

- Special Two Part Report -

**PRIVATE LABEL RIGHTS  
(PLR) SECRETS:  
HOW TO USE PLR  
PRODUCTS TO CREATE A  
MONEY-MAKING  
SMALL REPORTS  
BUSINESS**

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Special Two Part Report

Part 1: 11 Ways to Transform PLR into Cold, Hard Cash  
Part 2: 5 Steps To A Big-Profit, S.M.A.L.L.<sup>™</sup> Report Business

By Nicole Dean & Jimmy D. Brown  
Benchmark Publishing, LLC

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## About The Expert

### Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the ***Big Seminar*** and the ***System Seminar***.

He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His [SmallReportsFortune.com](http://SmallReportsFortune.com) course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created **\*dozens of best-selling internet marketing courses\***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at [Living4Jesus.com](http://Living4Jesus.com) where over **700 of his original devotionals are archived.**

**Other products from Jimmy:**

- [ListProfitSystem.com](http://ListProfitSystem.com)
- [SubjectLineSecrets.com](http://SubjectLineSecrets.com)
- [EmailStrategiesExplained.com](http://EmailStrategiesExplained.com)
- [GetEmailResults.com](http://GetEmailResults.com)

- Part One -

**11 WAYS TO TRANSFORM  
PLR ARTICLES,  
SMALL REPORTS &  
EBOOKS  
INTO COLD, HARD CASH**

By Nicole Dean

## Introduction

11 Ways to Transform PLR Articles,  
Small Reports and eBooks into Cold, Hard Cash  
By Nicole Dean of [www.EasyPLR.com](http://www.EasyPLR.com)

**Special Report –**

**PRINT THIS OUT FIRST**

*Content, content, content.*

Content makes the world go round. At least in the "world wide web" it does.

The problem is that it's darned hard to sit and write content all day, and it's expensive to hire someone else to write it.

So, what's an Internet Marketer to do?

***Private Label Rights (PLR) to the Rescue!***

If you're working online, you've likely heard buzz about PLR or "Private Label Rights" content. If not, where have you been hiding? ;)

If you aren't familiar with PLR products, basically they are digital items (articles, ebooks, etc.) that are provided in a file that you can edit and use in various ways.

How's that for vague?

The reason the description is so vague is that PLR content can be found in many forms:

- articles
- prewritten newsletters or ezines
- small reports
- full length ebooks

- website templates
- audios and even videos

Just to name a few.

Basically, anything that you can download on the Internet is being sold as PLR.

The second part of my definition "can edit and use in various ways" is also vague because each PLR service includes their own unique rules. Most PLR sites allow you to edit the items as you wish, and use the content in your own projects. However, they usually **do not** allow you to sell PLR rights to others to do the same.

Translation: You can use the PLR product for your own uses, but you can not sell or give the product to others. (Read the rules with any PLR you purchase as they can vary greatly.)

To simplify things, we'll focus this report on PLR articles, reports and ebooks.

Basically, written content.

***PLR solves the two problems stated above.***

- Not having enough TIME to write the content you need.
- Not having enough MONEY to hire a quality writer for all your content needs.

***PLR is like having ghostwritten content that you share with a group of people.***

It's not, by any means, a perfect solution, but it can save you time and money. Plus, anyone with motivation and some skills can turn that content into cash, using the methods below.

Once you understand the concept behind PLR items, you can see the appeal. Most people can envision the value of adding the content to their websites. But, did you know there are more ways to use PLR articles than that?

**But first! Where can you find PLR?**

If you are completely new to the PLR scene, check out:

[www.EasyPLR.com](http://www.EasyPLR.com) – Quality Niche Articles!

Whether you're new to PLR or whether you've got a hard drive full of PLR that's sitting unused, here are some ways to turn PLR into cash.

**1. Blog Posts.**

Got a blog? Who doesn't these days?

Blogs are a great way to build a relationship with your readers, get the search engines to love you, and actively promote your own products or services to people who are interested in what you have to say.

Blogs and PLR go together like macaroni and cheese. Here's how...

Use your PLR articles or reports to fill up your blog with quality content. Simply take an article that contains 5 or 10 tips and insert each one into separate blog entries. Write a personal intro to each. Insert some product recommendations, affiliate links, links to your own products, or adsense to monetize the posts and you're set.

- Tip: If you're using WordPress, this process is even easier. Schedule the messages to autopost every few days while you're on vacation or working on other projects.

Of course, because the search engines value unique content over duplicate content, you'll want to “change it up” a bit and personalize or customize the blog posts to your target audience.

Translation: You don't want your blog posts to be exactly the same as the other members. If every member of the PLR site copies and pastes the same article into their blogs or websites, too, yours won't be unique. So spend a few minutes changing it up - and, more importantly, adding more to the blog posts.

## **2. Newsletter Content.**

Need content for your newsletter list? PLR articles can be the perfect answer. Of course, if you're developing a relationship with your readers, you will want to rewrite them a little to match your own writing style (otherwise, it may sound like you copied and pasted PLR content into your newsletter which isn't cool).

However, you can pull a section from a PLR article - use it as inspiration -- and whip out a newsletter in minutes.

Have you ever heard of downloadable email messages? It's a way to make your newsletter stand out from the crowd.

That's just one of Jimmy D. Brown's ideas in his course at

<http://www.getemailresults.com>

## **3. Instant ecourse.**

If you purchase a package of PLR articles based on a theme, it's quite easy to turn them into an ecourse simply by adding them to your autoresponder. Something as simple as "Five Ideas for Kids Lunches" can become a 5 day ecourse to grow a big newsletter list.

This process is made incredibly easy by using our favorite autoresponder [aweber.com](http://aweber.com)

#### **4. Podcast Content.**

Podcasts are basically “blogs on steroids”. Once you have a blog and it’s set up with an RSS feed, you just add audio, and voila! You’ve got a podcast.

How does PLR apply to this?

Take a PLR article or report and use it as inspiration for a podcast. You can either read a section of your PLR or use it simply as inspiration for a free-flowing discussion.

#### **5. Take it offline.**

Direct mailing is huge. Several of the biggest internet marketers have paid newsletters that you can receive in your actual USPS postal-approved mailbox – for a fee. (The mailbox out by the street, not the one on your computer.) ;)

The moral of the story is that you can use PLR to create an offline paid newsletter or a free one.

If you have a list of postal mailing addresses, from your customers or even leads, put together a free report or a newsletter from PLR content and send it out.

Which stands out more?

A printed newsletter that arrives at your home, or an email newsletter lost in a sea of spam?

If you don’t want to run up shipping costs, print the newsletters and leave them in waiting rooms around your hometown. (Doctors, hairdressers, etc. – anywhere you have a bored and captive audience.)

#### **6. Create a downloadable free report.**

To create a free report, either bulk together some PLR articles that have the same topic, and

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make them flow into a special report or just buy some premade PLR reports in your niche. Edit and convert your information into a useful pdf file.

You can monetize the report with affiliate links or use it as an incentive to get more people to sign up for your list. Or both!

## **7. Record a Freebie Audio**

Similar to creating a free report, you can use PLR to make a free audio. Simply edit and read the PLR articles or PLR report into your computer microphone to create an audio. Then provide that audio free of charge.

The best use of a free audio would be to provide it as a gift to entice visitors to subscribe to your newsletter. After all, the fortune IS in the list.

Picture two separate opt-in lists. One offers a free report, and one offers a free audio. Which has more value to a customer? I'm betting on the audio.

*The last 7 ideas were to get you to use PLR as way that indirectly makes money.*

*Now, we can get into the nitty-gritty of making money directly from PLR content.*

*Are you ready?*

## **8. (9, 10 and 11) Small Reports and eBooks**

It may look like I'm cheating by combining 8, 9, 10 AND 11, but keep reading and I promise this will make sense in a minute.

Many PLR services offer small reports (or several articles on a theme that could easily be bundled into small reports). Some offer full-fledged ebooks (big, fat ones) that you can turn into products, but that's a bit more ambitious than we'll get into here. We like it simple.

Small Reports actually have several advantages over writing traditional ebooks. Yes, I know, I'm getting a lot of surprised looks right now. Is this for real? I'll prove it.

1. Obviously small reports are easier to write. (Pretty obvious, right?) Any bonehead can figure out that it's a heck of a lot easier to write a 7-15 page report than a 40-70 page ebook.
2. Small Reports are cheaper. So, for the customer, it's an easier decision to pull out their credit card and purchase. (There's less convincing on your end.)
3. Less Returns. Obviously, someone who spends \$20 on a digital product doesn't have their hopes up as high as someone who buys a \$297 product. So, returns are less.
4. People are super-busy and don't have TIME to read "*War and Peace*". They want the Cliff Notes™ version.

***Here's a test for you. Which would you be more willing to buy?***

"Everything you ever wanted to know about Internet Marketing  
(including 18 DVDs & 38 hours of Training)" – for \$497

or

"Get a Flood of Traffic in 10 Easy Steps in 10 Minutes per Day" – for \$21

I don't know about you, but parting with \$21 and 10 minutes/day is easy for me. Parting with \$500 and 38 hours of my time is a little harder. ;)

**Part II of this report will explain a simple 5 Step Method of Profiting from S.M.A.L.L. Reports that will help you to get started.**

***So, what is #8, #9, #10 & #11 in the List of 11 Ways to Transform PLR into Cold, Hard Cash?***

**8. Turn the PLR into Small Reports that you can sell.**

This is easy enough. Just see part II of this report.

## **9. Convert those same Small Reports into a larger price digital item.**

Bulk the small reports into a larger item. If you choose the titles correctly, you'll have a natural flow from your first small report to your last, and you can then turn them into a higher-price item.

For instance, Dog Training is huge. So, why not do a series of small reports that every new dog owner will be jumping to buy?

Your First 5 Reports:

- Choosing the Perfect Dog for You: Don't Bring Home the Wrong Puppy and Regret It
- 10 Things you Must Do Before Bringing your Puppy Home
- 10 Online Pet Resources you Must Check out Before Spending Money Online
- 10 Secrets to Getting your New Puppy Housebroken in Less than a Day
- 10 Secrets to Train your New Puppy to Stop Biting (from Fingers to Furniture)

Well, you get the idea. If you position your series of small reports correctly, you can sell them individually, OR bulk them into an authoritative resource for your target market. (If you find the perfect PLR source for your niche, jump on it. You can always use it later!)

## **10. Turn those same Small Reports into a physical product.**

Let's Get Physical! Turn the small reports into physical items (real printed books, DVDs or CDs that you mail to customers). There is a higher perceived value in receiving a product in the mail, as opposed to a digital download.

Take advantage of that value and offer your customers a physical copy (at a higher price, of course).

## **11. Use those same Small Reports in a membership site.**

Everyone loves residual income. Membership sites are the best way to get paid month after

month. Sound hard? It's not, if you've already got the small reports system down pat.

Keep reading part II of this report to learn more about Small Reports and how you can utilize them to build a profitable business.

Whether you write them yourself or use PLR content to create the reports, you're on your way to something big. I hope you see the potential of both PLR and Small Reports after having read this report.

*Nicole Dean*

[www.EasyPLR.com](http://www.EasyPLR.com)

- Part Two of this Special Report -

**5 STEPS TO A  
BIG-PROFIT,  
S.M.A.L.L.™ REPORT  
BUSINESS**

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**How To Turn 7-15 Page Small Reports  
Into A Six-Figure Information Empire**

By Jimmy D. Brown  
Benchmark Publishing, LLC

## Introduction

### 5 Steps To A Big-Profit, S.M.A.L.L.™ Report Business By Jimmy D. Brown, Author of [Small Reports Fortune™](#)

I must warn you up front - if you continue reading this report, then you may not get much sleep tonight.

I know, I know, everyone seems to have some kind of "*earth-shattering*" revelation to share that's gonna "*change things forever*".

Earth-shattering revelations aren't what they used to be, huh?

To be truthful, most so-called "*helpful*" information should come with an advisory warning label affixed to let you know you're about to get 3 pages of fluff (fluff being useless, rehashed information) and about 10 pages of sales copy.

Know what I mean?

So, what makes this report different? What makes my claim credible?

In a word –

***PROOF.***

You may or may not know me, but I've been giving away free content online for a LONG time. (Since 1999) I've given away more useful content than most so-called "*marketers*" have been peddling in their paid products.

Ask around. Search Google.com. Or, just read this report and find out for yourself. ☺

- ✓ Yes, I will ask you to consider purchasing my [Small Reports Fortune™](#) course at the close of this report.

- ✓ Yes, I will GIVE you some solid nuggets of information that you can use without forcing you to buy anything.

If you find that offensive, then there's a little [X] in the upper right hand corner of your screen that you can click on to close this document.

But, if you want to learn something that really is going to be beneficial to helping you make money online with tiny 7-15 page small reports, let's get started...

### **The Concept Of S.M.A.L.L.™ Reports**

Before I share the 5 steps in this incredibly profitable business model, let me first explain the concept.

Here's the idea –

Write a small report (approximately 7-15 pages) to sell online and, over time, grow that singular small report into a huge information empire consisting of reports, full-length products, membership sites, high-ticket premium products, e-coaching and more.

Everything hinges around being able to write small, 7-15 page reports.

***Throughout EVERY stage of this business, you will NEVER be required to write anything more than 7-15 pages.***

Stop now and re-read that. That statement is going to keep you up half the night as you consider how *realistic* and *reasonable* it is for you to accomplish in light of everything I'm going to share with you from this point on.

⇒ As you grow your business into **full-length products**,

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you'll never write anything more than 7-15 pages!

⇒ As you grow your business into a **membership site**,  
you'll never write anything more than 7-15 pages!

⇒ As you grow your business into **high-ticket products**,  
you'll never write anything more than 7-15 pages!

⇒ As you grow your business into **premium-priced e-coaching**,  
you'll never write anything more than 7-15 pages!

It starts with a 7-15 page small report and -- *despite the numerous streams of higher-priced income you'll develop in this model* -- you'll never have to write anything more than 7-15 pages. Remarkable, huh?

Now, it is with that foundation that I want to quickly share my system with you - **"5 Steps To A Big-Profit, S.M.A.L.L.™ Report Business" ...**

I use the acronym "S.M.A.L.L." to illustrate the five steps. Each letter of the word SMALL (S – M – A – L – L ) represents one of the five steps...

**S** - SELECT a market.

**M** - MEASURE interest.

**A** - AUTHOR a report.

**L** - LOOK to repeat.

**L** - LEVERAGE your assets.

We're going to briefly look at each of these steps so you can get a good overview of how to build a successful "small report" business.

I'm ready if you are.

## 5 Steps To A Big-Profit, S.M.A.L.L.™ Report Business

Let's begin with the "S" of the *S.M.A.L.L.™ Report Business Model* which is...

Step 1 -  
**SELECT A Market.**

The first step in this process is to "*select a market*". That is, you'll want to identify a group of people that you want to sell to – a "*target audience*". A "market" is simply a body of existing or potential buyers for specific goods or services.

Just a few of the more popular markets include –

- Weight loss
- Home business
- Relationships
- Parenting
- Retirement
- Personal Growth
- Wedding and Marriage
- Computers and Technology
- Motivational
- Leadership

The list could go on and on, but I think you get an idea.

You want to choose a "market" that you'll center your small reports business on.

If you've been following events over the past couple of years, then you know that "*niche*" marketing has been the big craze. People have been (and still are) scrambling all over to find these tiny, untapped niches (Ex. Teaching a parrot to talk) to create businesses around.

I've got two words for this kind of business model –

***Big mistake!***

Let me caution you that while that is an approach that certainly works, there is another strategy to use that I have found to produce even greater results.

**Here it is:**

**Instead of identifying niches,  
identify target markets.**

Let me say that again: instead of identifying niches, identify markets.

Here's the common practice...

1. Identify a red-hot niche with hungry customers.
2. Create a product that's highly sought after by those customers.
3. Setup a web site to sell the product.
4. Rush off to buy pay per click listings and Google Adwords® to promote the site.
5. Find another red-hot niche and repeat the process.

Now, that's a good plan. There's no doubt that it's a profitable system.

***But, it's not a great plan.***

Really, that system is setup for leaving money on the table, for just throwing away

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money that you could be depositing into your bank account.

***So, what is a great plan?***

Selecting a market so you can generate multiple sales per customer.

It's very similar to the way most people approach niche marketing, with a critical extra "profit-boosting" step...

1. Identify a market with hungry customers.
2. Create a product that's highly sought after by those customers.
3. Setup a web site to sell the product.
4. Rush off to buy pay per click listings and Google Adwords® to promote the site.
5. Create additional related products to sell to your existing customer and lead lists.
6. Find another market and repeat the process.

Do you see what I added there? There's an extra step there that is so critical to your bottom line, and that is "Create additional related products to sell to your existing customer and lead lists."

1. You've already got customers who have bought a product from you, so instead of moving on to other "niches" where you have to go out and find additional customers, why not offer your customers additional, related products before you move on?

2. You've already begun building a lead list, why not offer them additional, related products before you start looking for other "niches"?

If a customer bought a product from you, then they've told you –

*"This is a hot button with me. This is something I'm interested enough in to spend money. This is something that is important to me at this point in time."*

So, you simply feed them other offers that are highly related to the one that they've already identified as being important to them.

Instead of looking for tiny "niches", you look for larger markets and feed them multiple, highly related offers.

**The idea here is to find customers  
who make repeated purchases from you.**

And when you take into consideration what we'll be talking about momentarily -- *creating 7-15 page reports as these various "offers"* -- it really is an easy thing to accomplish.

But, we'll get to that.

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NOTE: In the [Small Reports Fortune™](#) course, the first thing I do is teach you how to choose the right market by sharing 3 simple rules for finding markets full of eager-beaver, hungry buyers; plus I list 20 highly-profitable markets that are proven to generate revenue in the information business.  
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First step, "select a market". Then we have the "M" of the *S.M.A.L.L.™ Report Business Model*...

Step 2 -  
**MEASURE Interest.**

After you've determined what "market" you want to target, it's simply a matter of finding out what to offer them.

If you want to put things into a practical setting, it's time to get some ideas for what topic you'll be writing about in your first 7-15 page small report.

You'll want to "measure interest" among your market. Take their temperature. Identify the current hottest topic of interest.

Basically, I have three "diagnostic" questions that I use in measuring interest in any particular market that you can put to the test yourself for your market...

**1. "What do they want?"**

It all begins and ends with the persons that make up your "market". What do THEY want? Based on your own history in the market, researching the market or inquiring among existing individuals in the market, it should be easy to determine the wants and needs of the group as a whole. (More on this in a minute).

**2. "What is available?"**

Next up, you want to determine "what is available". In other words, are there existing resources in place that are being sold to this market that you'll be directly competing against? What do they offer? What's good about their offer and what's not so good?

### 3. *"What can I offer that's different?"*

And, thirdly, "what can I offer that's different?" Is there something missing from existing resources? Something that could be explained better? Are more ideas and examples needed? Is there new information available? Can you package, present or position content in a more user-friendly way? Are their tiny segments that could be broadened?

By focusing on these three diagnostic questions, you'll be able to measure the interest of your market and determine an "in-demand" topic to write about in your first 7-15 page small report.

Now, before we move on, I do just want to give you a quick way to find ideas to write about. *You'll still need to use these three diagnostic questions, but this will give you something towards which you can direct the questions.*

One of my favorite places to brainstorm ideas is [Amazon.com®](http://Amazon.com). Amazon.com® is the web's largest bookstore.

***It's also a community center for new product ideas.***

I use it as one of my brainstorming resources. Again and again I visit this site to come up with topics to write about.

What makes Amazon.com® so useful as a research tool for getting new ideas is their searchable database of books. There are thousands of great ideas lurking in there if you just know how to use it.

And that's what I'm here for. ☺

I'm going to show you how to find hot product ideas with Amazon.com® anytime you want.

It's really a matter of three simple steps ...

**STEP 01: Decide Upon A Broad Category.** When brainstorming ideas, you must begin with a broad category to work with. Some examples might be: weight loss, marketing, dating, travel, baseball.

Basically, whatever "market" you've chosen.

As an example for this article, I'm going to choose GOLF.

**STEP 02: Search Amazon's® Database.** After picking your broad topic to research, it's time to visit Amazon.com.

Specifically, you're going to SEARCH their database of books they are selling.

Upon arriving at their site, locate their SEARCH form. At the time of this writing, it was in the upper left hand corner of their main page. Pull the menu down and select BOOKS from the options.

In the space provided, type in whatever broad category you chose. I'd type in "Golf". (You don't need quotation marks)

If you did indeed start with a broad category, then hundreds (or even thousands) of book listings should appear as a result of the search.

**STEP 03: Brainstorm Ideas From The Listings.** Let the brainstorming session begin! Now it's time to look at the books that are listed and write down as many possible ideas as you can find.

*Look for the different TYPES of books written about the subject, identifying different THEMES, STYLES and SUBCATEGORIES.*

Let's look at an example ...

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When I searched for "Golf", I was able to immediately spot dozens of great ideas. Here are a handful ...

1. Becoming a Better Golfer.

There are many golf books available in this area, covering everything from "A-Z of Golf Shots" to specific topics such as "Improving Your Short Game". There were lots of different themes from "learning to break 100" to "shaving 10 shots off your score" to "7 shots that will change your golf game forever".

2. Guides to Golf Courses.

Again, we have many different ideas here. Specific golf guides like "Florida golfing", "golfing in Tennessee" and "golfing the Robert Trent Jones trail" appear, as well as books on "the best golf courses in America", "best kept secrets: great golf courses you've probably never played", and "golf vacation guides".

3. Profiting from Golf.

More ideas pour in with "opening a golf repair business", "becoming a golf retailer", "learning how to caddy" and "buying & selling used golf clubs". What about "running an online golf auction", "organizing a golf tournament for profit" or even "writing information products about golf"!

4. Golf and Business.

There are millions of dollars in business deals negotiated on

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the golf course every single year. And there are books available to teach folks how to get it done. "How to negotiate business deals during golf outings", "Legal golf tax deductions for businesspeople", and "business seminars and golf: how to mix training and fun for maximum profit" are just a few more ideas worth exploring.

#### 5. Golf Products.

My, my, my there are so many ideas floating around in here! Everything ranging from reviews of the latest golf equipment to ratings of golf courses to discounts on golf packages. Resource guides to finding the best deals on golfing products, how to negotiate discounts, and how to find the best products for your specific golf game also come to mind as product ideas.

One Broad Category (Golf)

+ Amazon.com Searchable Database of Books

= 28 Potential Product Ideas

See how easy that was? I found TWENTY-EIGHT potential small report ideas (and there were MANY MORE that I didn't mention in this report) from a simple brainstorming exercise using ONE "idea hangout".

Not bad, eh?

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NOTE: In the [Small Reports Fortune™](#) course I give you an ENDLESS SUPPLY of ideas for every small report you'll ever write including: 7 idea "hangouts" where you can find dozens of ideas, 27 different categorical ideas for your next small report and 158 different title topics you can modify for your own use in generating ideas! I even cover different "kinds" of small

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reports to create like "how-to", "faq", "first year" and so forth.

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So, you measure interest and then on to step 3, the "A" of the ***S.M.A.L.L.™ Report Business Model...***

Step 3 -  
**AUTHOR A Report.**

After you've selected your market and measured interest you should have a topic for your first small report.

So, now it's time to "*author*" your report. It's time to write that first one.

Now, what I want to engrain in your head concerning this small report is simply this ...

***It only needs to be 7-15 pages long.***

Now, for obvious reasons (I.E. I want you to buy my [Small Reports Fortune™](#) course ☺), I can't give you my proprietary system for writing these small reports. That's reserved for my paying customers only.

*I couldn't, in good conscience, give you privileged information that others have paid me to receive.*

But, I do want to give you a simple strategy that will dramatically help you write easier, faster and better as you create these small reports.

It is simply this –

***Compile and refer to a "Starter Swipe File"***

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One of the things that you'll find invaluable to you as an information writer is what I have labeled as a "starter swipe file".

### **DEFINED: "Starter Swipe File"**

A "starter swipe file" is a collection of ideas to write about written in a single sentence formatted template.

Example: One of the biggest reasons people fail in \_\_\_ is \_\_\_.

I could use this starter sentence to create paragraphs of content about virtually any topic in the world –

- One of the biggest reasons people fail in marketing is...
- One of the biggest reasons people fail in dieting is...
- One of the biggest reasons people fail in reaching goals is...
- One of the biggest reasons people fail in homeschooling is...
- One of the biggest reasons people fail in relationships is...

These starter sentences allow me to quickly find something to write about anytime I want to build content into a document –

- 1) At the beginning as I outline it,
- 2) During the writing process as I struggle for ideas, or
- 3) At the conclusion of the document when I find portions of the document

need more information.

Do you see how this works?

I encourage you to compile a set of these "starter sentences" – templates – that you can plug in anywhere you want to kick-start your writing.

***I use these all the time and it makes my writing so much faster, easier and, ultimately, better!***

The writing part of this business is obviously the most important piece of the puzzle. If you don't write your small reports, then you don't sell them. And that brings the profit to a grinding halt. ☹

That's why I have done something in [Small Reports Fortune™](#) that I simply don't see available in other courses (and certainly is lacking in comparison to the details I provide) and that is this –

***I explain – in great detail – HOW to write information products.***

It's a gap in almost every course I've ever seen ... they leave the writing part of information product creation for you to figure out on your own.

Not in this course!

- If you are NOT a "writer", then the instruction in this course is going to be an invaluable resource in helping you quickly crank out these small reports. You will \*literally\* refer to it again and again and again!
- If you ARE a "writer", then the instruction in this course will make the process of writing these small reports easier, faster and better than anything you've done so far. If I'm

wrong, I'll give you a refund.

I've gone to great lengths to share my own proprietary system of "How To Write P.A.G.E.S.™ Of High-Demand Content". There's an entire chapter and audio session on the topic.

PLUS, I've included a never-before-seen report entitled, "How To I.M.P.R.O.V.E. Your Information Writing"! In this 24-page report, you'll be given 7 incredible techniques for writing faster, easier and better! Included in this invaluable reference (*this is \*literally\* worth more than the cost of the course by itself!*) are **9 kinds** of "content enhancers", **50 different** idea catalyst templates, dozens of writer prompts and **invaluable writing techniques** to help you *improve both the quantity and quality of your finished product.*

Sorry, I'm getting ahead of myself.

I'm just so excited to teach you about this concept of creating small reports that I want to tell you everything I've put together in one breath of air. I'm hyperventilating here. 😊

Anyway, back to the five steps...

Up next we have the first "L" of the ***S.M.A.L.L.™ Report Business Model*** which is...

Step 4 -  
**LOOK To Repeat.**

Remember when I told you earlier about choosing a "market" so you could make multiple, related offers? That's what this step is all about.

Let's face it, selling one small report for \$15-\$20 isn't going to make a lot of money. After all, you'd have to sell 1,000 copies just to make \$20,000.

But ...

- What if you created a **second** 7-15 page report and sold it to your existing customers and leads?
- What if you created a **third** 7-15 page report and sold it to your existing customers and leads?
- What if you created a **fourth** 7-15 page report and sold it to your existing customers and leads?
- What if you created a **fifth** 7-15 page report and sold it to your existing customers and leads?

If you sold 1,000 of each (same customers!) you'd suddenly have made \$100,000 instead of \$20,000!

Note: I can write a 10-page report in **two hours** or less. I can create a mini-salesletter for it in another **hour**. Setting up a site takes **half an hour** max. In just **three and a half hours** I can have a completely new manual to sell for \$20.00 - it's not uncommon for me to sell hundreds of these.

But, that's not the end of it. I can invest a **few more hours**, recycle the content and convert this small report into a premium-priced product that rakes in **\$100.00** or more.

In the typical time (*8 hours*) someone else spends a day on the job that they get paid once to work, I can create a stream of income that pays off handsomely for months and even years to come.

- ⇒ We were on the way to a **skiing retreat** recently and I finished up a 19-page small report on "*how to beat any tennis player at your skill level*" on the drive there. Another income stream.
- ⇒ **My in-laws live about 45 minutes away** and on a couple of drives to and from their

home to visit, I wrote a small report on "*how to lose weight by making tiny, healthy changes*". More income streams.

*These small reports are so easy to write that you'll find even in your sparest of time you can crank them out.*

**That's what I love about them** - it doesn't take much time at all to write a dozen or so pages of information with the system I share.

In the typical time you'd spend a day at your regular "job", you could create a small report using the system I share in [Small Reports Fortune™](#). A 5-day work week could yield a staggering five separate small reports if you wanted to devote yourself to it.

But, to the point, it's all about "looking to repeat". That is, creating multiple, related 7-15 page reports to sell to your market.

Let me give you an example:

### **Marketing Exhibit™: "Weight Loss"**

Weight loss is a billion dollar industry. There are literally millions of potential customers out there who are looking to lose weight and get in shape.

So, let's say that anyone looking to "lose weight and get in shape" is your market that you want to receive your offers.

Let's say you create a small report entitled, "***How to Lose 10 Pounds in 10 Days***". That's a good start because we've got a lot of potential customers out there.

You setup your site and go to work marketing. And you get a lot of customers and sales.

Now, instead of moving on to some tiny niche like "***Teaching Your Bassett Hound to Play the Banjo***", you create some related small reports for the customers and subscribers you've already started collecting.

So, what is your market interested in? They are interested in losing weight and getting in shape.

So, we could create these 7-15 page small reports...

- How to Tone Up Your Tummy
- One Minute Exercise Routines
- 7 Ways to Boost Your Metabolism
- Low-Calorie Mealbook
- Walking Your Way to Better Health
- Yoga for Beginners

I mean, we could go on and on here with ideas. These small reports are all decidedly different from each other, but they are all related to your market's interest – that of losing weight and getting in shape.

Anyone who buys your "How to lose 10 pounds in 10 days" small report would likely be interested in one or more of these additional products, because they are highly related. Some of your customers will buy them all.

Your customers ultimately make multiple purchases from you.

**Note:** And if you question whether or not this strategy works, look at your own computer. Chances are, if you've been involved in doing business online for any amount of time at all, you've bought products related to...

- Affiliate marketing
- Driving traffic to your site
- Building email lists
- Creating your own products
- Using pay-per-click search engines
- And so forth.

These are all specialty products that are related to a larger target audience, that of those interesting in doing business online.

Now do you see how this works?

It's a surefire system for getting multiple purchases per customer.

So, that's the first "L". What about the second "L" of these 5 steps...

Step 5 -

**LEVERAGE Your Assets.**

Now, here's where it gets interesting. I mean, really interesting.

***This is where you go from making a decent amount of money selling small reports to making a LOT of money selling small reports.***

After writing a few of these small reports (you can easily write several in a month's time) it's time to begin doing three important things that will quickly escalate your profit...

- ✓ **Re-Packaging.** This would include taking several of your related small reports and bundling them together into a \$97.00+ offer.
- ✓ **Re-Publishing.** This would include enhancing and then converting the information into different formats. (I.E. "Physical products")
- ✓ **Re-Profiting.** This would include adding more content and developing high-ticket (e-coaching) and continuity (membership site) offers.

With a few strategic steps you can *–without writing anything more than 7-15 pages of content at a time –* create offers that sell for **\$997 and beyond!**

It's all about leveraging your assets.

Let me give you a couple of quick examples that I mention on my web site to show you the enormous potential here...

## CASE STUDY NO. 1

### \$22,000+ in Monthly Residual Income

I have a membership site at [ListAndTraffic.com](http://ListAndTraffic.com) where I publish a once-per-month "audio newsletter". This "audio newsletter" is a small report and an audio file of me reading the report.

At the time of this writing, I have 2,251 paying members, bringing in a residual income of over \$22,000 monthly!

View Statistics From: 02/05/07 to 02/05/07	
Total Members:	██████████
Cancellations:	██████████
Active Members:	2251

**Note:** The monthly small reports are only available to members for the month they are published. Whenever I publish a new report, I remove the previous one and sell it at other sites for even more profit!

WHAT ABOUT YOU?

Think of the possibilities here. Once you learn the system, you'll see how easy it is to add a membership site to your

small reports business to create monthly cash flow from the same set of members.

Remember what I talked about earlier, "look to repeat". Starting a membership site (paid audio newsletter like me) is the ultimate way to get the same set of customers to spend money with you month after month.

And here's case study number 2...

## CASE STUDY NO. 2

### \$30,000+ in One Day Profit!

I offer a 4-week e-coaching program several times a year at [SixFigureFormula.com](http://SixFigureFormula.com) that sells for \$497.00. The curriculum for the e-coaching was originally developed as, you guessed it, a series of small reports! In my most recent e-coaching offer, I sold 61 units at \$497.00 for just over \$30,000 in profit!



2CO [2checkout.com](http://2checkout.com)

### Product Summary

These are your products sold for the selected time period.  
Sub-totals and totals are in US Dollars

Sales summary for dates: 2006-09-5 to 2006-09-6

Product ID	Product Name	Sold	Refunded	Sold Amount
SFF-ecoaching	Six-Figure Formula 4-Week e-Coaching	61	0	\$ 30,317.00

**Note:** The beauty of converting small reports into an e-coaching program (which I talk about in my *Small Reports Fortune™* course) is the fact that you can offer it over and over again! I plan on offering my SFF e-coaching once-per-quarter this year, which should yield well over \$100,000 from this ONE part of my business ... and it's already written!

WHAT ABOUT YOU?

Again, this isn't something limited to ME. There's no reason why you can't use several of these small reports as the basis for your own e-coaching program to command premium prices. It's part of the highly lucrative "phase six"!

And every bit of this requires that you write no more than 7-15 pages of content at a time. That's the beauty of the way I have it set up.

*It requires very little time or effort in creating the content for this business.  
No more getting bogged down trying to write hundreds of pages!*

Like I said, it's all about leveraging your assets.

And that's all about learning **the system**.

After analyzing, tweaking, and improving what I've done over the past six years, I've been able to establish a unique set of "phases" that will allow you to take your "small reports" business to the \$100,000 / year level and beyond.

While I've shared bits and pieces of this before – *and have explained it privately to some clients* – I've never made this 6-phase plan available publicly.

Until now. 😊

If you purchase [Small Reports Fortune™](#) you'll get a **first look** at a very unique business model in that it's relatively easy-to-do, while possessing the potential to be a **very lucrative** revenue generator for anyone who makes it to phase #6.

**Note:** Let me stress that during all that I share in the 23

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pages of "Six Phases To Six Figures" all you need to do is create ONE small report per MONTH for 12 months to get to phase #6! (If you create more than one small report you can get to phase #6 much faster!)

I have put together a systematic "six-phase" approach to building an information empire with 7-15 page small reports that teaches you to...

- Easily crank out high-demand, money-making small reports on **your first day!**
- Start from scratch today and actually be making money in **your first week!**
- Turn tiny, 7-15 page reports into a \$100,000+ business in **your first year!**

Up until this point, I've told you a lot of WHAT to (and a little bit of HOW to do it).

Just as a quick recap, here are the five steps...

- S** - SELECT a market.
- M** - MEASURE interest.
- A** - AUTHOR a report.
- L** - LOOK to repeat.
- L** - LEVERAGE your assets.

You can ignore what I'm about to share with you and you'd already have a great plan in mind to build your business around. I mean, those five steps are what it's all about in this information business.

Of course, that would leave a lot for you to figure out on your own, as far as "filling in the blanks".

That's why I strongly recommend [Small Reports Fortune™](#)

In the course, I go into great detail on HOW to do it. Everything from start to finish. And when I say "everything", I mean "everything". I'm talking how to start from absolutely zero

and set this thing up.

Here's what one recent customer said about the in-depth details of the course...

Hi Jimmy,

I have just finished my first reading of "How To Make A Small Fortune Online With Small Reports" having purchased it yesterday.

I would like to thank you for the quality and comprehensiveness of the publication - it just seems so complete in every sense - yet it is written at a level that even I as a computer novice and a complete internet newbie can understand and take action with.

I have spent many hundreds of pounds on other products and whilst many of them have been good they all seem to be written by people who seem to have forgotten what it was like to be starting at the beginning. They often have annoying and very frustrating gaps in the "how to" bits which means it is difficult to move on easily and can be so demoralising.

Not so with this product (and all its bonus elements) and for the first time I really believe I have a business blueprint that will not only work but that I can actually take and use immediately.

My best wishes to you,

Jeff Benson

UK

That's unsolicited, folks. I didn't ask him to send me a testimonial, he felt compelled to do so

after seeing what you're about to see if you order the course.

Listen, I won't re-state what's already mentioned at the site. And I won't try any psychological marketing mind tricks to try to convince you to take a closer look.

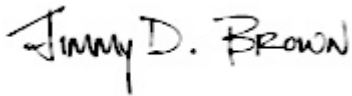
I'll just tell you this: in 7 days from right now you can be making money with this system.

That's it. That's my "call to action". Check it out, don't check it out, it's up to you.

[Click Here](#) to visit the site and learn more

I hope you've found this report useful and look forward to adding your name to my testimonials page after you've ordered, applied and profited from the course!

God bless,



Jimmy D. Brown, Author

[Small Reports Fortune™](#)

P.S. I forgot to mention this earlier, but I've included "*The 7-Day Checklist For Creating A Small Report*". In this 16-page bonus report, you'll get a systematic checklist broken down into daily activities for you to complete.

Assignments appear in **chronological** order, completely cover the **entire process** of creating a small report from start to finish and refer to **specific pages** of the main manual and bonuses to provide *complete, detailed instructions* for completing each assignment.