

- Special Two Part Report -

**HOW TO MAKE
\$1,000-\$2,000
PER MONTH ONLINE**

By Jimmy D. Brown
Benchmark Publishing, LLC

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About The Experts

Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the ***Big Seminar*** and the ***System Seminar***.

He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His SmallReportsFortune.com course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

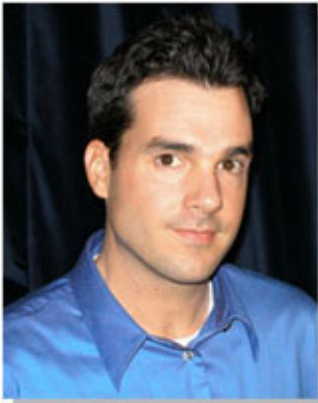
When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at Living4Jesus.com where over **700 of his original devotionals are archived.**

Other products from Jimmy:

- ListProfitSystem.com
- SubjectLineSecrets.com
- EmailStrategiesExplained.com
- GetEmailResults.com

John Reese



Started Marketing Online: 1990 (Before the Web)

John Reese is an Internet Marketing pioneer that has been actively marketing online since 1990. John created one of the first autoresponder services on the Internet in 1994. Since that time he has created and launched over 110 projects online.

On August 17, 2004, John Reese shocked the Internet marketing world and pulled in over \$1,000,000 in sales in less than 24 hours (18 to be exact) for the launch of a new product -- and he did it without spending one penny on advertising!

During the past 7 years, he's been quietly testing, tweaking, and fine-tuning a simple step-by-step **fool-proof system** for making money with eBay and online auctions.

He's used this same system to make as much as a \$38,450.27 PROFIT from only ONE tiny auction.

His amazing new video will let you sit back and WATCH exactly how this easy-to-follow system works.

Yours For Online Auction Profits,

A handwritten signature in dark ink, appearing to read "John Reese". The signature is fluid and cursive, with a large, sweeping flourish at the end.

John Reese, Creator

"Internet Auction Secrets" Video

WARNING: These are the "secrets" online auction sellers DON'T want you to know...

"Who Else Wants To Learn A Simple, Step-By-Step 'System' For Generating Quick & Easy Profits On eBay?"

I'm John Reese. During the past 7 years, I've been quietly testing, tweaking, and fine-tuning a simple step-by-step **fool-proof system** for making money with eBay and online auctions.

I've used this same system to make as much as a \$38,450.27 PROFIT from only ONE tiny auction.

My amazing new video will let you sit back and WATCH exactly how this easy-to-follow system works.

On my video I will teach you a time-tested and perfected *Selling Formula*. This formula is a simple step-by-step plan you will follow anytime you sell an item on eBay.

This formula was tested, tweaked, and designed so anyone could generate as close as possible to MAXIMUM BIDS (that means the highest possible selling prices) for anything being sold on eBay.

Now here's the crazy part about this that is going to keep you awake tonight.

Once you learn how to sell things on eBay for maximum bids you will have a major advantage over most people trying to sell their items on eBay. Let's face it, thousands of newbie users sign up everyday to use eBay for the first time. So what does this mean?

It's quite simple. You will be able to search out the thousands of auctions that are NOT using my *Selling Formula*. You can then buy these items and relist them using the formula -- having the opportunity to **quickly** make an EASY PROFIT.

Once you know my *Selling Formula* (and the other little-known techniques and strategies I will teach you) you will not only have this opportunity, but you will also know how to buy items cheaply from other places, online and offline, and quickly sell them on eBay for a profit too!

Click here to find out how you can get into this moneymaking business you can run from home
[Auction Secrets](#)

- Part One of this
Special Two Part Report -

**A REVEALING INTERVIEW
WITH
THE MAN WHO MADE
\$38,450.27 PROFIT
FROM ONE EBAY AUCTION**

By Jimmy D. Brown
Benchmark Publishing, LLC

Special Report –

PRINT THIS OUT FIRST

Introduction

Jimmy: Hi, this is Jimmy D Brown of SmallReportsFortune.com. Today, I want to talk with you about one of the most amazing home business opportunities of all time.

By now, you've likely heard of www.eBay.com. It's the world's most frequented online auction and one of the very top business sites, period.

EBay is hugely popular and it represents a great moneymaking opportunity, but, just like any other opportunity, you have to know how to use it in order to see any kind of significant results. That's what I want to share with you today.

I've tracked down someone who has seen very significant results from online auctions. He once made **\$38,450.27 profit** from only one auction. Folks, that's profit, not income. That's money in the bank and that's from only one auction. It's just incredible.

He's widely considered the top expert in the world when it comes to online auctions. I'm talking about my good friend, John Reese of www.AuctionSecrets.com.

John, it's good to have you here.

John: Thanks, Jimmy. I'm glad to be here.

Jimmy: I appreciate you taking the time to share some of your knowledge of online auctions with us. But before we get into that, tell us a bit about John Reese.

How long have you been using online auctions? What led you to them and what kinds of results have you personally seen from them?

John: I stumbled upon eBay's website in early 1996. This was before the site was even one year old.

Back then, they didn't have the wide range of categories like they do today. Today, they have something like 30,000 different categories of items. Back then, it was just a few hundred different categories. Of course, today, they have millions of users. Back then, there were just a few thousand.

But I stumbled upon the site and there were still some very fascinating items that you could bid on if you were interested in buying them. Back then, there were all kinds of collectibles, computer items and different types of electronic items that were for sale.

I was just browsing around the site and I noticed a few used computer items I wanted to buy that I was interested in. I remember placing a bid on a printer I wanted to buy. It was, apparently, going to be a lot cheaper than buying it new because it was used.

I registered for an account on the site and I placed a bid of what I wanted to pay. During the whole process, I was outbid for the item and placed a new bid.

Well, I ended up winning this printer and I saved a couple of hundred dollars. Several days later, I received it in the mail and it was a really exciting thing to win something from an online auction.

From that point forward, I was pretty much bitten by this online auction bug and I got really excited about this process and, of course,

the site, which became the huge eBay site that we know today.

I started learning everything I could about online auctions, seeing if there were other sites out there. There were a few competitors to eBay but none of them were as popular and had all the features that the eBay site had even at that time.

To make a long story short, shortly thereafter, I ended up listing an item for sale and tried to sell one of my own items. I did that successfully and then I was really hooked because I figured out you could put stuff up online on their site and in a few days have cash if the item sold.

After I got into the process and learned how it worked, I taught my father how to use the site. He was very much into golf. So he started selling golf clubs and golf items.

Then I taught my older brother how to get into the online auction business. He started selling collectibles and antiques. I even got my sister involved and she started selling maternity clothes and other items that she was interested in.

As you can see, the online auctions can be used for selling a wide range of products and items. Anyone can get involved in it and that's what we're going to talk about today, I hope.

Question #1: What Makes eBay Different than other Home Businesses?

Jimmy: Alright, John. I can already tell that this is an opportunity for anyone, regardless of gender or what their interest is.

We've heard that from a lot of other business opportunities as well and I guarantee you that our listeners have likely been exposed to a lot of hype online about how to make money with this program and that program. Frankly, it's getting a bit old.

So let's get the honest scoop here. Is using an online auction service like www.eBay.com a legitimate home business opportunity? What makes eBay so special? Why is it this ultimate home business opportunity? What makes it different from a lot of the other business opportunities available?

John: Jimmy, those are great questions. I get them all the time. The answer is simple. There are currently ***over 100,000 people making a part time or full time living using eBay*** and running an online auction business. That should answer the question of whether it's a legitimate business opportunity or not.

As far as what makes this one of the best or even the best home business opportunity, the answer is pretty simple.

First of all, the online auction business is unlike any other business because it requires no marketing or advertising costs. Because eBay's website gets billions of hits a month, anyone can list an item for sale and immediately have people placing bids.

Unlike other businesses, as you know, where you have to invest in

running ads in magazines or even online for an online business, there's no advertising cost involved. That's a major difference.

One of the biggest things is it is one of the most inexpensive home businesses that someone can start and run.

The other thing is the learning curve is pretty small so another great advantage is someone can get started right away. You can actually sign up on eBay right now, list an item for sale and literally start making money as far as the bids on the item inside of 30 minutes.

I don't know of any other business out there where you can start making money in less than 30 minutes.

So the major advantages to this business are that

- 1) it's one of the most inexpensive businesses to start,
- 2) it's one of the fastest to start and
- 3) it's pretty simple as well.

As we continue on and talk about a few things regarding the online auction business and the eBay site in general, you'll learn that it's a pretty easy thing to get involved with.

Question #2: How Do You Set up your First Auction?

Jimmy: We're talking about a business that you really don't have to advertise. You don't have to drive traffic to a site because it already gets millions of visitors each month.

You don't even have to set up your own website.

All of that is pretty much done for you because of the way their site is structured.

I guess all you really need to do is set up an auction and get started with it. That sounds easy enough but is it really that easy?

John, maybe you could walk us through the process of getting that first auction set up.

John: Yes, Jimmy, it really is easy. Let me walk through the process of listing an item for sale, for someone who has never done it before.

The first thing is, if you haven't already registered on eBay's website, you'll need to become a registered user of eBay. This is a pretty simple process. It's just filling out a form. It's almost like filling out almost any other order form you may have seen online.

They are just going to ask for your name, address and some other information about you. You do that first to create an account on eBay.

The next thing you'll do is find the appropriate category that your item will be listed under. So, if you're selling, let's say, a computer, you'll go into the appropriate computer category to list a computer system for sale.

The next thing you'll do is fill out a form that describes the item itself. Give it a title. Say what kind of computer it is and list some details about it, how old it is and the condition it is in.

Then you'll list some other pieces of information such as how much you'll charge the buyer to ship the item to them. They will be responsible for the shipping cost as well as the winning bid price of the auction.

Of course, you will also upload a photo of the item. This is a little bit more complicated if you've never taken digital photos before or taken a photo and scanned it into the computer. We can talk more about how that's done later.

That's basically the process. Then, you just decide how many days your auction is going to run and it is immediately added to eBay's website. Anyone who searches in the computer section can find your item and bid on it.

That's pretty much the process in a nutshell. There's more to it but that's pretty much the basics of it.

Question #3: Where do you find Products to Sell?

Jimmy: John, that sounds great but that brings up another question in my mind and that's this. Where do I get products to sell on these auctions? If I want this to be a long term business opportunity, I've got to have items to continue selling. Where can I find them?

I don't want you to give away the farm here because I know you get paid to consult people on creating these online auction businesses but maybe you could give us a few ideas where to find some products to sell.

John: Sure, Jimmy, that's a great question. There are basically two types of items that you'll sell in an online auction business.

Those will be either used goods or new goods.

For used items, that would be like something you already own, like if you went out to the garage and you had something you wanted to sell and get some money for. That's a type of used good you would sell. There are hundreds of thousands of those types of items on eBay right now for sale.

You can also specialize in certain types of used goods like collectibles, antiques, baseball cards or even computer components.

In order to buy and sell used goods for profit; you'd have to find a regular source for them. There are a number of ways you can do this.

You can go to garage sales or yard sales. You can continue to monitor classified ads in your local newspaper. But you would specialize in a certain type of used goods so you would regularly know what the selling price for that type of item would be. Then you would just buy

them and sell them for profit.

The other side of the process for products would be new goods. The way to get new items to sell would be from a wholesaler or a drop ship supplier.

That's a little more complicated, because you have to:

1. find these suppliers
2. get an account set up with these types of companies

Basically, what that allows you to do once you do get set up is to buy products cheaply, at wholesale prices. Then, you can put them on eBay and people are willing to pay a bit more than what you buy them for.

It's funny because when you buy products at wholesale prices, they are much cheaper than retail prices so you don't have to sell them for much more than you are buying them for in order to make a nice profit.

So that's basically it in a nutshell. You can either specialize in used goods or new goods.

NOTE from Jimmy: You can also create digital info products (ebooks, small reports) and sell them on eBay. In the **second half of this report**, I'll give you a sneak peek into my system.

Question #4: How Do You Stand out from the Competition?

Jimmy: Okay, so we get these products whether they are used products or new products, we buy wholesale, and we post an auction list on www.eBay.com. Then what? Isn't there a bunch of competition out there that are doing the same thing we are doing?

How can we make our auctions stands out among all the others who are selling the same thing or similar items?

John: That's a great question. There actually are a number of different techniques that you can use to maximize the bids of your items.

It's funny that you bring this up because when I first started using the online auction sites such as eBay (and Yahoo who also has an auction site though not as big as eBay), **I noticed that there were people selling the exact same types of items but some sellers were getting more bids for their items than others.**

After really studying what these sellers were doing, I learned quite a few different techniques and I will explain a few of them right now. But it's very important for me to say something about this.

Because there will always be new people coming into using the eBay site and listing items for sale, there's a tremendous opportunity for what I call, "The creation of price gaps in the marketplace." Basically, it's pretty commonsense if you think about it.

There are a number of people that know advanced techniques for listing items to produce the higher bids. There will always be people who don't know those advanced techniques so they may list the same items. They just won't get the higher selling prices that the other

sellers do.

This creates an opportunity for knowledgeable sellers to actually buy from these newer users because they can buy their items cheaply and then, turn around and list them with the advanced techniques and make an instant profit because they know how to sell them for higher bids.

Some of these techniques you can easily use to get higher bids are very simple.

One of the biggest mistakes is that a lot of people just use one photo of an item.

This is a big mistake. When people are buying something online, they'd like to see as much of the item as they can. So listing two, three, four, five or even more photos of the same item at different angles and of different sizes, is really important because it really lets the potential buyer see what they're about to bid on and buy.

Another important thing is in your description.

A lot of people are lazy. They will just put up an item for sale and they won't really detail much about the item.

The more you can say about the item, even if you can detail that it's damaged or things that are worn on the item -- honesty goes a long way in the online auction process, especially for used goods.

A lot of people try to hide little marks or blemishes on the item but if you can detail everything about an item in regards to its condition, age, what comes with the item, if you have the original box or even the original receipt, a lot of buyers like to collect that stuff.

Simply detail as much as you can about the item in its description.

I would say those two things just off the bat are some of the most important things for getting higher bids:

- 1) using a lot of photos to let people really see what they're bidding on
- 2) using very detailed descriptions of those items.

Question #5: What is the Biggest Myth or Lie about Making Money with eBay?

Jimmy: John, I really appreciate you sharing this information with us. It's really good stuff and I know it's going to be beneficial to our listeners.

Let me ask you this. What do you think is the biggest myth about online auctions? Talk to me here. Tell me. What it is everybody is getting wrong here?

John: That is an incredible question. I think the **biggest myth or the biggest lie** about this whole process is just the fact that you can list an item for sale and expect this windfall of cash to come to you.

It's kind of like the Field of Dreams analogy. "If you build it, they will come." I think that's the biggest lie of all. People want you to think that if you put up an item for sale on eBay, there will be tons of people creating this huge bidding war to jack the price way up and for you to end up making a huge profit off each item you list.

Unfortunately, the process isn't that easy.

It certainly is easy, as I explained earlier, to list an item for sale, but it's not that easy to command the highest bids in the marketplace of the eBay site.

That's one of the reasons that I created my [Auction Secrets](#) video. That was to actually train people how to use advanced techniques I have discovered and tweaked over the past seven years that can command the highest prices for items.

These are techniques that create bidding wars amongst bidders on the site so you can get maximum dollar for each item that you list.

That would be the biggest lie, that you can throw up an item for sale and expect to get these huge prices and bids. Unfortunately, it's not that easy and it doesn't work that way.

However, if you learn the advanced techniques for listing items, you can have a major advantage over the entire marketplace any time you list an item for sale.

Question #6: Where Can We Get More Information?

Jimmy: Again, John, I appreciate you uncovering the myths that are out there. And speaking of uncovering, I know that you have put together a completely free e-course at your site to help folks learn how to profit from eBay.

I know what's in the e-course and I've got to tell you, I can't believe that you shared in this course, how you made \$38,450 profit from that one auction. I would have saved that for the video or something. I can't believe you put that in the free e-course.

Tell us a little bit about what your thinking was in putting that in there and what people can expect when they sign up to get this free e-course.

John: ***This free e-course that you're talking about is called, "The eBay Home Business Explosion." It's an e-course that anyone can get right now. It is completely free at my [Auction Secrets site](#).***

They just subscribe to it and they will receive each piece to the course by email. It's delivered over several days.

In this e-course, I just wanted to give people an overview of the eBay process. I go into some of the secret advanced techniques that I teach. I do give them away for free in the e-course.

Of course, it's not all the stuff I know that it is a part of my training video but I did want to give people some little nuggets of gold to get them started, something that they would see tremendous value in. I believe in order for people to trust you as an authority on any kind of information, you really need to establish the relationship with them by

giving them good stuff.

I really try to go above and beyond, and give people a lot of good techniques for them to get started even if they don't buy my video. It's just so they know I'm serious about the whole eBay process and that I know what I'm talking about.

In the e-course, I go over a lot of neat little things. I go into some secret techniques on how to save a tremendous amount of money even when you're buying items.

Then, I go into some other things on how important it is to spy on other sellers, that will allow you to uncover some hidden opportunities that you probably didn't know were out there on the eBay site. It will really open some people's eyes to the excitement of this whole business.

I also go into the process of how I was able to make a \$38,000 profit from one auction. Again, you ask why I list that information in the free e-course. I've had many people say, "That e-course is so good, you could have sold it as a paid product."

To answer your question of why I gave away so much good information, it's because I wanted to build a little bit of trust with people and to let people know that I really know what I'm talking about.

If they are very serious about this business, they can buy my auction video and learn the entire process from A to Z and a lot of amazing advanced techniques. I'd be willing to say 95% or more of all the online auction sellers out there right now have no clue about this.

Jimmy: Again, folks, that's completely free of charge, this e-course we're

talking about. You can find the ecourse on the main page www.AuctionSecrets.com

John, I know we've just covered the tip of the iceberg here today. We've just touched on less than 1% of what you know about online auctions.

I know you've also put together what I consider to be the foremost training program anywhere on the subject of profiting from online auctions. It's this video that you talked about. You teach how to use online auctions as a thriving home business.

Can you tell us just a little bit more about that video, about what's included in it and what you teach?

John: Sure, the video is called, "The Internet Auction Secrets Video," and basically, what it is, is a two hour jam-packed training video that covers the entire online auction process from A to Z whether you're brand new to online auctions, you're already a registered and have been selling things on eBay or you're even an advanced user with an existing online auction business.

This training video will basically cover the entire process. It's great for anyone of any skill level to either bring you completely up to speed if you're ready to start doing this next week or in the next few days, or whether you want to sell more than you do now if you're already selling on online auctions.

I basically spill the beans, so to speak, on all the techniques and methods I've learned over the past seven years that can produce maximum bids for auction items, but also some secret techniques that can allow you to uncover hidden opportunities by just watching what other sellers do.

eBay is an amazing site and there is really so much to it that if you really know how to use the ins and outs of it, it can really show you how to make a tremendous amount of profit in a number of different areas that maybe you aren't already doing in your own business if you're selling things online.

It's a great thing for anyone to learn the ins and outs of this online auction business.

Question #7: What is your Best Advice to a Beginner?

Jimmy: John, I know that you're really busy. You've got a lot to do. But let me ask you one more question before you go.

What is your absolute best advice to anyone who wants to turn online auctions into a home business?

John: I would say if anyone is out there listening to this right now, I would follow the link in the eBook and subscribe for the free e-course. It's completely free. You don't have to spend a dime.

Check out the e-course and learn exactly what you need to do to get started. It will tell you exactly what you need to do, to register on eBay, what you need to do to list that first item. My advice would be just to go out there and get started.

Become a registered user, list an item for sale, start getting some results and I guarantee if you're willing to do just that and you can do that within the next two days, you'll be so excited about the process when you see it working that you'll really want to get involved with it and learn how to make maximum profit and grow your business buying and selling more and more items.

You'll learn that it's probably one of the best ways to not only make money from home but it's one of the most fun ways to make money.

That's my advice. Just go out there and get started right away. It will probably be a lot like it was for me and it has been for hundreds of thousands of other people. You'll get hooked on the online auction process and realize how much fun it is to make money from home this way.

Jimmy: Thanks John, that's great advice, as usual. We always get good stuff when we talk with John Reese.

Folks, I do want to recommend that you drop by. Grab a copy of that e-course. It's worth its weight in eBay gold.

I also want to tell you if you're serious about getting an online auction business started and you're serious about learning advanced techniques and really getting a profitable business going, I highly recommend the [Auction Secrets video](#).

I've watched it myself. It's really good stuff from an advanced marketer's point of view. But in addition to that, my sister who knows nothing about the Internet, has also watched it, she is using it and has learned a tremendous amount. It has saved her months and months of learning by just watching this video.

It's for folks of all skill levels and again, I highly recommend it. Drop by John's site.

John, it's been a pleasure to have you here tonight. Thanks very much for sharing this information with us.

John: Thanks a lot for having me today, Jimmy. I hope there will be a lot of new people that will be really excited about starting their own online auction business after listening to this information.

Jimmy: This is Jimmy D. Brown with John Reese.

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For the first-time ever, people just like you are learning how to start their own Infoproduct Empires (and they certainly aren't writers!) ...

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Then You Can Make A Living Online
Working Just A Few Hours Each Week
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Hi, this is Jimmy D. Brown. I've been writing small reports for big profits for years. And, for the first time, I'm making my system available to you.

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I'll show you How to Write Small Reports about virtually anything -

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S.M.A.L.L.TM REPORT
BUSINESS**

**How To Turn 7-15 Page Small Reports
Into A Six-Figure Information Empire**

By Jimmy D. Brown
Benchmark Publishing, LLC

Introduction

Special Report –

PRINT THIS OUT FIRST

5 Steps To A Big-Profit, S.M.A.L.L.™ Report Business

By Jimmy D. Brown, Author of [Small Reports Fortune™](#)

I must warn you up front - if you continue reading this report, then you may not get much sleep tonight.

I know, I know, everyone seems to have some kind of "*earth-shattering*" revelation to share that's gonna "*change things forever*".

Earth-shattering revelations aren't what they used to be, huh?

To be truthful, most so-called "*helpful*" information should come with an advisory warning label affixed to let you know you're about to get 3 pages of fluff (fluff being useless, rehashed information) and about 10 pages of sales copy.

Know what I mean?

So, what makes this report different? What makes my claim credible?

In a word –

PROOF.

You may or may not know me, but I've been giving away free content online for a LONG time. (Since 1999) I've given away more useful content than most so-called "*marketers*" have been peddling in their paid products.

Ask around. Search Google.com. Or, just read this report and find out for yourself. ☺

- ✓ Yes, I will ask you to consider purchasing my [Small Reports Fortune™](#) course at the close of this report.
- ✓ Yes, I will GIVE you some solid nuggets of information that you can use without forcing you to buy anything.

If you find that offensive, then there's a little [X] in the upper right hand corner of your screen that you can click on to close this document.

But, if you want to learn something that really is going to be beneficial to helping you make money online with tiny 7-15 page small reports, let's get started...

The Concept Of S.M.A.L.L.™ Reports

Before I share the 5 steps in this incredibly profitable business model, let me first explain the concept.

Here's the idea –

Write a small report (approximately 7-15 pages) to sell online and, over time, grow that singular small report into a huge information empire consisting of reports, full-length products, membership sites, high-ticket premium products, e-coaching and more.

Everything hinges around being able to write small, 7-15 page reports.

Throughout EVERY stage of this business, you will NEVER be required to write anything more than 7-15 pages.

Stop now and re-read that. That statement is going to keep you up half the night as you consider how **realistic** and **reasonable** it is for you to accomplish in light of everything I'm going to share with you from this point on.

- ⇒ As you grow your business into **full-length products**, you'll never write anything more than 7-15 pages!
- ⇒ As you grow your business into a **membership site**, you'll never write anything more than 7-15 pages!
- ⇒ As you grow your business into **high-ticket products**, you'll never write anything more than 7-15 pages!
- ⇒ As you grow your business into **premium-priced e-coaching**, you'll never write anything more than 7-15 pages!

It starts with a 7-15 page small report and -- *despite the numerous streams of higher-priced income you'll develop in this model* -- you'll never have to write anything more than 7-15 pages. Remarkable, huh?

Now, it is with that foundation that I want to quickly share my system with you - ***"5 Steps To A Big-Profit, S.M.A.L.L.™ Report Business"*** ...

I use the acronym "S.M.A.L.L." to illustrate the five steps. Each letter of the word SMALL (S – M – A – L – L) represents one of the five steps...

- S** - SELECT a market.
- M** - MEASURE interest.
- A** - AUTHOR a report.
- L** - LOOK to repeat.
- L** - LEVERAGE your assets.

We're going to briefly look at each of these steps so you can get a good overview of how to build a successful "small report" business.

I'm ready if you are.

5 Steps To A Big-Profit, S.M.A.L.L.™ Report Business

Let's begin with the "S" of the *S.M.A.L.L.™ Report Business Model* which is...

Step 1 -
SELECT A Market.

The first step in this process is to "*select a market*". That is, you'll want to identify a group of people that you want to sell to – a "*target audience*". A "market" is simply a body of existing or potential buyers for specific goods or services.

Just a few of the more popular markets include –

- Weight loss
- Home business
- Relationships
- Parenting
- Retirement
- Personal Growth
- Wedding and Marriage
- Computers and Technology
- Motivational
- Leadership

The list could go on and on, but I think you get an idea.

You want to choose a "market" that you'll center your small reports business on.

If you've been following events over the past couple of years, then you know that "*niche*" marketing has been the big craze. People have been (and still are) scrambling all over to find these tiny, untapped niches (Ex. Teaching a parrot to talk) to create businesses around.

I've got two words for this kind of business model –

Big mistake!

Let me caution you that while that is an approach that certainly works, there is another strategy to use that I have found to produce even greater results.

Here it is:

**Instead of identifying niches,
identify target markets.**

Let me say that again: instead of identifying niches, identify markets.

Here's the common practice...

1. Identify a red-hot niche with hungry customers.
2. Create a product that's highly sought after by those customers.
3. Setup a web site to sell the product.
4. Rush off to buy pay per click listings and Google Adwords® to promote the site.
5. Find another red-hot niche and repeat the process.

Now, that's a good plan. There's no doubt that it's a profitable system.

But, it's not a great plan.

Really, that system is setup for leaving money on the table, for just throwing away

money that you could be depositing into your bank account.

So, what is a great plan?

Selecting a market so you can generate multiple sales per customer.

It's very similar to the way most people approach niche marketing, with a critical extra "profit-boosting" step...

1. Identify a market with hungry customers.
2. Create a product that's highly sought after by those customers.
3. Setup a web site to sell the product.
4. Rush off to buy pay per click listings and Google Adwords® to promote the site.
5. Create additional related products to sell to your existing customer and lead lists.
6. Find another market and repeat the process.

Do you see what I added there? There's an extra step there that is so critical to your bottom line, and that is "Create additional related products to sell to your existing customer and lead lists."

1. You've already got customers who have bought a product from you, so instead of moving on to other "niches" where you have to go out and find additional customers, why not offer your customers additional, related products before you move on?

2. You've already begun building a lead list, why not offer them additional, related products before you start looking for other "niches"?

If a customer bought a product from you, then they've told you –

"This is a hot button with me. This is something I'm interested enough in to spend money. This is something that is important to me at this point in time."

So, you simply feed them other offers that are highly related to the one that they've already identified as being important to them.

Instead of looking for tiny "niches", you look for larger markets and feed them multiple, highly related offers.

**The idea here is to find customers
who make repeated purchases from you.**

And when you take into consideration what we'll be talking about momentarily -- *creating 7-15 page reports as these various "offers"* -- it really is an easy thing to accomplish.

But, we'll get to that.

NOTE: In the [Small Reports Fortune™](#) course, the first thing I do is teach you how to choose the right market by sharing 3 simple rules for finding markets full of eager-beaver, hungry buyers; plus I list 20 highly-profitable markets that are proven to generate revenue in the information business.

First step, *"select a market"*. Then we have the "M" of the ***S.M.A.L.L.™ Report Business Model...***

Step 2 -

MEASURE Interest.

After you've determined what *"market"* you want to target, it's simply a matter of finding out what to offer them.

If you want to put things into a practical setting, it's time to get some ideas for what topic you'll be writing about in your first 7-15 page small report.

You'll want to "measure interest" among your market. Take their temperature. Identify the current hottest topic of interest.

Basically, I have three "diagnostic" questions that I use in measuring interest in any particular market that you can put to the test yourself for your market...

1. *"What do they want?"*

It all begins and ends with the persons that make up your "market". What do THEY want? Based on your own history in the market, researching the market or inquiring among existing individuals in the market, it should be easy to determine the wants and needs of the group as a whole. (More on this in a minute).

2. *"What is available?"*

Next up, you want to determine "what is available". In other words, are there existing resources in place that are being sold to this market that you'll be directly competing against? What do they offer? What's good about their offer and what's not so good?

3. *"What can I offer that's different?"*

And, thirdly, "what can I offer that's different?" Is there something missing from existing resources? Something that could be explained better? Are more ideas and examples needed? Is there new information available? Can you package, present or position content in a more user-friendly way? Are their tiny segments that could be broadened?

By focusing on these three diagnostic questions, you'll be able to measure the interest of your market and determine an "in-demand" topic to write about in your first 7-15 page small report.

Now, before we move on, I do just want to give you a quick way to find ideas to write about. *You'll still need to use these three diagnostic questions, but this will give you something towards which you can direct the questions.*

One of my favorite places to brainstorm ideas is [Amazon.com®](http://Amazon.com). Amazon.com® is the web's largest bookstore.

It's also a community center for new product ideas.

I use it as one of my brainstorming resources. Again and again I visit this site to come up with topics to write about.

What makes Amazon.com® so useful as a research tool for getting new ideas is their searchable database of books. There are thousands of great ideas lurking in there if you just know how to use it.

And that's what I'm here for. ☺

I'm going to show you how to find hot product ideas with Amazon.com® anytime you want.

It's really a matter of three simple steps ...

STEP 01: Decide Upon A Broad Category. When brainstorming ideas, you must begin with a broad category to work with. Some examples might be: weight loss, marketing, dating, travel, baseball.

Basically, whatever "market" you've chosen.

As an example for this article, I'm going to choose GOLF.

STEP 02: Search Amazon's® Database. After picking your broad topic to research, it's time to visit Amazon.com.

Specifically, you're going to SEARCH their database of books they are selling.

Upon arriving at their site, locate their SEARCH form. At the time of this writing, it was in the upper left hand corner of their main page. Pull the menu down and select BOOKS from the options.

In the space provided, type in whatever broad category you chose. I'd type in "Golf". (You don't need quotation marks)

If you did indeed start with a broad category, then hundreds (or even thousands) of book listings should appear as a result of the search.

STEP 03: Brainstorm Ideas From The Listings. Let the brainstorming session begin! Now it's time to look at the books that are listed and write down as many possible ideas as you can find.

Look for the different TYPES of books written about the subject, identifying different THEMES, STYLES and SUBCATEGORIES.

Let's look at an example ...

When I searched for "Golf", I was able to immediately spot dozens of great ideas. Here are a handful ...

1. Becoming a Better Golfer.

There are many golf books available in this area, covering everything from "A-Z of Golf Shots" to specific topics such as "Improving Your Short Game". There were lots of different themes from "learning to break 100" to "shaving 10 shots off your score" to "7 shots that will change your golf game forever".

2. Guides to Golf Courses.

Again, we have many different ideas here. Specific golf guides like "Florida golfing", "golfing in Tennessee" and "golfing the Robert Trent Jones trail" appear, as well as books on "the best golf courses in America", "best kept secrets: great golf courses you've probably never played", and "golf vacation guides".

3. Profiting from Golf.

More ideas pour in with "opening a golf repair business", "becoming a golf retailer", "learning how to caddy" and "buying & selling used golf clubs". What about "running an online golf auction", "organizing a golf tournament for profit" or even "writing information products about golf"!

4. Golf and Business.

There are millions of dollars in business deals negotiated on

the golf course every single year. And there are books available to teach folks how to get it done. "How to negotiate business deals during golf outings", "Legal golf tax deductions for businesspeople", and "business seminars and golf: how to mix training and fun for maximum profit" are just a few more ideas worth exploring.

5. Golf Products.

My, my, my there are so many ideas floating around in here! Everything ranging from reviews of the latest golf equipment to ratings of golf courses to discounts on golf packages. Resource guides to finding the best deals on golfing products, how to negotiate discounts, and how to find the best products for your specific golf game also come to mind as product ideas.

One Broad Category (Golf)

+ Amazon.com Searchable Database of Books

= 28 Potential Product Ideas

See how easy that was? I found TWENTY-EIGHT potential small report ideas (and there were MANY MORE that I didn't mention in this report) from a simple brainstorming exercise using ONE "idea hangout".

Not bad, eh?

NOTE: In the [Small Reports Fortune™](#) course I give you an ENDLESS SUPPLY of ideas for every small report you'll ever write including: 7 idea "hangouts" where you can find dozens of ideas, 27 different categorical ideas for your next small report and 158 different title topics you can modify for your own use in generating ideas! I even cover different "kinds" of small

reports to create like "how-to", "faq", "first year" and so forth.

So, you measure interest and then on to step 3, the "A" of the ***S.M.A.L.L.TM Report Business Model...***

Step 3 -
AUTHOR A Report.

After you've selected your market and measured interest you should have a topic for your first small report.

So, now it's time to "*author*" your report. It's time to write that first one.

Now, what I want to engrain in your head concerning this small report is simply this ...

It only needs to be 7-15 pages long.

Now, for obvious reasons (I.E. I want you to buy my [Small Reports FortuneTM](#) course ☺), I can't give you my proprietary system for writing these small reports. That's reserved for my paying customers only.

I couldn't, in good conscience, give you privileged information that others have paid me to receive.

But, I do want to give you a simple strategy that will dramatically help you write easier, faster and better as you create these small reports.

It is simply this –

Compile and refer to a "Starter Swipe File"

One of the things that you'll find invaluable to you as an information writer is what I have labeled as a "starter swipe file".

DEFINED: "Starter Swipe File"

A "starter swipe file" is a collection of ideas to write about written in a single sentence formatted template.

Example: One of the biggest reasons people fail in ___ is ___.

I could use this starter sentence to create paragraphs of content about virtually any topic in the world –

- One of the biggest reasons people fail in marketing is...
- One of the biggest reasons people fail in dieting is...
- One of the biggest reasons people fail in reaching goals is...
- One of the biggest reasons people fail in homeschooling is...
- One of the biggest reasons people fail in relationships is...

These starter sentences allow me to quickly find something to write about anytime I want to build content into a document –

- 1) At the beginning as I outline it,
- 2) During the writing process as I struggle for ideas, or

3) At the conclusion of the document when I find portions of the document need more information.

Do you see how this works?

I encourage you to compile a set of these “starter sentences” – templates – that you can plug in anywhere you want to kick-start your writing.

I use these all the time and it makes my writing so much faster, easier and, ultimately, better!

The writing part of this business is obviously the most important piece of the puzzle. If you don't write your small reports, then you don't sell them. And that brings the profit to a grinding halt. ☹

That's why I have done something in [Small Reports Fortune™](#) that I simply don't see available in other courses (and certainly is lacking in comparison to the details I provide) and that is this

I explain – in great detail – HOW to write information products.

It's a gap in almost every course I've ever seen ... they leave the writing part of information product creation for you to figure out on your own.

Not in this course!

- If you are NOT a “writer”, then the instruction in this course is going to be an invaluable resource in helping you quickly crank out these small reports. You will *literally* refer to it again and again and again!
- If you ARE a “writer”, then the instruction in this course will make the process of writing these small reports easier, faster and better than anything you've done so far. If I'm

wrong, I'll give you a refund.

I've gone to great lengths to share my own proprietary system of "How To Write P.A.G.E.S.[™] Of High-Demand Content". There's an entire chapter and audio session on the topic.

PLUS, I've included a never-before-seen report entitled, "How To I.M.P.R.O.V.E. Your Information Writing"! In this 24-page report, you'll be given 7 incredible techniques for writing faster, easier and better! Included in this invaluable reference (*this is *literally* worth more than the cost of the course by itself!*) are **9 kinds** of "content enhancers", **50 different** idea catalyst templates, dozens of writer prompts and **invaluable writing techniques** to help you *improve both the quantity and quality of your finished product.*

Sorry, I'm getting ahead of myself.

I'm just so excited to teach you about this concept of creating small reports that I want to tell you everything I've put together in one breath of air. I'm hyperventilating here. 😊

Anyway, back to the five steps...

Up next we have the first "L" of the ***S.M.A.L.L.[™] Report Business Model*** which is...

Step 4 -
LOOK To Repeat.

Remember when I told you earlier about choosing a "market" so you could make multiple, related offers? That's what this step is all about.

Let's face it, selling one small report for \$15-\$20 isn't going to make a lot of money. After all, you'd have to sell 1,000 copies just to make \$20,000.

But ...

- What if you created a **second** 7-15 page report and sold it to your existing customers and leads?
- What if you created a **third** 7-15 page report and sold it to your existing customers and leads?
- What if you created a **fourth** 7-15 page report and sold it to your existing customers and leads?
- What if you created a **fifth** 7-15 page report and sold it to your existing customers and leads?

If you sold 1,000 of each (same customers!) you'd suddenly have made \$100,000 instead of \$20,000!

Note: I can write a 10-page report in **two hours** or less. I can create a mini-salesletter for it in another **hour**. Setting up a site takes **half an hour** max. In just **three and a half hours** I can have a completely new manual to sell for \$20.00 - it's not uncommon for me to sell hundreds of these.

But, that's not the end of it. I can invest a **few more hours**, recycle the content and convert this small report into a premium-priced product that rakes in **\$100.00** or more.

In the typical time (*8 hours*) someone else spends a day on the job that they get paid once to work, I can create a stream of income that pays off handsomely for months and even years to come.

- ⇒ We were on the way to a **skiing retreat** recently and I finished up a 19-page small report on "*how to beat any tennis player at your skill level*" on the drive there. Another income stream.
- ⇒ **My in-laws live about 45 minutes away** and on a couple of drives to and from their

home to visit, I wrote a small report on "*how to lose weight by making tiny, healthy changes*". More income streams.

These small reports are so easy to write that you'll find even in your sparest of time you can crank them out.

That's what I love about them - it doesn't take much time at all to write a dozen or so pages of information with the system I share.

In the typical time you'd spend a day at your regular "job", you could create a small report using the system I share in [Small Reports Fortune™](#). A 5-day work week could yield a staggering five separate small reports if you wanted to devote yourself to it.

But, to the point, it's all about "looking to repeat". That is, creating multiple, related 7-15 page reports to sell to your market.

Let me give you an example:

Marketing Exhibit™: "Weight Loss"

Weight loss is a billion dollar industry. There are literally millions of potential customers out there who are looking to lose weight and get in shape.

So, let's say that anyone looking to "lose weight and get in shape" is your market that you want to receive your offers.

Let's say you create a small report entitled, "**How to Lose 10 Pounds in 10 Days**". That's a good start because we've got a lot of potential customers out there.

You setup your site and go to work marketing. And you get a lot of customers and sales.

Now, instead of moving on to some tiny niche like "*Teaching Your Bassett Hound to Play the Banjo*", you create some related small reports for the customers and subscribers you've already started collecting.

So, what is your market interested in? They are interested in losing weight and getting in shape.

So, we could create these 7-15 page small reports...

- How to Tone Up Your Tummy
- One Minute Exercise Routines
- 7 Ways to Boost Your Metabolism
- Low-Calorie Mealbook
- Walking Your Way to Better Health
- Yoga for Beginners

I mean, we could go on and on here with ideas. These small reports are all decidedly different from each other, but they are all related to your market's interest – that of losing weight and getting in shape.

Anyone who buys your "How to lose 10 pounds in 10 days" small report would likely be interested in one or more of these additional products, because they are highly related. Some of your customers will buy them all.

Your customers ultimately make multiple purchases from you.

Note: And if you question whether or not this strategy works, look at your own computer. Chances are, if you've been involved in doing business online for any amount of time at all, you've bought products related to...

- Affiliate marketing
- Driving traffic to your site
- Building email lists
- Creating your own products
- Using pay-per-click search engines
- And so forth.

These are all specialty products that are related to a larger target audience, that of those interesting in doing business online.

Now do you see how this works?

It's a surefire system for getting multiple purchases per customer.

So, that's the first "L". What about the second "L" of these 5 steps...

Step 5 -

LEVERAGE Your Assets.

Now, here's where it gets interesting. I mean, really interesting.

This is where you go from making a decent amount of money selling small reports to making a LOT of money selling small reports.

After writing a few of these small reports (you can easily write several in a month's time) it's time to begin doing three important things that will quickly escalate your profit...

- ✓ **Re-Packaging.** This would include taking several of your related small reports and bundling them together into a \$97.00+ offer.
- ✓ **Re-Publishing.** This would include enhancing and then converting the information into different formats. (I.E. "Physical products")
- ✓ **Re-Profiting.** This would include adding more content and developing high-ticket (e-coaching) and continuity (membership site) offers.

With a few strategic steps you can *–without writing anything more than 7-15 pages of content at a time –* create offers that sell for **\$997 and beyond!**

It's all about leveraging your assets.

Let me give you a couple of quick examples that I mention on my web site to show you the enormous potential here...

CASE STUDY NO. 1

\$22,000+ in Monthly Residual Income

I have a membership site at ListAndTraffic.com where I publish a once-per-month "audio newsletter". This "audio newsletter" is a small report and an audio file of me reading the report.

At the time of this writing, I have 2,251 paying members, bringing in a residual income of over \$22,000 monthly!

Jimmy D. Brown's

List And Traffic™

Private Membership

How to Grow and Profit From Opt-In Lists And Web Site Traffic

Search for: in Members Select Action

View Statistics From: to

Total Members:	██████████
Cancelations:	██████████
Active Members:	██████████ → 2251

Note: The monthly small reports are only available to members for the month they are published. Whenever I publish a new report, I remove the previous one and sell it at other sites for even more profit!

WHAT ABOUT YOU?

Think of the possibilities here. Once you learn the system, you'll see how easy it is to add a membership site to your small reports business to create monthly cash flow from the same set of members.

Remember what I talked about earlier, "look to repeat". Starting a membership site (paid audio newsletter like me) is the ultimate way to get the same set of customers to spend money with you month after month.

And here's case study number 2...

CASE STUDY NO. 2

\$30,000+ in One Day Profit!

I offer a 4-week e-coaching program several times a year at SixFigureFormula.com that sells for \$497.00. The curriculum for the e-coaching was originally developed as, you guessed it, a series of small reports! In my most recent e-coaching offer, I sold 61 units at \$497.00 for just over \$30,000 in profit!

2CO 2checkout.com

Product Summary

These are your products sold for the selected time period.
Sub-totals and totals are in US Dollars

Sales summary for dates: **2006-09-5 to 2006-09-6**

Product ID	Product Name	Sold	Refunded	Sold Amount
SFF-ecoaching	Six-Figure Formula 4-Week e-Coaching	61	0	\$ 30,317.00

Note: The beauty of converting small reports into an e-coaching program (which I talk about in my *Small Reports Fortune™* course) is the fact that you can offer it over and over again! I plan on offering my SFF e-coaching once-per-quarter this year, which should yield well over \$100,000 from this ONE part of my business ... and it's already written!

WHAT ABOUT YOU?

Again, this isn't something limited to ME. There's no reason why you can't use several of these small reports as the basis for your own e-coaching program to command premium prices. It's part of the highly lucrative "phase six"!

And every bit of this requires that you write no more than 7-15 pages of content at a time. That's the beauty of the way I have it set up.

*It requires very little time or effort in creating the content for this business.
No more getting bogged down trying to write hundreds of pages!*

Like I said, it's all about leveraging your assets.

And that's all about learning **the system**.

After analyzing, tweaking, and improving what I've done over the past six years, I've been able to establish a unique set of "phases" that will allow you to take your "small reports" business to the \$100,000 / year level and beyond.

While I've shared bits and pieces of this before – *and have explained it privately to some clients* – I've never made this 6-phase plan available publicly.

Until now. 😊

If you purchase [Small Reports Fortune™](#) you'll get a **first look** at a very unique business model in that it's relatively easy-to-do, while possessing the potential to be a **very lucrative** revenue generator for anyone who makes it to phase #6.

Note: Let me stress that during all that I share in the 23

pages of "Six Phases To Six Figures" all you need to do is create ONE small report per MONTH for 12 months to get to phase #6! (If you create more than one small report you can get to phase #6 much faster!)

I have put together a systematic "six-phase" approach to building an information empire with 7-15 page small reports that teaches you to...

- Easily crank out high-demand, money-making small reports on **your first day!**
- Start from scratch today and actually be making money in **your first week!**
- Turn tiny, 7-15 page reports into a \$100,000+ business in **your first year!**

Up until this point, I've told you a lot of WHAT to (and a little bit of HOW to do it).

Just as a quick recap, here are the five steps...

- S** - SELECT a market.
- M** - MEASURE interest.
- A** - AUTHOR a report.
- L** - LOOK to repeat.
- L** - LEVERAGE your assets.

You can ignore what I'm about to share with you and you'd already have a great plan in mind to build your business around. I mean, those five steps are what it's all about in this information business.

Of course, that would leave a lot for you to figure out on your own, as far as "filling in the blanks".

That's why I strongly recommend [Small Reports Fortune™](#).

In the course, I go into great detail on HOW to do it. Everything from start to finish. And when I say "everything", I mean "everything". I'm talking how to start from absolutely zero

and set this thing up.

Here's what one recent customer said about the in-depth details of the course...

Hi Jimmy,

I have just finished my first reading of "How To Make A Small Fortune Online With Small Reports" having purchased it yesterday.

I would like to thank you for the quality and comprehensiveness of the publication - it just seems so complete in every sense - yet it is written at a level that even I as a computer novice and a complete internet newbie can understand and take action with.

I have spent many hundreds of pounds on other products and whilst many of them have been good they all seem to be written by people who seem to have forgotten what it was like to be starting at the beginning. They often have annoying and very frustrating gaps in the "how to" bits which means it is difficult to move on easily and can be so demoralising.

Not so with this product (and all it's bonus elements) and for the first time I really believe I have a business blueprint that will not only work but that I can actually take and use immediately.

My best wishes to you,

Jeff Benson

UK

That's unsolicited, folks. I didn't ask him to send me a testimonial, he felt compelled to do so after seeing what you're about to see if you order the course.

Listen, I won't re-state what's already mentioned at the site. And I won't try any psychological marketing mind tricks to try to convince you to take a closer look.

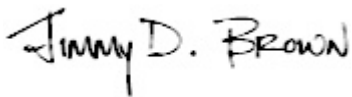
I'll just tell you this: in 7 days from right now you can be making money with this system.

That's it. That's my "call to action". Check it out, don't check it out, it's up to you.

[Click Here](#) to visit the site and learn more

I hope you've found this report useful and look forward to adding your name to my testimonials page after you've ordered, applied and profited from the course!

God bless,



Jimmy D. Brown

Publisher, *List And Traffic™*

P.S. I forgot to mention this earlier, but I've included "*The 7-Day Checklist For Creating A Small Report*". In this 16-page bonus report, you'll get a systematic checklist broken down into daily activities for you to complete.

Assignments appear in **chronological** order, completely cover the **entire process** of creating a small report from start to finish and refer to **specific pages** of the main manual and bonuses to provide *complete, detailed instructions* for completing each assignment.