

Quick Cash Strategy: Sell Your Own Special Reports... The Fast Way

There are two general reasons why online businesses usually don't turn a profit quickly. The first is that many Internet-based business owners have little or no formal training; and often make serious errors in the implementation stage. And the second reason is that good long-term business plans generally require you to gradually promote your site through things like search engine optimization, cross-promotional agreements, and joint ventures.

While these long-term techniques are essential for business plans, they won't work to make you cash quickly. If you want to make money tonight, you essentially have two options: 1) you can use Pay Per Click advertising such as Google Adwords; or 2) you can use social media word-of-mouth advertising. Other than that, it is unlikely that other techniques will yield immediate sales.

With that said, let's break down the process step-by-step, so that you can understand how to make a quick profit by selling your own special reports.

Step #1: Create Your Product... Fast

When it comes to writing a special report, don't be a perfectionist. Spend no more than a half hour to come up with your topic. Once you've done that, spend no more than two hours researching the topic. And once you've done that, spend no more than five hours writing the report.

When you're done with the whole process, stop working on your report for the night. Come back to it the following day, edit it thoroughly, format it, and then create a PDF version. Even though your goal is to do everything quickly, you should make sure that it is error-free, well written, and contains useful information.

Additionally, as a general rule, you should pick a topic you're already familiar with. If you're familiar with Internet marketing, write a report about Internet marketing. If you're a good cook, write a report about cooking. If you know something about buying cars, then write a guide about that.

Whatever you do, make sure that you come up with a catchy hook for your product. There should be something about your special report that others will find interesting; and that will draw them to buy. With the vast amount of free information widely available on the Internet, it is critical to be able to market your product in a way that differentiates from everything else available.

Once you complete your product, it's time to move on to the site-building phase.

Step #2: Build Your Site... Quickly

Again, the point of this exercise is to get your product made and put in front of as many buyers as quickly as possible. This means that you can't take your time when it comes to the site-building phase.

I personally suggest that you [register a domain](#), [purchase cheap hosting](#), and immediately install a theme or plug-in that will allow you to edit your site using a what-you-see-is-what-you-get (WYSIWYG) editor. Most hosting sites will offer a large variety of these editors, but I suggest using something simple and something that offers a lot of different templates. Wordpress is a good option and can be installed as part of the hosting package.

Once you've installed Wordpress, it's time to select a good sales page template or theme. Your choice should be clean, professional, and free of distractions, such as links to other pages. There is actually a new theme for Wordpress designed for building sales pages called [Sales Page Theme](#).

Again, time is of the essence, so don't bother with long-copy. Keep it short, sweet, and to the point. Make sure you have a good hook, a number of bullet points that highlight the products benefits (rather than features), and a call to action (to buy). Sales Page Theme has all those features built right into it.

Finally, add a PayPal payment button. With a merchant account at PayPal, you can build a PayPal button really fast. You simply tell them the name of your product, the cost and the URL of your thank you page. They provide the code to drop into your sales page. If you want to ensure that you make sales immediately, it's a good idea to keep the price low (say, between \$3 and \$7). This will ensure that you maintain a high conversion rate.

Step #3: Advertise

Once you have a functioning sales page, a product to sell, and check-out system, it's time to begin advertising your product. However, in this case, it's a good idea to skip SEO and slow promotional methods—and move immediately to PPC or social media word-of-mouth advertising.

As far as PPC advertising goes, if this is your first time, be careful. It can be very effective, but if done wrong, can cost you big money. I suggest reading Perry Marshall's [Definitive Guide to Google Adwords](#) before going this route.

An easier route is using some social media word-of-mouth channels to spread the word about your product. If you are a member of online forums related to your product's niche, you should include a link to your sales page in your signature; and make an effort to post frequently, so that others see it but don't spam. You should also consider offering a deal to members of the forum. Also post it to your Twitter and Facebook accounts and ask your friends and associates to retweet and share your update and status.

Don't forget to write a blog post about your new product and bookmark the blog post at bookmarking sites like Digg, Delicious, Stumbleupon, Google Buzz, etc. Another effective advertising tool is a short video. You can either video a Power Point presentation with a screen capture tool like Camtasia or just video yourself talking about the benefits of your product. Then post the video on your blog and other video sites like You Tube.

Conclusion

If you want to make cash fast, selling your products online is always a good option; however, you cannot do it using the conventional formula for Internet business creation. Instead, you have to cut out all obstacles that will slow down payments, slow down traffic flows, and generally prevent you from realizing a profit within days.

Warning: If you are not willing to put in the hours, don't have a basic knowledge of website creation, or are lacking in some working capital, this strategy will not work for you quickly. However, if you are a beginner, this is a good place to start. Take your time and learn each step thoroughly. Once you master it the first time, the next becomes quicker until it is second nature. Also be aware that the links in this report are affiliate links of products I use or services I provide.