

- Special Report -

**5 STEPS TO A  
BIG-PROFIT,  
S.M.A.L.L.<sup>TM</sup> REPORT  
BUSINESS**

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

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# 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.

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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.  
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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.*

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