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Writing Short Info Reports

By Dan J. Fry

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People want information, they want it quick, frequently in short form, and straight to the point. Its no wonder that they go straight for a computer connected to the internet to find anything from how to grow tomatoes to choosing a web host.

As a home business owner, this "information revolution" as I like to call it, is only to your benefit. After all, you are in the business of trying to give people what they want time and again. So, give them the information they crave.

Now, e-books are a wonderful way to , but in the spirit of the Infopreneur, short high content reports which I like to call info-reports are perhaps even better. If formulated carefully, they can even be put to use to literally explode the size of an opt-in list of subscribers. To proceed you simply develop several high content short reports, targeted at a specific market which you would like to add to your subscriber base, and give it away free just for subscribing to your newsletter. With content, and the word "free", many people will flock to subscribe. Best of all this is a win-win situation: You pick up valuable subscribers to interact with on a weekly basis, and your subscribers receive valuable information from you.

So, how is it done you ask?

Report Ideas

Almost any idea you have can be made into a short report. However, not every idea is in demand.

Try this out.

Sit down with pen and paper in a quite location. Yes, you read correctly. I said pen and paper. It is easier from a work perspective to sit in front of your monitor, but past experience has taught me that

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the creative side of my brain works better with pen and paper. Of course it is up to what ever works for you.

Now, write down a short list of topics that you are semi–familiar with. I say "semi" because you can always perform a bit of research to learn more. These topics can be on anything: gardening, cooking, computer programming, specific hobbies, construction, research, medicine, etc.

After you have made your list, weed out the topics that are not associated with your business. For instance, if your business is computer programming, you probably don't want to focus on creating a short report on gardening. The reasoning here is to target your market. Gardening info is not targeted to the computer programming market.

Now pick one or two topics, open a word processor, or even your notebook, and start writing every little bit of information you know on the subject.

Putting It Together

I recommend structuring your report similar to a book report. Remember writing those in school? Why a book report? The focus here is short and informative. This isn't creative writing. You don't want to go off on some tangent about literary prose. Short, concise, and highly informative information to guide others is what works here.

Format And Packaging

Format is somewhat of a personal preference. But, keep computing platform in mind. There are numerous e–book compilers, many free, that can be used to create a small exe file of your report. The advantage here is that it can be created in web page format and then compiled with links that when clicked will actually open in the e–book window. One downside however is that as far as I have been able to tell they only compile in PC format. So, anyone with a Mac will not be able to view the file.

I have used Easy e–Book Creator for several short reports. It is simple and easy to use. I create the pages in HTML format using Microsoft Frontpage and then compile. If you want the full version without the Easy e–Book Creator logo and with added security features, you can purchase a license for about \$20. The resulting e–book is in exe format. e–Book Compiler also has a free trial version. I however was not as happy with it.

PDF is essentially universal. Just about anyone these days can open a pdf. The problem is that pdf file creators are rather pricey. An alternative is the Microsoft Reader plug–in for Word. Microsoft is attempting to compete with Adobe in creating a new standard. The software is free to download from Microsoft at

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Distribution

After all else is done, its time to get your report to market. Now, there is not a single definitive way to do this. I use e-zine advertising, classified ads, pay-per-click, and traffic exchanges to advertise short reports in the hopes of pulling interested readers to sign up for the e-Kinetic E-Zine. What is great about this method is that it truly is win-win. I gain new subscribers who I get to share interact with through the e-zine, and subscribers receive valuable information at zero cost.

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5 Little Known Ways To Generate Free Traffic

By Jo Han Mok

Most people have the notion that generating traffic is a one-off event, and it involves spending huge sums of money on advertising.

Nothing can be further from the truth.

First of all, it's possible to open up streams of autopilot traffic geometrically, surely and steadily over time.

Secondly, it costs next to nothing to do it, if you know how.

Here are 5 instantly implementable methods to open up new traffic streams without needing to spend a dime.

Free Traffic Method #1: Contribute Content

Writing an ebook is a time consuming and arduous task. In comparison, writing a chapter of rock solid content is much easier and more achievable.

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I've personally been invited to contribute content to many people's info-products, usually in the form of 'chapters', and this has resulted in a lots of quality traffic that is not only free, but presold.

While I understand that a person who is little known might not receive invitations to contribute, one can always solicit permission for your content to be included by publishers.

It's all a phone call and email away, and if your content is good and your approach is right, a rejection is unlikely, and even if it happens, it's not gonna kill you, so just tell yourself 'next' and move on.

Free Traffic Method #2: Give away Free viral Reports

Put your best content into reports and give it away.

Articles are great, but when you package them as Portable Document Files, there is a greater "perceived value".

Give away free reports. Allow people to give away your free report to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.

Obviously, your reports will have to be 'viral' in order for that to happen.

The best way to make your reports viral, is to include a monetary incentive.

The links within the reports can be made brandable, and it'll be to your advantage to find some sort of multi-tier affiliate program that will increase your earnings exponentially, because you make money when the person giving away your reports makes money.

It's a win win situation, and also allows you to use these magic words "make money by giving this report away".

Free Traffic Method #3: Help Other Publishers

It may surprise you, but your own website visitors may be info publishers as well.

Help them help you by using these magic words, "Use Our Free Content On Your Site Or In Your E-zine" Allow your visitors to use your articles on their own web site or in their e-zine. Just ask them to include your resource box. This will spread your advertising like wildfire all over the internet.

Free Traffic Method #4: Offer Testimonials

If you're reading this article, chances are you're an info-junkie. If you've bought lots of info products, why not offer an unsolicited testimonial to the info-product creator?

Simply include your URL under your name when giving the testimonial, and if it's used, you'll have additional exposure, and traffic.

Obviously, you'd only give a testimonial to a product that you think has value and is good, and not endorse anything or everything under the sun.

Testimonials can bring you traffic and top of the mind awareness, so don't underestimate the use of something as simple as this.

Free Traffic Method #5: Syndicate Your Content

A word of caution: don't use JavaScript. Why not? Because search engines don't 'see' JavaScript, so JavaScript feeds are useless for SEO. To make newsfeeds visible to search engines, their text has to be embedded into your page.

FACT: If you view the source of your page and you don't see the actual text of the newsfeed, then search engines aren't going to see it either.

Intead, do try using Real Simple syndication, or RSS. It's the buzzword on the Internet. RSS is a lightweight XML format designed for sharing things like news headlines and other web page content.

You have a variety of opportunities for increasing traffic to your website. Publishing your own feed is a great way to cut through all the noise and clutter and get your message directly to your target market. On the other end of the spectrum, importing feeds from other sites or even other parts of your own site and displaying them on your webpages can increase your search engine rankings by automatically keeping your website full of fresh, relevant information

If you're a little lazy and not too motivated, you'll be glad to know that regardless of what topic or subject matter you've built your website around, there's valuable content out there... articles and

information written by an "expert" in that particular field.

Because a large portion of it is available through the magic of RSS feed capability – YOU don't have to create the content yourself! Yes, you can profit from other people's content.

There you have it, 5 easy ways to start getting free traffic fast.

Now, go get it!

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Jo Han Mok is a frequent guest and featured speaker at Internet Marketing bootcamps and conferences on subjects such as copywriting and Joint Venture Marketing. Find out how he can help you flood your website with red hot traffic that is 'primed' to buy at

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