

Word Count: 775

How To Earn Your First \$1,000 Online - Part V  
Putting Together A Profit-Pulling Free Report  
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In this series I am describing exactly how to earn your first \$1,000 online using affiliate programs.

So far in this series I have covered choosing a market niche, locating products to market to that niche and coming up with a compelling theme for a free report. In this article I am looking at actually creating that report.

[You can make sure to get all of the articles by going here: <http://all-in-one-business.com/1000> ]

You need to create a compelling report you can offer via an autoresponder to your target market. In order to be compelling the report needs to solve a problem for people in your market niche.

In the report you make the affiliate programs you are planning to promote the solution to the problem your report addresses. When people read the report, they visit the sites and buy the products.

Here are the steps to creating your report:

1. Identify the problem the products you wish to promote solve for your target market.

Last week we looked at <http://ReversingObesity.com> as a possible site to promote. What problem does this product solve? Simple: Obesity.

Sometimes the problem solved is a little less obvious. A book on curing arthritis solves the problems of pain and mobility. A book on investing solves the problem of how to easily make money.

2. Come up with a compelling title for your report series.

The title of the report is key—it must identify and obvious benefit to the reader in your target market.

Here are some ideas for multi-part reports on Obesity:

- \* Five Solutions for Obesity
- \* Six Keys to Being Slender and Sexy for Life
- \* How I Lost 50 lbs With Five Simple Changes (Obviously this one only works if you've lost 50 pounds—this one would also work well with 10 lbs, 20 lbs, etc.)
- \* 5 Minute Low-Carb Recipes That Don't Taste Low-Carb

For an investing book, you might use:

- \* The Six Steps I Used to Consistently Beat the Dow for the Last 5 years
- \* How to Start Your Own Investment Program on a Dollar a Day (By the way, this report was already written. You can get a copy here: <http://www.All-In-One-Business.com/bob> )

How about for a book like <http://www.CarSecrets.com>?

- \* How You Can Save \$1,000 On Your Next Car Purchase
- \* What Dealers Really Pay for Cars—And How To Leverage That Information On Your Next Car Purchase
- \* How to Drive Your Next Car 200,000 Miles and Have It Still Look and Drive Like New

### 3. Create Your Multi-Part Report.

You can write it yourself or hire someone to write it for you. If you want to hire someone else, you can get a list of cheap (but experienced) writers here:

<http://www.All-In-One-Business.com/writers>

Here are the things your report MUST have:

- \* It must be Multi-Part

Your report needs to be delivered in 3 to 10 parts. Your subscribers/prospects will not necessarily respond to your initial email, but over time many of them will visit the site.

- \* It must be Personal

As much as possible the report needs to be written as a personal letter from you to the prospect. Make sure to use your mailing services personalization tools.

\* It must Give Prospects Compelling Reasons to Visit

Remember: This report is designed to get people to visit your affiliate sites. That is its sole purpose for existence. Here are some reasons people will visit your affiliate site:

- (1) Curiosity
- (2) Because You Ask Them To
- (3) Your Personal Endorsement
- (4) To Gain a Benefit
- (5) To Avoid a Penalty
- (6) To Use an Online Tool
- (7) etc.

\* It needs to be Short

Each of your individual reports needs to be 200-500 words total.

Once you have put your report together, you need to

#### 4. Load Your Report into an Autoresponder

An autoresponder is simply an "email robot" who automatically responds to emails sent to it with a series of pre-written messages.

The best autoresponder service (and one of the least expensive) is this one:

<http://www.All-In-One-Business.com/ar>

[Make sure to check out the Video Tutorial there as well. It will answer all your questions about auto responders.]

Your messages need to be plain text, formatted to no more than 65 characters per line. There is a free formatting tool you can use here:

<http://www.All-In-One-Business.com/format>

In my next article in the series I will show you how to market this report to your best target audience. To receive each of these installments as a PDF report, go to:

<http://www.All-In-One-Business.com/1000>