

Short Report **Profits**

**"How To Create A Short Report In
Under An Hour & Market It Using A
Systematic Process To Create An
Insane Passive Income Online"**

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That was easy :)

A Short Intro

Many cringe at the thought of creating an eBook to sell online. They either lack confidence in their writing ability, or they simply feel unable to be able to write a long eBook.

The common misconception when creating eBooks is that they must be 50 pages or more in order to be able to sell.

I hope this report will change your perceptions, because you can profit with 7-15 page reports immensely and sometimes, you don't even have to write one word of content yourself!

So, sit tight and read through this short manual and then go and IMPLEMENT. The main reason people fail online is because they aren't good at implementing. They have the knowledge, but they fail to put this knowledge into action.

Let's get down to it!

Niche Research Strategies

Before we begin developing our short report we need to identify a profitable niche market. Here are 14 ways to brainstorm new niche ideas.

Make a note of an idea each time you think of one.

Side note – Make sure you have a notebook for all your niche ideas. Always take it out with you because you never know when a new niche idea will pop into your head.

Method #1

A great method I use to identify potential niches is by using the categories at www.ezinearticles.com

If you go to the home page you will see a list of the broad categories, but if you click on one of these categories then it will provide you with a list of sub-categories (or sub-niches).

The image below shows the sub-categories when you click on the main category Health & Fitness

Article Categories		expand all / shrink all
Business ▼	Health and Fitness ▼	
Internet and Businesses Online ▼	Health and Fitness	
Finance ▼	Weight Loss	
Insurance ▼	Popular Diets	
Legal ▼	Nutrition	
Real Estate ▼	Supplements	
Home Based Business ▼	<u>Build Muscle</u>	
Writing and Speaking ▼	Exercise	
Computers and Technology ▼	Aerobics Cardio	
Communications ▼	Fitness Equipment	
News and Society ▼	Yoga	
Reference and Education ▼	Meditation	
	Men's Issues	
	Hair Loss	
	Women's Issues	
	Beauty	
	Anti Aging	
	Eyes Vision	
	Ears Hearing	
	Skin Care	
	Acne	
	Allergies	
	Arthritis	
	Back Pain	
	Dental Care	
	Mental Health	
	Home Health Care	
	Physical Therapy	
	Medicine	
	Alternative	
	Diabetes	
	Diseases	
	Drug Abuse	
	Eating Disorders	
	Heart Disease	
	Depression	
	Obesity	
	Quit Smoking	
	Self Improvement ▼	
	Recreation and Sports ▼	
	Travel and Leisure ▼	

One of the most important parts of this system is that the niche must not be too broad.

Don't choose a niche like fitness. This is an extremely broad niche and it will not only be hard to create a short product for, but even harder to market it (explained later on)

You could use one of these sub-categories to create your product around. There are hundreds of sub-categories at www.ezinearticles.com. Make a note of the one's that you believe could be a potentially lucrative niche.

You could even move onto other websites, such as eBay, as well and locate more potential ideas.

Make a note of all your niche ideas and move on.

Method #2

Analysing magazine categories is another method of brainstorming niche ideas. If people are prepared to pay for subscriptions to these magazines, then they are interested in the information inside and may be prepared to buy an info product related to the same topics.

Go to your local stores selling magazines or go to www.magazines.com and browse the topics.

Make a note of all potential niche ideas.

Method #3

Recently, the media have had an ever increasing affect on our lives and it can be used as an excellent tool for generating new niche ideas.

To find what's in demand using the media involves analysing TV adverts and programmes, magazine adverts and content and newspapers.

By analysing current affairs, you can quickly spot potentially lucrative niche markets. Over the last few years, global warming and its effects have been widely broadcast and more and more people are trying to do their bit to help reduce the effects. You could quite easily research how to reduce global warming and save money in the process, compile it into an eBook and sell it for a lot of money.

Using magazine content is also a good way of choosing niche ideas. You always see women's magazines (not that I read women's magazines J) with fashion advice and weight loss tips. You could use these articles as research and because they are being included in these magazines, the information is obviously in demand. Don't restrict yourself to women's magazines however, look at:

Car magazines – You could write an eBook about choosing the perfect car to suit the customers purposes.

Garden magazines – Create an eBook about growing a certain type of plant, or an eBook about creating a beautiful garden.

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Travel magazines – Create an info product about travelling for cheap, luxury destinations or things to do on vacation.

Monitoring the TV listings and analysing what's on TV is also an excellent way of selecting a lucrative niche market. An excellent example of this type of niche selection is if you had spotted that hit TV series "LOST" would have been so successful with so many fanatical fans that are very passionate about the programme. You could quite easily have created a "Lost theories" eBook which you give away for free and profit from on the back-end.

The best part about choosing a niche like this is that if you were one of the first to set up a website about LOST and marketed it effectively in the initial stages, then you could have dominated that niche market from the very beginning.

Method #4

Amazon.com is a great site for generating new niche ideas. Take a look at the best sellers list. These are obviously products in demand. Make a note of potential ideas from these best selling books.

Method #5

The Clickbank marketplace is a huge directory of eBooks currently being sold by marketers on thousands of different topics. Browse through the categories and the different eBooks and consider creating an eBook on a similar topic.

Go to www.clickbank.com to browse through the marketplace.

Make a note of potentially lucrative niches.

Method #6

Going to eCover design websites and taking a look at the eCovers being designed is a great way to see what other info products marketers are creating.

Simply type, "eCover design", "mini site design" and other related key phrases into your favourite search engine. View their portfolio and make a note of potential niche ideas.

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Method #7

Identifying your passions and interests can be a potentially lucrative method of generating new niche ideas. Make a note of all the things you are interested in or want to learn about.

Method #8

Similar to above, identifying topics you are an expert in can also be used for niche idea generation. Make a note of all your expertise.

Method #9

Identifying your social networks hobbies, passions and expertise can be an excellent method for conjuring up a stream of new niche ideas. Consider what your friends and family enjoy doing in their spare time or like to learn about.

Make a note of all these ideas.

Method #10

This method simply involves looking around your immediate environment. It could be looking around your house, your garden, your local park, local shops or whenever you are.

For example, if I were to look around the room I'm currently in, I estimate that I could generate at least 5 new niche ideas.

I see my glass which I just used for my milkshake; why not write a product with a number of milkshake recipes?

I see my internet modem; why not write a product about safety on the internet?

I see a few clothes which have been thrown on the floor; why not write a product with fashion tips?

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I see my credit card; why not write an info product about clearing your debts?

I see a few antiques in the corner; why not write a product about buying and selling antiques for profit.

There we go, 2 minutes of looking around one room and I've generated 5 new niche ideas, I'm sure I could generate a lot more with a bit more time.

Once you find a new niche idea, write it down in your notebook and then continue looking.

Method #11

Keyword research tools are an important aspect of niche research – and especially niche idea generation. Go to your favourite free (or paid if you already have a subscription) keyword research tool and type some of the following keywords and phrases.

Tips

Techniques

Secrets

How to

How do I

Once you've typed these different keywords in, relevant phrases which contain this keyword will appear. So, if you type "tips", then the following phrases will appear:

Weight loss tips

Dating tips

Sex tips

Golf tips

Make up tips

Runescape tips

There are hundreds of phrases like this. Make a note of the one's that could potentially be turned into a short report.

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Method #12

There are some sites on the internet that are so powerful, that they portray similar patterns of behaviour on their site to that of the entire internet community. eBay is one of them.

Using the eBay Pulse is a great way to find lucrative niches because people searching for these things on eBay are looking to buy and your aim is to sell. This makes eBay a perfect site for generating new niche ideas.

Go to www.pulse.ebay.com and look at the ten most searched phrases in the various categories. Make a note of as many keywords or phrases that could potentially be turned into an info product.

Method #13

Another keyword research tool is Google Suggest. Using this tool you can start typing and it will suggest (hence the name) alternative key phrases.

Go to <http://labs.google.com/suggest/> and start playing with it. Make a note of all your niche ideas.

Method #14

This is definitely the laziest method and probably least likely to generate any new niche ideas but it only takes a second to sign up for and only a few more seconds every day to think of one more potential niche idea.

Simply sign up at www.nicheaday.com and be emailed a new niche idea everyday directly to your inbox. You never know, you might get lucky and one of those ideas could potentially be your goldmine.

Method #15

I read about a powerful little technique to generate new ideas for short reports that I think you should know about.

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The Short Report Profits system states that the short reports you create should be powerful, power packed booklets on a **very specific topic** in a **much broader niche**.

Sometimes it's hard to find those very specific topics, but this technique will make it that much easier.

Utilise the power of 'Bullet Points'. The bullet points you see in just about every sales letter ever created. The bullet points that list just about every benefit of the report.

It's likely that you have bought a product just because of one or two of those bullet points. Perhaps you paid \$47 or more just for that one bit of information that covered just a few pages. You didn't care about the rest of the product, you just wanted it for that tiny bit of information.

There are probably hundreds of people out there that are doing EXACTLY the same. All they want is that tiny bit of information, yet they're having to pay \$47 for it.

I think you see where I'm going...

Why don't YOU create a short 5-10 page report that covers JUST that information and sell it for \$10 or so.

You would make an incredible amount of money if you positioned your product correctly and you could literally STEAL hundreds of buyers from your competitors.

Here's an example from one of my niche salespages:

Discover **a fat-trapping miracle** that bonds with fat molecules in the stomach to make them *indigestible*! So, these fat molecules are **not** absorbed by your body but instead passed out! (This is probably as close as you will get to a "magic weightloss pill!") Revealed on *Page 30* of the report.

How many people do you think are buying that report ONLY for that information? That's one powerful bullet that could be turned into a 5-10 page report.

There are thousands of other products out there with powerful bullets like that

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that YOU could turn into a short report and a goldmine.

What are you waiting for? Go find those powerful bullets!

Filtering Your Ideas

Now that we have 30-40 (or more) potential niche ideas, we need to start 'filtering' out what we don't want.

We need to eliminate non-profitable niche ideas using a specific filtering system. Apply the filters below to all of your niche ideas. If they don't meet the requirements then cross them out.

Filter #1

Is there demand?

If people aren't looking for information about this topic then you aren't going to make many sales. To ensure there is demand, open up your favourite keyword research tool and pump in relevant keywords related to that potential niche idea. So, if one of our initial sub-categories is Health & Fitness > Stop Smoking. Then we would type "stop smoking", "quit smoking" and other similar phrases into our favourite keyword research tool.

I personally use:

<http://www.seo2020.com/seo-tools/keyword-research/keyword-research-tool/>

If there aren't over 10,000 searches per month for your sub-niche keywords, then cross it off the list.

Filter #2

Is there competition?

Contrary to popular belief, competition can be a good thing. Instead of trying to compete with competitors, you can leverage each others resources and make more money from each other.

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Having said that, you don't want too much competition because you won't be able to achieve a high ranking in the search engine.

Here is the formula I use to identify whether or not there is too much competition in a niche.

If there are fewer than 1.3 million competitors for the main keywords in Google, then it is a good niche.

If there are fewer than 1 million competitors for the main keywords in Yahoo, then it is a good niche.

If there are fewer than 500,000 competitors for the main keywords in MSN, then it is a good niche.

Filter out the potential niches that don't fit these figures, but be prepared to manipulate the figures because you can still succeed in niches with more than 1.3 million competitors in Google, I just like to compete with fewer people.

Filter #3

Are people prepared to pay for this information and will they have access to your product?

There's no use creating a product, exposing it to your target market, but they don't buy one copy. This is usually because they don't want to pay for this information or they don't have the money available in order to pay.

The information may not be worth it for them. It may not improve their life significantly to be worthwhile paying for.

Similarly, creating a product for people who won't be able to see or buy your product is not a wise move.

For example, don't create a product called "First Time Buyers Guide To Buying A Computer".

Similarly, don't market to people who are unable to buy on the internet. For example, teenagers don't have credit cards or Paypal accounts in order to be

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able to pay for your information. Don't create a product that is completely dedicated to teenagers.

Filter #4

Is there the potential to upsell to your customers?

With this system, we will be primarily focusing on income from existing customers rather than chasing the initial fee they pay. In order for us to squeeze more money from our customers, there must be at least one quality product to promote on the back-end. Browse through Clickbank.com and do some Google searches to find potential upsell opportunities. Type in things such as "your niche" affiliate program.

There must also be the potential to create further products that delve deeper into the topic. For example, there should be the potential to create a membership site or a larger eBook that you can sell for greater profits.

Filter #5

Are there list owners in your niche?

You're going to need other list owners to help you market your product. Make sure there are a high number in your niche or similar niches.

Let's say you choose "stop smoking" as your niche. Use the methods I'll outline below to help you locate potential future JV partners.

- The power of www.ezinearticles.com is much more than just for niche brainstorming, you can also use it for locating potential JV partners. Go to the sub-category that you've chosen and go through the articles. The most important thing we're looking for is the resource box. If the resource box links to a website about stopping smoking, then that's ideal. If you can see the website is building a list then that's even better.

- Using ezine directories for locating potential future JV partners is another excellent method. There are a vast number of directories out there, but perhaps the best is:

www.bestezines.com

- Using Google (or your favourite search engine) is another great way to

find JV partners. Simply type "stop smoking" and other variations of the keyword into the search engine, go through as many sites as possible and make a note of all the one's that are building a list. Bookmark or make a note of as many sites as possible.

Filter #6

Are there forums in your niche?

This is an optional filter that you could apply to your niche ideas. Forums are an effective marketing mechanism. If there are a number of forums, then that means you have a community you can target. A community that is discussing their problem or their passion and would be likely to invest in something that will help progress with their passion or cure their problem.

Choose Your Niche and Identify Your Product

You should have filtered out the majority of your ideas now and be left with about 3 or 4 potential niche ideas. Eliminate the remaining niches so you are left with just one. Choose the one you think you will enjoy developing most or the one with the best figures, i.e. most searches to competition ratio.

You also need to identify the general theme of your product.

Now, for the purposes of this report I have identified a profitable niche and a product to create around this niche.

From the niche brainstorming session and the process of filtering down the potential ideas, I have come up with "Natural Remedy for Yeast Infection" to be my niche and the basis for my product.

Here are some numerical statistics for the niche.

Searches per month = 10,486

Google competition = 797,000

Yahoo Competition = 652,000

MSN Competition = 118,311

This looks to me like an excellent niche. We could easily dominate the number one spots on all three search engines with some SEO and hard work and receive +10,000 visitors per month just from the search engines.

The Product Creation Process

We've identified our niche and the product we want to create; now it's time to start creating it.

Before you begin...

For this system, the product only needs to be 7-15 pages. It needn't be a long eBook, but instead a short, concise and powerful report on one particular subject. Notice how I'm not creating a report about all the ways to cure a yeast infection, but just on one method you can use to cure a yeast infection. This will leave your readers with something to discover and they will be more likely to purchase your upsell.

Identifying Your Product Creation Method

There are many different ways to create your own short reports quickly and easily. There are five that I have used in the past and will use many more times in the future because they work for me.

Write It Yourself

This is the most common, yet longest, method of creating your short report; having said that, you should still be able to finish your report within a day or two maximum.

Writing it yourself is the cheap way of creating the product – in fact it's free. A huge advantage is that you have total control and decide what goes in the report and what doesn't.

Now, let's get down to writing it.

Identify the chapters

Before we start the writing, or indeed the researching, we need to identify what we want to include in our chapters so that we know what to research and can therefore work more efficiently.

What questions do your future customers want answering? Once you consider the answer to that you will know what chapters to include. For the yeast infection report, I would include:

What is a yeast infection?

What types of yeast infections are there?

What are the causes of a yeast infection?

What are the dangers of a yeast infection?

Natural remedies for a yeast infection

- Remedy 1
- Remedy 2
- Remedy 3

That's really all you need for chapter outlines. You can manipulate and change them as you progress with your research and think of new chapter ideas. The above outline could work with most reports you create. Let's do another example for a product called "herbs for high blood pressure".

What is high blood pressure?

What are the causes of high blood pressure?

What are the dangers of high blood pressure?

Natural remedies to reduce blood pressure

- Natural Remedy 1
- Natural Remedy 2
- Natural Remedy 3

Here are a few tips to identify EXACTLY what your future customers are looking to solve and this will enable you to cover topics to ensure your customers are satisfied.

Go to <http://www.answers.yahoo.com> and type in key phrases relating to your selected niche. Let's say for example we were creating a short report about how to reduce blood pressure. I would go to <http://www.answers.yahoo.com> and type in "high blood pressure". Then I'd go through each question and make a note of what each one asks.

A few ask "How can yoga reduce high blood pressure?"

A few ask "Are there any medicines to reduce high blood pressure?"

A few ask "Can vitamins and minerals reduce high blood pressure?"

BUT, the majority of people ask "Are there any natural remedies to reduce high blood pressure?"

Now we know where the money is and what product we need to create - "Natural Remedies To Reduce High Blood Pressure"

Similarly, you could use forums to identify what to include in your short report. Go to the most popular forums in your chosen niche. Go through the various threads and identify the major talking points and the questions that always seem to pop up but without being conclusively answered. If you could create a short report that answers these people's common questions then you could be in the money!

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Now that we know what chapters to include and what questions we need to be answering, we can start the research.

Gathering the research

Unless you're an expert on your chosen niche report, then you're going to need to do some form of research.

You know what information you need to find out, so it's just a matter of finding it.

You need to create a document where you copy and paste all the information you can find regarding your topic.

Simply search for a variety of related keywords in your favourite search engine, in article directories and in online encyclopaedias, such as Wikipedia.com

Copy and paste everything you find into your document.

Start the writing process

Now that you have all your research, you simply need to pick certain bits from your research document and rewrite that information into your short report.

Gradually you will bulk up your chapters and have all the information you need in order to provide a quality report for your customers.

If there are bits of information missing that you just can't find out from the internet, then there are three things you could do.

Use a book – Researching from a book, although old fashioned, will provide you with a wealth of information for your info product. Simply go to your local library and browse through relevant books to discover.

Post a question on Yahoo! Answers – Yahoo answers is a website which allows people to ask and answer questions on any topic imaginable. If there is something you are struggling to find out, then post a question to <http://www.answers.yahoo.com> and await the responses of hundreds of

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intelligent individuals.

Post a question on relevant forums – Similar to Yahoo! Answers, you could ask a question on a forum and use the answers as content for your short report.

Now you should have 7-15 pages of quality content that will help your customers solve their problem.

[Get Someone Else To Write It](#)

Getting someone else to write the content is the method I use most often. Once you've made a little money online you feel more comfortable about paying for someone to create a product for you. You can also hire an expert in the particular topic so that you know you're getting a quality product.

I've paid from \$4 per page to \$15 per page for a short report to be created for me. Typically I get 8 page reports created at approximately \$8-\$10 per page depending on the topic of the report, so \$64 to \$80. It only takes about 10 sales for me to make a profit and I can concentrate my efforts on other marketing ventures, such as marketing the short report and generating the sales.

I normally hire my writers from www.scriptlance.com and once I've found a good writer, I make sure I keep them. Sometimes I'll need a different writer for a different project because I require their expertise, but generally I have one main writer who deals with most of my writing projects.

Here are a few tips for hiring a quality ghostwriter:

- Know exactly what you want covered in your short report and make sure you explain this clearly to your writer.
- Explain to your writer what length you want the report to be and if possible what length each section should be.
- Specify your formatting requirements, such as how the report should be delivered (in .doc format usually).

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- Specify when you want the completed product to be delivered by.
- Maintain communication links during their completion of the project. Make sure they are meeting your deadlines to ensure you receive the completed work on time. There's nothing worse than having to delay a project because your writer has failed to deliver the report when they stated that they would.
- Review their completed work and be brutally honest with your writer. That's one of the problems with me. I'm too nice! If a writer has failed to perform in one aspect of the report, instead of asking them to redo that part, I do it myself – even though it takes a lot longer. In business you need to be honest and you need to get what you paid for. If you don't get the quality you paid for, then tell them and ask them to do it again.
- Continue communication and make sure that once you've found a good writer – **you keep them**. Also use the same writer to create your backend and other similar products because they will be better equipped due to their extensive research for your first short report.

If you find a good writer, you could have your first short report delivered to you within 48 hours and for a price of perhaps less than \$50.

PLR Content

PLR (private label rights) was the revolutionary marketing discovery of the last few years. It has enabled marketers to have ready-to-go, fully customizable content that they can call their own within just a few minutes.

Using this content you can compile a few PLR articles and create a short report. It takes just 6-7 PLR articles to have a fully functional, ready-to-go product and you can grab these articles for as little as \$1 per article.

There are two main problems to this though:

- 1) Other marketers will have similar content and may use it in a similar way; therefore your product will not be 100% unique to you.
- 2) It is often hard to find articles that fit exactly into the chapter outlines of your short report – you'll be very lucky if you can find articles which do fit into

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your contents outline.

Over recent months I have began using PLR content more and more and compiled a list of sites which sell PLR content in individual packs, rather than as a membership site. This way you pay only for article batches you want, and not for those that you don't, like you would with a membership site.

Here are some sites selling individual article packs:

<http://www.plr-direct.com/>

<http://www.allprivatelabelcontent.com/>

<http://www.easyplr.com/>

<http://www.niche-content-packages.com/current-packages.htm> - Great articles offered here which are perfect for creating short reports.

<http://www.plrminimart.com/>

<http://www.plr-123.com/>

<http://www.gurugazette.com/Content-Packs/>

<http://www.firstratecontent.com/plr.htm>

Once you've gathered some PLR content and compiled it into a short report, with a little editing and manipulation of the content, you can have a ready to go product within an hour or two and for a cost of under \$10 in some instances.

This is a method I've used on most occasions. I've literally compiled a short report with just 10 minutes of copying and pasting and a further 20 minutes of editing. It can be this easy if you can identify a profitable niche and locate private label articles to use as content. Use the links above and see what content you can find – it may even generate a few niche ideas for you.

PLR eBooks

PLR eBooks are similar to PLR content, but with PLR eBooks, you delete and filter some of the content out instead of compiling it together.

A PLR eBook is an eBook that comes in .doc format usually and permits you to edit the content, break it down and add bits to it, plus you can put your name on it as the author.

If you have a PLR eBook called "The Complete Guide To Curing A Yeast Infection", all you would have to do is extract the chapters about what a yeast infection is, the causes of a yeast infection and the ramifications of a yeast infection and finally the chapter about natural remedies to cure a yeast infection. That will provide you with a ready to go short report that you can begin selling for profits.

You can get PLR eBooks for about \$10-\$30 (or less in some instances), so you can have your own product for a price similar to that. You can also use the rest of the private label eBook that you don't use as an upsell for your customers.

Interview an Expert

This is another great, yet under utilized, method of creating short reports quickly and easily. I'm ashamed to admit that I haven't been using this method to its fullest potential. I've only ever once created a report like this, but it is one of my best selling reports thus far.

Interviewing an expert creates a sense of professionalism about your business. It gives the impression that if experts are prepared to be interviewed by you then you are legitimate (Obviously you are anyway, but it's hard to persuade the sceptical people on the internet of your legitimacy)

Firstly, you need to find the expert. The most obvious way to do this is by typing relevant search phrases into your favourite search engine, identifying the authority sites, and contacting the webmaster.

Alternatively, you could post in similar forums and locate experts by identifying who posts the most valuable information.

Once you've found some you can interview, there are two different ways you can interview them:

- 1) You could email them your questions. Focus your questions so that the answers they provide will follow the chapter outline you created so that you cover all aspects of the report.
- 2) You could also interview the expert through the use of audio. I've never done this myself but it's a much quicker way. You could potentially have your

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product created within 15-30 minutes of starting the audio.

Then you need to compile the questions and answers into a logical report which you can start selling.

The great thing about interviews, especially audio interviews, is that they have a very high perceived value, so you can sell these reports for a greater price, or sell it for the same but experience greater conversions.

Before you contact an expert about the possibility of interviewing them, you need to provide incentives for them. Let's face it, they're not going to do it without anything in return.

A few things you could offer them:

- A link in your short report to their products and services. Explain to them that this can generate them a number of sales for their products.
- You could pay them for their time. If a link in your short report isn't enough, then you could pay them.
- You could send a mailing to your list recommending their products and services in exchange for the interview.

There are the five different ways you can create your own short report. Use one of them to get your own product developed and then you can move onto the next step of setting up your site for success.

Setting Up Your Site For Success

Once you've created your product, you need a medium to be able to sell it. This comes in the form of a simple mini site.

It simply includes a graphically enhanced, persuasive sales letter which converts your visitors into buyers and long term customers.

The first thing you need is web hosting and a domain name. I recommend you go with www.bluehost.com because you can get a free domain and can add an additional five domains onto one hosting account. It's also very affordable and the support is fantastic. All but one of my sites is hosted with BlueHost.

Once you have your hosting, get a domain which includes keywords related to your product (this will help with search engine ranking).

Now, it's time to write your sales letter.

This eBook isn't a crash course in writing persuasive sales letters. Entire courses and workshops have been dedicated to persuasive sales letter writing. There are plenty of free articles online and you can learn about sales letter writing by reading these.

Here is an article that I use to help me with my sales letter writing.

How to Write a Sales Letter

By Tom Oki

Here is a step by step guide on writing a winning sales letter. Follow these procedures and you will have a letter that will boost your sales, no matter what you are selling.

Step 1: Start with a strong headline

The headline is the most important aspect of the letter, and it must be in bold, large, eye-catching print. It must also be compelling enough to make the reader continue reading. Write at least 50 headlines, show them to colleagues, and pick the one that seems strongest.

Step 2: Write the copy

Work on the body of the letter, and make it personal and friendly, as if you are talking to a good friend. Include a good story in the copy. This is very important. Everyone loves a good story, and this is the perfect way to draw the reader in. If you are writing a letter for an acne product, talk about how you once had really bad acne and were embarrassed to go to social events, etc. or whatever.

Step 3: Create at least 1 or 2 bulleted lists

People read bullet points. So make a list of the main benefits of your product, and create your list. Emphasize how the product will benefit the buyer, (do not just list features). Include this list in the main copy to break up the text and create variety.

Step 4: Use testimonial boxes

Gather testimonials for your product. You can do this by offering the product for free to a number of people, in return for their feedback. Then put these testimonials in coloured boxes, and sprinkle them in over the body of the text. Testimonials are very powerful and lend credibility to your claims.

Step 5: At the end, slap on a guarantee

People love guarantees, and they have been shown to increase the number of sales. The best ones are 60 or 90-day money back guarantees.

Step 6: Create urgency and a call to action

This should also come toward the end. Tell the reader you only have 100 copies left of your book, or whatever. You must include something that compels the reader to buy now, not next week.

Step 7: Include FREE bonuses

Everyone loves getting more than what they paid for. Include at least 2

or 3 bonuses at the end, and make sure they are valuable things that somebody would normally pay money for.

That's it! Make sure you reread the letter, get feedback, and check all grammar and spelling. Writing a good sales letter is a skill and your first few attempts might not produce the best results. Keep improving your sales letter, and test different versions to see if you can improve the response rate (this is called split-testing). And finally, read lots of sales letters written by other people. Save the ones that are so good they got you to buy. The best way to learn is to dissect what the pros are doing.

This article was written by Tom Oki, editor of a premiere business opportunity site, business-reviews.com, where you can read the full article on [sales letter tips](#).

In truth, you don't have to be a sales letter writing master to convert traffic to sales. You simply need adequate English writing ability and follow the set out format. Although if you really would like to learn how to become a sales letter writing whizz, then click on the link below.

[Profitable Copywriting](#)

[Spicing Up Your Sales Page](#)

A sales page without graphics is like bread without butter – plain. Graphics sustain the eye of your visitors and aid in the conversion of your short report.

You need a graphical representation of your product in the form of an eCover.

There's only one place I go for custom sales page graphics – <http://www.ecoverslab.com> and recommend you do as well.

Competitive Pricing Strategies

An important part of the system is setting a profitable price, yet one that converts visitors to sales. Sometimes a higher price can convert more sales because it creates a sense of greater value in the product, but other times it greatly reduces conversions.

You need to be able to find the right balance. Here are some considerations for pricing your short report:

- Consider the problem your reader has, the scale of the problem and your short reports ability to solve it. For example, if we're using the example of "Herbs To Reduce High Blood Pressure" then we can command a reasonably high price because the report could potentially save the persons life.
- Consider the quality of your report and your competition. If you consider your report to be of greater value than your competition then price it according to that. So if they are selling it for \$7, then sell yours for \$10. People will pay greater for quality. Also, if you have no competition then you have no sales to lose to others, so you can command a higher price.
- Consider the financial stability of your customers. If you're marketing to people with a lot of money, then you can charge a greater price for your report. An example is if you are marketing to golfers. Typically, golfers have a lot of money and would pay a lot more money to improve their golf game.

The key to developing the most profitable price for your report is through testing and tracking. Make changes to your price until you identify at which price the report converts best.

For example, if at \$10 the report converts at 10% then from 1000 visitors you get 100 sales and \$1000.

If at \$7 the report converts at 14% then that is 140 sales and \$980. While that is a smaller amount, you get an additional 40 people into the sales process (outlined just below this section) and if you can make additional money from these buyers then selling the report for \$7 is the way to go.

If you would like to command a higher price and still maintain conversions then

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there are a few things you can do:

- Establish authority and expertise – Once you've sold some copies and received feedback, post the positive testimonials on your sales page to enhance the trust from your visitors and convert more of them to buyers. Once you have positive feedback you can assume that your customers are happy with the product and the price they paid and future customers would be prepared to pay more for the same information.

- Use professional and top quality graphics – If your site has an amateur layout, then that's how your customers will view your business – amateur. By investing in a set of quality graphics you enhance your businesses appearance and can command a higher price due to the improved perception of your future customers.

- Include bonus reports or coupons – By adding bonus reports to your short report you will be able to convert customers at a higher price due to the increased perceptual value that you create. Similarly, you could offer coupons for discounts to similar products.

Developing Your Sales Process

Let's face it, selling a report that sell for \$7-\$15 is unlikely to make you rich. You need a way to squeeze more cash from your buyers. By developing a process that takes more money from your buyers, you can turn this venture into a much more profitable business. This is where the real money is!

Here's how it works (it's very simple)

A customer arrives at your site. They purchase your short report. They are directed to a page where they must enter their email address. They enter their name and email address and are directed to their download page. They download your product and confirm their opt-in.

Now you have a buyer on your list who you know:

- a) Trusts you otherwise they wouldn't of bought from you in the first place
- b) Has a means of paying online, i.e. a paypal account or credit card
- c) Is not afraid in investing in products online
- d) Has a problem that they want to solve. For example, they bought a report called "Herbs for High Blood Pressure" which means they want to lower their blood pressure and they will likely invest in further products to help solve this problem.

Now that you have this person on your list you can:

- 1) Upsell your own "cross-over" short reports. You could find out what other problems people with high blood pressure have, such as high cholesterol, and market reports explaining how to lower high cholesterol. Then you can get these people on other lists of yours.
- 2) Upsell longer, more complete eBooks. If you sold the report "Herbs For High Blood Pressure", then you could upsell your own product such as "The Complete Cures For High Blood Pressure". You could sell this for \$27-\$67.

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- 3) Upsell other peoples "cross-over" and more complete products as an affiliate.
- 4) Upsell your own membership site where you charge \$10 or more per month. This is a great method to create a consistent and recurring income. Imagine having just 100 members (easily achievable) who pay \$20 per month. There's an easy \$2000 per month, every month!
- 5) Upsell a physical product. For example, "Exercises To Reduce High Blood Pressure DVD". People are prepared to pay more money for physical products, so you can squeeze more money from your customers this way.
- 6) Upsell a seminar. In some niches you can hold seminars or promote them as an affiliate. These can cost \$997 to \$4997 and upwards. Think how much you could make if just a few of your customers of your short report invested in the seminar.

Free and Effective Marketing Strategies

There's no point having a sales process if you aren't getting any sales. This chapter plans to outline FREE and highly effective marketing strategies to attract highly targeted, cash-in-hand buyers to your sales page.

Article Marketing

This is the old classic and is mentioned in virtually every report on traffic generation and that's because IT WORKS! It can be the single most effective marketing strategy if you do it right.

In your article marketing efforts you should focus on consistent submissions. One submission a week over the course of a year is much more effective than 52 submissions over the course of a week. By submitting periodically you are generating a steady stream of incoming links which provides a natural growth in links and a consistent boost in your search engine ranking, instead of your site appearing as a spammy site.

Here are some article marketing tips for you to consider:

- Target long-tail, low competitive keywords related to your niche. Write a number of articles based around keywords which are highly searched for but without many competing web pages on the internet. This way you can ensure you reach the top of the major search engines for keywords and generate traffic from these top rankings.
- Create an attractive and reader pulling headline which boosts readership by a large percentage. Keywords in the headline is an important factor, but creating a sense of urgency to get potential readers to read is also important. You need to be able to find the right balance between keywords and the attractiveness of a headline.
- Don't focus on writing keyword dense articles, you should write free flowing, reader friendly articles that focus on the readers enjoyment and gin rather than the search engines. This is important if you want your articles to be published in newsletters and on websites to maximise your article marketing campaign.

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When submitting articles, you should focus on maximum exposure. You should ALWAYS submit to www.ezinearticles.com

EzineArticles.com gets MUCH more traffic than your ordinary article directory. Some articles I've submitted there have received nearly 2000 views, and I always receive over 100 views per article – usually around the 500 mark. Imagine how much traffic this one article could get you just from EzineArticles.com if 25% of readers click through your author resource box.

As well as submitting to EzineArticles.com, you should submit using a mass distribution service. I personally use www.articlemarketer.com and haven't tried any other services. You could either use a piece of software to do the submissions, or use a web based submission service. The distribution service mass submits your articles to hundreds of article directories. Whilst the majority of these article directories will not get your article indexed and therefore a back link to your site, a lot will and this can result in a lot of back links.

Now, an important part of article marketing is a powerful resource box. You need to create a resource box that gets readers to click through to your website and also builds your search engine ranking.

Here are some tips for writing your author resource box:

- Firstly, the author resource box should enhance your credibility by stating your achievements and qualifications.
- Secondly the author resource box should provide a call to action to encourage the reader to visit the site and purchase the short report.
- Thirdly and finally, your author resource box should include a plain text and a keyword anchor text to your site. The anchor text should be relevant and low competition keywords that you can rank highly in the search engines for.

Now, you've written one article and you've crafted your author resource box to get maximum click-thru's. Here's how you can turn one article into potentially 20 or 30 more.

Right, you've written an article called "10 Herbs and Vitamins To Lower Your Blood Pressure". In this article you've outlined 10 different herbs and vitamins and written a brief summary about them.

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- * Essential Fatty Acids
- * Calcium, Magnesium and Potassium
- * Coenzyme Q10 and Coenzyme A
- * Garlic
- * L-Arginine
- * L-Carnitine
- * Vitamin E:
- * Vitamin C:
- * Lecithin:
- * Multi Vitamin

Now you can delve deeper and write an article about how each of these herbs or vitamins helps to lower blood pressure and the properties of these products. Then you can write another article about where these herbs and vitamins can be found, such as in apples, oranges etc.

Using this method you can turn one broad article into 20 more (or more) specific articles that delve deeper into different parts of the article. This method will provide you with an endless stream of new article topics so you can multiply your article marketing efforts and explode sales for your short report.

Now, here are some advanced strategies to super-charge your article marketing activities.

I'll outline three methods to enhance the exposure of your articles.

Super-charge your article marketing idea #1 – Contact website owners and blog publishers and offer to write a unique article for them in exchange for them putting it on their site and giving you a link back to your short report sales page. This method is only worth-while if the website has high traffic and a high page rank so you can benefit from click-thru's and the back link which will boost your search engine ranking.

Email the webmaster and outline the benefits of them putting your article on their website. These benefits could be:

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- Quality and unique content for their site.
- Content which will boost their search engine ranking.
- Content which they can place adsense and affiliate links around and benefit from passive income strategies like these.

If they decide to accept then outline the terms of them putting the article on their site. These could be:

- Article must be placed on a high traffic page which is linked from the index page.
- Article must remain in its place for at least one year (or whatever time period you suggest)
- Your link must remain in its place and must be clickable.

Super-charge your article marketing idea #2 – Contact list owners and offer them the opportunity to publish your article in their newsletter free of charge. In exchange they must provide you with a back link. Outline the advantages to them as in method #1.

Super-charge your article marketing idea #3 – This method is a great one if you can get it to work. If this method comes off it can literally EXPLODE your traffic and generate a huge amount of sales for your short report.

For this method, you will need to contact offline magazines in your niche and offer to write them an article to put in their magazine in exchange for a link back to your site at the end. If you can get your article in a magazine that has high readership, then this can be a hugely worthwhile use of time. In order to get in these magazines you **MUST** provide quality and informative content. Consider hiring an expert to write an article for you to place in the magazine if you are not an expert yourself.

To locate niche magazines go to www.Magazines.com and find those related to your niche.

That concludes the article marketing methods to promote your website and generate sales for your short report. Article marketing is a guaranteed strategy

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for generating traffic and it's up to you how much traffic you generate.

Forum Marketing

Not only is a forum a place to interact with like-minded people, it should also be used as a marketing mechanism to generate sales for your short report.

Forums enable you to drive TARGETTED TRAFFIC to your sales page with just a few minutes work.

First, you need to identify niche specific and busy forums. Type in - "your niche" forum – Bookmark all forums.

Go to www.Big-Boards.com and locate forums in your niche.

Once you have as many niche specific and busy forums as possible, start the marketing process. Don't go spamming the forums however, here's how you should do it:-

- Identify the hot topics and what topics are getting the most views and the most replies.
- Set up your sig file so that you will achieve maximum click-thru's.
- Start gradually and post helpful replies to already existing topics.
- Once you have completely optimized your sig file and achieved a reputation as a helpful member of the community, start a new topic asking a question using one of the hot topics of conversation.
- This should encourage numerous replies and views and people being exposed to your sig file with a link to your short report therefore generating sales for you.

A little story of my forum success:

One day, I wanted some instant traffic to my website. I took one of the articles I'd written previously which was of top quality interesting content and located a

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busy forum in the niche of my article and the short report. I submitted the article as a new topic and asked members to discuss their opinions on it and the views outlined in the article. Within 3 hours of posting it, the topic was made a 'Sticky' by the Admin (meaning it remained at the top of all the forum topics) By the way, this was my first post to the forum!

After 7 days I'd received over 1200 views of this topic and over 250 people to my site through my sig. The post continues to generate me traffic day after day. It also led to me developing a business relationship with the Admin which has been responsible for even more profits.

This took just two minutes to do and I didn't even go about it right! It was my first post, I didn't tweak my sig file and I didn't identify the 'flow' of the forum – but it still worked.

From this little story, you can also learn that forums are a great place to network with other people and generate profitable business relationships.

So, once you've set up your mini-site, then start generating some instant traffic using the forum marketing formula.

Yahoo! Answers

Yahoo! Answers is a neat little invention for generating EXTREMELY HIGHLY TARGETED traffic to your website. It won't bring you thousands of visitors daily, but with a little hard work can bring you a steady stream of say 30-50 visitors per day. The best thing about Yahoo! Answers traffic is that they are highly targeted and convert at a much greater rate because you can identify EXACTLY who you want to market to.

Here's how it works:

- Someone who has a problem posts a question on Yahoo! Answers and awaits the responses of the intelligent individuals.
- You pop along and answer their question, but without solving it significantly. You provide a link to your short report site.
- The original questioner reads your answer, sees that you are an expert, clicks on your link and could potentially buy your product.

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Here is a typical Yahoo! Answers scenario:

Question:

HELP. My blood pressure is extremely high, what herbs can I use to lower it?

Your answer:

Hi. There are many herbs to lower your blood pressure. I outline 10 different herbs and how they can be used and where they are found in my report which is available at www.mysite.com

One herb that can be used to lower blood pressure is Hawthorn. Hawthorn is a very well known heart herbal tonic in traditional herbal medicine. It has been used in Europe and China for centuries as a folk remedy. It is believed to decrease blood pressure, increase heart muscle contraction, increase blood flow to the heart muscle, and decrease heart rate.

For 9 more herbs to lower blood pressure and where they can be found, feel free to visit <http://www.mysite.com>

Many thanks

In that answer I have established my expertise by providing quality information and I have still managed to get a link to my site and potentially convert this person. You can see from the question that they are desperate to lower their blood pressure so these people are the perfect customer.

Go to Yahoo! Answers now at <http://www.answers.yahoo.com>, go to the advanced search feature, search for keywords related to your niche and select open questions only. Then start answering and getting highly targeted buyers to your site ready to invest in your short report!

Offer competitions

Here's a slightly unique and effective method for generating sales and free exposure for your product.

Find authority sites in your niche and offer the webmaster a chance for 1, 2, 3, 5, 10 – whatever number you want – people who visit his site or are on his list the chance to win a free copy of the report. All those people would have to do is answer a question and the 1, 2, 3, 5, 10 or whatever number you have chosen people will win free access.

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This will add more people into your sales process and also the people who were not chosen to win free access may purchase the report anyway.

Try this method with a few list owners or forum owners and see the success you have.

JV's and Affiliates

SIDENOTE: See how I got Dr. Mani to JV with me by reading the free report at: <http://ezinemarketingcenter.com/jv-deconstructed.pdf>

This may not be a completely free marketing strategy because you may have to invest in some affiliate management software or a merchant account at Clickbank, but once everything is set up, it is 100% free traffic that other people are getting for you. This is a hugely powerful marketing strategy.

The first thing you need to do is get some kind of affiliate management set up. I recommend you sign up for a merchant account at www.Clickbank.com. Clickbank already has thousands of affiliates just waiting to promote your product so you can start recruiting more quickly and easily than with any other site or software.

Once you have a Clickbank merchant account, you are ready to roll...

So, you've got your Clickbank merchant account and you're ready to start recruiting JV partners and affiliates.

Firstly, the difference between a JV partner and an affiliate is massive. An affiliate is a marketer who finds your product and promotes it at the typical commission rate. A JV partner is someone you seek out and work alongside and negotiate deals for him and his subscribers or blog or website visitors. JV partners are typically marketers with a lot of selling power, such as a big list or high traffic website or blog. These JV partners should be getting higher commissions and you should be arranging for unique promo tools to be arranged for them.

Now, to ensure you recruit motivated affiliates who generate sales for you, there are a few things you must do.

Include promo tools for them to use. Promo tools include things such as:

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- 1) Solo emails – This enables your affiliates to send an email to their subscribers which is a great way for instant traffic.
- 2) Rebrandable articles – Include relevant articles and a resource box with a link that can be branded to their own affiliate link. Also instruct the affiliates where and how to submit the articles.
- 3) Ezine adverts – Include short, attention grabbing paragraphs that can be used in ezines as adverts. Also instruct the affiliates where they can submit these ezine adverts.
- 4) Free rebrandable reports – Provide affiliates with a short report related to your product and allow them to rebrand it with their own affiliate link and distribute. This is a great viral marketing tool.
- 5) Pay-per click keywords – Provide affiliates with pay-per click keywords so that they can easily launch an adwords campaign and drive targeted traffic to your website.
- 6) Product graphics – Allow affiliates to use your graphics and banners to place on their site. This will encourage them to use the graphics and if you have quality eCover images and banners, this will result in a lot of click-thru's to your sales page.
- 7) Tell a friend script – Allow your affiliates to enter the names and email addresses into a tell a friend form with their affiliate ID and let them send it to friends. This can result in targeted traffic and referred by people the customers' trust, so are more likely to convert from simply visitors and into sales.

As well as the promo tools you should include guides on how your affiliates can use these tools. Allow them to download free affiliate marketing guides, provide articles on how to best promote products as an affiliate and instruct them on how to best use the promo tools provided. For example, tell them where to submit the rebrandable articles and where to buy ezine advertising.

A great method of recruiting affiliates is by turning your customers into affiliate partners. On their short report download page provide them with the link they can use to promote the product and how they can generate sales through your link. If you provide a quality product then your customers will more likely to become affiliates and promote for you.

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Now, let's go find some JV partners!

It's perhaps harder to find JV partners when you have no list yourself. Once you have a list you can offer your JV partners a much greater deal and they will be a great deal more likely to promote your product.

Here are a few ways to locate potential JV partners. Some of the methods were outlined in the niche filtering stage.

- 1) Follow the author resource links on articles – Go to www.EzineArticles.com, find articles related to your short report, follow the links in the resource box and contact the owners of these sites if they have a high traffic website or a list.
- 2) Search your favourite search engine with keywords and phrases related to your product. Identify the authority sites and contact the webmaster with your JV proposal.
- 3) Visit the authority ezine directories which list ezines in certain niches. Search by keywords or categories to locate potential list owners who you could JV with. The largest directory of ezines is www.BestEzines.com
- 4) A very hit and miss method is posting a JV proposal on an internet marketing forum. The advantages of this are that your readers will be marketers by nature and therefore prepared to market your product and they may have a website or list in the same niche as your product. Or, if you have an irresistible proposal, they may be prepared to promote your product from scratch using article and pay per click marketing.

Now that you've found potential JV partners, you need to go about contacting them. Here are a few tips for contacting JV partners.

- Personalise emails – Refer to their site, comment on their newsletter and make references to their general business and how they can incorporate your product into their business.
- Offer an above average incentive – Don't offer the ordinary 50% commission, instead offer 60%, 70% or 80%. You can afford to offer high commissions because the majority of income will come through the back end sales and cross sells.

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- Find an alternative way to benefit each other – Perhaps you could market their product as well to your list or on your thank you page or stick a recommendation in your short report to their site.

Here is an effective JV proposal:

Hey there (their name)

My name is (your name) of www.yourwebsitename.com. I am experienced in dealing with and lowering high blood pressure. Having

reduced my own and helped reduce the blood pressure of my father

and a few friends significantly. I have now decided that I can share my knowledge more effectively and to more people on the internet – especially through the sale of eBooks.

I have recently finished writing my eBook which is called “Herbs To Reduce High Blood Pressure”. The eBook provides customers with top quality information about how to quickly reduce their blood pressure through the use of natural herbal remedies yet in a safe and healthy manner.

Now, in order to share this eBook with as many people as possible, I will need your help with the marketing. I notice from your website that you are also experienced and passionate in helping people to reduce their blood pressure. I also notice that you are an extremely established expert and an authority on this subject. I feel you have dominance in this niche and would be an ideal partner to help me market my product.

What's in it for you? I imagine you're asking.

Well, my product currently sells for \$12 on the Clickbank marketplace. I offer ordinary affiliates 50% commission for each sale they make and I offer JV partners 60% commission. Because of your excellent reputation I will be offering you 75% commission on every single sale you refer for my eBook. No other JV partner currently earns this commission, and I doubt they will in the future for my product.

“Herbs To Reduce High Blood Pressure” has sold over 1000 copies since its launch just three months ago. I have maintained a conversion of approximately 9% throughout this time.

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All you would need to do is send an email to your subscribers referring my product with your affiliate link and you could generate hundreds of sales. If you would like, I am prepared to create unique promo tools for you to use. Just let me know and I'll get on with it

Obviously you will want to judge the quality of the eBook for yourself, so you can download your free copy from the link below:

<http://www.mywebsite.com/linktodownloadproduct.zip>

If you are interested in promoting, then you can sign up for 75% commission at the link below and generate your affiliate link:

<http://www.mywebsite.com/JVpartners.html>

As an added bonus, I am prepared to add a link to your product inside the content of the eBook and also a link to your site on the download page for customers only.

Thanks a lot (their name) and I hope this can be the start of a profitable business relationship between the two of us.

Regards,

Your Name

www.YourSite.com

The number one rule in your JV proposal letter is that you must not make false claims. If you say that that partner will be the only one receive 75% commission, then make sure that's so. If you say the product converts at 9% and it only converts at 1% then your JV partner will be extremely annoyed and will let other authority figures in the niche know about it, therefore reducing any chances you may have had to get any more JV partners.

SIDENOTE: See how I got Dr. Mani to JV with me by reading the free report at:

<http://ezinemarketingcenter.com/jv-deconstructed.pdf>

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Very Simple Search Engine Optimization

I've included this little section to provide you with some details of basic SEO so you can get some visitors from the search engines. I'm no search engine guru, but I know a few little steps that you need to take in order to get a higher rank in the search engines.

On Page SEO

Keyword Tags – Make sure you include 6-7 keywords or phrase that get high searches, have low competition and are targeted to the report you are offering.

Description Tags – This is a tag where you put a description of the web page. It should be like an ordinary sentence, but with as many relevant keywords as possible.

Title Tags – This is a tag that appears in the top bar of a browser. The title tag could either read like a sentence or as a list of keywords. For example, it could be:

“Natural Remedies To Reduce High Blood Pressure”

Or it could be...

“Reduce High Blood Pressure | Natural Remedies To Reduce Blood Pressure | Lower Blood Pressure”

Include keywords in the main content of your site – Make sure to include relevant keywords in your site content to rank higher in the search engines. You should not sacrifice on the quality of your sales letter however.

Bold main keywords – By bolding the keywords you want to rank high for gives them more 'weight' in the search engines, so you rank slightly higher.

Off Page SEO

This involves getting links from other sites to help you rank higher in the search engines. There are a number of ways you can do this:

Article marketing – We've discussed this in the article marketing section. Make sure your author resource box links to your site using carefully selected anchor text.

Submitting to blogs – Post relevant and informative comments to blogs in your niche and include a link back to your site using your anchor text.

Post testimonials – Email product owners testimonials for their products that are in your niche. This way you can get your website link on high traffic pages of highly targeted visitors and you can build your reputation.

Submit to link directories – Submit your website link to relevant link directories in your niche.

Reciprocal linking with other websites – Choose websites in your niche and link to each others' websites to mutually boost each others' search engine ranking.

Now, it's time to take a look at a few effective paid advertising strategies to generate even more sales for our short report.

Paid and Effective Marketing Strategies

Sometimes you need to pay for advertising in order to generate further sales for your product. I don't typically embark upon paid advertising until I have identified statistics relating to the profitability of my product. These include statistics such as conversion ratio and how much each buyer is worth after the initial sale. This will enable me to pay profitable amounts for traffic. Here are some paid marketing strategies

Pay-per click advertising

Pay per click (PPC) marketing is an excellent method for generating highly targeted and instant traffic that generates sales in super fast time for your short report.

I recommend you use Google Adwords for your PPC marketing simply because of the number of articles and guides on using Google Adwords.

I'm not a master at PPC, in fact I often struggle to make it profitable. Simply put, Google Adwords involves setting up campaigns and selecting keywords to target. Every time someone searches these keywords into Google, your advert appears on the right hand side of the search engine. This enables you to get a top listing in Google for your keywords, the only disadvantage is you have to pay for the traffic. The higher you pay, the higher your advert appears in the search engine.

I'm not going to write a complete guide to profitable Google Adwords campaigns because I'm not yet an expert. It requires constant tweaking and changing. If you would like to consider Adwords as a marketing strategy, then consider investing in the following product.

Beating Adwords

Ezine advertising

Ezine advertising is another great instant and targeted traffic method. It should only be used if you fail to JV with the list owner however.

An ezine advertisement is one where you pay for 'space' in the ezine owners' next broadcast to their list. This is a great way to expose your product to a huge number of people for fairly cheaply.

The cost for each ezine is variable and you can find rates and lists that you can advertise in at www.BestEzines.com and <http://www.directoryofezines.com/>

How to Write a Kick-Butt E-zine Ad That Gets Attention and Action!

By [Alexandria K. Brown](#)

One of the best places to advertise online is in ezines and e-mail newsletters. Why? Ezine ads are very affordable compared with many other types of advertising. That also makes it an inexpensive way to test headlines and offers. But most important, it's a great way to reach the exact target market you want.

For example, my own ezine, "Straight Shooter Marketing", is read by over 20,000 small business owners and solo-preneurs. So if that's a market you're trying to reach, that could be a great match. If your target market is stay-at-home moms, you should search for ezines with that type of readership.

To find ezines that fit your particular needs, I recommend searching the [Directory of Ezines](#) Once you find where you'd like to advertise, it's time to write a kick-butt ad!

Remember that a successful ezine ad needs to do THREE things:

1) Get people's attention. can do this with an exciting headline. All caps is OK for this.

2) Promise something people will WANT and can GET right now. Instead of advertising your service or business, advertise a lead-generator like a free report, how-to articles, or of course your own ezine!

3) Tell them what to do next. This is the "call to action". Direct them to a web page for more information. Even better if you give a sense of urgency -- a reason to act now.

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Most ezine ads vary between 25 and 50 words, so write one of this length, including your URL, and keep working it until it's GREAT!

Here Are Some Examples of Ads I've Used Myself:

Sample Ad 1:

HERE'S HOW TO BLAST OFF YOUR SALES, FAST!

Learn how to publish a simple ezine that will boost your business, make you famous, and grow a massive mailing list you can market to over and over. FREE report tells you how at

<http://www.ezinequeen.com/tutorial/index.htm>.

Sample Ad 2:

HOW TO PUBLISH AN EZINE THAT MAKES YOU MONEY

My FREE Special Report will tell you how! Learn how to publish a simple ezine that will boost your business, make you famous, and grow a massive mailing list you can market to over and over. Go to

<http://www.ezinequeen.com/tutorial/index.htm>.

Sample Ad 3:

THE MARKETING SECRET NO ONE IS TALKING ABOUT

It will boost your business, make you famous, grow a massive mailing list you can market to over and over, and it's easy and free! What is it? See

<http://www.ezinequeen.com/tutorial/index.htm>.

Run Your Ad in MULTIPLE Subsequent Issues of One Ezine

Running your ad just once will NOT give you a good sense of whether it's working. Place ads in at least 3 subsequent issues of one ezine to see how you do. Repeated placement has been proven to increase response rates. The Direct Marketing Association says that most people won't even respond to an ad until it's been seen 9 times!

A smart publisher will offer discounts for multiple ads. We do this especially to encourage beginner advertisers to run more than one ad, because they won't be able to gauge response if they just run one.

Use a Tracking Link in Your Ad

You will be WASTING YOUR MONEY unless you track your ad results using a link tracker. You cannot just keep an eye on your sales the day your ad

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runs and determine how that ad performed.

You need to use a tracking link in your ad, which will simply tell you how many people clicked on it. A good tracking system that's integrated with your shopping cart will also tell you which sales you had came from that certain ad, and it's really easy. (I recommend QueenCart.com).

For example, say you run an ad but you get no sales from it. Unless you use a tracking link, you won't know if your ad stinks, or your website stinks!

If you use a tracking link, you'll know where the problem is. If you got hundreds of clicks on your ad, but only a few sales at your site, then you know the problem is your website. If you got very few clicks on the ad, then you know you need to write a better ad.

See how valuable that is?

Tracking links can be long and ugly, but people don't have to see them if you advertise in ezines like this one that are published in HTML.

Test, Test, Test!

"You'll never learn what works best, unless you TEST!" Make changes in your ad copy from time to time and see how things go. See which ads pull the best responses and which ezines get you more subscribers.

Don't mean to sound like a broken record, but I can't emphasize enough how important a good, simple tracking system is for doing this!

Don't Be Afraid to Ask Questions

If you have any questions about running your ad, the publisher should be there for you. We ourselves work with a lot of beginners, so we even offer a Free "Tip Sheet" to help new advertisers get started. Why? A good publisher knows that if they can help you get good results, you'll advertise again!

Online entrepreneur Alexandria K. Brown, "The E-zine Queen," publishes the award-winning 'Straight Shooter Marketing' weekly ezine with 20,000+

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subscribers. If you're ready to jump-start your marketing, make more money, and have more fun in your small business, get your FREE tips now at <http://www.EzineQueen.com>

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Tracking Your Marketing Efforts

It's important that you track where all your traffic is coming from so that you can identify which methods are producing the most positive results, which methods you should discontinue or change your approach and those that you should continue or perhaps develop further.

To Sum Up

Now, in this report I've outlined:

- 12 methods and techniques you can use to identify an endless stream of potentially lucrative niche ideas. You can literally generate over 100 ideas at a time, just by going through the different methods.
- 5 methods to 'filter' your niche ideas to eliminate the non-profitable ones and leave only the highly lucrative niches that can generate you extreme profits if attacked in the right way.
- 5 different, highly effective, and in many instances extremely fast methods to produce cash cranking short reports.
- How to set up your site, produce copy that converts, generate sales pulling graphics and price your short report so that it reels in customer after customer without charging minimal amounts.
- How to develop a sales process that squeezes more cash from your short report buyers to maximise your profit potential. This is where the real money is!
- Finally, how to market your short report and place it in front of the eyes of a huge number of highly targeted prospects to start generating a continuous stream.

The Process Simplified

Here is a quick outline for profiting with the system.

Step #1

Identify a red hot niche using the niche selection strategies and then filter your ideas using the niche filtering process.

Step #2

Develop a product using the five different methods of product creation. Identify what your target market wants and needs to know and provide the content to satisfy their needs.

Step #3

Set a price, a sales letter, graphics and hosting and get your site online. Set up your sales process to squeeze more cash from your customers.

Step #4

Market the hell out of your site. Generate targeted traffic, whether it be paid or free, and start getting the sales.

Step #5

Do it all again! Use the customers you have from your initial short report and send them to your second short report.

Step #6

Watch the sales roll in :) This is the most fun part. Seeing that notification of payment received email flooding your inbox just can't be beaten.

There's just ONE thing standing in your way now and that's your WILL POWER. If you implement the system outlined in this report, then you WILL succeed. If you fail to implement the system, then you've gained nothing by reading this.

So, it's up to you now!

Cloak your links at URLel.com - IT'S FREE

If you want to make some serious money online creating short reports, selling them and squeezing more cash from the back end then get down to it. There is no better time to start than now!

Good luck!

To your future success

www.6UW\U6i m.com

Make sure to sign up to the customers only list to receive updates and bonus material to work alongside this eBook

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