

Secrets of Profit Pulling **FREE REPORTS** *Revealed!*



Danette Hibberd
aka 'Success Goddess'

"Growing your Prospects, Prestige & Profits"

How to write your
Unique Free Report
in less than 60 Minutes
to **EXPLODE** Your Business

www.ProductFunnelFormula.com

**Secrets of Profit Pulling
Free Reports Revealed!
How To Create Your Unique
Report In Less Than 60 Minutes**

Notes

Secrets of Free Reports Revealed!

**“How To Write Your Unique Free Report In Less Than 60
Minutes & Quickly Distribute It To
EXPLODE Your Business!”**



Danette Hibberd

Product Funnel Formula

**“Grow Your Prospects, Prestige & Profits!”
And Turn Your Knowledge Into Multiple Streams Of
Passive Income**

Secrets Of Free Reports Revealed!

“How To Write Your Unique Free Report In Less Than 60 Minutes & Quickly Distribute It To EXPLODE Your Business!”

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Forward

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Each and every one of you knows something about something....

... and there are always others who want to know something about something.

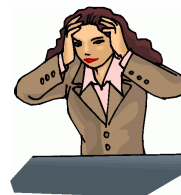
That's right! Knowledge is something we all have and I'm sure you know something that lots of others don't. And the great thing is, you can package your knowledge and share it with people around the globe – thanks to the Internet.

So if your business need a boost, consider using free reports to build a business contact list for future use, raise your visibility and credibility, provide a sample of your expertise and ultimately add more money to your bank account.

Why should you believe me?

My name is Danette Hibberd, fondly known by my clients, colleagues and peers as the Success Goddess. The term was coined as I was able to transform both my own business model, and that of my clients to a model that has enabled us to easily fill our product funnel with information products that consistently attracts and builds our customer list and continues to give us more money in our banks as well as so much more time to enjoy doing the things we love.

My previous service-based business model saw me in a constant state of struggle, working long hours, 6 and 7 days a week, feeling overwhelmed and frustrated and my time was sucked away as I dealt one on one with clients. I thought that if I always worked hard, I would eventually be successful. However, I just kept on going around and around on this 'chicken rotisserie' business model, unable to step off, and



wondered if I'd really ever 'make it'. At the same time, I was becoming more envious as others succeeded on the internet, and were actually living the lifestyle that I was only dreaming of.

Does this sound familiar?

Well, I continued slogging away, doing all that I had been taught to do, trying to do all things on my own (who could afford a mentor?) until one day, I knew things had to change.

It was at that time when things were caving in around me and I was almost exhausted, that I sought a mentor and discovered information products; and began the process of introducing them into my business.

By shifting from a predominantly service-based business model, trading your time for dollars and having your income limited to the hours you work, to a more product-based model, you too will be able to achieve the business and lifestyle you have been hoping for.

Information products are simply a way to package your expertise that can be shared to not only one person, but to literally thousands of people around the globe. They are inexpensive to create, easy to distribute and the profit margin is high.

Formats for information products include, but are not limited to, audios, cd's, dvd's, special reports, ebooks, ecourses, ezines, newsletters, workshops, seminars, presentations, home study systems, how to guides, training manuals, tip sheets and so much more.



In essence, an information product is any product you can offer that contains and shares information.

In this special report, I will take you through the steps to creating a free report which can be used as both a fantastic lead generation tool, as well as a teaser to up-sell your potential and existing customers to your higher end products and services.

So, what are special reports?

Special reports are short reports that contain helpful information on a specific subject. The reports can be anywhere from a few to 30 or so pages in length. If you have the know-how, you can write them yourself or I will outline other means of developing your report. There is very little work involved in creating them but they are versatile tools for building an online business.

While your special reports are building your contact list, they can also be making you money. With such a low cost to create them, your profit margin will rise.

You may be confused right now and asking –

“how can giving away FREE reports make me money?”

All will be revealed and made very clear throughout this report.

So, if you're ready to create your free report, let's do it!

Here's to your success.

Danette Hilberd

Danette

www.ProductFunnelFormula.com

***Turning Your Knowledge Into
Multiple Streams Of Passive Income***

“Grow Your Prospects, Your Prestige & Your Profits”

Secrets Of Free Reports Revealed!

Secrets of Profit Pulling
Free Reports Revealed!
How To Create Your Unique
Report In Less Than 60 Minutes

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FREE REPORT!

How often do you see those words as you search the Internet looking for information?

The answer – **probably about a bazillion?** People seem to be offering a free or special report on almost any and every subject under the sun now days.

The question is, **why?**

Why should anybody go to all of the work, trouble and effort to produce a report that may not going to be sold but be given away for free?

You see the point I am making is to **NOT** sell the report and make a pocket full of money from the sales.

The entire point of a ‘free report’ is to give people the information contained in the report in exchange for their contact details such as their names and email addresses.

This doesn’t mean that the report isn’t valuable... sometimes a report is extremely valuable and sometimes it’s just a bunch of *junk*, but the names and email addresses of those who download these free reports are much more valuable than the report will ever be...even the good ones.

There are two kinds of people who live and work on the Internet. **There are those who are marketing gurus and succeed** and those **who are not.** And those who are not far outnumber the former.

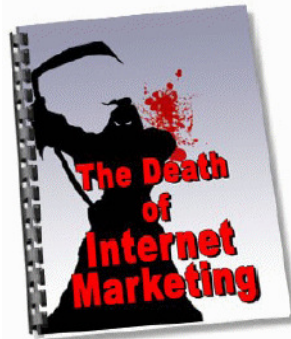
There are a very, very, VERY FEW savvy marketing gurus out there who know how to put together a 'free' report and market it so effectively that it takes on a life of its own and continues to produce the desired results (list building if you haven't already guessed) for weeks, months or even years after the free report is released.

Free reports are used by many entrepreneurs and Internet marketers as incentives to encourage people to join a mailing list.

This has now become so common that it is often ineffective. These free reports offered by the majority as incentives to join mailing lists probably contain as much useful information as the kind that are marketed by these marketing geniuses. They just aren't as effective at producing the desired list building effect.

Let me give you an example:

Mike Filsaime's "Death of Internet Marketing" is a prime example. "Death of Internet Marketing" was a free report that was launched with a lot of publicity and fanfare. Mike Filsaime actually PAID \$1 for every lead that was produced by his "Death of Internet Marketing" free report. Yes, let me repeat that...he PAID.



Now, if you were an Internet marketer with a list and you received an offer to be paid one dollar for each time a member of your list downloaded a FREE report, wouldn't you jump on the bandwagon? Of course you would...everybody would...and guess what? Everybody DID!

Now Mike Filsaime has some pretty deep pockets to be sure...and most of us don't have those kinds of resources, but his strategy was absolutely brilliant. He already had a mailing list of over 300,000 and I wouldn't even hazard a guess at the number of names and email addresses that are now on his list.

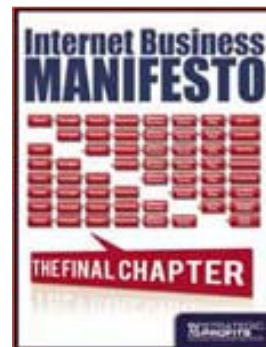
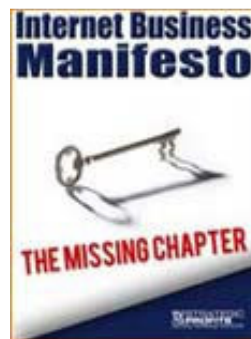
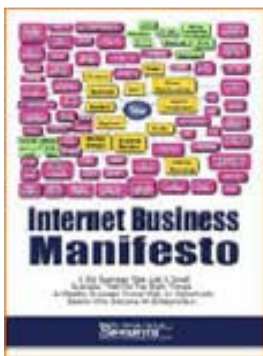
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Every marketer or business owner that had a list that was even remotely interested in the free report promoted it in their newsletters with the opportunity to earn \$1 for each of their members that downloaded the report for free. Don't even think about the numbers, it's just too mind boggling.

Actually, Mike Filsaime's "Death of Internet Marketing" free report contains some very good information. The scare tactics used weren't very appealing but the information was good. It wasn't earth shattering and it wasn't anything that was really new. However, it was a well put together report and it was very well written.

Here is another example:

Rich Schefren, another great internet marketer and his "**Internet Business Manifesto**" is another free report that was really well marketed. As a matter of fact, Rich actually marketed the daylights out of his Internet Business Manifesto". And, marketing genius that



he is, he later released it in three segments. The last release was called, "Internet Business Manifesto: The Final Chapter". How is THAT for marketing genius in action?

Rich Schefren's "Internet Business Manifesto" free report is just another example of how to market a free report to gain the maximum desired benefit from it. This report is also well written. It contains plenty of useful information for new Internet marketers, as well as, for some who are well seasoned but there really wasn't any new, world shaking information in it. Still, it was very effective and

the desired result was achieved. He built his list to astounding proportions.

Now, no-one expects you achieve the super successful results from your free report as Mike Filsaime or Rich Schefren, but understanding their marketing strategies will open your mind to ways you too can be creative and use your report to attract new customers to your own business.

The free report list building technique ... isn't limited to Internet marketers. It spills over into brick and mortar business marketing as well...or maybe that's where it started. Who knows? The lines between Internet marketing and Brick and Mortar Marketing have become a bit blurred over recent years.

For Example:

You've probably already downloaded my FREE report

**"11 Quickest Ways to Monetise Your Expertise
and Fill Your Product Funnel"**



If you haven't, I invite you to pop on over to www.ProductFunnelFormula.com and get your 'no-cost' copy

If you're still not convinced, do a search of 'free marketing reports' using your favourite search engine. You'll find free reports about all kinds of products and services. You will find free reports about marketing beverages, health, sports, music, B2B marketing, cooking, dog grooming and hundreds of others. The point of these free reports is always the same.

Remember - The idea is to give valuable information to a potential customer in exchange for their name and address or email address for the purpose of future marketing of products and services to them.

Have you ever heard of the saying “Give and Ye Shall Receive”?

I’m sorry to say that many business owners don’t realise the incredible power of this idea and therefore fail to take advantage of this powerful secret to make more money and grow their business.

When you can educate your prospective customer with useful, valuable information, their distrust, fears and resistance falls away. This information opens your prospect’s mind to things, situations and experiences that he or she may not have previously thought of, allowing her to know more of you and build a trust that will make her want to do further business with you.

Let me ask you this.....

Who would you prefer to buy from? A business owner who puts high pressure on you to “BUY MY PRODUCTS NOW”

or ...

Someone who has provided you with valuable information or free advice – at no financial or emotional risk to you?

Free reports that are used to **build opt-in lists**, either of the cyber space or brick and mortar variety, must -

- Contain good information. The information does not have to be completely unique, yet must include your own spin, a new angle, strategy or idea.

- Be accurate and be well written, free from typographical errors, and easy to read. Remember, you're not attempting to write like Shakespeare, so writing in a conversational tone will be far more attractive to your readers.
- The information needs to be presented to readers in a clear, succinct way, as well. Good reports whether they are free or paid for, must be helpful and provide value to those who read them.

Special Report vs E-Books

Many ask "What is the difference between a special report and an ebook?" They are both written manuscripts, usually converted to a digitally downloadable file for readers to learn more about a particular topic.



As a general rule, reports are shorter manuscripts of between 5 and 30 pages, addressing a specific topic; whereas an ebook may be anything from 20 to 500 plus pages covering in depth information about a much broader topic.

For example, say you are a weight loss coach. You might want to produce an e-book for example,

"The New Way To Healthy Weight Loss This Century" covering the general topic of weight loss, mindset, exercise and healthy diet.

Whereas, a report would be more specific such as

"The Easy Way To Maintain Your Weight Over The Christmas Holidays" or

"Hot Tips To Achieve Rapid Weight Loss Following Childbirth"

"Simple Weight Management Tips For The Busy Female Entrepreneur".

Do you see the difference?

Your report should provide a solution for one, very specific problem that your target audience is experiencing.

The whole point of a free report, however, is NOT the report.

A report of anywhere between 5 and 30 pages will provide so much power to your marketing and add more credibility to your business. After reading this report you will see just how easily and effectively you can use the power of these tools to grow your business and your bank account.

The report itself is usually only a means to an end, as demonstrated by the real marketing geniuses of our times.

Why Write Your Own Free Report In 60 Minutes Or Less?

Free reports are extremely popular nowadays on the Internet as people constantly search for information. The reason the world wide web exists is because of the content sharing, and millions of people around the world log on every day in search of answers and solutions. It's a bandwagon that many Internet marketers are jumping on simply because it works.



People jump on the “Information Super Highway” that is the Internet because they want and/or need information about all kinds of things. People seek out free reports on subjects that will

- make them feel better
- look better
- become more proficient
- save money
- get back more time or
- solve a problem for them

These **people are searching for information**, and content is the answer they're looking for. Content that will help them in any of the ways listed above.

Give them the answers or the solution they are looking for and you will instantly draw hungry customers right to you and your other products and services.

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Reports can take many forms but no matter the form, a report is simply a short manuscript or writing that provides information about a *specific* subject.

Other reasons why free reports work for your business are:

- Inexpensive or free to create
- Inexpensive or free to distribute
- Educate your market
- Build credibility and trust
- Raise your visibility
- Attract potential and existing clients
- Establish yourself as an expert
- Provide just a sample of your expertise
- Sets the basis for building an ongoing relationship
- Sets up the foundation for long-term, passive income

When starting out on your info product creation journey, a report is an excellent tool for the foundation or entry level of your product funnel.

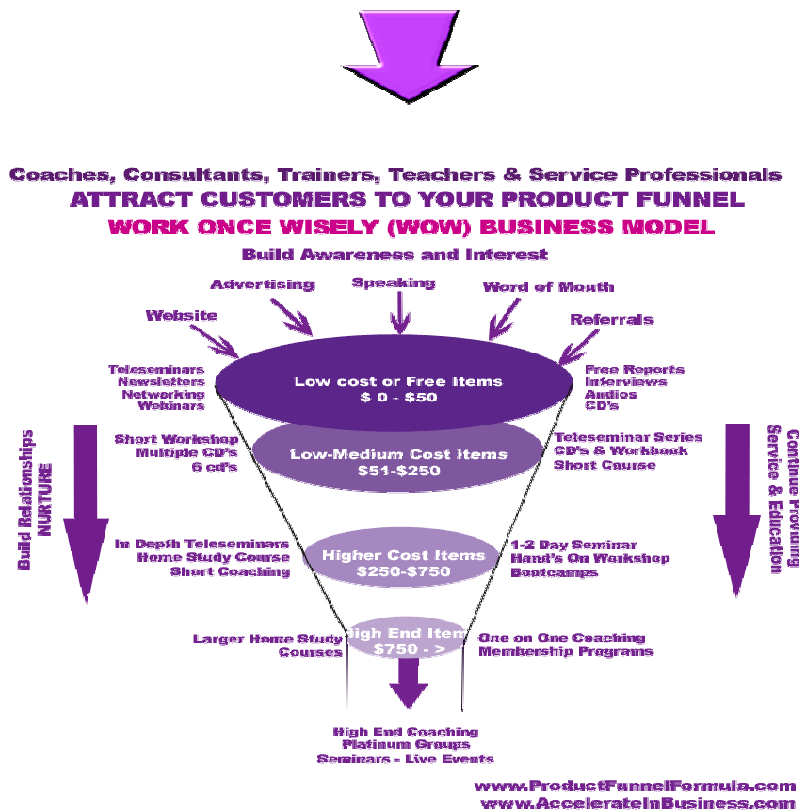
Reports are hugely versatile for your product hierarchy as they can be used to promote your existing business or are perfect for introducing yourself to a specific target audience.

Let's say you're a graphic designer. You could write a free report titled "17 Ways to Design A Book Cover That Sells Without Breaking Your Budget".

Or maybe you're a financial advisor. A report titled "How to Boost Your Bottom Line – Without Cheating The Tax Department".

Or for a personal trainer, “How To Have Sexy Legs In Less Than 10 Minutes A Day”.

Your free report could be a wonderful ‘ethical bribe’ or inducement for your prospects to leave their details and would demonstrate your expertise and credibility.



A great benefit of the free report is that you can provide quick, concise spurts of information, or use them to expand upon a specific topic.

For instance, if your topic relates to setting up a business, you could either discuss a number of broad segments such as ...planning your marketing strategies; things to look for when choosing your office location; legal requirements to set up your business.

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Or instead, zone in and be more detailed on a specific segment such as “Social Marketing On Twitter To Grow Your List As A Newbie Business Owner” or “Mistakes To Avoid When Registering Your Business Name”.

Can you see the difference from a more general topic, as opposed to zoning in on a particular, specific one? It is this specificity that will guarantee the success of your report (if it is information your target market is searching for).

Your Task:

Consider an area of your niche that your clients experience challenges, or would ‘die for’ a solution. How can you provide the specific answers they want?

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7 Tips For Writing A Killer Free Report.

1. Know who your ideal customer is. You can't write something that is suitable for everyone. Make sure your report is focused towards the desires and needs of your niche market.

Describe your ideal customer:

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.....

2. Know exactly what the problem, challenge, concern or issue your ideal customer is facing. Be able to really describe it using emotion as if you experience it yourself.

What keeps them up at night?

.....
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3. Know exactly how you can provide the solution. Offer information that is specific to their challenge or issue.

What expertise can you provide as a solution?

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4. Provide case studies or examples so the readers can relate. People feel more comfortable knowing they are not alone.

How have you solved this problem in the past?

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5. Give practical ideas, not just theory. People are looking for specific advice, so be clear with your solutions.

What tips, steps or strategies can you share?

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6. Find a way to get your readers involved. If possible include an exercise, quiz or ask questions they can ponder. Being interactive in your report is more effective than an article. It will be more entertaining for the reader, and help build the relationship as well.

What interaction can you include?

.....
.....

7. Offer something of real value. Today it is more difficult to get anyone to trade their name and email address until they feel they are getting great value in return.

What can your report offer that is not available elsewhere, or how can you make your product better than the competition?

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How To Write Your Own Free Report In 60 Minutes Or Less



Writing a report doesn't have to take up a lot of time. In fact, a short report can be written in as little as one hour or less provided the writer has already performed the appropriate research to be sure the information is indeed wanted, and she/he has the knowledge or access to sufficient information on the subject. Since the Internet really is the "Information Super Highway", information on almost any subject is readily available.

First, let's discuss writing a free report from 'scratch'.

The first thing that is required for a report is, of course, a Topic.

The topic that you choose to write a report on should be one that is directly related to the topic of your business or website. The people that you will offer your free report to must be interested in getting the information that will be in the report. Understanding your target market's pain, or itch they want scratched is crucial to the ultimate success of your report.



Choose a general subject first and then narrow the general subject down to a specific point or two. In order to choose a great topic, you can ask the members of your own website or visit blogs and forums that relate to the products and services that you sell.

- What do your customers often ask?
- What is a real problem or challenge they have?

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Once you have settled on a topic for your free report, the next step is to **gather information that is related to that topic.**

Writing about something you already know is the quickest method, and it is very easy to expand on your knowledge. Use your favourite search engine and type in key words to find information about your topic.

Be warned though as sometimes you can end up with too much information rather than not enough. When you have an excess of information, you will waste time sifting through it all, and you'll think that you have to include everything. If you have narrowed your topic down far enough, simply consolidate the information to three key points and it won't be all that difficult to get started.

The next step is to write an OUTLINE for your report.



To complete the writing process quickly and efficiently, you need organisation and form. An outline supplies both.

If you are trying to write a report within one hour, the best thing is to **keep your main points to only three.** Three well-discussed points are better than a half dozen that are only briefly touched upon. Once you have organised your research and written an outline, it will take you less than half an hour to type up a five or six page report.

Some business owners are absolutely great at working with clients and using their expertise, but feel challenged when thinking about putting their knowledge 'on paper'. If this sounds familiar, you may prefer to use a **template** to organise the outline. As you already have the knowledge, templates can really speed up the writing process as you follow a certain 'map' for arranging your content.

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As a general rule, if you follow the 7 steps below, you will feed your reader with just enough information to make them hungry for more. (They must WANT to get more from you after reading the report).

1. What is the problem or challenge?
2. What is this problem or challenge costing your reader?
3. What result is possible?
4. What is your specific solution?
5. What proof can you provide that your solution works?
6. Why should they take notice of you?
7. What's the next step?

Your **introduction** should introduce yourself as the expert on the topic at hand, and clearly show “**what's in it for them**” or why they should care about what you've written.

Make sure you have the exact answers for the 7 steps.

Number 7 above is where you need to give your reader a **specific call to action**. It is at this point where you must make an irresistible offer, with a limited time offer, to have them take the next step. What is it that you want her to do? Purchase a product, book a coaching session, join a membership program?

Although not part of the above 7 step outline, don't forget to include your own **Resources** at the end. What if your readers want to find out more ... about you, your business, your other products and/or services? Don't leave them hanging!

Tell them a little about yourself and your business, and suggest ways they can follow up with either products, teleseminars or additional services you offer. As they've just finished learning about

your expertise, and they are hungry for more, this is **the best time to sell** more. So, make it easy for them to learn more.

Add more Resources at the end of your report

Don't waste this opportunity to promote more ways to benefit the customer! Remember, this is a major GOAL OF YOUR FREE REPORT!



Use your outline to write your report, but be flexible. Although your outline is your starting point, sometimes you will want to add more of something, or less of something else, therefore it's not crucial that you stick to it like glue.

The next step is to write your CONTENT for your report.

As you are in business, and are no doubt well armed with solid training and experience, the absolute best way to create your content that will satisfy your prospect's hunger is to use what's already inside your head.

- What tips can you share to make their experience better?
- What steps or things can they avoid to get better results?
- What challenges did you face when starting in your business?
- What steps did you take to achieve the desired results?



Providing tips, secrets, how-to's, or steps which will offer solutions are always popular.

When writing or compiling your content, be sure to empathize with your prospect, feel their pain

and experience their problem or challenge. 'Rub salt into the wound' and let them know you understand completely. Use graphic words to describe where they're at right now. Then introduce how they can achieve the results they want and if they listen to you or use your solution, they will experience their desired outcome.

As this knowledge is already inside your head, it shouldn't take you more than an hour to type it into your report.

Another way to produce a free report in under an hour is to download one that is already written from a **PLR** (Private Label Rights) site. There are many such sites available on the Internet (see Resources), however you will more than likely have to be a member of a PLR site to download reports from them. Memberships in these sites are usually rather inexpensive and they provide you access to a lot of material that is almost ready for you to use.

You can either download a report from a PLR site or several articles that contain the information that you want to include in your free report and combine the articles to make one longer report.

Remember that PLR material is used over and over by hundreds and thousands of people on the internet looking for quick and easy content to share, so avoid being 'one of the pack' and make it your own.



Beware - you will still need to do a lot of rewriting on PLR reports and articles that you download and if you download articles that you plan to consolidate into a report, you will need to make a good outline of your report so that the information will be presented in a logical sequence. These works are usually very generalized, and for your report to be devoured by your target audience, it is important that you include some more specific information that will give you the credibility you desire.

Yet another way to create a report in an hour or less is to download **articles from free content sites** and then combine and rewrite the information that is in them. The articles that are on free sites must be rewritten extensively as they do hold copyright by the original author.

The purpose that the authors of those articles had for placing them on sites for free use is to get credit for having written them. These articles can be used as reference but they may not be reproduced word for word.

***Tip:** Always check the accuracy of statistics or facts that are included in articles downloaded from free sites. You can use the basic ideas of these articles as well as the facts that are contained in them but you must NOT reproduce them without giving credit to the author... that is plagiarism and it is a crime.*

Again... consolidating articles into a report requires that you make a good outline before you begin.

Have you considered a **compilation report**?

Similar to the method above, select a number of relevant articles from public article sites such as www.ezinearticles.com and compile them in a logical order, ensuring the resource box for each article remains intact. On the cover of your free report, instead of written by or authored by, write "Compiled By (your name)". This is legal as you are simply using other authors work. The resource box at the end of each of these articles clearly states who the author is, usually contains a link to their website and is a promotion for them.

Compiling articles into a report is quick, easy and you don't have to do the writing yourself.

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***Tip:** Write an article yourself to include in your report. You will automatically achieve credibility by association as you have your name in print alongside others who may be 'experts' in their field. Make sure your article is of equal standard and provides great information as well.*

Another popular method of creating your free report in less than 60 minutes is using **audio**. Record yourself on your own computer, using a program such as Audacity (see Resources), or to be more interesting and engaging, conduct and record an interview with an expert or hold a teleseminar with your members.

These audio files can be transcribed, with the content being repackaged into a free report.

There is one more way that you can achieve getting a free report produced in an hour or less but in this case you won't be the one doing the writing. You can hire yourself a good **ghostwriter** to write your free report for you. All you will need to do is to provide this ghostwriter with the subject and the material that you wish to have included in the report... not the actual material but the subject matter.



The entire process will take less than one hour of your time. You simply contact a ghostwriter of which there are many that are available on the internet who are more than capable of producing any kind of report that you want. Check on www.elance.com or again, search in your favourite browser. This option is becoming more costly as more and more business owners prefer to seek outside assistance.

When your report is written by a ghostwriter, upon completion, you read and approve it and then the report belongs to you. You can list yourself as the author and do whatever you choose to do with it.

As mentioned earlier, the length of special reports vary and is not really of great importance as long as you cover the topic adequately. Free reports can be as little as 5 pages and up to 30 pages, but there is no hard and fast rule.

Reports sold for a fee require solid content, great benefits and honest value for money.

Regardless of the method you select for creating your content, the options are many and you can certainly create your basic free report in 60 minutes or less.

The next step is to write your TITLE for your report.

This step is one of the most important steps in creating your free report. It is the title that will attract and convince prospects to leave their name and email address.

Therefore, your title must instantly 'grab attention'. People are busy and they'll only take a few seconds to decide if they want to spend any time learning about your offer.

This decision is made by reading your report title. It is the first impression that can lead to your future sales success, or failure.

Make sure your title is benefit driven, and tells the prospect what they will achieve as a result of reading your report, such as:

“How to Plan Your Perfect Italian Dinner Party in Just 3 Days”

“7 Steps To Produce Professional Graphics Using Photoshop”

“The Newbies Guide To Easily Set Up A Wordpress Blog”

Sample titles are given later in this report but make sure you give the appropriate thought and care when coming up with your title.

The next step is to create the COVER for your report:

To make promotion, selling and the “I want it” more powerful for your report, you need to make sure you have a great cover. If you lack creative and design skills, this is one task you may prefer to give to a professional graphic designer.

Creating the WOW factor with your report cover will certainly add to your back end profits, so don't risk offering a report with a 'cheap' looking cover.

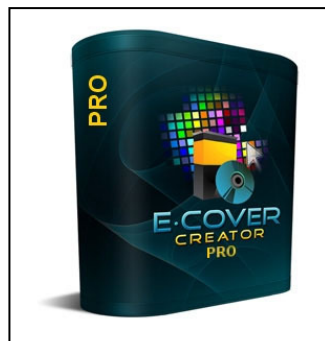
All too often, many business owners cover the title page with a huge graphic. Although this may look attractive, your goal is to promote yourself and your business, so remember to use your company branding.

Elements for your cover must include:

- Title Of Report
- Your Name
- Your Business
- Your Website URL

Once your cover graphic has been designed, you'll need to create a graphic image of your report to display on your website. This will dramatically increase your opt-ins and conversions.

A fabulous tool to create e-cover graphics is [Ezi-ECover-Creator](#).



The next step is to PUT IT ALL TOGETHER:

Once your writing is finished, let's put it all together.

Your report should include:

- Cover / Title Page
- Legal Notices / Disclaimer
- Index / Table Of Contents
- Forward / Introduction
- Content (Clearly Defined Headings)
- Summary / Clear Call To Action
- Further Resources

As the goal of your free report is to raise awareness, ensure you use **visual branding throughout**. Use your headers and footers to display your company url, and an invitation to view an upsell (if applicable).

It's worth noting that a huge number of free reports go viral, and often the person reading your report hasn't actually downloaded it from your site. It may have been sent to them by a friend or colleague, or had it recommended by another business. Therefore, ensure your **contact information** is clearly displayed.



Check all your hyperlinks (these are the clickable links to recommended sites, web pages and resources) are working correctly. (Refer to the next chapter – “Placing Profit Centres In Your Free Report”).

As you've worked on and re-read your material, I recommend you have another pair of eyes read over your work. It's easy to miss errors that are often 'staring you in the face'.

Does your content make sense to them? Is everything clear and easy to understand?

Proof read one last time and edit as necessary.

Great! You're ready to convert your document into a pdf file.

Why use pdf format?



As I've said before, there are gazillions of reports and ebooks available on the internet today. The majority of these are offered in the pdf (Portable Document File) format.

A pdf file is created in software that enables a person to download and read the contents of the file whether the user has a pc or Mac, uses xp, vista or other any other platform. Pdf files also include a number of inbuilt security or document protection features, such as password protecting, and prohibiting of copying or printing.

The most popular program to convert your files from a document file to a pdf is with Adobe Acrobat which is available from www.AdobeAcrobat.com

However, other options which prove more popular every day is <http://www.pdf995.com> which offers both free and paid versions, or <http://www.openoffice-software.com>

Note: *There are a number of ebook creation programs available, but my advice is that you don't use them. Why? Because the files download in an .exe file and most people are afraid of downloading and installing these types of files to their computers due to the risk of viruses. This could hamper your opt-in conversions.*

The next step is to GET TESTIMONIALS:



Getting testimonials isn't as hard as it sounds. Simply get a few of your customers or colleagues to read through your report and provide feedback, and then post these testimonials on the sales page on your site.

Testimonials from excited members of your target market offering how they have benefited from using the information in your report, or how it will help them achieve their desired outcome will go a long way to get others to download your report.

The next step is to ensure you have a LIST MANAGEMENT TOOL:

You've gone to all the effort to create a free report and it's now time to build your list. This is not possible to do effectively and efficiently with a program such as Outlook.

I use the more powerful program 1shoppingcart.com as it enables me to not only capture the prospect's details, but organises my autoresponders (automatic emails), products, sales, newsletters, affiliate programs and more.

Another program which is great for handling your contacts, autoresponders and newsletters is AWeber.com. Although it doesn't have the inbuilt shopping cart features, when you have products you wish to sell, they can be integrated – see

<http://Weber.com/faq/questions/234/How+Do+I+Integrate+PayPal+With+AWeber?>

Remember the goal of your free report – to raise your credibility, your visibility – and **attract new clients** to your business. It is crucial to have a list management tool to set your contact system on autopilot.

Placing Profit Centres In Your Free Report



By now you understand that free reports are hot items today among many business owners and Internet marketers. Most of the very savvy ones have discovered just how valuable a free report can be and how it can serve to help build those all-important opt-in lists.

Free reports do help to build opt-in lists, that's true, but as mentioned earlier, they can serve other purposes as well.

A good free report is something that your average, Mary-Jane Internet surfer actually seeks out all by herself. You rarely have to beg people into taking things that are offered for free. When a surfer is looking for information on any given topic, the first thing they usually look for are free reports or free information on the subject.

People do pay for information but often only after they have gotten the free information first and are looking for more specific and detailed information. One thing that you can absolutely count on, though, is that people will download and read free reports if they are interested in the specific topic of the report.

So, the next question is

“How do you get the most mileage out of a free report?”

After all, that ‘free’ report is only free to the people who download it. It sure isn't free for you, the marketer. You have spent time, effort and energy writing and compiling it yourself or you have paid a ghostwriter to write it for you so you need to get something back, right? Yes, you do need to get something back and that's what we are going to cover now.

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The first, and maybe the most important thing you get, is the **name and email address** of the person who downloads your free report. That is usually the main object of producing a free report, after all, but your benefits don't have to stop there. There are other ways to profit.

In a free report, you can **strategically place advertisements** for your affiliate products or even for your own products. Now... the free report cannot be a blatant advertisement... that is just not acceptable, and it is the quickest way to lose a prospective customer. But that doesn't mean that you can't place links to products or services that you will make a profit on.

For example, earlier in this report I made comment on how to fast track your report writing process by using -

Avoid Wasting Time Creating Reports With The
"No Fuss Report Creation" Templates

This is perfectly acceptable as it is a resource available for readers to further benefit the content of the report.

It's okay to add links to products and services that you make a profit on but only within the context of the information being supplied to the reader, and if the products and/or services will continue to be of benefit to the reader.

For example: if within your report you are discussing the importance of providing a dog house for a dog, you could include a link to a dog house product that you will make a profit on. What you mustn't do is expound on the virtues of the dog house that you will make a profit on. In other words...you shouldn't advertise it. Does that make sense?

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You do need to use good judgment and possibly some restraint in placing links to products and services that you can profit from.

Remember that the people who have downloaded your free report didn't expect nor want to get yet another advertisement. Their aim was to get information and it is this information that should stay the main focus in your free report.

Another way that you can make your free report even more valuable to you is to **sell advertising space in it to other business owners and Internet marketers.**

Paid advertising needs to look like paid advertising, however. It should not be disguised to look as though it is a product that you are specifically recommending in your free report. It really isn't surprising that people expect to see advertisements. It's true. You really expect to see advertising, don't you? Others expect to see it as well and it will not aggravate those who download a free report if the advertisements look exactly like what they are...advertisements.

The amount you can charge for advertising space in a free report varies with the report and the size of the circulation it will achieve. A long report can generate a larger advertising charge than a short report. A report that will be downloaded thousands of times over can bear a larger advertising charge than one that will only be downloaded a few hundred times.

Advertisements can be shown as sponsorships.

Example: "This free report is sponsored by" just above the advertiser's logo. This kind of advertising is less annoying to a reader and puts the advertiser in a better light than just an advertisement.



Remember, however, to hold your advertisements down to a very reasonable number... even if you list them as sponsorships. Too many advertisements make a free report appear to be nothing more than a

cheesy way to slip advertising in disguised as something other than what it is...and people really don't appreciate that.

There is even one more way in which you can profit from a free report. You can **provide a capture method** so that you can collect the names and email addresses of those who have **not yet** downloaded your free report.

You can give your free report a **viral quality**.

For example: You can use a quiz in your free report and have the answers posted on your website. Quizzes are by nature viral and those who download your free report will be more likely to pass them along to their friends if there is a quiz included.

Each visitor to your website is a potential customer or, at the very least, a potential member of your opt-in list.

Another way to give your free report a viral quality is to include coupons that provide dollars off on a product or service that would be of great value to those who download the report as well as to their friends, family and coworkers. People love coupons!

Each of these techniques to add to your opt-in list or increase your potential for profit from a free report by selling advertising space or strategically placing links to products and services that you profit from or by giving your free report a viral quality is worth your time and effort to investigate and put into action.

Free reports are only free to those who download them...they are supposed to grow your business and make money for you.

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Making Money With Your Free Reports:

All of your free reports don't have to go towards list building. Besides your other products or services, you can sell more detailed reports on your website. Many reports sell for between \$5 and \$20 each, but if you offer very valuable information, you can command a higher price. Sell single reports or create various courses to interest your customers.

Include links to your other products or services or even include affiliate links to other's products (as long as they are relevant to the content of your report) and see your profits begin to rise.

Distributing Your Free Reports & Beyond



We all know that no matter how great your product or service is, nobody is going to make any money if it isn't actively marketed. That is just the facts of marketing... all marketing. The old saying, "It pays to advertise" is alive and well in the market place. There are now and there always has been certain constraints placed on advertising and those constraints get more binding everyday.

There are some things that just aren't done. It is absolutely illegal for example to send bulk marketing emails to people who have not expressly consented to receive them... that one is thanks to the CAN SPAM act of 2003.

But, what if you aren't selling anything? What if you are giving something (a report) away for free? Do those same advertising constraints still apply?

Well... **sort of.**

If within your free report, there is even one link to a product or service that you can potentially make a profit on if it is purchased, or even one advertisement by another company for a product or service, then many of the same constraints could apply. It would be a fine line and not one that you should be comfortable getting too close to. The fines are stiff as are the penalties for violating the CAN SPAM act.

The fact that a report is free, however, does take away some of the restrictions of marketing it. You aren't selling anything...you are giving something away for free. If you are into marketing at all, you are more than likely already posting to **blogs and forums** that pertain to the products and services that you sell. These sites usually have strict rules that forbid posters from advertising their wares.

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But... if you are giving something away for free, those advertising rules will not apply. You can post a link to a download of your free report and not be accused of posting advertising on most blogs and forum sites. The people who populate these sites are your very best prospective customers...and giving them a free report can't hurt.

Another way to promote your free report is to post links to it on such sites as **Facebook, Twitter, My Space or Yahoo Answers**. Since the free report is not a product that is being sold, you are within your rights to post links to it on those sites.



It goes without saying that you should post a link to your free report on your **own website** of course, but it would also be worth your time to contact **other website** owners in your particular niche and offer to let them post links to the free report on their websites. You may be pleasantly surprised at how many take you up on the offer.

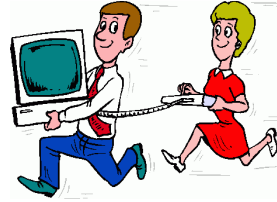
Reports themselves are usually too long to be placed on article bank sites. There is most often a limit of about 750 words and a report by nature will be longer than that. You can, however, **take excerpts** from the report, make articles out of them and submit them to **article directories** with a link to the full report. When you do this, don't give the main points away, just use them as a tease to encourage people to click on the link and download the full report.

Article marketing is one of the best ways to promote your free reports. Make sure that you invite the reader to click on the link in your resource box to get access to your free report.

Reports can be submitted to **E-Book** directories as they are. Content is still king and website owners and E-zine publishers regularly use material that they download from E-Book banks and repositories to fill all of that beautiful empty space on websites and in E-zines.

You can contact **other marketers** who have nice long lists and offer your free report to them directly. List owners always love to be able to offer something of value to their list members that is not only valuable but free as well. Contacting these list owners can prove to be a very effective way of distributing your free report to those who you most want to have it.

Do **banner exchanges** with websites that sell products and services that are related to but not identical to the products and services that you sell. Your banner should be a link to your free report and the banner should say “FREE REPORT” and the name of the report.



Place **advertisements** for your free report in **E-zines** that have topics related to the subject of your report and the products and services that you sell. Readers might ignore an advertisement for a specific product or service but they very rarely ignore an offer for something for nothing. Advertising in E-zines is one of the most effective and cost effective methods of advertising available. Make use of it.

Now as one free report is good, just think how great a series of free reports could be!

Once you have written articles and submitted them, the second and third parts of your report won't require that much effort or your time. You will have already laid the groundwork for subsequent parts of a report. The same thing is true for link exchanges. Those E-zine publishers and those related website owners will be almost required to use subsequent parts of your free report.

Dividing a very long report down to make three shorter reports will give you more bang for your buck as well as for your time. That is precisely what Rich Schefren did with his “Internet Business Manifesto” free report and it worked like a charm!

Know that all of the above methods of distributing your free report are doable. They will all require some time, effort and energy from you but it will be time, effort and energy that has been well spent. Now, if you are fortunate enough to have been born rich, there is one more way that you can distribute your free report.



You can do what Mike Filsaime did with his free report called “Death of Internet Marketing”. He simply paid other marketers for distributing it for him. It's been reported that he paid out over \$100,000 dollars in commissions. You can bet your bottom dollar that Mike made that money back in short order and a whole lot more to go with it!

Marketing Free Reports:

There are options for marketing your special reports. If you are trying to build a list of customers, use these special reports as a freebie when any visitor signs up to be a part of your email mailing list. For this type of promotion, use a shorter report like a five to seven page report on how to navigate problems with Windows Vista (if your website has a computer niche).

Signing up for a business newsletter subscription can also be the reason to gift a free special report.

Quick Titles & Ideas For Free Reports

Here are some idea generators – substitute with your niche. Make sure you really and truly understand and empathize with their specific problem, challenge or pain and can offer a solution for them to achieve the desired result.

Frequently Asked Questions:

Write down a list of the most commonly asked questions within your niche. Answer each question in as much depth as you feel is necessary. You can list the question, and then answer it, or provide your solution to one question on each page.



For example:

- "11 Most Common Questions Asked By (*your market*) To Achieve (*desired result*)"
- "20 Things (*your market*) Want To Know To (*desired result*)"
- "Top 20 Questions About (*your niche*)"

How-To Tutorial:

When creating a report in this style, it is best to show a step by step approach, usually in a chronological order, to accomplishing a certain task. Most people relate to steps, stages, checklists, and systems as a blueprint.

For example:

- "How To Show Off Your Flat Abs In Less Than A Month"
- "How To Cook A Gourmet Meal With Just 4 Ingredients"
- "How To Get Noticed By Google Without Spending A Cent"

Guide To:

This style of report provides steps, tips, strategies and/or resources to perform a specific task.

For example:

- “The Insiders Guide To *Delegating To Your VA*”
- “The *New Entrepreneurs Grant Assistance Guide*”
- “The Absolute Beginners Guide To *Wax Candle Making*”

Checklists:

This style of report would create a list for readers to monitor their progress of a specific task. Usually the list would be in chronological order, beginning with the very first task, ending with the desired outcome.

For example:

- “50 Essentials For *Planning A Perfect Garden Wedding*”
- “20 Steps To *Launching Your Website With Pizzazz*”
- “11 Must-Do’s Before *Committing To Your First Home*”

And just a few more:

...7 Mistakes Made By Most *Fitness Newbies* and How To Avoid Them

...The Resource Guide For *Flea Market Vendors*

...The *New Author’s Handbook To Self Publishing*

Quick Recap On Creating Free Reports

Notes

The nice thing is, there are no hard and fast rules about how a report must be put together, but here are a few guidelines to make it a whole lot easier for you to explode your business with reports:

- Length can vary and is not a big issue as long as you cover the topic adequately
- Simply use a word processing program like Microsoft Word or Open Office to put together your starting document
- If you're not familiar with the topic of the report, you can use PLR, hire a ghostwriter or interview someone with expertise to build your report
- Include a table of contents to make it easy for your customers to find the precise information they're looking for. It makes your guide more user-friendly and gives your product a more professional and polished look
- Give your report the WOW factor by adding a professionally designed cover to the front of your document
- Proofread and edit your document. There's nothing worse than glaring errors that your pickiest of customers will always be delighted in pointing out to you
- When your document is ready, convert your document to a universal PDF format. If you don't have a PDF converter, you can use the online service at www.createpdf.adobe.com or download at no cost www.PDF995.com
- Create a Promotional e-cover of your report for your web page (graphics that depict your special report), so your potential customers can visualize your product, even though

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it is a digital document – you can create one easily in just 3 clicks with www.ezi-ecover-creator.com

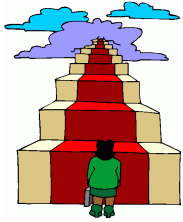
You also need to ensure you have a marketing plan in place. Once you start driving traffic to your offer, you want to do what you can to maximize your results. Here are some marketing ideas for you:

- Create an opt-in page offering your free report. An opt-in page is a simple website page that invites your reader to sign up for a short, but complimentary report. By giving you their name and email address (so you can follow-up with them), they get the report for free
- Don't forget to offer the report to your existing list. If you've already been building a mailing list of potential customers, be sure to send them an offer to download the report
- Get some articles out there. A great way to draw in new prospects is to publish and distribute articles related to your topic. Make sure that in your Resource Box you include a link to your report as a source of additional information.
- Talk about the topic on your blog. Get your regular readers excited about the report topic by talking about it on your blog. Be sure to remind them where they can download your report.
- Promote your free report on social networking sites such as Facebook, Twitter, YouTube, LinkedIn etc. Include the url to your squeeze page.

The demand for information is ever-growing and will continue to do so as more and more people use the internet.

Tap into this thirst for convenient and specialized knowledge, by creating free reports.

Why?



Because as you grow your list, gain credibility and become known as the expert in your field, your next step is to add more information to your short free report and use it as a 'teaser' to encourage readers to purchase your next offering.

In other words – begin the process of 'up-selling' or 'cross-selling' to your fully paid for products and services which will include more comprehensive Special Reports that are **NOT GIVEN AWAY FOR FREE.**

Hence, you can now expect to **EXPLODE YOUR BUSINESS** using this formula, with more clients and more products for your product funnel that can earn you sales over and over again.

To discover how you can create your own info products to earn you more money and give you back more time, see

Where you'll be held by the hand, and understand the steps with all the latest tips and resources to research, create, promote and launch your information products.

Yes, I want to learn the quick and easy way to create my very own information products to earn me more money and give me back more time

Use the Product Funnel Formula to turn your knowledge into multiple streams of passive income allowing you to

Growing Your Prospects, Prestige & Profits

and

"Make More Money Whilst Working Less"

Discover "How To Create Info Products To Earn You More Money and Give You More Time

www.ProductFunnelFormula.com

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**Secrets of Profit Pulling
Free Reports Revealed!
How To Create Your Unique
Report In Less Than 60 Minutes**

Notes

product
funnel
formula
"Turning your knowledge into passive income"

Create Report Checklist

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Use the following checklist to ensure you create your profit pulling free report in less than 60 minutes.

1. Choose your topic
2. Create an outline
3. Create your content (either record, interview, write, use PLR, hire a ghostwriter)
4. Devise a compelling Title
5. Design an attractive Cover
6. Put it all together in Microsoft Word, or OpenOffice.org
7. Craft a compelling Resource Box
8. Collect Testimonials
9. Place Profit Centres throughout content
10. Create e-cover graphic
11. Convert doc file to pdf
12. Purchase domain if necessary
13. Set up sales page on website with Compelling headline, sales copy, report graphic & testimonials
14. Set up Opt-In Box to capture visitor's details
15. Set up autoresponder
16. Upload pdf file to server
17. Promote on social network sites eg Facebook, Twitter, Blog
18. Submit articles with offer for report in Resource Box
19. Offer other businesses to gift your report to their list (they must be sent back to your site to capture details)
20. BUILD YOUR LIST, EXPAND YOUR VISIBILITY, INCREASE YOUR CREDIBILITY And ... Create your product funnel

Recommended Resources

Below you will find listed a number of sites you can use when developing, creating and marketing your reports.

Fonts - <http://www.webpagepublicity.com/free-fonts.html>

Graphics - <http://www.clipartheaven.com/>

PDF Creation - <http://pdf995.com/download.html>
[Adobe Acrobat](#)

Ecover Graphic - <http://www.ezi-ecover-creator.com>

Wordpress Website Training – [Learn About Online Business](#)

Audio Announcement on Website - [Audio Acrobat](#)

PLR Sites - [PLR Wholesaler](#)
[All Private Label Content](#)
[Niche Content Packages](#)

List Management System - <http://aweber.com>

Shopping Cart - 1shoppingcart.com

Article Marketing - ArticleMarketer.com
www.Ezinearticles.com

Discover "How To Create Info Products To
[Earn You More Money and Give You More Time](#)

www.ProductFunnelFormula.com

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I trust you are now ready to create your Free Report and begin attracting new clients, as well as offering more of your expertise to your existing list.

If you're looking to add information products to your business, here At [Product Funnel Formula](#), you will find it so **QUICK and EASY**.

Proudly launching my new training series

“How to Create Info Products To Earn You More Money and Give You More Time”

If you're confused about

- ✍ Where to start creating your product
- ✍ How to find the right market
- ✍ How to discover the 'hot' problems of your niche
- ✍ Steps to quickly build your content
- ✍ How to know exactly what medium of product to create
- ✍ How to format your work so clients become raving fans
- ✍ What tools to use to easily just get them done
- ✍ Key elements for a super sales page
- ✍ Setting up the system to sell on autopilot

... and so much more,

Check out this content rich training showing you the exact tools, resources and process to

[“Create Info Products To Earn You More Money and Give You More Time”](#)

so you can quickly and easily build your product funnel and grow your prospects, prestige and profits.

I look forward to working with you to achieve more income and more freedom from your business.

To your success,

Danette Hibberd,

info@productfunnelformula.com