



5 Ways to Ramp Up Your Marketing With Special Reports

What is a special report? A special report is a non-fiction document that ranges from a few pages to several pages (most are 5-10 page) and generally contains highly specialized information on a specific topic. Good ones identify one problem that a target market is having and gives a solution. They may go into detail about the topic or they may give a grocery list of possible ways to solve the problem.

Why use them? Special reports are great lead generators and one of the best ways to build your email list. They are fast and easy to write and, when done properly, they grab the attention of your audience, and they give your market solid information that they want in an easy-to-digest format. Special Reports also show your market that you are an expert, which gives them the confidence they need to take the next step with you.

Once you capture their attention, it becomes an easy decision for your potential readers to opt into your list or purchase your report; they become willing to give you their email address in exchange for information or shell out just a few bucks to get what you have to offer. In addition, there is so much information on the web, that people appreciate getting the information they needs without getting overwhelmed by too much of it at one time!

Here are 5 great ways to turbo-charge your marketing using special reports!

1. Write a special report to use in a pre-launch for a product launch.

Authors, coaches, independent professionals, and online entrepreneurs have made millions of dollars online doing product launches, and it starts with the pre-launch.

According to product launch creator, Jeff Walker, A pre-launch generally consists of three pieces of prelaunch content. Each piece can stand alone, but all 3 pieces work together to tell a story. In the first piece, you want to teach people about your opportunity for change or transformation. This piece can be delivered in several ways, one of which is in a special report (PDF). This is a very popular way to start a pre-launch and has been used by many of the top experts online.

2. Write a special report to sell on Fiverr. “How-to” special reports sell well on Fiverr. Think of a problem that your market has that you can solve, write a special report, add a nice looking cover, and a bonus inside (to collect names and email and build your list) and sell it on Fiverr.

You’ll also need a nice graphic to display on your gig page (Fiverr calls offers gigs.) It’s a lot faster than writing an ebook, and in many cases you make more money than on Amazon. Starting price is \$5, while starting price on Amazon is .99! And it’s a lot less work so it’s a great place to get started! I’ve been selling on Fiverr for a couple of years. Some people make a full-time living; others use it to supplement their income. My Fiverr account pays for all of the vendors I hire there for my business.

3. Write a special report as a prequel to an ebook. If you’ve already written an ebook, you can extract the main points and turn it into a

special report. It's harder to get people to buy your book, whether it's on Kindle or on your website if they don't know what it's about and if you haven't given a compelling reason why they should buy it. A special report can help you explain what your ebook is about and why people should buy it, while giving them a sneak peak to what they can expect to find inside the ebook.

4. Write a special report to promote your business or services. Give a brief description of your services and/or products. Give the benefits that the client will receive from each not just what you do. If people aren't aware of what you offer, a good way to let them know is to write a special report and explain it to them. But, always focus on what's in it for them rather than the features of what you provide or you'll lose them before you even get started marketing to them.

5. Write a special report and give it away on your website to build your opt-in list. You can also give it away inside your ebook on Amazon as a bonus to build your subscriber list. The key is to figure out what your market wants to know and to write a killer title that they simply can't resist. Then, put it on an opt-in page to capture names and emails! Write and market the right report, and you can add hundreds if not thousands of targeted prospects to your list! Next step:
<http://thebookcoach.com/special-report-blueprint-program>

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