

Jun Yuan Lim's

Short Report Profits

EXPOSED

**AN INSIDER'S GUIDE
TO GENERATING
PROFIT-SPINNING
SHORT REPORTS**



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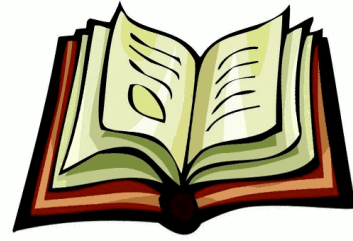
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CHAPTER #1 – INTRODUCTION TO SHORT REPORTS

A short report is basically a document, typically consisting of between 10 to 20 pages in length, where you can use to discuss a particular subject of interest.



There are many different ways you can make use of short reports, and some of which includes using it to pre-sell a particular product/service, build a mailing list, offer as an incentive to your customers (for buying products/services), generate cash by selling them to your customers, and the list goes on.

Short reports are now getting increasingly popular with the community (as compared to full-length books) due to the fact that as these reports are just a few pages in length, they are easy to read through, and readers can get the information they require in just a few short minutes – This is much more convenient compared to spending days reading through the entire book (which can be hundred of pages in length) just to get the information they need.

In this guide, I will be sharing with you everything you need to know about short reports, from giving you more information on how you can make use of these short reports, the tools that you need to create them (along with step-by-step how you can create your very own short report starting from scratch), followed by how you can effectively proof-read your report (to make sure that there are no spelling or grammatical errors, and also to make sure that all the points throughout the entire report flows through smoothly).

Are you ready? Let's begin...

CHAPTER #2 - HOW YOU CAN MAKE USE OF SHORT REPORTS

As mentioned in the introductory chapter, there are many ways you can make use of a short report, depending on what your purpose is.

In this chapter, I am going to show you 4 most common ways on how you can make use of these short reports effectively:

1. Using Short Reports To Pre-Sell Products/Services

Whether is it selling products/services that you own or as an affiliate (where you promote other peoples' products/services for a certain amount of commission), the use of short reports is one of the best ways to help boost sales.

What you can do is, you can create short reports to provide some useful information on the topic related to the products/services you are promoting – And at certain points of the report, you can raise your readers' awareness about the product/service that you are selling (whether is it your own product or other peoples' product which you are selling as an affiliate).

You do not want to appear as a sales person to hard-sell these products/service (by doing so will only turn your readers off and toss your report into the recycling bin). What you want to do is talk (notice that I mention the word "*talk*", and not "*promote*") about these products from the perspective of an end-user (People are more receptive, and have more trust, on comments that come from an end-user compared to from a sales person).

What you will want to do is that, in the midst of providing your readers with useful information (relating to the subject matter which your report based on), you may want to talk a little about the product/service you are selling – Such as mentioning how exactly has the product benefited you (in terms of improving your life or personal well-being), and in what way can the product benefit them as well.

You may also want to talk about some pros and cons about the product itself. No one single product is perfect – There are definitely some downsides to every product. You should list them down to show readers that your review is an unbiased one. By doing so, you will gain more trust from your readers, making them more receptive to your suggestions and recommendations.

At the end of the report, you may want to include a Call To Action (also known as CTA for short) where you specifically ask your reader to either click on a link (if its an ebook), or call a certain number, to find out more about the product.

2. Using Short Reports To Build Your Mailing Lists

Have you heard of the saying “*The Money’s In The List*”?

This saying is still true till this very day. Building up your email list is, I can say, an absolutely vital part if you want to build your business for the long term. When you have an email list to correspond with regularly, you have an ongoing opportunity to establish trust and build a relationship with the members of the list.

You will also have the opportunity to keep your brand name in front of your potential customers. This kind of familiarity increases the likelihood they will eventually buy from you – Over and over again.

One of the fastest ways you can build your mailing list is to make use of short reports – Where you give them away in exchange for your prospects’ personal information (such as their first name and email address)

On the right is an example of a “squeeze page” or “landing page” where it only consists of the free short report that you are giving away (along with a short description of what they will discover in the report), and instructions on how they



can grab a copy of the report (by filling in their first name and email address, and clicking on the “Submit” button when they are done).

3. Offer Short Reports As An Incentive To Your Customers

Especially if you are an affiliate marketer promoting other peoples’ products and services, you are bound to meet with competitors (in that there are also many other affiliate marketers who are vying for the same group of prospective customers).

Hence, in order for you to be able to generate more affiliate commissions, you must distinguish yourself from your competitors – And one hugely effective way to do so is to offer these short reports that you create as an incentive to prospects who purchase the product/service from your affiliate link.

A huge majority of the affiliate marketers (if you notice) are too lazy to create these incentives. Therefore, by offering incentives (in giving them the short report you have created) to get your prospects to buy from your affiliate link, you have just gained a significant advantage over the other affiliate marketers.

By doing so will definitely boost your affiliate income to a whole new level.

4. Selling Short Reports

Finally, you can also sell these short reports to your intended audience.

If the subject matter of your report, as well as the content, is enticing enough (especially if it contains a solution to a nail biting problem which your target audience is frantically searching for a solution for), you can be sure of being able to generate a massive amount of cash simply by selling these short reports.