

Internet Marketing REPORTS

Your Quick Guide to Profiting
from Selling Reports
to Online Business Owners



Online Business Owners NEED Information... And You Can Profit from Being Their Source

Running an online business requires a lot of specialized knowledge that just isn't readily found in a regular work environment, bookstore or even most at business schools. That means that when business owners turn to the Internet as a profit-center, they have a large learning curve to tackle in a variety of different areas.

And the good news is, you can help them with this and make money at the same time – even if you don't have any specialized marketing knowledge yourself (but more on that in a bit).

Online business owners may need to know how to set up and effectively use an autoresponder, how to build a list, how to set up a pay-per-click campaign, how to improve their copywriting skills, maximize AdSense income and countless other things. Sometimes they just need to know the mechanics of how to do something or they may need more advanced knowledge that will help them increase their profits. And because every online business is different, every online business owner will have varying learning needs.

Sure, online marketers could go buy some massive course that takes them through each step of everything they may need to know, but a comprehensive course is often more than what the average learn-as-you-go online entrepreneur needs. Instead, they are more likely to need specific information on a specific topic and want to be able to easily find it when they need it.

This is where you and Internet Marketing reports come in. A report or "special report" as it is often called, is simply a short guide that teaches the reader about a particular subject. You can sell these reports and help give online business owners get the information they need to run their businesses.

Sure, there is plenty of information readily available for free on the Internet and some business owners may want to search endlessly for the information they need and never be quite sure if that information is coming from a credible source. But if you can provide valuable, bite-sized chunks of information on specific topics, you can set yourself up for a profitable opportunity selling reports.

Here are just a few of the general topics they need help with:

- Advertising
- Affiliate Management
- Affiliate Marketing
- Article Marketing
- Blogging
- Content Creation
- Copywriting
- Email Marketing
- Graphic Design
- HTML
- Market Research
- Online Audio
- Online Video
- Outsourcing
- Podcasting
- Product Development
- Product Launches
- Programming

- ❑ Search Engine Optimization
- ❑ Social Networking
- ❑ Traffic
- ❑ Web Development
- ❑ Joint Ventures & Partnerships
- ❑ Payment Processors
- ❑ Shopping Carts
- ❑ Digital Product Delivery
- ❑ Time Management
- ❑ Website Conversion
- ❑ Membership Sites
- ❑ Information Products
- ❑ Publicity

...and again, those are **WIDE** topics. Online business owners also need very specialized information in each of the topics above, giving you many opportunities to create unique information for sale on countless numbers of subjects.

Online Business Owners are Ideal Customers Because:

- ❑ They need reliable information that isn't readily available through traditional sources of business information.
- ❑ Their need for knowledge continues to grow as they get more involved in online business and as technologies evolve and new ones emerge.
- ❑ Online business owners are ALREADY online, so selling to them on the Internet is easy.
- ❑ They're also generally comfortable with receiving and paying for information in a digital format – meaning you can keep down costs and completely automate your sales process.

Now that we know online business owners are good long-term customers that are always looking out for quality information to help them with their businesses...

Important Side Note: Cut Down Your Workload AND Save!

By the way, if you'd like to cut out much of the work we're going to be talking about in the next few sections, simply sign up for the [Special Report Club](#). Each month, you'll receive a fully-customizable and brandable report PLUS complete marketing materials.

You don't even need to come up with the topics for your reports...
it's **ALL** taken care of for you. [Click here](#) to learn more.

How Do You Put These Reports Together for Sale?

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 you can use for your Internet Marketing Report business and make it a whole lot easier for you to get started:

- ❑ Length can vary and is not a big issue as long as you cover the topic adequately *(You never have to worry about length with the [Special Report Club](#)...all reports for sale are at least 30 pages long).*
- ❑ Simply use a word processing program like Microsoft Word or Google Docs to put together your starting document *(Your document is put together for you by the [Special Report Club](#)).*
- ❑ If you're not familiar with the topic of the report, you can hire a ghostwriter or interview someone with expertise to build your report *(As a [Special Report Club](#) member, you don't have to hire or interview anyone – they take care of the content for you).*
- ❑ 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 *(Included with the [Special Report Club](#)).*
- ❑ Give your report the WOW factor by adding a professionally designed cover to the front of your document *(Included with the [Special Report Club](#)).*
- ❑ 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 *(Proofreading and editing is already completed when you receive your monthly report at the [Special Report Club](#)).*
- ❑ 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 *(If you don't want to mess with PDF conversion, you also receive a ready-make PDF version with the [Special Report Club](#)).*

Then when you're ready for to start selling your reports, here are a few things to take care of:

- ❑ Set up a sales page that shows your potential customer the benefits of purchasing your report *(Included with the [Special Report Club](#)).*
- ❑ Promotional ecovers (graphics that depict your special report), so your potential customers can visualize your product, even though it is a digital document *(Included with the [Special Report Club](#)).*
- ❑ Set up your payment processor and digital download. You can use services like clickbank.com or set up a third-party shopping cart like 1shoppingcart.com. All

you need is a program that will accept payments and then automatically allow your customers to download their purchases.

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 & freebie report. An opt-in page is a simple website page that invites your reader to sign up for a shorter, but complimentary report. By giving you their name and email address (so you can follow-up with them), they get the teaser report for free (*Opt-in page and teaser report included with the [Special Report Club](#)*).
- ❑ Don't forget to sell 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 buy your report (*Pre-written promotional email included with the [Special Report Club](#)*).
- ❑ Get some articles out there. A great way to draw in new prospects is to publish and distribute articles related topics. Make sure to link to your report as a source of additional information (*Articles included with the [Special Report Club](#)*).
- ❑ 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 purchase your report (*Blog post included with the [Special Report Club](#)*).
- ❑ Set up your affiliate program and share promotional with your affiliates. If you use ClickBank or 1shoppingcart.com as mentioned earlier, your affiliate program is included (*You can give your affiliates that graphics, promotional emails, articles and blog posts included with the [Special Report Club](#)*).

The demand for Internet marketing information is ever-growing and will continue to do so as more and more people turn to earning an income online. Tap into this thirst for convenient and specialized knowledge, by selling Internet marketing reports.

Get Started with Your Internet Marketing Report Business Now

Just like other online entrepreneurs, you're busy and attending to all the various tasks of your business keeps you from being able to fully focusing on marketing your products. If you're writing all your reports, putting together sales pages and designing cover graphics, it leaves little time to build a variety of reliable traffic sources.

And let's face it - without traffic, you simply cannot sell. But...

...what if you had all the pre-written reports, sales pages and other promotional materials you needed? And what if all you had to do was focus on building targeted traffic sources that are hungry to buy your products? How much more could you accomplish there.

You don't need to worry about the little details – focus on the big picture of selling to your audience instead.

Join the [Special Report Club](#) today and receive:

- ❑ A 30-page report on an Internet marketing topic. If members are going to sell the reports, this is the detailed report that members should put up for sale.
- ❑ A 9-10 page “giveaway” report that is designed to be used as a teaser to purchase the larger, more detailed report.
- ❑ A professionally written and designed sales page to sell your report from.
- ❑ A prewritten and designed squeeze page to build a subscriber list from the giveaway report.
- ❑ 5 prewritten autoresponder emails to follow-up and sell to the people who request the free report.
- ❑ A ready-to-use solo email promotion designed to sell the 30-page report.
- ❑ 1 ecover for the 30-page report and another ecover for the 9-10 page freebie report. Membership includes .psd versions, so they can be edited.
- ❑ 5 blog posts about that particular month's topic.
- ❑ 5 pre-written articles to inform your readers and promote your report.
- ❑ A list of affiliate programs to help earn extra income from your marketing efforts.

...and a whole bunch more to make it dead-simple to break into selling Internet marketing reports. Get all the details and sign up by [clicking here](#).

