keyword ideas” button.

Below are the results:

Choose columns to display: ?			
Show/hide columns			
Keywords	Advertiser Competition ?	Approx Search Volume: June ?	Approx Avg Search Volume ?
Keywords related to term(s) entered - sorted by relevance ?			
build muscle		246,000	165,000
build muscle fast		22,200	18,100
how to build muscle		40,500	33,100
build muscle mass		18,100	14,800
how to build muscle fast		2,900	2,900
build lean muscle		5,400	5,400
how to build muscle mass		3,600	2,900
best way to build muscle		3,600	2,900
burn fat build muscle		22,200	12,100
build muscle lose fat		6,600	5,400
fastest way to build muscle		2,400	1,900
build chest muscle		4,400	2,900
ways to build muscle		4,400	2,900
burn fat and build muscle		4,400	2,900
build muscle without weights		1,900	1,600
how to build lean muscle		1,300	1,000

As you can see, there is a lot of interest in this topic with 246,000 searches related to “build muscle” taking place.

Now, what’s important here is not how many searches there are. But, what exactly are they searching for? After all, a majority of those searches related to building muscle might have to do with those looking for personal trainers, getting supplements, and many other diverse topics.

This is why it’s important to analyze the more specific searches. We can see above, some of these searches are:

- “Best way to build muscle”
- “Fastest way to build muscle”

- “Build muscle without weights”

A nice chunk of these searches are people looking for the fastest way to build muscle fast without weights. This means our report topic might be, “7 Shortcuts to Build Muscle Fast That Don’t Require You To Spend Hours On End Lifting Weights.”

- ▶ **Pay attention to your own interests or hobbies.** If you were just getting started in them, what do you wish you knew? Make sure to confirm there is demand for your ideas by using the Google keyword tool (above), looking for existing communities (such as blogs and forums on the topic found in Google), and looking to see others are selling information products (such as e-books found in Clibkank.com) to your target audience.

- ▶ **Head over to <http://www.Amazon.com> and your local bookstore.**

While here, you want to look at the magazines and books.

The reason magazines are so valuable is that every article really is a complete report idea. You can then “Swipe” the article titles and give your take on them.

For example, on the issues of “Self” magazine, some headlines are:

- “Rev up your metabolism: Burn more calories in less time.”
- “1 Month to a More Gorgeous You”
- “Tone Up, Feel Sexy”

Your reports might be a step-by-step plan for boosting metabolism or looking more attractive.



Are you starting to see how easy it can be to come-up with killer report ideas? Looking at magazines gives you everything you need on a silver platter. Because, remember, these headlines are what your readers want. Otherwise, nobody would buy the magazines if it was not.

After you've looked at magazines, it's time to head over to the books section.

You don't have to be an expert to craft a powerful report. Simply take the most important ideas from the top selling books and give your take on them.

So, if we were writing a report on boosting metabolism, we would go find 2-3 books on this topic. Then, go through them, making note of the most important points.

You will see the best ideas coming-up repeatedly. This whole process might only take 3 hours at the bookstore and you've got your report practically written. Just add your take on the ideas.

► Head over to <http://EzineArticles.com/> and browse through the different articles and topics.

This is a gigantic article directory authors contribute to. You just take the ideas and expand on them in your report. Here are all of the categories they have:

Article Categories		expand all / shrink all	
Business ▼		Health and Fitness ▼	
Internet and Businesses Online ▼		Self Improvement ▼	
Finance ▼		Recreation and Sports ▼	
Investing ▼		Travel and Leisure ▼	
Insurance ▼		Home Improvement ▼	
Legal ▼		Home and Family ▼	
Real Estate ▼		Pets ▼	
Home Based Business ▼		Automotive ▼	
Writing and Speaking ▼		Cancer ▼	
Computers and Technology ▼		Food and Drink ▼	
Gaming ▼		Kids and Teens	
Communications ▼		Womens Interests ▼	
News and Society ▼		Arts and Entertainment ▼	
Relationships ▼		Shopping and Product Reviews ▼	
Reference and Education ▼		Book Reviews ▼	

This site is also a great resource because you can pick-up articles to republish in your reports with the author's resource box. Here are their guidelines for republishing:

❖ <http://ezinearticles.com/terms-of-service.html>

► **Get “Tuned in” by having conversations.** Everybody loves to talk about their passions. By asking them questions about it, they’ll tell you exactly what you want to hear.

If you have an existing business, then talk with those in your target market. If you’re looking for a market to attack with your reports, then talk with those who have a passion (gardeners, bikers, runners, and so on).

► **Watch morning television talk shows.** While watching them, pay attention to the topics they cover. Often you can just take the segment title and write a report on it. For instance, a segment might be about “5 Hot Gadgets for The Summer” or “5 Easy Ways to Slim Down This Summer.”

As you watch the segment, pay attention to the language and questions the hosts use. Typically, the host plays the role of the stand-in of the curious listener. They ask the same questions and have similar questions to the average audience member.

► **Look at the most popular trends at eBay with their tool at: <http://pulse.ebay.com/>.** This tool provided by eBay tells you what the most popular searches are for each of the categories on their site. Here’s what shows-up when we look at the “Antiques” category:



Each of these terms are indications of what people are looking to buy. In this example, you might create a report about how to choose Victorian antiques.

- **Search Twitter.com at <http://search.twitter.com>.** Twitter.com is a place where folks can make “Mini blog posts” and engage in brief conversations with others. Every post you make in it can only be 140 characters long. It’s my prediction that just like “google” is now a verb (no longer just a noun), the term “twitter” will soon become a common word to describe short blurbs or “off-the-cuff” remarks made in conversations.

Using their search tool, you can take a peek into what people want, need, and are worried about. It’s a lot like being able to “spy” on hundreds of thousands of conversations with pinpoint accuracy.

Here’s what it looks like:

The screenshot shows the Twitter search interface. At the top, the Twitter logo is on the left, followed by a search bar containing the text "problem with". To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, the results are titled "Realtime results for problem with" with a timestamp of "0.02 seconds". The results list five tweets, each with a user profile picture, the username, the tweet text, and the time it was posted. The tweets are:

- Pistachio:** Next Friday I'm in a road rally **with** only paper maps for navigation and **problem** solving. No phones, GPS, computers, Twitter. GASP. less than a minute ago. [Reply] [View Tweet]
- BOBTHEBUTCHER:** trying to ignore the need to use the john. i don't know why i do this, but i think its that i have a **problem with** authority. 4 minutes ago. [Reply] [View Tweet]
- amazon_reviews:** Pretty good Frame My only **problem with** this signature frame is that it did not come w <http://www.amazon.com/dp/B000M4DQ78> 11 minutes ago. [Reply] [View Tweet]
- fromedome:** I have no **problem with** the new Facebook design but I don't see how it's helping me at all or making my experience any better/easier. 11 minutes ago. [Reply] [View Tweet]
- fabienneus:** the **problem with** having 8.5 gigs of space on my cameras is sorting, editing, tagging, and uploading 8.5 gigs of photos. about 1 hour ago. [Reply] [View Tweet]

On the right side of the page, there are several sections:

- Feed for this query:** A link to "Twitter these results".
- Show tweets written in:** A dropdown menu set to "Any Language".
- Trending topics:** A list of trending topics including Dark Knight, iPhone, LoveSexandMarriage, IT'S A CONSPIRACY, ThriveAfterTheAffair, France, Watson Blvd, McCain, BBC, and Swiss Army.
- Nifty queries:** A list of nifty queries including cool filter:links and "is down".

To use it, pop-in search queries, such as “Problem,” “Need,” “Want,” “Worried about,” and add your market to these words. For example, you might type in, “Health worry,” “Need Money,” or “Garden Annoyance,” and so on.

You can then browse through the current conversations to see exactly what people need a solution to. Your report then addresses the problem and offers a solution.

The bottom line is that you don’t have to base your topic and market selections based on guesswork. But, you can get a good idea what people want by just visiting a few resources.

This then skyrockets the amount of reports you pop-out that end-up resonating with your audience and generate a lot of revenue for you.

Chapter 3: Crafting the Black Plague of Free Viral Reports.

By now, you should have a good idea of what topics and markets you want to target. Just look at what information folks demand and then give your own unique take on it.

To generate revenue, it's not enough to simply write a short report. You need to structure it in the right way.

For example, authors and entrepreneurs often get interviewed on national television. But, more often than not, these folks fail to see much of a rise in sales. They did not promote their work in a way that gets people to take action and buy.

It's not enough to just have great content and eyeballs.

You need to attract eyeballs interested in your topic and provide an incentive for them to take action.

So, how exactly do you get your message to "Stick" to your intended audience and result in sales?

The answer is there a lot of techniques few people realize.

Here Are 7 Key Ingredients Each of Your Viral Reports Should Have to Make Them Deadly:

- 1. Allow your distributors to make money by giving away your report.**

There are several ways to do this:

- a. Allow distributors to brand the report with their affiliate links. This is ideal if you're promoting your product or service. If you are only promoting affiliate products (as discussed in Chapter 2), then you may consider allowing distributors to only brand a percentage of affiliate links.

-23-

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- b. Pay a small amount for every new reader partners send over. If you know your numbers of how much your report generates, then this is a great option. For example, you may pay .25 cents for every new sign-up to your report sent from referrals.
- c. Allow distributors to prominently brand your report with links back to their sites. This gives them a solid incentive to promote your report.

There are a number of solutions on the market that allow affiliates to automatically brand reports themselves. One branding-only solution is:

❖ <http://www.imtopdog.com/pdfrebrander>

The reason adding some type of income generator for distributors is so important is that there are a lot of other free reports out there. Paying them for their time, effort, and access to their “customer base” can make or break the spread of your report.

If you do add brandable links, be sure to create a page inside your report, letting your readers know how to brand your report. And, even if you don’t, be sure to encourage your readers to give your report away for free.

Tell them to send it to their friends, email lists, and give it away on forums or on their Facebook.com, MySpace.com, and Twitter.com profiles.

It’s also a good idea for brandable reports to create sample emails and promotional snippets that readers can copy and paste. Make it as simple and easy as possible for others to share your reports.

- 2. Offer massive value.** This means give information that the reader can’t easily get from anywhere else for free and offer solid solutions to the readers’ problems.

Having exclusive information that impacts people’s lives sets you apart. It gives others a strong incentive to distribute your report. After all, the best distributors have built relationships with their email list. They’re not going to break that trust by wasting their time with a poor report.

Here's an example of unique information: Let's say you start researching a stock and through a little known (public) document you uncover a gem. You know it will eventually come to the attention of everybody. Would you want to be the first one to let others know about it?

The answer is that when you do, they're going to think highly of you. They appreciate that you shared the valuable information with them early.

Distributors desire to look good is one of the most important ingredients that make your report spread. It's the same reason why chain emails get forwarded, folks tell others about special deals at a store, and share "cute" videos.

Of course, you may be thinking, "I don't have any exclusive information." This might be true, but it's not hard to get it. Most people do not read after high school and college. If you read just a few books on a topic, you know more than 80-95% of the public on the topic.

An example of how easy it is to find exclusive information is to pick-up a copy of "Consumer Reports" and read the details about all of the latest blenders. Very few people have that same information. But, presented in the right way, can be very valuable to those who cook.

One final point about adding a lot of value is you've also got to get your readers to realize it exists. There's a saying, "People don't value what they get for free."

This is largely true if your report is perceived as something readers could get anywhere for free.

If your report has a high-perceived value, readers are much more likely to value it.

You can improve how your readers perceive your report by getting them excited about reading it even before they download it.

Create a blog post, salespage, or "NameSqueeze" page where you collect names and email addresses before you give the reader his or her report.

On this promotional page, express the benefits and exclusive information in the report. Give a value for what you would charge for the report if you decided to sell it.

This is opposed to just popping-up a link and telling readers to check-out your new report. Keep in mind, they don't care about or want a report. They want information that impacts their lives. "Sell the sizzle (benefits), not the steak (features)."

Then, once the reader has downloaded the report, stay focused on those core benefits and give your readers actionable information.

3. Add personality. Viral reports are not professional proposals or academic papers. They're merely a means to communicate an informal message you might give to your customers one-on-one.

If you use big and bland language, you lose their attention. You're forgettable.

You can add personality by:

- Writing like you talk,
- Sharing your full opinions,
- Offering small details and stories about your life,
- Sharing "insider stories" about your marketplace ("Marketplace gossip"). For example, you might have talked to the leading product developer and he or she had something groundbreaking in the works. You can let your readers know a little bit about it.
- Soliciting comments and opinions on controversial issues. Get opinions on ideas in your report, on your blog, or in a forum.

Don't worry about offending those who would never buy from you in the first place. Focus on creating a raving fan base.

It's all right if a core group of buyers love you and a small minority who's never going to be top customers dislikes you. It's better than having nobody care about you either way.

4. Add credibility. This can come in many forms. You don't need to be the top expert in the world. You just need the information of the top experts in the world.

Testimonials from others, awards you've won, and before/after pictures are ways to show your credibility.

In addition, there are countless forms of credibility (anyone can get it). Even having experienced a lot of failure is a form of credibility. The reason is because you've learned a lot about what doesn't work... mistakes the reader would otherwise make.

An example might be that you used to be a frustrated owner of a seemingly "un-trainable" dog. So, you set about figuring out how to solve it. Nothing worked. That is, until you uncovered the one system that did. It was a miracle solution.

In your report, you then reveal what it was and you also let the readers know where they can buy it.

Having credibility versus not having it is the difference between your readers deciding what you have to offer is worthwhile... or a waste of time.

It's a vital component that determines whether your readers take heed of what you say.

5. Tell a story.

How many stories have you told and heard today?

Even if you have not talked to a single person yet, you've told stories.

For instance, let's say you woke-up and turned on the television. There are stories on every channel. You flip it to the Today show. Al Roker is talking about the weather. You then immediately construct a story. If you're like most loyal viewers, you decide "Al Roker is a friendly, likeable guy I would feel comfortable chatting with and I appreciate his positive reassurance about today's weather."

This is a story. It helps you make sense of the world. It's how we process information. It's how we connect concepts.

So, how do you apply this to your reports?

Instead of allow your readers to construct their own story about what you're saying. Construct it for them.

You see stories that sell frequently in advertisements. Here are just a few you can swipe:

- **The evil entity we all face.** In the alternative health market, the enemies are usually big pharma and the FDA. In the investment market, the enemy might be the Federal Reserve. In the Internet marketing market, the enemy is often the "Big fake gurus" who lack credibility.

Some report titles might be, "The dark side of Internet marketing: how honest folks are getting ripped off." Or, "Secrets the diet industry doesn't want you to know: why dieting doesn't work." Or, "How traditional weight lifting is dangerous and how you can use your own body to get twice the results with less time and effort."

Essentially, you're finally addressing the pink elephant in the room others refuse to address for personal gain.

Do you see the power of this? The story your readers construct about you is that you're a "Truth teller" and an "Ally" in the fight for what's right.

- **Predictions of coming disasters and opportunity.** "The Death of Internet Marketing" and "The Rebirth of Internet Marketing" reports both fit this narrative.

In the investing market, this story is a mainstay of sales. Examples are "The coming financial bloodbath caused by unchecked speculation" or "An upcoming political event that's going to send the price of oil to new record highs."

The reason this narrative is so powerful is because of the strong emotions it evokes. Disasters drive fear and opportunity sends the greed glands salivating.

Bringing-up the fears of your readers and then giving them a painless solution is a surefire recipe for report success.

With this said, you can't just make baseless claims. You need to give specific examples. If you want to make the claim doom and gloom is coming, show the early signs of it occurring.

Realize, "fortune tellers" without proof are often ostracized and dismissed. On the other hand, if a Warren Buffet or somebody with credibility makes a prediction, others listen.

Tell what you see coming in your marketplace and why.

- **The transformation from down-and-out to happy and worry-free.**

The most common down-and-out story to having no worries are rags to riches stories.

They usually go something like this: The author was down and out, filled with anxiety because he/she did not know where to turn, then it clicked. He/she tried something that worked. Now he/she has a big house, nice cars, and takes luxurious vacations. Worries are gone. Life is fun.

The reason these are so powerful is because these stories are not about the author. They're about the reader. They tell the reader that they're not stuck (even though they feel like it) and that there are solutions no matter how down and out you are.

They open doors to a dream.

Of course, financial gain is not all people want. You can use this same formula for any type of market.

For example, you used to have migraines, uncovered a solution, and now you're pain free. Or, you used to be a terrible golfer who your buddies made

fun of, you learned new techniques, and now you're the guy everybody admires.

Essentially, all your report does is tell a story about how you used to be in pain just like your readers, you found a solution, and now you have no worries and have obtained happiness.

- **Stumbled upon overlooked gems from the past.**

There are countless secrets from the past we have forgotten or lost touch with.

Examples are Scientific Advertising by Claude Hopkins who was the "Father" of direct-response advertising. Or formulas and ideas used ancient civilizations, such as energy work (what acupuncture is). The "Law of attraction" was written about over a hundred years ago by countless authors and was largely unheard of, until only recently.

To come across this wisdom is often a powerful story. Maybe it came from a mysterious old book you found in a used bookshop in the middle of nowhere, an eccentric teacher, or from someone with a different culture?

The story of where the wisdom comes from adds credibility as to why it's worthwhile. It makes the information valuable because this is the readers' one and only chance to get it.

- **The industry insider breaking his silence.** If you've had a job in any industry, then chances are you know secrets your bosses or industry leaders don't want you to tell.

Examples might be a former used car salesman who divulges all of the common sales tricks to show how to always get a great deal. Or, a music industry veteran who opens-up about what it really takes to succeed in the music industry and the dirty secrets nobody talks about.

What's more, you don't even have to work in any industry. Your story might just be a conversation you had with somebody who is.

- **Stories from the frontline or the pioneer.**

If you are or were one of the first in a new industry, then let it be known. The reason is because just the title of being a “pioneer” implies you’ve been through a lot of trials and tribulations. You’ve learned a lot.

In the Internet marketing arena, folks point out that we’ve been there from the very earliest days. As a result, this gives insight into where it’s going and how it can be used.

- **The big current event.**

Was there a big study recently done in your market? Did a revolutionary new product just come-out? Did controversy happen to somebody big in the marketplace?

If so, this is a story to base your report around. Give your take on what’s happening. An example might be a report for the alternative health market where you discuss the “Tomato and Jalapeño salmonella scare” where you research the facts of what’s happening and who you think is to blame.

Another example for the Internet marketing market might be where you talk about the marketing secrets of the new Apple iPhone.

The bottom line is you should ALWAYS try to have some type of story in your report... even if it’s just a couple of lines about why the information inside is credible.

Stories do the analyzing and thinking for your readers. What you’re offering is always seen in the best possible light. Your sales soar.

6. Make it digestible with the right formatting and graphics.

If you want your report to catch on, getting people to browse through your report is not enough.

Your goal should be to transform as many browsers into readers as you possibly can.

This is done through:

- A proper build-up before readers download your report (get them excited enough to make your report a top priority).
- Through engaging and valuable content (if you speak to your customers' interests, they'll stay glued to your every word).
- And then through good formatting to attract attention to the most engaging parts.

There's a lot more to good formatting than meets the eye. The first key is that you want to put your report in Adobe Acrobat PDF format. This is opposed to .exe format which are rarely used anymore.

PDFs can be read on any computer and it's a common format people have come to expect. As Internet speeds increase, you'll be seeing a lot more of them in place of normal web pages.

Creating them is easy and free. You just create your report in a word processor and get a program to convert the word document into PDF. Here are a few options:

- Download Open Office's "Write" at: <http://www.OpenOffice.org>, which is a free word processor with built-in capability to transform your documents into PDF.

OpenOffice.org tools are great free ways to create your PDF reports fast. Here are the steps to get started:

1. Visit:
<http://www.openoffice.org/>
and you can immediately get detailed information about what they offer if you wish.
2. Click on the "Download" tab at the top, which goes to:
<http://download.openoffice.org>
3. Click on the "Download OpenOffice.org" link if you have Microsoft Windows. If you have a MAC, click on "Get More Platforms and Languages."
4. Download the file. You will then be given an option of what programs you want to install on your computer.
5. Be sure to select "Writer" and "Impress."

- Download Open Office's "Impress" at OpenOffice.org, which is a free PowerPoint software with built-in capability to transform your documents into PDF reports. The advantage of creating your reports in "Impress" is that each page of your report is short and to the point. Each slide constitutes a slide and this makes your content easier to digest.
- <http://www.FreePDFConvert.com>, which allows you to upload your word documents and convert them into PDFs.
- <http://online.primopdf.com> is another solution to create PDFs that's faster than FREEPDFConvert.com, but creates bigger files.

Now that you know how to create your report, let's talk about other formatting techniques to boost readership.

The first one is the use of the right font. The font you should use depends on what your report is about. Try to have the font fit into the story you're telling.

If it's exclusive information, you might use dense, large and bold font. Impact and Tahoma are great for these. If your report is about making money, keep it simple. Don't make it look too professional. Arial is a good example. If your report is about makeup secrets, you may look for attractive handwriting font.

Other common fonts are Verdana, Courier, and Times New Roman. Focus on creating the right look and feel for your report.

After font, the next tactic is to use images in the right way.

The goal of images is not to make your report look more attractive. The goal is to emphasize key points inside your report.

If your report talks about the frustrations with using the computer, then you may have an image of somebody knocking his or her head against it.

Underneath it, you would then have a caption that indicates such.

The result is the eye is drawn to the picture and the caption. Your main point gets read and processed. In sales copy, sometimes just adding captions

below images significantly boosts sales. They tell the viewer what to think about the image.

You can easily pick-up royalty free images to use cheaply from many providers. Here are just a few:

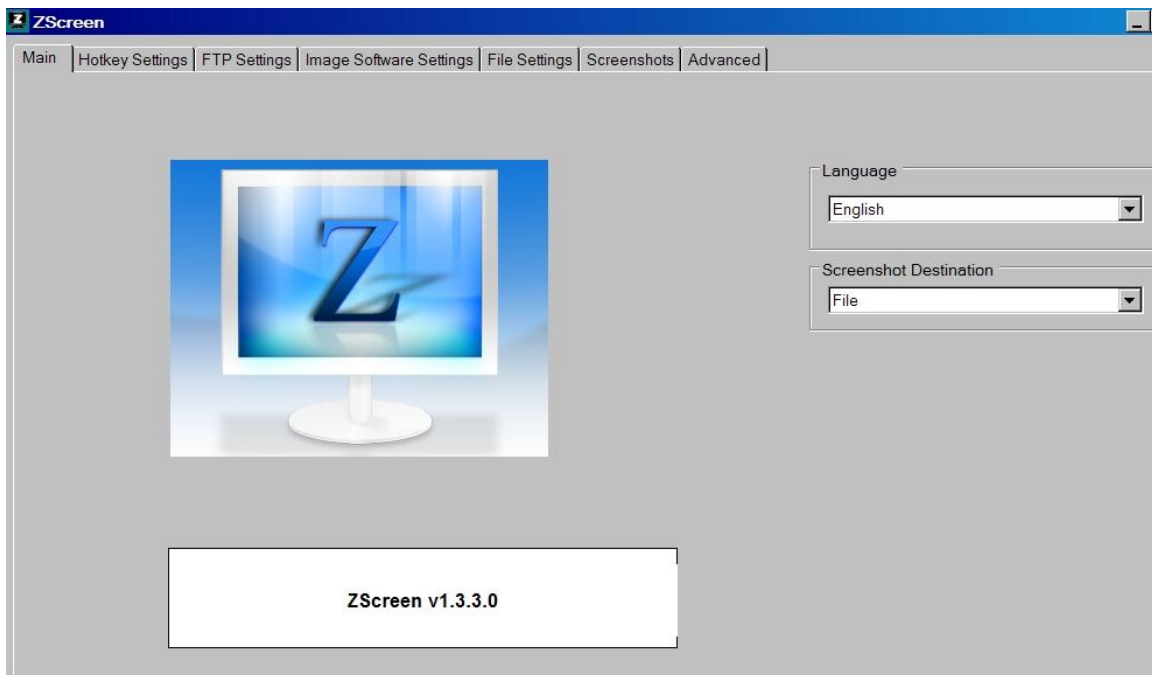
- ❖ <http://www.Fotolia.com>
- ❖ <http://www.istockphoto.com/>
- ❖ <http://www.bigstockphoto.com>

You just create an account with sites, buy a small number of credits, and you can get high-quality images to use for as little as a \$1 each.

If you are doing demonstrations of online websites or want to show examples on the web, take screen shots. A good free tool is “ZScreen” at:

- ❖ <http://sourceforge.net/projects/zscreen/>

Here’s what the tool looks like:



Other images you can use are graphical arrows and buttons to point to key points. These graphics catch the reader's eyes and tells him or her where to find the key information.

In addition to these small graphics, you can also get a professional first page cover made. It's not expensive to hire a graphic designer for maybe \$47-\$147 for a professional cover. Just look on Google.

The advantage of these graphics is it sets a "feel" for your report. The key is to make sure it fits into your overall message.

Finally, there are the formatting changes you can make inside your word processor.

The simplest of these are **bolding**, underlining, *italicizing*, and **highlighting** truly important points. Make the reading as easy as possible. At the same time, don't overdue it. If you draw attention to everything, nothing is seen as important.

Other techniques are changing the **color** of certain words or capitalizing them. You should consider using all formatting options to communicate the right meaning. Don't worry too much about grammar rules. Meaning is what's important.

Beyond these techniques, you can also create tables with light yellow backgrounds to summarize the text, add case studies, or highlight other key points.

Here's how to do it in Microsoft Word:

1. Click on "Table" in the top menu.
2. Select "Insert" and then "Table"
3. Click "OK"
4. Right click on the table and select

After this, there are the words and sentences themselves. Write just like you were talking to your prospect in person. Use the same jargon and keep your words and sentences short.

You should not be using a lot of commas or words where there's a simpler alternative.

"Table properties"

5. In this example, I've selected "Right alignment" and "Text Wrapping Around."
6. Click on "Borders and Shading."
7. Select the "Shading" tab, select the color you want, and click "OK."

This is true even if your market is the most educated. Your goal is not to impress. You want to make sure your key points get read and understood. Your intended meaning should be interpreted the right way.

7. Let your readers know there's a "magic pill."

In the weight loss market, your prospects don't want to exercise. They don't want to change their habits. And they don't want to wait a long time for results.

They do want a "Magic pill" that creates substantial results quickly and easily, the perfect solution.

This is how it is for anyone in pain. They buy your product not because they want to use it. They buy it because it's a cure.

This means your reports should open up new windows. Where the prospect once thought it was hopeless, she now sees the light.

For instance, let's say you have migraines. Right now, you do not know of any solution that exists. But, if you come across a credible source who tells you that anybody, no matter his or her circumstances, can get rid of migraines instantly by pushing certain points on his or her hand, would you be excited?

You bet. Depending on how believable the claims are, you'd likely pay a high price for such a product.

The benefits it offers opens up a new, more productive world where you can accomplish your dreams at full speed.

Now, each of these 7 key points transforms any average report into a lethal one. But, getting your report to catch on is only half of the climb to success (and it's where most widely spread viral content gets stuck).

You also must put them together in the right way to generate revenue. In the next, chapter we'll discuss exactly how to do this.

Chapter 4: How to Step-By-Step Turn Your Reports into Cash- Pumping Machines!

You can generate tens of thousands of views to your report. Readers can rant and rave about it. And you can still fail to earn one cent for your time and effort.

How's this possible?

The answer is that placing a link here and there often is not enough to get results.

You need a strategy. Your reports should be regarded as the 1st step in your business funnel. It's "Taste" of what you can offer that leads into full solutions.

By the end of the report, the client should feel as though you have the solutions to his or her problems.

To show you how to craft an effective report, let's go step-by-step:

Step # 1: Determine the conversation taking place in your target customer's mind.

Before you can create the right title, you must be tuned-in to the problems and worries of your market.

For instance, let's say you wanted to create a report on "Fat Loss Secrets."

Then, you throw together a report about how losing weight takes a lot of hard work, exercise, discipline, and you have to give-up your favorite foods.

Now, let's compare this report to one that promises, "There are secrets to boost your metabolism that require minimum lifestyle changes and allow you to drop 10 lbs fast with no exercise."

Which report do you as a prospect want to read, the one describing the hard way or the shortcut?

The first title may tell a lot of truth, but it is not empathetic to your prospects. They're in pain and you're not offering any solutions they see as realistic.

Simply put, it's important to put yourself in your reader's shoes. Understand what they're in pain about. Then, offer solutions they can believe.

For example, there's a famous headline for a money-making system, "Get Rich Slowly."

The headline is believable and gives the market exactly what they wanted. They didn't want to get rich fast (even though this was the benefit everybody else in the marketplace was screaming).

Think about how, in the market you're targeting, you can be truthful, but, at the same time, offer truth your audience can do something with.

Step # 2: Pick the right title.

The phrase, "You can't judge a book by its cover" may be true. But, many people do. This is why it's important to have the right title.

The key ingredient of a successful title is it communicates a compelling benefit of what the reader receives.

Key common benefits for most markets include:

- Saving time,
- Saving energy,
- Making more money,
- Saving money,
- Looking good to others,

- Jealousy,
- Wanting to help others,

Simply, people want avoid any emotions perceived as uncomfortable and experience emotions that bring pleasure.

An example of how you might integrate this into a report title is “How to Easily Turbo-Charge Your Metabolism without Exercising or Giving-up Your Favorite Foods.”

In this example, it communicates you have information on how the reader can easily lose fat with less time and effort.

Another example might be, “How to Decorate Your House to Impress Using These Bargain Hunting Secrets.”

This example communicates that the information inside allows you to look good to others and save money doing it.

Essentially, you must be “in tune” with what your target market wants to create a winning title. What are they worried about? What drives them to take action?

Here are some templates you can use for your title:

- “The Death of [Your Industry]” (wouldn’t likely use this in markets where this has been used)
- “7 Deadly Mistakes [Your Competitors or Customers Make]”
- “How To Quickly and Easily Gain [Main Benefit, such as make money, burn fat, gain energy, save time, and so on]”
- “The Dark Side of [Glamorized Industry]”
- “[Your Industry] Insider Breaks His Silence and Divulges Secrets To [Benefit]”

- “The 10 Quickest Ways To Get [Benefit]”
- “The Truth About [Your Industry] Revealed”
- “Little-Known Secrets To [Benefit]”
- “The Amazing Secret To [Benefit]”
- “The Coming Collapse of [Previously Reliable Part of Audience’s Life]”
- “Overlooked [News or Loophole] Gives You [Benefit]”
- “How a [You or somebody you’re associated with] went from [Down-and-out, where the audience is] To [Where the audience wants to be].”
- “Why Most People Fail At [What you’re offering]”

To use these templates, don’t just pick one. But, pick a number of them to brainstorm with. Try to come-up with at least 10-20 combinations (depending on how much of a hurry you’re in).

If it’s a report going out to a lot of people, consider testing titles with Google AdWords ads. These are the ads that appear on the right side of the Google search results. For example, here are the ads that show-up when you type-in “Weight Loss:”

Sponsored Links

NutriSystem Weight Loss

Lose weight with NutriSystem.
2 weeks free w/ Auto-delivery order
www.NutriSystem.com

Weight Loss with Medifast

Safely **Lose** 20-30 lbs. per Month.
Healthy, Nutritious, Proven Plan!
www.Medifast1.com

Top 5 Weight Loss Pills

Which **Weight** Loss Pill's Strongest?
Top Diet Pills Voted- Learn More...
www.ConsumerPriceWatch.net

Weight Loss

Eat more, exercise less, and **lose**
up to 30lbs in 6 weeks, Guaranteed!
www.MyBodyMakeover.com

To begin testing titles, visit: <http://AdWords.Google.com>. Sign-up for an account. It only takes 5 minutes and \$5. You can then type in your ads and choose the search terms you want your ads to show-up for.

The ads (as seen above) contain your different titles. For the search terms, do not pick general terms, such as “Fat” for a fat loss system. Only use search terms those likely to buy would use.

You only want your target audience to be a part of your experiment.

After you’ve done this, your ads will begin to show-up quickly on Google, then on search partners (such as Earthlink.com), and sites throughout the web.

You can then see which one gets the highest clickthrough rate (or the most people clicking on it). This is a good indicator of which title is the best.

You can even go a step further by tracking which title gets the highest clickthrough rates and the most people who sign-up to get notified of when your book launches.

If you don’t have a website set-up to send traffic to, that’s fine. Just sign-up for an affiliate program at <http://www.Clickbank.com> related to your report to refer traffic to.

This Google AdWords technique is the same technique that Timothy Ferris used to choose the title for his NY York Times top-selling book, “The 4 Hour Workweek” and I’ve known many other publishers to do the same.

As he mentions, he was surprised that his title was the winner. But, this experiment puts opinions to the test. You may think a title is good, but, in reality, it’s not. Let your target audience show you the reality for success.

Other great ideas to come-up for titles are, as mentioned before, head over to the bookstore. Check-out magazine headlines, books, and then swipe their headline formulas. Look for stories and see how you can apply it to your report.

Generally, your report title is going to be more story-oriented if it’s going out to a lot of customers who don’t know you. If you’re generating leads for an expensive product or service, you’ll often see titles, such as “7 Deadly Mistakes of” or “7 Tips To.” This is because these types of reports allow you to explain why you’re different than the competition. You establish credibility, while showing the flaws with others.

Your unique benefits are showcased with these types of reports. The customer comes to understand why your price is justified.

Story-oriented reports are great if you want your report to spread around the web. They build relationships and hook the attention of readers who aren’t quite in “buying mode” yet.

Step # 3: Decide upon your end goal. What action should your readers take? What’s the next step in your business funnel?

After you’ve gotten them in door with a free report, you often want to start by offering a low-end product (anywhere from \$7 - \$67) or service.

The reason you want to start with a low-end product or service is you want to get them to go from having a “taste” to taking a “bite.”

Then, once your readers have taken a bite, you can offer full service on a silver platter.

Each step, your prospect increases in awareness of what you can do for him or her. As a result, you are often able to convert more customers into to “Top customers” than if you went directly for the high-end product sale.

The amount your customers consume increases.

Of course, this is not always true. Every business is different. Sometimes going from your free report directly to your higher end products is the best option. It often depends on how fast your clients need a solution.

For instance, let’s say you were hiring a copywriter. It may be enough to just get a low-end critique on your salespage. But, if you’ve got a major product launch coming-up, then you don’t have time to use the lower-service option. You need the silver platter right away.

The second alternative to offering a low-end product for sale is getting the reader to sign-up for more information.

This might be an information packet sent via snail mail or a teleseminar. The information packet and teleseminar may then promote the higher end product or service.

If you don’t have your own products or services, then your main focus should be on collecting contact information. This is because you can then follow-up and offer additional products as an affiliate. So, you don’t earn a one-time commission. But, you generate multiple from many of your report readers.

Plus, you’ve got a targeted list of readers if you decide to create your own product later on. Just send-out a promotion to your report readers and you’ve got a flood of new orders.

Here are some solutions to follow-up with your prospects once they sign-up for more information:

- ❖ <http://www.freeconferencecall.com/> – This is a free service that allows you to host teleseminars. Just sign-up and you get your

own line to use for free. You and listeners just pay normal long distance charges.

On the teleseminar, you might have somebody interview you or vice versa. Or, you may come-up with a lone presentation. The teleseminar is a lot like an extended free report. It informs listeners and moves them to take an action. However, in this case, it's likely going to be a paid product. The advantage of a teleseminar is everything happens in real-time. You can address objections in person. This is why it's great for high-end products and closing sales.

- ❖ <http://www.GotoWebinar.com> – This is a service that allows you to host webinars, which allow your visitors to watch a presentation on their computers, interact with you, and hear what you're saying over the phone.

The advantage of this solution over teleseminars is your listeners have a visual in front of them. They can also interact when the phone line is muted on their computers. The downside is that it is a bit more complicated. With a teleseminar, all the listener needs to do is dial in the right phone number.

- ❖ <http://www.Aweber.com> – This is a service that allows you to collect names, email addresses, and other contact information. You can then send automatic email follow-ups to your prospects. Each follow-up may add additional information to the report and promote various products. If you're doing any business online, then you need a great autoresponder service so you can follow-up with your customers and prospects on autopilot.

The result of sending effective emails is you close more sales to the original product or service you're promoting. Plus, you've got an email list you can sell other products or services to time and time again.

Inside your reports, you should lead your readers to pages that collect names and email addresses for different types of lists. Try to get your lists as tightly defined as possible.

For instance, if your report is on "How to play better golf," then you want to get your readers to raise their hands and identify themselves as to what they're most interested in.

Do this by having sign-up forms for email lists that promote products on “How to get a better golf swing, “How to improve your mental game,” and so on.

Then, in the future, you can send mailings you know your lists will respond to. This is because they’ve raised their hands to indicate their interest.

Simply put, having an effective follow-up system is a powerful way to convert as many of your free report readers as possible into customers.

You’re offering additional free information that leads to a sale.

Step # 4: Tell your readers right away what’s in it for them if they continue reading.

The title may have captured their attention, but you need to keep it.

In the first paragraphs, you need to reassure the reader that his or her time is being spent wisely.

Give a preview of what problems you’re going to solve and how quick, easy, effortless they can do it. Express the benefits of reading the report.

In addition, telling your story is another great way to begin. For example, you may have been a used car salesman and your report is about how to buy a new car. You may begin by telling about a time when an unsuspecting prospect got ripped off by slimy tactics another salesman was using.

A great formula to begin any story is to start with time and place. For example, “One day a young couple walked into our car dealership” and then you’d go on to tell the full story.

The story then leads to a lesson of how the story could have been different or how anybody can repeat the story if the readers have the right product or service.

For instance, you may say, “You don’t have to make the same mistakes as the young couple. I’ve detailed all of the information you need to know to avoid getting ripped off and save thousands of dollars on your next car.”

Step # 4: Educate and build-up the problem.

Your report is the first communication your reader has with your business and ideas.

In most cases, there is a lack of awareness about what your business can do.

For example, let's say you want a haircut. So, you find a good stylist who has experience with a wide-range of styles you didn't even know existed. The stylist then gives you a dozen ideas for what he or she can do for you.

As a result, you have a new respect for the service the stylist provides. You have a greater awareness of the value he or she brings to the table. And this is even before the stylist has even begun the main service.

You can do the same in your business by educating in your reports. Show your readers what's possible. Give an honest explanation of the options out there with a focus on helping your readers find the choice best suited for him or her.

You should think of your reports as a helpful salesperson working toward your readers' best interests.

Step # 5: Give strong examples to back-up your claims.

For each of the claims you make in your reports, try to have examples or proof.

An example might be that you claim the music industry is changing from big labels being in charge... to independent musicians having a chance. You then might cite examples of top-selling records that were done without big label backing. Or, you might name top-selling independent artists and talk about the rise of websites where they are successful.

The result is you become more believable and credible. The reader stops thinking of ways of why you're wrong. And starts thinking about other examples of why you're right.

You want your reader to be nodding his or her head in agreement throughout your report.

Another example is if you're selling a product on how you can quit your job and start a home-based business. You might prove this claim by doing a case-study on a successful business you or others you've helped have built.

One of the most common ways to back-up your claims is with testimonials. Often the best free reports that sell are stock-full of pages of testimonials at the beginning and end of your report.

The reason they're so powerful is because it's not you making the claims about why your product is great. It's from others who are seen as more independent.

Step # 6: End with a strong call to action.

At this point, you've:

- Captured the reader's attention and have given him or her strong benefits to keep on reading.
- Educated your readers about the problems they face and the solutions.
- And backed-up your claims with examples, case-studies, and other proof.

Now it's time to get all of your work to pay off. You must create an effective call to action.

Your call to action is based on what you decided your main goals are. Do you want to offer a low-cost product, additional sales material, an affiliate product, or a high-end service?

One option is to simply sell the rebranding rights to your report. For instance, for a small amount, the reader gets to personalize the report and insert his or her affiliate links inside. This is an ideal option for longer reports or ones that offer a lot of value.

Whatever you decide, the products you promote should solve the readers' problems.

For example, a free report on dog training tips might offer an e-book with detailed information on how to cure the problem fast. Alternatively, you might promote a webinar where you give more free tips and then let your listeners know about a high-end dog training service.

A common mistake people make with their report is they may find a great additional product. But, then they do not give compelling reasons of why the reader should use it. They just leave a link with a short blurb and that's it.

The result is a tiny fraction of the results the creator could be enjoying.

Here's what else you might say:

- **Explain how the customer's life is going to change once they own the additional product or service.** Paint a picture of what it's like for their pain to be gone. Will he or she impress others? Will he or she be better off financially? Bring up the reasons to take action so they're fresh in your readers' minds.
- **Let the reader know real and genuine reasons of why it's imperative that he or she take action.** For example, maybe there is only a limited amount of copies of the product available. Or, the pain the reader is going through will continue when it doesn't have too (You might say, "1 year from now you can be in the same position you are today or you can take action now and, starting in days, see a substantial difference in your life.")
- **Explain how taking action is low-risk with a 100% money-back guarantee or a low trial offer.** In other words, there is no reason to put off taking action. Realize, as long as your product is not total junk, your refund rate will be very low. Don't hesitate to make your guarantee strong and let your readers know about it. Most people are honest, and, for the few that are not, they are usually a waste of time to spend a lot of your valuable time worrying about.

- **Give away rewards or additional freebies for taking action.** This is a powerful tactic if you're an affiliate. For instance, you might say, "If you buy this product I am recommending, email me your receipt and you get a special report, call-in details for a special teleseminar call, or a 30-minute phone consultation."

The bottom line is your call to action should be written with the belief that you're offering a valuable service that's going to greatly enrich your readers' lives. As a result, you shouldn't hesitate to sell it.

For example, let's say you have a cure for migraines. You have just convinced a hundred people that there is a solution to cure their migraines. What would you say to them, knowing their life would dramatically change and their pain would disappear with your product or service?

Not encouraging them to use your product or service is a disservice.

This then leads to the question of where do you place your call to action? Generally, the best place is at the end of the report. This is because the awareness of your prospect has changed.

They've gone from not understanding the problem to now seeing opportunities for it to be solved.

But, you should also add links through-out your report. This includes before the report even begins and in the footer of every page. You should have enough links to make sure your readers understand why they should click-through. At the same time don't overdue it by putting links in random areas. Only put links where it makes sense.

Another great way to add your links is to create a "Recommended resource directory." This directory should not just list your resources. But, it should tell the readers why they should check-out each one.

In addition to thinking about how you're going to generate revenue, it's important to consider distributors.

By making them a lot of money, they're more likely to put in more effort distributing your report. In addition, they're also more likely to distribute your future reports as well.

To do this, position links that include their affiliate links in prominent positions. You can also allow them to place links to any sites they want inside your report.

Simply put, have a focus on results. Don't spend most of your time worrying about creating entertaining or impressive looking reports. Think of it as if you were talking with your readers one-on-one. Address their objection, concerns, and desires.

Overall, your report will have the following structure:

- I. **Title page** (can be a graphic from designer for professional look). Make sure it's a compelling title.
- II. **Any legal disclaimers**
- III. **Rebranding and distribution information.** Let your visitors know how they can make money from the report or give it away for free. You might also place an ad for your main offering here.
- IV. **Table of contents for long reports.**

Adding Footer Links At The Bottom of Each Page.

A great way to get more readers to take action is to add links to the bottom of every page.

Here's how to do it inside Microsoft Word:

1. Select "View" from the top menu.
2. Select "Header and Footer" from the drop down menu.
3. Type in your website address starting with <http://>
4. You can also add page numbers here by selecting the "#" icon from the menu that appears.

Creating a Table of Contents.

If you have a long report, a good idea is to create a table of contents. Here's how to do it inside Microsoft Word:

1. Select "Format" from the top menu.
2. Select "Styles and Formatting" from the drop down menu.
3. Highlight your chapter title and click "New Style"
4. Under "Name," give it a new label, such as "Chapter Header."
5. Highlight the rest of your chapter titles one-by-one and select "Chapter Header" for each. You can close the "Styles and Formatting" box.
6. Go to the appropriate page where you want your table of contents to go and select "Insert" from the top menu.
7. Select "Field" from the drop down menu.
8. Scroll down and select "TOC" near the bottom.
9. Select the new "Table of Contents" button that appears.
10. Select the appropriate formatting and click "OK."

V. Introduction where you address the reader's main concerns.

Stories are great to start with. Tell the reader why you should be listened to.

VI. Body where you educate about the problem and open readers' eyes up to solutions.

VII. Conclusion where you have a solid call to action for whatever you have to offer. Your offering should lead to a solution to the problem you discussed earlier in the report.

By containing all of these elements, your report will strike the right chord of your readers. New customers and leads flood-in on autopilot.

Chapter 5: Shortcuts to Get Your Reports Done Fast and With Ease.

If all of this sounds like a lot of work, fear not. There are several shortcuts to slash hours off of your report creation time.

In fact, there are ways for you to legally use content written by others.

The first of these is public domain material. There are countless books that are no longer protected by copyright. They're available for anybody to take and profit from.

What's more, there are high-quality works on a wide-range of topics in the public domain. Some of the best topics to profit from in the public domain are books on marketing, self-improvement, and other areas where there is a lot of lost wisdom from great thinkers.

All you've got to do is just locate the works, separate them into report topics, and you've got a number of free reports ready for you to distribute.

One well-known example of a successful public domain free report is <http://www.thescienceofgettingrich.net>. The creator of this site gives away the public domain downloadable e-book, *The Science of Getting Rich* and has generated tens of thousands of subscribers. She then makes money by selling coaching and the audio version of the book.

To find public domain works, there are a number of sites to help you. These include:

➡ <http://www.Gutenberg.org> – This site is a project to digitize as many public domain works as possible. They are constantly adding new works all of the time and it's free to access.

The downside of the site is that since its works are so accessible, finding a unique gem nobody else has noticed is sometimes time-consuming. At the same time, don't let that discourage you. Most marketers overlook public domain material and are not continually looking for new additions to the site.

To find books, use their advanced search feature as shown below:

Advanced Search

Our Online Book Catalog offers additional ways to search	
Author:	<input type="text"/>
Title:	<input type="text"/>
Subject:	<input type="text"/>
Language:	<input type="text" value="Any"/>
Category:	<input type="text" value="Any"/>
LoCC:	<input type="text" value="Any"/>
Filetype:	<input type="text" value="Any"/>
Etext-No.:	<input type="text"/>
Full Text:	<input type="text"/>
<input type="button" value="Search"/> <input type="button" value="Reset"/>	

Most likely you will primarily use the “Subject” and the “Full Text” areas to find the most books related to your topic.

➡ <http://www.biblio.com> – This is a seller of used and rare books. The downside of this site is that many of the books are not always clear-cut as being public domain works. If the book was published after 1923, then you need to research the copyright.

With this said, the site does have a feature that allows you to input the years you want to search for:

SEARCH FOR USED & RARE BOOKS

Author: Publisher:

Title: ISBN:

Keywords: Shipping from:

Date between: and Binding:

☐ First edition ☐ With dust jacket

☐ Signed

Price between: and Currency:

Sort results by: Display: results per page

Optional feature : Local Search

Search only booksellers within miles of zip

Where it says, “date,” be sure to make to only search books written before 1923. If you look for public domain books published after this date, then you may be more likely to find an untapped gem.

There are lots of books published after this date in the public domain because nobody has renewed the copyright. But, you must check on this.

➡ **Public and university libraries.**

Some of the best resources to find public domain gems are to head to your local public or university libraries. You can then search for books based on date. Universities tend to have an abundance of public domain works otherwise very difficult to find. Check the websites of the libraries and universities and they often have a search feature you can use.

For more information on how to use the public domain, we suggest you pick-up *The Public Domain: How to Find & Use Copyright-Free Writings, Music, Art & More* by Stephen Fishman. On Amazon it's located at:

- ❖ http://www.amazon.com/Public-Domain-Copyright-Writings-Music/dp/1413308589/ref=pd_bbs_sr_1/102-1270662-1474533?ie=UTF8&s=books&qid=1217095618&sr=8-1

In addition to public domain material, another great alternative to get pre-written content for your reports fast are private label rights.

There are countless sellers of content you can buy the rights to and claim as your own.

You can add your name, affiliate links, and rework the content if you choose.

Many people use private label rights as a solid starting point. They take the points the original author made and add their own take.

There are two types of private label rights: full e-books and then pre-written articles. For your reports, you can use either type.

For e-books, use them as is or just use the best content in it. If you use articles, then you may take several to combine or just take one as a good starting point.

To find good private label rights, simply do a Google search for “Private Label Rights,” “Private Label Rights Products,” and “Private Label Rights Articles.”

After private label rights, the next easiest way to get content for your reports is to do expert interviews. Interviews offer two main benefits: First, they allow you to get to know top leaders in your marketplace. And the second reason is you get very high-quality content.

You just ask the right questions and top-notch reports are written for you.

Getting started doing interviews requires 3 steps:

1. **Find experts to contact.** Start with folks you already have relationships with. If you’re completely new to a market, the key is to look for people who want exposure or have shown a desire to help others. These are the main reasons why anyone takes time to be interviewed.

Some great places to find experts to interview are local experts found online or in your phone book, information product publishers found on Google or in <http://www.Clickbank.com>, and books found in Amazon.com.

Local experts are great because you're going to be one of only a few who will ever ask for an interview. As a result, they do it because they want to help.

Other folks you'll have the most success with are "Go-getter" entrepreneurs who know the power of doing interviews. Look for people who have already done interviews.

Then, make it as simple as possible to accept your offer. Be sure to let the interviewees know that there is plenty of opportunity to promote their products or services. You should also be sure to explain how you're going to promote the interview.

If you don't have an existing email or customers list, explain all of the promotion techniques you're going to implement.

Focus on what's in it for the interviewee and your success in getting top experts for your report skyrockets.

2. Capture interviews. In most cases, the folks you interview are going to be busy. You want to make it as easy as possible for them to be interviewed.

One type of interview that you shouldn't overlook is simply typing-up your questions in a word processor. Then, have the experts fill-in their information and you're good to go.

The advantage of this technique is that it can be done whenever the expert has a spare moment. Both of you don't have to set aside time where you're both available. The downside is that it's not easy to ask follow-up questions. The answers are also normally not going to be as good as when the interviewee is relaxed and chatting.

You also might have a harder time getting the interview back. The interviewee must decide to set aside time to fill-it out.

The next way you can interview someone is over the phone. There are free services, such as: <http://www.freeconferencecall.com/> that allow you to record interviews.

This solution is great for a limited amount of interviews and to get started. Both of you call-up, hit the digits to record, and you get a .WAV file you can edit and get transcribed.

If you're going to be doing a lot of interviews, then you may invest in your own equipment to record phone calls.

Additionally, if you interview your experts in person, you can record your discussion with a good microphone hooked-up to your computer. A good software to record audio is "Audacity" at: <http://audacity.sourceforge.net>

3. Once you've got your interviews, you need to compile them.

There are numerous folks out there who will transcribe your audio cheaply. You can look on Google or post the job on sites, such as <http://www.Elance.com> and <http://www.Scriptlance.com>.

When compiling your interviews, it's important not to just slap them all together. But, you need to add a good introduction (though it doesn't have to be long) and a solid call to action for your product or service.

Tell the reader why the information in the report is valuable.

After public domain content, private label rights, and expert interviews, there is one more way you can get your reports made without any work.

You can hire ghostwriters to create the report for you.

There are two routes you can go here. You can hire a "content writer" from sites, such as Elance.com, Scriptlance.com, and others. After it's created, you would then polish it up and make sure it has the right ingredients to sell your product or service.

If you go this route, it's important to know exactly what you want. Have a detailed outline, explain the length you want, and when you need it

completed by. With this information, you can get good quality for a very low investment that can quickly be made back with 3-10 affiliate sales.

The other route is to invest in a direct-response sales copywriter. These experts are not cheap. However, you're going to get far more results from your reports than if you went with somebody who does not use good salesmanship.

A direct-response copywriter makes sure all of the right ingredients are in your report to convert readers into customers.

You can find good sales copywriters on Google and through word-of-mouth.

In addition, to getting your reports created from others, there are steps you can take to write faster.

The first of these and most important is to take a day trip to the bookstore.

After you pick a topic, coming-up with what you will discuss is easy. At the store, pick-up all of the books and magazines on the topic.

You don't have to read all of them. You just need to absorb the important ideas.

Focus on the table of contents, important chapters, and scan through the book. You do not need to read every word.

As you're going through it, take notes. This can be on your laptop, on a piece of paper, or on an audio recorder.

Some books will be worthless and you will not take any notes. It's just rehashed, common-sense information.

However, in most markets, there are usually one to two books and magazines stuffed full of amazing content. Focus on these.

When you are done, you have the ideas of what you need to create your report around... all in little as an afternoon worth of research.

Now, you should not copy anything inside the books. All you are doing is getting a look at the main ideas so you can give your take on them.

For instance, let's say you're creating a report on time management. You may then read a tip that says to set firm boundaries and ask other people to respect your time.

This idea of setting firm boundaries may be a main point you feel is important to address. You may then elaborate by giving a personal story, unique examples of how to implement this, and further ideas on how to set boundaries.

It's important to realize ideas are a dime a dozen. But, developing those ideas into something of value is rare. It takes effort. But, this is how value is created.

Through going through all of these resources your report writes itself. You're not sitting at the computer screen struggling to come-up with what to write. All of the ideas are in front of you, ready for you to assemble in a new way.

What's more, you're also discovering what the best information on the topic is. Your report then has the most valuable ideas out there.

Another great tactic to shortcut your report writing time is to create tip lists. If your report is on the "7 Tips" or "5 Mistakes," you know exactly what you're going to write from the beginning. There is no guesswork. Just come-up with the main points and elaborate.

Creating tip lists is by far the fastest and easiest way to get your report written. You just explain each key point, move on to the next one, until you're done.

Related to this, one more technique to speed-up your report creation is as soon as you get an idea, begin to create an outline. Write down every point you can think of. Then, go through the outline and elaborate.

The result is a solid roadmap. You don't have to think about what comes next.

Essentially, you want to just keep on moving. “Writers block” is a state where you don’t know what to write. If you know how to proceed and have the right information in your head, creating your reports becomes a breeze.

Chapter 6: Distribution Secrets to Get Your Reports Read and Spread.

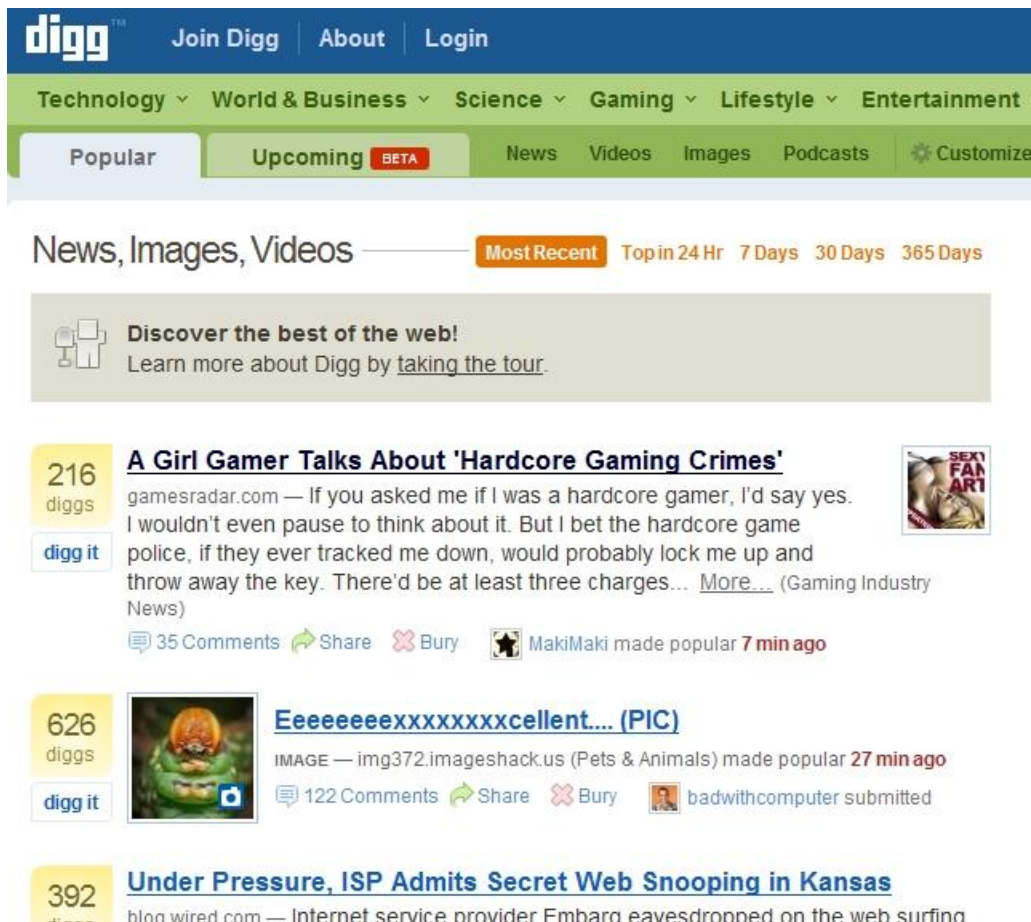
Getting your report done can be quick and easy. It only takes several hours. But, creating a quality report is not the only ingredient required for success. You must get your reports in enough hands.

You can have great content, but it's got to reach a critical mass of distributors for it to take on a life of its own, where it spreads on autopilot. This is where most fail.

There are a wide-number of ways to effectively promote your report. Let's go through and cover them all. It's a good idea to use as many as possible, especially if you don't have your own product or service.

- **Social bookmarking.** One tactic to get your reports read is to social bookmark them. There are sites, such as Digg.com or Del.Ico.us that are essentially big directories of user submitted links.

Here's what the front page of digg.com looks like:



Users submit links, others vote on them, and those with the highest and most ratings move upwards. If you have a worthwhile page or web document, you or your readers can submit to these sites.

The advantage of using them is you get readers to your reports from the sites themselves. Plus, search engines often quickly index and rank listings on these sites. So, they're a great way to capture prized search positions.

There are dozens of social bookmarking sites. You can find many lists simply by Googling "Lists of Social bookmarking sites." However, manually submitting to these sites takes a lot of time.

A tool to speed-up your efforts is a free site at: <http://socialposter.com>. This site auto-fills your information into submission forms at leading social bookmarking sites.

To promote your reports, you can upload your reports directly to your website and social bookmark the link to it. However, your best bet is to create a normal page or blog post on your website about the report and then bookmark this page.

If you collect names and email addresses, then this might not be the page you want to bookmark. The users on these sites don't like anything that seems "commercial." Your best bet might be to give the report away without collecting contact information just on social bookmarking sites. Then, inside your report, focus on getting contact information on the backend.

- **The eBay.com auction site.** eBay has countless millions of users everyday and so it's a great way to reach people.

However, a problem with eBay is that they no longer allow digital products to be sold.

There are two ways to overcome this. The first one is to create a physical version of your report to sell. You might print it and bind it or put it on a CD or DVD. This does require more time and effort, but it can be worth it.

For instance, if each customer on average is worth hundreds of dollars, it's a very low cost way to acquire new customers.

The second way you can use eBay is to use their classified ad system. You pay a low fee and can instantly reach a large user base. You can get information on how to use them at:

❖ <http://pages.ebay.com/help/sell/f-ad.html>

- **E-book directories.** Another way to promote your reports is to submit to e-book directories. The main reason to submit to these directories is to get a few incoming links back the page where you're distributing your report.

The links are important because the more links you have coming back to your web pages, the higher the search engines value that page (links are considered as "Votes" by search engines).

So, look for anywhere you can get links back to the pages promoting your report.

To find good e-book directories, look on Google. Here are a couple good listings of directories you can submit to:

- ❖ <http://www.wisdomebooks.com/ebook-directories.html>
- ❖ <http://www.marketingforrealpeople.com/ebook-directory-list.htm>

Many directories require links pointing back to their site in exchange for free inclusion. You can create a separate distribution page just for free e-book directories if you want.

Related to these, you should be on the lookout for new “Web 2.0” document sharing sites. One of which that is Scribd at:

- ❖ <http://www.scribd.com/>

The search engines tend to like to index and rank the pages on these sites.

To automate your eBook submission process, I highly recommend this software: <http://www.imtopdog.com/ebookbot/>

- **One Time Offers.** Probably the most powerful way to promote your reports is by putting together one time offers (OTOs).

These are where you give away valuable content, such as your free report. Then, after the user creates an account to get the report, they’re offered paid upgrades.

The upgrades are only offered once. This limited time to take action on a special deal results in high upgrade rates.

The result of promoting your report through an OTO is that there is a big financial incentive for others to promote your report. You provide a solid offer. The affiliate tells its list about a free report. You both get paid.

To implement one time offers, here are a couple of free scripts:

- ❖ <http://askmichel.icoder.com/2006/08/06/simple-one-time-offer-script/>
- ❖ <http://products.djt-engineer.co.uk/free-one-time-offer-script/>

There are also paid solutions out there as well you can find on Google.

- **A blog.** A powerful way to promote your report is to create a blog to promote it.

The blog serves two purposes: To get people excited about the report before its release. And the second is to allow interaction for those who have read the report. For instance, you may end your report by asking your readers to leave a comment in the blog.

You also might ask questions and write article to build a community around the report.

An example might be if you wrote a report about how restaurant marketing will never be the same again because of mobile devices. Your blog then may address certain points in the report and give examples that prove your argument.

In other words, the goal of a blog is to reinforce the content in your report. It allows your readers to “get it” as to why your report is valuable.

To set-up a blog, use <http://www.WordPress.org>. Many web hosting services have 1-click installation.

You can also use sites, such as <http://www.Blogger.com> and <http://www.WordPress.com>. However, these sites are not the best for customizing your blog to your liking.

- **Give it away with other products or with your newsletter.**

A powerful way to give your report more exposure without heavy promotion is to tap into your existing traffic.

You can add reports as “Special bonuses” for purchasing your products, services, signing-up to your newsletter, or for taking some type of action.

You also might add a special link on your blog or website in a prominent position.

The advantage of using existing traffic is it requires no extra time or financial investment to start promoting your report.

- **Your social presence.** Facebook.com, Twitter.com, Forums (such as those found at: <http://www.big-boards.com/> and on Google), Blogs, and other social networking sites are all great places to get your report in the right hands.

All of these sites allow you to network with others. Reports can then spread quickly through the networks on these sites.

For instance, let's say you have an account on Twitter.com. You then post a message saying you just finished a free report. Your friends, colleagues, and customers then see your post and download it. They then may make a post on their blog saying what a great report it is. Thus, they're introducing their network to your report.

If you are not already on these sites, it takes time to cultivate a following. Don't go overboard posting links or networking with random people.

Focus on finding those who have similar interests to you. Then, make sure you're adding value to your presence. Offer value to the communities you participate in. Examples might be to notify others of valuable free resources or tips. Try to help others.

The great part about your free reports is there are easy ways to get them in the right hands. It doesn't take an enormous amount of time and effort to see success with them.

Conclusion: Your Next Steps.

When done right, the free report is a powerful marketing tool. Your target audience doesn't have to stumble upon it. Your report finds them instead.

Your report spreads at exponential speed...Starting with your first distributors and moving throughout their networks.

For every person who opens it up, he or she is immediately disarmed. The readers' questions, concerns, and worries are addressed.

It acts as a salesperson whose main goal is to solve the readers' problems with a quality product or service.

The result is you transform members of your target market into customers who'd otherwise not be reached.

Your business then sees substantial growth. You become a leader in your market.

What's more, creating successful reports only takes a few hours. Your initial time investment is then paid off many times over for years to come.

To get started from here, there are 3 steps:

1 **Pick the right market and topic by seeing what's already being addressed by others.** Find demand you can offer a solution to.

2 **Construct your report by including the right ingredients required to get your report to spread and result in sales.**

3 **Get your reports in enough hands for it to take off.** Use as many promotion methods as possible. "eBook Bot" (<http://www.imtopdog.com/ebookbot/>) is the quickest and easiest way to get your report in right hands, especially if you don't have large email lists.

All in all, reports can be a business changer. They take you to the next level. As a result, creating them should be a top priority over other traffic and promotion methods.

For every product or service, a free report is one of your best tools to promote it.

We hope you've gained a lot from the information inside this guide and wish you the best of luck putting this information to work for you!

Now get out there and put this plan into action!

Go-ahead and grab your eBook Bot: <http://www.imtopdog.com/ebookbot/>

To Your Success,

Calvin & Patricia
The IM Lovebirds

Check Out Our Blog At:

www.IMLoveBirds.com