How To Get <u>Free Traffic</u> With Rebrandable Reports

NOTICE: You <u>Do NOT</u> Have the Right to Reprint or Resell this Report!

You Also <u>MAY NOT</u> Give Away, Sell or Share the Content Herein

Recommended Resources

Nicheology
Online Business for Honest People

Low Cost, High-Content Internet Marketing Coaching, Content & Training.

$4.95 trial through this link...

www.nicheology.com

Simple Six Figures
"$100,000 A Year In Just 30 Minutes A Week?!"

Simple Six Figures: 100,000 Dollars In Just 30 Minutes A DAy

www.simplesixfigures.com

PLR 4 Newbies
Understanding and getting started with Private Label Rights

Understanding & Profiting With Private Label Rights (PLR)

www.plr4newbies.com

List Traffic ACADEMY

The Exact Blueprint For An Enormous List of Hungry Buyers!

www.listtrafficacademy.com

http://www.freetrafficfuel.net

Introduction

You can make money simply by giving away free stuff.

Go ahead, read that previous sentence again and let it really sink in.

Think about the potential. Because what we're talking about is making money – without doing any high-pressure sales. And we're talking about getting lots of traffic – and building a list – almost passively.

How?

By creating short, viral, rebrandable reports.

Here's how it works…

You create a short (free) report on a topic that your niche wants to read about. Then you put <u>two types of links</u> in this report:

1. <u>Links leading to a paid product</u> – either your own product, or an affiliate product. These links give you a passive backend income every time someone clicks and buys.

2. <u>Links leading to your mailing list subscription page</u>. This is how you build your list using this report.

Now here's what makes this strategy so brilliant…

In order to get your report to take on a life of its own and go viral, you make it rebrandable – that is, you allow others to change some or all of the links in the report to their own links.

In other words, you give people an incentive to pass your report around. And if you wrote a good report, your report will spread across your niche like a prairie fire.

And that's exactly what you'll learn how to do inside this report.

From choosing a niche to getting massive exposure for your free report, you'll discover the 5 C's of making money with free, rebrandable reports:

1. **CHOOSE a Niche** – How to find your hungry market!

2. **CREATE Your Rebrandable Report** – How to "feed" this market with the content they want!

3. **CAPITALIZE on the Traffic** – How to use your free report to build a responsive mailing list!

4. **CONTACT Partners** – How to find people to pass around your report!

5. **CIRCULATE the Report** – How to sweep your report across your niche like a prairie fire!

I've broken things down into "daily assignments" covering the next 31-days. Most take very little time, so you can "speed up" the process by doing more than one assignment per day.

Let's get to it…

Choose a Niche

In these first four steps you'll find out how to choose a hungry niche, find out what this niche wants and then select a paid product that you'll promote inside your free rebrandable report.

Here's how…

Day 1: Uncover Possible Markets

Some beginning marketers start out by finding (or creating) a product to sell, and then they go in search of people to sell it to. But that's a hard and often unprofitable way to go about it.

Instead, you need to *start with a hungry market* – and then give them what they want.

Now, if you're not even sure of type of niche you want to start in, then you'll need to brainstorm possible niches.

Here's how to draw up a big list of possible niches:

1. **Observe and brainstorm.** First, just start paying attention to the news, to what your friends are talking about and to the topics you see on TV, in newspapers and magazines. Write them all down. Brainstorm as many as you can.

   > Example: You see an ad in the paper for remote controlled airplanes – that's a niche. Or you see a story about "green" eco-friendly vacations. That's a niche. Or maybe you hear people talking about restoring old Camaros. That's a niche too.

   Once you've brainstormed as many niches as possible, then you can move on to the next step…

2. **Use keyword tools.** You can use WordTracker.com or a free keyword tool like Google's external keyword tool (or your favorite keyword tool). Then plug in extremely broad searches, like: *how to, secrets, book, tips, articles* (that's five separate searches). Doing so will uncover niches you never even knew existed.

Use these two steps to compile as many niches as possible.

In tomorrow's lesson you'll find out how to whittle this list down to the best and most profitable niche.

<u>Day 2</u>: Tap Into Hungry Niches

Once you have a list of possible markets, you can't just pick the one you like, cross your fingers and hope it works out for you.

Instead, you need to make sure the niche is profitable.

That is, you need to research to find out if customers are actively purchasing products and services in the niche – and if so, WHAT are they buying?

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That last part – about finding out what they're buying – is important. That's because the easiest way to make money is to simply give them what they're already buying… no guesswork required!

Fortunately, you can find out if a niche is profitable and find out what they're buying at the same time. Here's how…

➔ **Search marketplaces.** Go to online marketplaces like Amazon.com and Clickbank.com, run a search for your niche keywords (like "rose gardening") and see if there are any popular products. If so, you may have a popular niche.

   Look for niches that generally have lots of similar products. That generally means it's a popular niche, because there are a lot of buyers.

➔ **Run a search.** Next, go to Google and plug those same keywords into a search. You're looking for two things:

   1. Evidence that advertisers spend money in this niche. That means you're looking for sponsored ads. If there are zero or only a few ads, be cautious. If you see lots of sponsored ads, rejoice – that's because marketers don't spend money on advertising if they don't have buyers making it worthwhile.

   2. Evidence that there is plenty of competition. If you type your keywords into Google and see evidence that lots of people are fighting for the top spot – and that there are lots of marketers competing in the niche – consider it a good thing. Lots of marketers usually means it's a profitable niche. Plus, all these "competitors" are people who'll potentially help you launch your free report.

   You can also run more specific searches such as your keywords alongside the word "blog" and "forum" to see if you can find places where your potential market congregates online. If so, this is a good sign – it just means it's easy for you to reach your market.

   Finally, go back to your favorite keyword tool (like WordTracker.com or Google's keyword tool) and plug in your keywords. Be sure to look at variations of your keywords.

> `Example: "losing weight" and "weight loss" are part of`
> `the same overall market. So too are words like "house`
> `train a puppy," "housebreak a puppy" and "potty train`
> `a puppy."`

Look for "buying" keywords and very specific keywords to get a sense of what people want in specific niches.

> `Example: "buy potty training guide."`

This will help you decide later on what kind of report to write and what kind of product to promote.

Finally, take note of the total number of searches for some of your top keywords for each niche on your list. Then move on to the next step…

➔ **Look offline.** Just as advertisers spending lots of money online is a good sign, so too is it a good sign to see them spending money offline. Look for things like:

- Telephone yellow pages ads.
- Classified and other newspaper ads.
- Ads in magazines.

Also, look for niches that have:

- Offline events like trade shows and seminars.
- Offline stores and shops where the niche congregates.

Again, these are all signs that the niche members are eager and willing to spend money.

Now, look at your original list of possible markets. Cross of those that didn't show evidence that there's a market buying products (e.g., hardly any competition in Google, hardly any products on Clickbank.com, etc).

Focus on those markets where there are plenty of products and plenty of marketers selling them.

If you don't see one market emerging as a clear leader, then simply choose the one you like best from among the top contenders. Then move on to the next step.

<u>Day 3</u>: Get a Product to Sell
(Option 1: Promote an Affiliate Product)

As mentioned in the introduction, you can promote a product in your free rebrandable report.

One way to do it is to create and sell your own product, which we'll talk about in tomorrow's lesson.
For today, we'll talk about finding an affiliate product.

> <u>Tip</u>: Since you're creating a rebrandable report, you'll want to allow others to change the affiliate links in the report to their affiliate links. That way they have an incentive to pass the report around. You'll still get a benefit, because you can point some of the links in the report to your mailing list sign-up page.
>
> However, here's something to consider: Whenever possible, look for two-tier affiliate programs. That way, anyone who wants to rebrand the report with their own affiliate links would first sign up for the affiliate program under you --and that means you'd make money when someone buys anything from the report.
>
> Do note that you shouldn't choose an affiliate product just based on it being a two-tier program. However, if all else is equal, then you'll want to factor it into your final decision about which product to promote.

As you already discovered, your goal is to sell what people are already buying. And that means you should look for best-selling affiliate products.

Fortunately, that's easy to do when you visit <u>Clickbank.com</u>. Simply enter your keywords in the marketplace catalog, and the best selling products will show up at the top of the search. These best-selling products are the best ones to promote, since you know your niche is already actively buying them.

> <u>Tip</u>: Likewise, you can do the same thing on Amazon.com. Just enter a search for your broad keywords, and choose from among the top handful of products. These are your bestsellers.

Chances are, you'll have a few good top-selling products to choose from. Let these factors help you make your decision:

- **Is it a quality product?** In order to determine this, you need to order it and use it. Don't recommend anything you wouldn't recommend to your best friend.

- **Good customer service?** When you order the product, contact customer service to see if you get a professional response in an acceptable time frame.

- **Good commission rate?** If you're selling digital products, look for at least a 50% commission rate.

- **Good conversion rate and low refund rate?** Ask the vendor for his or her statistics.

- **Does the vendor and product have good reputations?** Finally, run a Google search for both the product name and the vendor's name. Be cautious of any products or vendors where you see an established pattern of complaints and negative reviews.

Have you decided on an affiliate product?

Then you can skip ahead to Day 5. Otherwise, if you're considering creating your own product, read on…

<u>Day 4</u>: Get a Product to Sell (Option 2: Create Your Own)

If you decide to create your own product to sell, you first step is to do market research. Specifically, use the steps outlined in the previous days to uncover the best-selling products.

<u>The reason is simple</u>: You'll want to create a product on a similar topic.

So if you're selling to the "lose weight" crowd and the product bestsellers are all about helping new moms lose their baby weight, then you'll want to create a similar product.

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But here's the catch…

You can't just create a "me too" product. You need to create one that's BETTER than the competing products. To do that, you'll need to incorporate the strengths of the competing products while improving on its weaknesses.

> Example: Maybe the "weight loss for moms" books in your niche are loved by customers because they share a variety of fat-burning workout ideas. But maybe these same products get lukewarm reviews when it comes to diet, because they don't provide any low-calorie recipes.
>
> The solution?
>
> Your book will *not only* incorporate fat-burning workouts, you'll also provide a bonus low-calorie recipe book and menu plans.

So, how do you determine these strengths and weaknesses? In <u>two easy steps</u>:

1. **You need to read the use the product yourself**. This way, you can see first hand the strengths and weaknesses of a particular product, plus you can compare the top products to one another.

2. **Find out what actual customers think of this book.** If the book is on Amazon, read the reviews. Otherwise, seek out reviews using Google, by entering the name of the product alongside the search term "reviews." You can also seek out reviews on niche forums, by asking members what they think (good and bad) about a particular product.

> > Tip: Keep in mind that some reviews will come from affiliates or even the creator's associates, so take all reviews with a grain of salt.

Once you've followed the above steps, you'll know how to create a product that's similar to the best-selling products in your niche – except your product will be better!

> Tip: Please note that in the coming lessons we'll talk about creating your rebrandable report. You can use these same tips and strategies to create your paid product (whether you intend to create it yourself or outsource it).

Create Your Rebrandable Report

You've selected (or created) the paid product you're going to create inside your rebrandable report. Now it's time to create this free report…

Day 5: Decide On a Topic for Your Free Report

If you did your research in the previous lessons, then you already know what people in your niche want – which is what you're going to sell to them. But you're also going to give some of what they want for free via this free rebrandable report.

In other words, you give them the same thing that they can find in the paid product – but in smaller and/or complimentary doses. In other words, the free report is an appetizer that whets their appetite for the paid product.

As such, when it comes to choosing a topic for your free report, you need to consider these factors:

Factor 1: Create a free report that compliments the main product.

That is, you want readers who're interested in your free report to also be interested in your paid product – and to do that, the report and paid product must be closely related.

Your free report should naturally lead your prospect to purchase the paid product.

Which brings us to the next point…

Factor 2: Create a free report that is useful but incomplete.

Your report should solve the reader's problem. But it should not solve these problems completely.

That way, your reader must purchase the paid product in order to get the complete solution.

Now, let me give you a few ideas of "free report" topics and how they lead the reader to purchase the paid product…

> ➢ **Idea 1: Tell people what to do… but not how to do it.**

This one works well for selling books, ebooks and other information products. This is where you share an overview of a process, but readers need to purchase the product to get the details.

> Example: A free rebrandable report about how to write a great sales letter might have steps such as "write an attention-getting headline." However, while that step tells someone what to do, it doesn't tell them HOW to do it – so they need to order the copywriting book to learn more.

> ➢ **Idea 2: Create a useful but incomplete "tips" report.**

Another way to create an "overview" report is to share a handful of tips.

> Example: Let's say you're selling a weight loss book. Your free report can be something like "27 Ways to Cut 100 Calories from Your Diet." Then your report points to the paid book for the complete diet and exercise guide.

> ➢ **Idea 3: Share "Part 1" of a process.**

Yet another way to make your report useful but incomplete is to provide complete instructions for part of a "how to" process. Readers then need to purchase the product to get detailed instructions for the rest of the process.

> Example: Maybe you want to promote a book about how to do paint and bodywork on classic cars. Your free report might explain how to safely strip the paint from the car. But then the reader needs to purchase the paid product to learn the tools and techniques needed to actually apply the new paint.

> ➤ **Idea 4: Pitch a product that's required to complete a process.**

This one works particular well for using your free report to sell physical products or even services. Here you share "how to" information, with your free report recommending specific products to complete the necessary steps.

> Example: Your free report teaches people how to set up a blog. Part of the process requires them to get a domain name and hosting. You use your affiliate links to recommend your favorite domain registrar and host.

Once you've decided on a "useful but incomplete" topic for your free report, move on to the next step…

Day 6: Outline the Report

Now that you know your topic, it's time to outline your report.

You need to do this step whether you plan to write the report yourself (makes writing go quicker) or outsource it (so your freelancer knows what to do).

Here's how:

Step 1: Decide on a length.

Generally a free report is about 2500 to 5000 words. Base the length of your report on your topic and how much you need to cover.

> Example: If you have 5 main topics, and you think each topic can be covered in 500 words, then figure your report will be close to 3000 words by the time you include the introduction and conclusion.

Step 2: Create the outline.

Here's what your report's outline should include…

- **Opening pages:** After the title page (but before the table of contents), you should include a link to your mailing list sign-up page, along with a

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reason why they should click. For example, "To learn more dog training tips, click here."

- **Introduction:** This is where you tell your readers what the report is about. You should build their anticipation for the report by telling them what benefits they'll get from reading the report.

  Example: "By the time you finish this report, you'll know how to create your own attention-getting, cash-pulling headlines!"

- **Body:** This is where you get into the meat of the report. If it's a "how to" report, then list the steps in your outline. If it's a "tips" report, then list all of the tips you intend to share.

  Example: Your outline for a "tips" report about easy ways to cut calories might look like this:

  Tip 1: Skip the butter.
  Tip 2: Switch to diet drinks.
  Tip 3: Have the cake – but just a sliver.

  (And so on – list all your tips in your outline.)

If you're writing a "how to" report, then the outline for the body of your report would simply be in "step 1, step 2" format.

  Example: Here's a partial outline for training a dog to do a trick:

  Step 1: Gather together your dog's favorite reward.
  Step 2: Find a quiet place to train.
  Step 3: Put your dog in the sit position.

  (And so on – list all your steps in the outline.)

Note: You'll want to drop your product link into the body of the article at least once. Be sure to note in your outline where you intend to do it.

You'll also want to drop your mailing list sign-up page link at least once into the body.

> Example: In Step 3 of the above example, you might say
> something like this: "If your dog doesn't yet know how
> to sit, download this free report – "Teaching Your Dog
> to Sit in 15 Minutes from Now" – by clicking here."

- **Conclusion:** This is where you summarize the main points of the report and then provide a call to action. In this case, your call to action should be to get the reader to click on your product link.

> Example: "You just discovered how to strip the paint
> from your classic Cadillac. Your next step is to
> discover the tools and strategies you need to repaint
> it without any bubbling, cracking or grazing. You can
> discover these little-known painting secrets by
> clicking here now!"

Once you have your outline, you can either outsource the actual writing to a competent freelancer (Day 7), or skip to Day 8 to find out how to create it yourself.

Day 7: Writing the Report (Option 1: Find a Freelancer)

If you want to hire someone to write the report for you, you'll need to cast your net wide to find the right person for the job. Here's where to find a ghostwriter:

- On freelancing boards such as Elance.com, Guru.com and GetAFreelancer.com.

- Placing or responding to ads in your area on CraigsList.org.

- Placing or responding to local classified ads.

- Hanging flyers in the English department at your local college or advertising in their newspaper.

- By searching business forums such as the WarriorForum.com's "Warrior for Hire" and "Warrior Special Offer" section.

- Asking your colleagues for recommendations.

- Running a Google search for "ghostwriter."

Don't shop around based on price alone. You'll need to do your due diligence to make sure this person produces quality work. Here's how:

➢ Check the freelancer's portfolio to see if he or she provides good work.

➢ Contact the freelancer's references to see if they still stand by their testimonials.

➢ Look at the freelancer's elance.com or other feedback (where applicable).

➢ Run a search for the freelancer's name, usernames and websites to see if you uncover any patterns of complaints. Also, check that the person has been in business for several months – you don't want a "fly by night" freelancer who's likely to disappear.

➢ Ideally, hire the freelancer for a small project (maybe a couple articles) just to see if he or she produces quality work for you, on time. It's also a good way to see if you work together well.

Once you've done your due diligence and selected a person to hire, then create a brief that details exactly what you want your report to look like, the payment details and expected delivery date. Be sure to include the outline of your report (because your freelancer isn't a mind reader).

If you'd rather write the report yourself, read on. Otherwise, you can skip directly to Day 10, where you'll learn how to make the report more attractive.

<u>Day 8</u>: Writing the Report (Option 2: Doing It Yourself)

A few days ago you created a detailed outline of your report, including the introduction, body and conclusion for your report. And that means that actually

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writing the report is easy – all you have to do is follow your outline. Indeed, tomorrow we'll talk about how to research and write it.

However, for many people it's the "taking action" part that proves tricky. Sitting down to write a report can seem daunting.

You start with a blank page and you're supposed to fill it with thousands of words. Your mind can easily shut down and turn a potentially good day into an unproductive waste.

Here then are tips to keep you on track…

➔ **Create a to do list with "bite size" tasks.**

Instead of creating a list that has overwhelming tasks like "write the rebrandable report," break it up into easy-to-do pieces.

That way, taking action means taking a tiny step. And once you've taken one step, it's a lot easier to take another… and another… and another, until the task is complete.

```
Example:

Write introduction.
Research step 1.
Write step 1.
Research step 2.
Write step 2.

… And so on, breaking all your big tasks into smaller
steps and tasks.
```

➔ **Think of your topics as articles.**

This one is a cool hint: If you haven't already done so, go back to your outline and specify about how many words you want each section, step or tip to be. When you do this, you can then look at your report as creating a series of smaller articles – and that makes it easier to do.

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Example: You may have five main topics that are 400
words each. All you have to do is think of these five
main topics or steps as 400-word articles. This new
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```
perspective will allow you to write faster. Try it and
see.
```

➔ **Cut out distractions.**

This includes shutting down all unnecessary browser windows (including email), shutting off your phone and finding a quiet, uninterrupted place to work.

➔ **Set a timer or alarm for 20 minutes and work continuously during this time.**

You may even set a goal, such as writing one section ("article") during the allotted time. When the timers goes off, you can stretch and relax for two minutes. Then reset the timer and work continuously again.

Now that you know how to get focused and be productive, let's crank out that report…

Day 9: Research and Write the Report

Your next steps are to first research and then write the report. Here's how…

Research the Report

If you're an expert on your topic, you can begin writing off your outline. If not, you'll need to research each topic in your outline first before you can write about it. Here are a few tips:

➢ **Attack the topic from multiple angles online.** Run multiple searches to uncover as much information as possible about the topic.

> ```
> Example: If you're researching the topic of
> housebreaking, then you'll want to run searches for:
> housebreaking, house training, potty training, paper
> training, crate training, kennel training, etc.
> ```

➢ **Research if offline, too.** Don't forget to look in offline, sources too. This includes everything from fiction books to references books to niche publications like magazines.

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> ➢ **Use multiple sources.** Don't depend on one or two sources for info. Read as many sources as possible to get a good overview of the topic (though you should find and read at least six different sources).

> ➢ **Choose reliable sources.** Be sure to only choose reliable sources, such as authority sites, information from known experts, and other credible sources.

> > ```
> > Example #1: The official AKC is a better source of dog
> > information than "Joe's Dog Site."
> > ```

> > ```
> > Example #2: CNN is a better source of statistics than
> > some unknown person's blog.
> > ```

Write the Report

Once you know everything you can about the topic (by reading at least six different sources for each topic in your outline) close all research windows and sources. That's because you want to write about the topic in your own words.

Here are additional tips:

> ➢ Provide tips and examples – just like this report! ☺

> ➢ Break up long paragraphs into lists – just like this list!

> ➢ Engage the reader by offering analogies, metaphors, stories and descriptions that bring in his or her senses. This is much better than providing dry, textbook style text.

> > ```
> > Example: Instead of giving dry step-by-step
> > instructions about housetraining a puppy, you can
> > share an entertaining story about how your first puppy
> > used to sneak behind the couch to do his business.
> > Then you can explain what you did wrong – and how to
> > do housetraining right.
> > ```

> The added "story element" will make the instructions not only much more entertaining to the reader, but memorable as well.

> ➢ Don't jam the report full of links.

In the section on outlining (day 6), I mentioned that you should drop links once in the beginning, once or twice in the body of the report and then once at the end. Don't drop any more links than this, or you'll devalue the report in your reader's eyes. Plus, a reader who has too many choices won't click on any link at all (because none seem all that important).

Bottom line: The fewer links you put in your report, the more important each link becomes – and that increases your conversion rate.

> Tip: NEVER put a direct affiliate link into your report. That's because affiliate products disappear, they move to different platforms, the vendor retires or any other number of reasons. When this happens, you'll have thousands of free reports floating around in cyber space and on people's hard drives with dead links.
>
> The solution?
>
> Create redirect links through your own domain.
>
> So instead of the link looking like this: www.vendorsdomain.com/affiliatelink, it looks like this: www.yourdomain.com.
>
> Not only is it a neater, shorter link, but it disguises the link (which is helpful because some people don't like clicking on affiliate links). Plus, if the product ever disappears, you just need to redirect your domain link to a similar affiliate product. End result: No lost sales!

➢ Consider using OpenOffice.org to create your document. That way, you can use the same software to convert it to a PDF file (see Day 11).

Once you've written your report (or your freelancer has), move on to the next step…

Day 10: Make Your Report Pretty

Whether you wrote it yourself or hired someone else to do it, your next step is to make your report more attractive and easier to read.

You can do it in two easy steps:

Step 1: Proofread the report.

Set your report aside for a few days. When you're looking at it with "fresh" eyes, then use the spell check and proofread it for errors.

Better yet, have someone else proofread it (such as a friend or family member).

For best results, hire a professional proofreader (by going to elance.com or similar).

Step 2: Design the interior.

This is also a step you may want to outsource. Look on a freelancing site (like Elance.com) for an "interior ebook designer." This is someone who creates the interior design, chooses the font, formats the product correctly, and even adds relevant graphics.

If you plan to do this yourself, then it's helpful if you know how to use your word processor to create design templates. Alternatively, you can search online for templates for your processor, such as "Microsoft Word design templates." That way you can create an attractive interior.

If you need graphics for the inside of your book, go to iStockPhoto.com. There you can get quality photos for as little a $1 each.

Day 11: Convert Your Document to a PDF File

Your next step is to turn your document into a PDF file, so that it's accessible to people who use both Macs and PCs.

As mentioned previously, if you use www.OpenOffice.org to create your document, you can also use this same software to convert the text file into a .pdf file. Here are a few other options:

- Use the free PDFPrinter.com.

- See if your word processor has a built-in "print to PDF" feature.

- Try Adobe Acrobat (this is professional software).

All of these tools do the same thing, so just choose the one that suits you best and move on to the next step.

Day 12: Make Your PDF Rebrandable

Once you've converted your word processing document to a PDF file, your next step is to make the PDF file rebrandable.

This is where you package your PDF file up with a software tool that allows others to change specific links and even text inside your free report.

This may include:

➢ Letting people change the product links in the report to their affiliate links. If you've joined a two-tier affiliate program, be sure they sign up through your affiliate link.

➢ Letting people change some text in the beginning of the report to their own text.

> Example: You can create a small block of text in the beginning that says something like, "This report is brought to you by _____." (And then people rebranding the report add their name and link in the blank spot.)

➢ Letting people change the email subscription links to their links. This isn't recommended. Even if you let others change the links to their affiliate links, you should leave your "squeeze page" links intact so that you can build a list.

So how do you allow others to change your links and text? Simple: Use
ViralPDF.com.

Capitalize on the Traffic

I've mentioned a few times over these lessons that there are <u>two ways</u> for you to
benefit from spreading this free report around.

1. First, you get a passive backend income from the product links in the report.

2. And secondly, you drop links to your squeeze page in the report, so that
   readers will go to your website and join your mailing list.

In the following days you'll learn how to do this, including what tools you need to
set this up and how to create a landing page. (And on Day 31, you'll learn yet
another way this report can put money in your pocket!)

<u>Day 13</u>: Get an Autoresponder

Before you can start building a mailing list, you need a mailing list manager with a
built-in autoresponder. If you look around at your options, you'll find:

- Free and paid scripts that you install on your website. You control your
  mailing entirely from your own website.

- Free and paid third-party services. These businesses host and manage
  your mailing list on their servers.

The only option you should even consider is a paid third-party service such as
Aweber.com or GetResponse.com.

That's because all the other options have big problems with deliverability – which
means that even building a big list won't make you money if your emails don't get
to your intended recipients. However, reliable services like Aweber and
GetResponse have a team in place to work with all the major ISPs to get your
emails off the "blacklists" – and that means your emails will get through.

```
Tip: Both Aweber and GetResponse have in-depth text and video
instructions on their sites, so it's easy to set up an
autoresponder.
```

```
No matter what tool you choose, be sure to choose a "double opt
in" (AKA confirmed opt in) mailing list. Doing so helps you
eliminate false spam complaints, and in some cases it results in
a more responsive list since each subscribers confirms his or
her desire to be on your list.
```

<u>Day 14</u>: Give Prospects a Reason to Join Your List

People don't just give out their email addresses to anyone who asks. Instead, you need to give your prospects something they want.

If you offer a solution to their problem in exchange for their email address, you'll see a much higher conversion rate.

In other words, you need to offer a freebie. Now, there are any number of freebies you could offer, including another free report, software, tools, videos, audios or similar.

However, I suggest you offer a free multi-part ecourse, where you deliver 7-12 short lessons by email. That way, you "train" your prospects to open and read your emails.

So what should you offer in your ecourse?

Just as your rebrandable free report should compliment and be closely related to the paid report, your free ecourse should compliment and be closely related to both the free report and the paid product. In other words, your free ecourse should offer another partial solution to your prospect's problem.

Example #1:

- The paid product is a dieting ebook.

- Your rebrandable free report offers 27 dieting tips.

- Your free ecourse offers seven low-calorie meal plans (one delivered in each of seven emails).

Example #1:

---

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- The paid product is a copywriting home study course.

- Your free rebrandable report is about writing great headlines.

- Your free ecourse offers a seven-step "quick start" guide to writing sales letters (profile the target market, write out the features and benefits of the product, write a headline, write an opener, create bullet points, offer proof, create a strong call to action).

And once again, your ecourse should be useful but incomplete – that way you can pitch a paid product to solve your prospect's problems.

> Tip: See the lessons on creating the free rebrandable report for tips on creating this ecourse. Everything works the same way, from selecting the topic to actually creating the content.

Once you've created the ecourse, load it up into your autoresponder and set the first lesson to go out immediately, and each subsequent message to go out 2-3 days apart.

Then go to the next step…

Day 15: Craft Your Landing Page

You can't just put up a page that says "free newsletter" and expect to build a big list.

Instead, you need to persuade your prospects to get your free ecourse with the same sales tactics you'd use to sell them a paid product. No kidding.

Here's how…

➔ Create an Attention-Getting Headline

The headline at the top of your squeeze page (AKA email subscription page) should tell your prospects the biggest benefits they'll get if they read on and join your mailing list.

Here are a few examples of bland headlines followed by better (attention-getting) headlines that offer better benefits:

> <u>Bland Example #1</u>: Free Copywriting Newsletter
>
> <u>Better Headline #1</u>: Free: Discover the Secrets of Writing Cash-Pulling Sales Letters!
>
>
> <u>Bland Example #2</u>: Get the Free "Whiter Teeth" Newsletter
>
> <u>Better Headline #2</u>: Who Else Wants to Discover How to Get Whiter Teeth and a More Attractive Smile – for Free?

➔ **Hook Prospects With Your Opener**

Next, you can create a one or two sentence opener that further elaborates on the promise you made in your headline.

> <u>Example</u>: "If you've ever been too embarrassed to smile because your teeth are yellow, then you'll be glad you landed on this page. That's because you're about to discover…"

➔ **Offer a List of Benefits**

Next, you need to create a bulleted list of benefits – these are reasons why your prospects should join your list. Ideally, you should create at least one benefit statement for each email you send. So if you have a seven-part email, create seven benefit statements.

Basically, you create these bullet points in the same way you create headlines, by offering a benefit and, where applicable, arousing curiosity.

> <u>Example</u>: "You'll find out what ingredient you have in your kitchen cupboard right now can make your teeth shiny white – and no, it's not baking soda!"

➔ **Show Proof**

If you have photo evidence, screenshots, videos or even testimonials to prove your claims, be sure to put them on your squeeze page.

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➔ **Create a Call to Action**

Finally, you need to create a call to action where you tell people exactly what you want them to do – and why. The "why" part is accomplished by reminding them of the benefits and/or giving them a sense of urgency.

```
Example: "To discover the secrets of getting whiter teeth
and a more attractive smile, just enter your first name and
email address in the form below and click on "submit" –
you'll get your first lesson delivered by email instantly!"
```

Finally, copy and paste the code to create your autoresponder subscription form in the place you want it to appear on your page – and you're done!

```
Tip: Again, just follow the text or video instructions
provided by GetResponse or Aweber – both clearly explain
how to create this snippet of code and where to put it on
your site.

If you'd rather not deal with creating a web page, then go
to elance.com and find someone to create the web page for
you. Just give them the sales copy and the piece of code,
and they can create your page and upload it to your site.
```

Contact Partners

A few days from now (starting on Day 21) you'll learn how to distribute your report on your own. But the first thing you want to do is "launch" your report – and to do that, you'll need the help of a few marketing partners.

Here's how to find and contact them…

Day 16: Find Partners to Share Your Free Report

The first thing you'll want to do is find other marketers in your niche who have "platforms" – such as popular blogs, forums and/or newsletters – who'd be willing to share your reports with their visitors, subscribers and customers.

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Here are <u>seven ways</u> to uncover hundreds if not thousands of potential partners:

1. **Search Clickbank for popular products in your niche.** Most of these marketers also have prospect lists and customer lists.

2. **Plug your keywords into Google**. The people who own the websites on the first couple pages – as well as though advertising – are potential partners. Be sure to enter a variety of related keywords (such as "housebreaking" and "house training") to find as many partners as possible.

3. **Visit busy niche forums** to see which well-respected members have their own blogs and lists.

   > <u>Tip</u>: If you don't already know about the forums in your niche, search for your broad niche keywords (like "marketing" or "gardening" alongside words like forum, discussion board and similar.

4. **Seek out blogs by entering your keywords in Google alongside the word "blog"** (e.g., "housetraining blog" or "copywriting blog"). Also check out the "blogroll links" on each of these blogs, as you'll uncover more potential partners.

5. **Go to Twitter.com, Facebook.com and similar social media sites** to find the marketers in your niche with a lot of followers. These marketers are potential partners.

6. **Look for prolific writers in article directories like EzineArticles.com.** These people already know the value of using good content to draw in traffic, so they may be open to sharing your report.

7. **Contact your existing affiliate or JV list.** If you've done any joint ventures (JVs) in the past or if you already have a list of affiliates, be sure to contact these people and ask them to giveaway your free rebrandable report.

Before you actually contact these potential partners, read Day 17's lesson…

---

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Day 17: Pitch Your Offer

Before you actually contact any potential partners, you need to consider how you'll pitch your offer. Because even though you're offering something to your partners that will benefit them, you still need to "sell" them on the idea.

Below you'll find a brief email template that you can use to approach partners. Remember, however, that it's easier to get people to say yes if they know your or at least recognize you. As such, you should seek to build relationships first whenever possible.

Here's that email template:

```
------------------------------

Subject: [First Name], it's [Your Name]

Alternative subject: [First Name] – here's a freebie for your
subscribers (and easy commissions for you)


Dear [First Name],

Hi, it's [Your Name] here from [Your Site]. I'm writing to offer
you a way to make $xx.xx commissions over and over again –
simply by giving away a free report to your subscribers.

Your subscribers, customers and visitors will love this content,
because it [explain how it benefits the potential partner's
subscribers].

And you'll love giving this report away, because you can rebrand
it with your affiliate links and make $XX.xx every time one of
your visitors buys something from the report. It's an easy way
to please your subscribers AND make money – simply by giving
away valuable content!

To download the report, read it and rebrand it with your own
links, just go to:

[download link – this page should also include more info about
how and when you're launching the report – preferably you should
```

```
get partners on a mailing list so you can remind all partners to
release it on the same day]

If you have any questions, let me know!

[Sign off with your name]

P.S. I'm launching the report on [Date], so you get to be one of
the first people to share this report – that means you stand to
make the most commissions.

----------------------------
```

<u>Day 18</u>: Preparing to Go Viral
(Part 1 – Scheduling)

Just a bit earlier I mentioned that you should "launch" your free rebrandable report.

That's important. That's because the more eyeballs you get on your report up front, the faster the viral effect kicks in so that your report can sweep your niche.

```
Example: Just imagine if you had five partners, all with an
average list size of 5000, promoting your free report on launch
day. That means you'd put your report in front of (potentially)
25,000 prospects – and several of them would pass your report
on.

Now let's say instead that you had several dozen partners all
promoting your product on the same day – and you could put your
report in front of 250,000 or more prospects.
```

In this case, your report would take on a life of its own much more quickly – not only because you got it in front of more people, but also because of the social proof. When you have dozens of people recommending the same report – and people start talking about it on forums and social networks – it's more likely to "go viral" faster.

So here's what you need to do:

➢ Pick a launch date that's at least several weeks away.

➢ Get your partners on a separate mailing list so that you can email reminders to them. You can use Aweber or GetResponse for this as well.

➢ Ask your partners to help build anticipation for the free report launch by telling their subscribers about it before the launch date. (Schedule below.)

   You should decide on what date you're going to launch. Be sure to contact all partners at least 3-4 weeks before this date. Then send them reminders:

➢ Two weeks before the launch date. (Tell them to send out a "teaser" to their list.)

➢ One week before the launch date. (Tell them to send out another "teaser" to their list.)

➢ Four days before the launch date. (Tell them to send out a teaser 24-48 hours before the launch).

➢ Night before the launch. (Remind your partners to email their lists, tell their networks and blog about your report – remind them of the exact time they can tell their prospects about the free report.)

> Tip: In addition to creating your launch schedule, you should also take a few minutes to create an overall marketing plan, such as how you're going to promote the report after the launch date. Your plan should include many of the techniques we'll talk about later in this course, including blogging about it, using forum marketing and more.

Tomorrow I'll give you the specific emails that you can pass on to your partners to help them build anticipation for the launch.

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<u>Day 19</u>: Preparing to Go Viral
(Part 2: Sample Emails)

Now that you've approached your partners, chosen a launch date and created a "launch schedule," you need to give your partners the tools they need to build anticipation and whet their prospect's appetite.

Naturally, you should send these same anticipation-building emails to your own lists.

Here then are the <u>two teaser emails</u> and the <u>launch day email templates</u> you can give to your partners. Be sure to tweak these to fit your needs before passing them along to your partners.

> <u>Teaser #1</u>:
>
> <u>Note</u>: This first teaser does not need to be a separate email. Instead, just include the below snippet in the "P.S." or introduction of a regular newsletter. Indeed, you can and should send these embedded teasers in multiple newsletters in the weeks leading up to the launch.
>
> > ------------------------------
> > P.S. I almost forgot – in a few days you'll get an email from me that's going to change the way you look at [niche topic]. There's nothing to buy. Just read and discover the secrets of [benefit] – for free.
> >
> > Stay tuned – you won't want to miss this!
> > ------------------------------
>
> <u>Teaser #2</u>:
>
> <u>Note</u>: Send this one out in a separate email two days before the launch date.
>
> > ------------------------------
> > <u>Subject</u>: [First Name], what are you doing Tuesday?
> > <u>Alternative subject</u>: An important reminder for [First Name]
> >
> > Dear [First Name],

```
If you've been looking for a quick and easy way to [get
specific benefit], look no further then your inbox. Because
in about 48 hours you're going to get free access to a
report that will change the way you think about [niche
topic].

Inside this amazing report, you'll:

•       Discover how to [benefit 1].
•       Find out a little-known way to [get benefit 2].
•       And learn what [niche group] experts know about
    [niche topic].

Look for it to hit your inbox at [time] on [day] – that's
less than 48 hours from now.

See you then…

[Sign off]

P.S. You'll kick yourself if you miss the email.
-----------------------------
```

Launch Day Email Template:

```
-----------------------------
```

Subject: Get your copy of [name of free report] here…

Dear [First Name],

For weeks now I've been telling you about an amazing little report that will help you [insert major niche benefit here].

Good news – it's ready to download! Get your copy here:

[Direct download link]

I think you'll be as blown away when you read it – it certainly knocked my socks off!

[Sign off]

```
        P.S. Check out the tip on page XX – I've never seen that one
        anywhere else!
        -------------------------------


        Post Launch Email Template:

        Note: Send this reminder in a regular newsletter within two days
        after launch.

            -------------------------------
            P.S. Did you pick up your free [name of report] yet? If
            not, download it now at:

            [link]

            … And turn to page XX to find out a little known secret
            about [niche topic]. You'll love it!
            -------------------------------
```

Day 20: Get Your Report in Front of "Buzzers"

Seth Godin calls them sneezers. I call them "buzzers," because they create a huge buzz about your free report.

Who are these people? They're not really marketers. That is, they don't recommend products for money. Rather, they review and talk about niche products purely because of their interest in the niche.

They generally don't have mailing lists. But they do have platforms and audiences – sometimes their audiences just include people on a forum, but other times these buzzers have large social networks and popular blogs. And because they are so well-respected inside of the niche communities, you'll want to get your free report in their hands <u>before</u> the launch day so they'll start buzzing about it.

Here's <u>how to recognize these people</u>…

> ➢ They're long-established and well-respected members of niche communities, such as the most popular forums in your niche.

> ➢ They may run popular blogs.

> ➢ They may have a lot of followers on Twitter and other social networks.
>
> ➢ They're not necessarily marketers or affiliates. (Which is one reason why their recommendations hold so much weight in niche communities.)
>
> ➢ They're usually regarded as niche experts.
> ➢ They have a strong desire to be "first" in a niche. They love being the first to review or talk about a new niche product.
>
> ➢ If they're on a forum, they probably have thousands of posts and have been on the forum for at least two years.

Just lurk on any forum for a few days, and you'll quickly establish who the most respected members of the forum are (and, in particular, which ones are buzzers who talk about niche products).

Once you've identified them, you can approach them. Now, you're not going to approach them like a JV partner, as that will turn them off. Instead, approach them like a trusted advisor. Ask them for their feedback about a report. And, when applicable, use their feedback to improve your report.

```
Tip: Sometimes a forum PM – private message feature –  is the
best way to get a hold of them. You may also "befriend" them on
Twitter or Facebook and contact them there.
```

About three or four weeks before the launch date you may contact these buzzers using the sample email below.

```
Sample PM or email:

------------------------------
Subject: Can I ask a favor, [First Name]?

Hi [First Name],

You're a well-respected member of this forum and clearly a
[niche topic] expert, so I really value your opinion.

Could you do me a favor and let me know your feedback on my new
report? It's a quick 10 minute read, so it won't take long.
```

```
Here's the link:

[Provide download link]


I appreciate if you can provide your honest feedback. And let me
know if there's anything I can do for you.

Thanks!

[Your name]

P.S. Please don't share the link with anyone since I'm not yet
ready to release the report. I'm sure your feedback will help me
improve it. ☺
-----------------------------
```

Circulate the Report

Getting multiple partners to help you launch the report on a specific day is a good way to kick start the viral effect. But you can't just sit back, relax and let your partners do all the work.

You need to do everything you can to get as many eyeballs on your report both on the launch day and every day thereafter.

Here's how…

Day 21: Encourage Readers to Pass It Around

Right now you've focused on getting marketing partners to pass your report around. But some of your best "cheerleaders" are the actual prospects reading the free report. And that's why you need to encourage your readers to pass it along.

One way to do this is to include a note inside the free report that simply says something like: "Do you know someone else who'd like to [get benefit]? You can help them by giving them this report – they'll thank you for it!"

```
        TIP: You can also include this note in any other advertising you
        do, such as alongside a blog post, in your emails to your
        prospects, etc.
```

You may also encourage your readers to pass it along – and let them know they can make money doing so. Again, you can include a note in the actual report as well as a link to more information alongside your other advertising.

> Example: You can make money simply by giving this report away to your friends! Click here to find out how.

> Note: The link where your readers then land should explain to them about how rebranding works and how they can make money with the report. Be sure to let them know it will only take them a few minutes to create their own rebranded report – and all they have to do to make money is join a certain affiliate program. No website required!

Day 22: Tell Your List About It

Just as your marketing partners are spending two weeks building anticipation for the launch day, you should be doing the same thing with your own lists of customers or prospects. You can use the scheduling and emails from Day 18 and Day 19 to build anticipation.

> Note: For best results, start building your own mailing list before you launch the your free report. You can do this by sending prospects to the squeeze page and mailing list that you created on Days 13-15. Use the marketing strategies you'll learn over the next several days to build this list.

Again, yes – you can do this even BEFORE you launch the free report. That way you'll have a "captive audience" on launch day. ☺

Day 23: Blog About It

If you already have a blog, then you should be treating your blog readers the same way you treat your mailing list subscribers. That is, you should build anticipation for the report before you launch it. You can use the "teaser emails" from Day 19 to create your blog posts.

If you don't already have a blog set up, you should create one ASAP. Here's how:

> 1. If you don't have a domain name, get one at NameCheap.com.

2. If you don't yet have hosting, get it at HostGator.com.

3. Log into NameCheap to change your domain name servers (DNS) to point to HostGator's servers. HostGator will send you an email letting you know your domain name servers. You can watch a video tutorial or read more about how to actually change your DNS at NameCheap here.

4. Log into your control web hosting control panel (at www.yourdomain.com/cpanel). Scroll down and look for "Fantastico deLuxe. Click on it.

5. Follow the links and simple instructions to install a WordPress (WP) blog on your site. Be sure to keep your WP login information in a safe place.

6. Log into your WP blog and start blogging! Ideally, you should populate your blog with at least six blog posts, just so your blog looks busy (which will help you get repeat visitors).

If you need help either blogging or customizing your blog, just go to WP's official site to read the documentation.

Day 24: Become a Guest Blogger

One reason you should have your own blog is because it makes it easier to do "content swaps" with other bloggers.

That is, you can propose that you post guest articles on each other's blogs.

Now, you already know how to find potential partners – just refer back to Day #16. The surest route, of course, is to search for niche keywords followed by the word "blog." You can also search for some of the popular platforms, including "WordPress," "TypePad" or "Blogger."

Example: "copywriting blog" or "dog blog."

Once you've found potential partners, send them a variation of this email:

```
------------------------------
Subject: I'd like to feature you on my blog, [First Name]…
```

Dear [FirstName],

Hi, it's [your name] here from [your blog]. I'm writing to make a proposal that benefits both of us – specifically, let's swap blog articles.

Since you're the [niche topic] expert, I'd be thrilled if you'd consider sharing your [specific topic] expertise with my blog readers. You'll benefit by:

- Getting a backlink on my blog (Page Rank X, so lots of link juice).

- Getting plenty of click throughs from targeted readers – this blog gets XXX unique daily visitors, so you can expect plenty of traffic.

- Further establishing yourself as a niche expert.

Plus, since we're swapping content, you'll also enjoy the benefit of getting a free, high-quality and exclusive article your readers will love.

You can read it here:
[provide link to your article].

Please let me know if you have any questions or if you'd like to discuss this further. If not, you can just send me your article as soon as its ready and I'll post it immediately on my blog.

Thanks!

[Sign off]

P.S. I look forward to seeing your article – I'm sure my readers will love it!

Alternative P.S. My readers loved your recent article on [topic] – they couldn't stop talking about it. See what I mean here: [link to discussion on your blog where your readers mention this person's article].

Day 25: Tweet About It

Do you "tweet" on Twitter or post to your wall on Facebook?

Are you a member of any other social networking sites, such as Facebook.com, LinkedIn.com, Ning.com groups or other niche networking sites?

If so, be sure to tell your social networks about your new report!

> Tip: If you haven't joined any of these sites yet, do so soon. Not only can you meet new prospects on these sites, you can also meet potential JV partners!

Here's a sample tweet:
```
-------------------------------
Free report shows you how to [insert benefit here] – download it
here [link] and then retweet!
-------------------------------
```

Day 26: Advertise Your Report on Forums

If you've done a good job of finding the "buzzers" (sneezers) in your market, then most of the niche forums are probably already buzzing about your free report. If not, you need to get folks talking by dropping links to your report on these forums.

Now, there are multiple way to advertise your report on these forums, including:

- ➢ Ask the forum owner to share the report. In other words, ask him or her to become a launch partner.

- ➢ Purchase advertising on the forum.

- ➢ Post an ad about the free report. (Only do this on forums with "free ebook" sections or specific ad sections – otherwise you're spamming.)

- ➢ Become a member and drop a link to the report in your signature file.

Let's talk about the last one for a moment…

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You can't just join a forum today, blast a bunch of messages and hope that people will click on your signature files.

Forums don't work that way.

They're communities, which means they're about relationship building.

As such, the best way to get people to click on your signature link is to become a valued member of the community. That means participating on the forum by answering questions, asking your own questions when applicable and generally getting to know the other members.

> Tip: Building relationships on forums isn't much different than offline. Think about it – when you're meeting someone for the first time offline, you don't dominate the conversation and then start pitching something. Instead, there's give and take. And your relationship grows slowly over several weeks.
>
> Same thing here. Don't try to build relationships in one day. It takes time to build trust. But once people start liking and trusting you, they'll click on your signature file more often.

Please note that different forums have different rules for signature files, so be sure to read the rules before putting up a signature file.

Secondly, your forum signature is basically an advertisement. As such, you need to give people a reason to click on your link to download your report. You might write something like this:

> ------------------------------
> "Are you tired of [bad thing/problem]? Good news: Now you can discover how to [get benefit]! Click here to download this shocking report for free!"
> ------------------------------
>
> Example: "Are you tired of spending thousands of dollars searching for reliable freelancers? Good news: Now you can discover how to find the Net's best and most reliable freelancers at the best prices! Click here to download this shocking report for free!"

Day 27: Upload a YouTube Video

Another way to extend your reach into your niche market is by creating and distributing a video.

> Tip: The following section refers to creating a video that you use to promote your free report. However, you can also create and distribute a "video version" of your free report. That means it contains the same content as your free report, plus the same product pitches.

Now, in order to use your video to promote your report, the report and video of course need to be closely related. And one of the best ways to get someone to download your free report after viewing your video is to make the report the natural next step.

That is, the report should include tips or steps in a process that naturally come after whatever was shared in the video.

Let me explain…

Let's say your free rebrandable report is about how to groom a sheepdog. The report focuses on the actual clipping of the dog. You can create a video that talks about the first step of this process – bathing the dog.

> Example: Your free rebrandable report is about lifting weights and eating properly to gain muscle. The free video can demonstrate actual bodybuilding exercises.

Now, there are a couple ways you can create your video. One way is to use a digital recorder and create a video that demonstrates something and/or shows you talking. You probably already have a digital camera or web cam that can do this type of video for you – just be sure to provide good lighting. You can edit the video using a tool like [VideoPad Video Editing Software](#).

The second way to create a video is to create a "slide show" type video. In this case, you don't even need a camera. All you need is a microphone to narrate and software like [Camtasia Studio](#) to create and edit the video.

Regardless of which option you choose, keep these points in mind:

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- **Keep it short** – about five minutes or less.

- **Make it entertaining.** Not only should you provide good content, but keep the visual portion of the video moving along so the viewer doesn't get bored.

- **Create a first, middle or last frame that's eye-catching.** That's because you can choose one of those frames as your thumbnail picture on YouTube.

- **Choose your keywords carefully so that your niche finds you.** You may want to use keywords similar to videos already on YouTube – that way your video will show up alongside those videos.

- **Upload and share on YouTube.** Instead of just posting the video and hoping people find it, you can tell your list about it, blog about it and use other means of getting eyeballs to the video.

<u>Day 28</u>: Drive Traffic Using Content Marketing

We've already talked about some forms of content marketing, such as YouTube and blogging. Here's another: Creating and distributing articles on popular article directories.

The key to this strategy is to optimize your articles for specific keywords that your niche is already using in the search engines. That way, they'll find your article the next time they search.

Here's how…

<u>Step 1</u>: Find relevant keywords.

Use a keyword tool like WordTracker to find "longtail keywords." These are keywords that tend to be 3-5 words long that may not get a lot of traffic, but there also aren't a lot of competitors for these words. That means it's easy to rank well in the search engines for them.

> <u>Example</u>: "dog training" is an extremely competitive word, simply because so many people search for it every day. A longtail example is "free hunting dog training guide" or "German Shepherd dog training Michigan."

> Tip: If you use WordTracker, look for words with a KEI
> (keyword effectiveness index) value of 100 and up. You can
> also plug the keywords into Google to see how much
> competition there is for any given word.

Select a keyword that's related to the topic of your free report. And then
prepare to write an article on this keyword topic…

Step 2: Write your article.

To optimize your article, use your keywords once in the title and two to
three times for every 100 words of content there after.

> Tip: Remember, the people actually reading your article are
> humans, not search engine bots. So be sure to create
> articles that hold their attention, too. See Day #9's
> lessons for tips on engaging your reader.

Step 3: Create a compelling byline.

The byline or author's bio is where authors put their "about me" information.
However, since your goal is to get people to download your free report,
you'll put an advertisement here instead.

You can use the forum signature file template from Day 26 as the template
for your byline.
Here's another template:

> ------------------------------
> "FREE report: Learn how a [ordinary person] [did an
> extraordinary thing] – and how you can too!"
> ------------------------------
>
> Example: Learn how a former steelworker went from losing
> his job to making $14,872 a month – and how you can too!"

Step 4: Distribute

Now you're ready to distribute your article on the article directories. Here
are five of the best ones:

- [EzineArticles.com](#) (if you upload to just one, make it this one).
- [GoArticles.com](#)
- [Buzzle.com](#)
- [ArticleAlley.com](#)
- [ArticleCity.com](#)

```
Tip: If you have multiple articles on the same topic, you
can create a Squidoo.com or HubPages.com page.
```

Day 29: Distribute Offline

Don't limit your promotional activities to online venues – you can promote offline, too.

For example:

➢ Put your free report on a CD and distribute at trade shows, local seminars, workshops and other niche events.

➢ Offer to speak at a local organization and distribute the CD after your talk.

```
Example: If you're in the bird-watching niche, then
offer to give a talk to the local bird-watching
organization.
```

➢ Recruit offline partners to distribute your CD.

```
Example: Rebrand the CD and ask a local gym owner to
share it with his customers.
```

➢ Hang or hand out flyers in high-traffic areas, especially where your niche is likely to hang out.

```
Example: Ask local veterinarians if you can hang a
flyer about dog training in their waiting area.
```

Read on for another offline method (which also works online)…

<u>Day 30</u>: Distribute Press Releases

You can write and distribute press release both to offline traditional media (like your local newspaper, as well as a national or foreign outlet). You can also distribute your press releases to online outlets (such as blogs and other sites) that publish them.

The best way to get into the local paper is to submit your release directly to the proper editor. And the best way to ensure this editor considers your press release is to do these things:

➔ **Format it properly.** Don't use fancy fonts or other distractions. Make it easy to read using proper press release formatting.

➔ **Send it to the right person – and spell his or her name right.** A quick call to the newspaper front office will make sure you get the details right.

➔ **Follow instructions.** Some editors accept email, fax or mailed releases. Some only accept them in a certain format (such as by mail). Be sure to follow the editor's preferences, or your release will go straight to the trash… unread.

➔ **Create a release that's likely to get published.** Read several back issues to get a feel for what type of press releases they print. Then model your release after these successes.

➔ **Write a news story, NOT an ad.** Releases aren't self-promotional, except in a subtle way (e.g., your website is mentioned in the last paragraph of the story). If your release looks like an ad, it will get trashed. Again, look at actual published releases in your local paper to get a feel for what the editor likes to publish.

You can also distribute your release online to a wider audience using a distribution service such as:

• PRWeb.com (one of the most respected and widely used services).
• PressRelease.com
• PressAbout.com

http://www.freetrafficfuel.net

<u>Day 31</u>: Sell Rebranding Rights

So far, we've talked about how to get your marketing partners to distribute the report for you.

The incentive you offer is that they can change the product links in the free report to their affiliate links. (While leaving your mailing list links intact so you can build your list.)

If this is for your product, of if you're promoting a product with a two-tier affiliate program, no problem – you make money either way. But if you've created this free report around someone else's single-tier affiliate program, you lose the potential for making any affiliate sales if you let others change the links.

<u>Here's a solution</u>: Sell the rebranding rights to others.

This is just like selling the resell rights to the product, except that you're also giving people the right to change the affiliate links in the report to their links. You can charge a nominal fee for rights, such as $10 (and then you can sell these rights to hundreds of people).

Here's how it benefits you:

- You get to make some money up front selling these rebranding rights.

- Your mailing list links stay intact, so you can still build a list.

- The report still gets wide distribution, since you still encourage everyone to give the report away freely (but only those with rebranding rights get to change the links).

To do this, just set up a download page that's ONLY accessible to those who purchase the rebranding rights. There you provide the rebranding tools (such as ViralPDF) so that buyers can rebrand the selected text and links.

So how do you advertise these rebranding rights?

If you email people directly – especially those who don't know you – they'll likely see your email as spam since it's a commercial offer. As such, it's better to advertise and let the buyers come to you.

Here are places to do exactly that:

- The WarriorForum.com. (Hint: Place your ad in the "Classified" section. If you're offering rebranding rights for a price that's lower than the general public gets, then you can place your ad in the "Warrior Special Offers" section.)

- The DigitalPoint.com forums.

- The SitePoint.com marketplace.

- eBay.com.

- CraigsList.org.

You can also use free advertising methods to attract buyers, such as:

- ➢ Blogging about it.

- ➢ Setting up an affiliate program through Clickbank.com and recruiting affiliates to sell it.

- ➢ Telling your list about it.

- ➢ Telling your social networks about the offer.

- ➢ Posting the offer on your Squidoo.com or HubPages.com pages.

- ➢ Using article marketing to drive buyers.

- ➢ Advertising it in your forum signatures.

- ➢ Setting up an AdWords pay per click campaign.

- ➢ Trading links or ads with joint venture partners.

Now let's wrap things up…

Conclusion

There you have it – a complete 31-day guide to making money by creating and sharing your own free rebrandable report!

Let's quickly recap what you learned over these 31 lessons:

1. **CHOOSE a Niche** – here you learned how to find a market that's able and willing to spend money to solve their problems!

2. **CREATE Your Rebrandable Report** – You found out how to "feed" this hungry market by creating a free report with the content they desperately want and need!

3. **CAPITALIZE on the Traffic** – You discovered how to entice those who read your free report to join your mailing list!

4. **CONTACT Partners** – You learned how to find and contact promotional partners to help distribute your report.

5. **CIRCULATE the Report** – Finally, you discovered how to sweep your report across your niche like a prairie fire!

In short, you now know everything you need to know about making money simply by giving away a free report!

Now that you know how to do it, **it's time to put this plan into action.** I know you're tempted to put this report away and think about it for awhile. But don't do it. It's much better if you start taking action today while it's fresh in your mind.

As such, I strong encourage you to return to Day #1's lesson, re-read it and take action on it – today. Right now. **Because the sooner you take action on these lessons, the sooner you too can make money simply by giving away something for free!**

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