

Published based on [Special Reports: Build Your List And Make Money](#)

Special Reports: Build Your List And Make Money

Are you looking for something that will get your business off the ground? Consider using special reports to add revenue and build a business contact list for future use.

Special reports?

Special reports are short ebooks that contain helpful information on a particular subject. These mini-ebooks contain a little over 30 pages. If you have the know-how, you can write them yourself or hire a writing service to do it for you. There is very little work involved in creating them but they are versatile tools for building an online business. How-to topics are popular as special report material. They direct a reader, step by step, how to do something.

Promoting Your Special Report

There are options for marketing your special reports. If you are trying to build a business list of customers, use these special reports as a freebie when any visitor signs up to be a part of your email mailing list.

You can create a five-part course and use the first part as the free promotion. You can bait your customers using the special report. Once they sign up for the mailing list, you can grant them access to the other installments through emails that also advertise your website products. Observe how the companies give away free reports to anyone who signs up. That's how it works.

Making Money

Special reports can be sold on their own instead of being used as newspaper sign up tools. Besides your other products or services, you can sell special reports on your website. Short reports can be sold for 5-10 dollars apiece, but you can jack up the price depending on the usefulness of the report. Special reports may also be used to supplement a main ebook that you're selling.

Exclusive Information

Insider secrets are a great topic for your special reports. Any information that gives people an edge over their competitors is worth shelling out a few bucks for. Choose a topic that isn't readily discussed elsewhere and create a special report around that topic.

Affiliate Management Tools

An affiliate program is one way to improve your business. This gives customers a way to help you make more money and also make some for them. Special reports can be used as a reward for performance as an affiliate.

Short reports are great for any purpose. They can be used as bonuses or freebies, you just have to think of more ways to use special reports.

You can create nice reports using reviews too. Check out the following reviews and create some special reports: [Review of Mobile Monopoly](#) [Review of Frank Kern](#)

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