

How To Create A \$10 Hot Report That Sells Like **CRACK!**

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What is a Hot Report?

So, you want to make money fast? One good way of doing this is to write what John and I call a “Hot Report”. **This is a report that answers an immediate, pressing, urgent need in the lives of a potential buyer.**

You need to be able to **solve a HUGE problem** in the lives of many people, in the niche in which you operate. This needs to appeal to buyers who are:

- Desperate for answers to a pressing, urgent question
- Is in serious trouble and needs immediate help
- Someone with a pressing, overwhelming desire to have something happen in their lives, or...
- Someone who wants something bad leave their lives, for good.

The key here is to remember the **“urgent, pressing need...”**

Secret Tip #1: Watch The News And Look For Opportunity To Create A Powerful Hot Report...

Often a “hot” report can revolve around something which is currently in the news, or a popular fad. For example, let's take the recent pet food crisis...

A report revealing a bunch of home made pet food recipes, which would be perceived to be safer than corporate food, would take advantage of the media hype. **A smart marketer can use this to his advantage to pull in massive cash.**

To sell the most copies of a Hot Report, you will need to promise **instant, easy solutions**, and you will have to deliver (or overdeliver!) on these solutions, or else face a pretty high refund rate.

People who buy hot reports on impulse are looking for the thrill, the “hit”, immediately, and you have to give it to them. They want instant solutions.

There are many problems, some of them very serious ones, that are not that difficult to solve, once you have the right information. A lot of legal and banking problems are like this. People have a certain inbuilt fear of these subjects which can mean they are apprehensive about tackling them.

If you can offer solutions to these kind of problems, especially fast, easy and cheap solutions, then you are sure to have a lot of very satisfied, very grateful, buyers. **Get them on a customer list and they'll buy from you over and over again.**

You could **make \$1,000s from a single customer** if you mass produced these hot reports in the same general niches.

Secret Tip #2: Think Outside The Box To Create Gold...

However, you can artificially make a report a “hot report.” It doesn't necessarily need to be on a current news topic. You could provide the solution to a problem that seems impossible to solve.

A good example of this is a report that tells you “How can I drink lots of beer without getting fat...”

“Er, but that's impossible, right?”

People have been programmed to think that beer is fattening, so if you drink it, you will get fat. Simple as that.

The key is to remember that nothing in life is really that simple. Beer is high in calories, but if you can create a diet plan that is ultra high in nutrients, such as vitamins and minerals, whilst being extremely low in calories, you can find ways of drinking a lot of beer without getting fat. Exercising to burn off calories could also help.

“Well, everyone knows that.”

Secret Tip #3: Find the right angle, frame your hot report and then sell them like hotcakes...

Sure – but you could research the type of information that could make it extremely easy for them. So, you'd find the absolute laziest exercise problems (or *quickest!*) that would help them burn off that beer.

Think: *“Drink all the beer you want and never gain a pound with this 6 minute exercise.”* **How many copies would that sell?**

The point is, there are usually ways of getting around most problems, if you search hard enough to find the solutions. This is the value that you are giving your customers.

They will be shown solutions they were not aware of, and you will be saving them a fortune in time, from the research they would have to do had they not bought your report. And you're getting them to think in a whole **new** way.

“Wow! I can drink as much I want and not gain any weight for only 6 minutes a day?” -- *THAT* is how you want them to think.

Secret Tip #4: Big reports lots of time to create. Multiple short, hot reports are much easier to create and can bring you more cash...

It's a huge pain to create and sell reports that cost \$47 or \$97. They take weeks to create, but short, hot reports like these take a few hours. They're flying off the virtual shelves, as people crave quick, easy solutions to pressing, urgent needs.

A report of between 10 and 15 pages is ideal because people aren't looking for a few hours' worth of reading - **they are looking for quick answers.** Hot, easy, simple solutions are what people want. If you can provide them, you have the chance of making some serious money. We'll show you how...

How to Find a Niche for your “Hot Report”

Like all products, you need to find a niche. You need to be sure that the product you will write will have a swarm of eager buyers, all ready to pay you money for finding them the solutions they need.

Secret Tip #5: Don't waste too much time trying to figure out that perfect niche. Just look for where people are spending money...

Fortunately it is really easy to get into the minds of your potential customers, and find out exactly what it is they need. The truth is, **they're already telling us exactly what they will pay for.**

One of the most popular websites that marketers use when trying to find out what people are demanding is:

>> <http://www.43things.com>

This website has a list of tags on the front page, which tell you exactly what it is these people desperately want to do. If you look at the tags which are larger than the others, and are in a bold font, **these are the topics that are proving to be very popular.**

If you refresh the page, you will see the tags change, and more tags will appear giving you more information.

Think for a moment about what 43things is to a marketer. It is, in effect, a free market research tool. Anyone can log on to this website, and have **members of the public tell them exactly what it is they are looking to do.**

Don't you think that many of these people would be prepared to pay a few bucks to find out what they need to know, almost instantly?

Another extremely well known site where the public are actually giving you free market research is Yahoo, specifically the Answers part of Yahoo:

>> <http://answers.yahoo.com>

If you log in to Yahoo Answers you will find that members of the public post questions, to which other members of the public give their answers. At the end, one answer is selected as the best.

The whole point of this from a marketer's perspective is that you can look through the archives of questions, and find questions that are being asked on a regular basis.

It all helps to give you an overview of the type of topics people need information on, as well as narrowing it down to specifics if there are multiple entries of the same question. **Answer a question that appears over and over and you have an insane hot report on your hands.**

These sites give you easy information on the questions people are asking, and on the things they would like to do. So, how do you find out what people are actually spending money on?

The easiest way is to look at the largest retailer of digital products on the internet, Clickbank:

>> <http://clickbank.com>

You will find a list of over 10,000 products which can be promoted by anyone who signs up as an affiliate. These products are sorted into general categories, and then sub categories, and then listed in a numeric order based on sales.

You can see instantly which are the best selling products in each category. There is other information provided as well, such as price, and the commission that is paid to affiliates who are selling the products.

This is hardcore information, fresh for the taking – and it's absolutely free. So few people realize how valuable this data is. **You know what sells, so provide simpler, easier solutions and you'll make a boatload of money.**

Combine these readily available free resources, and you will

certainly find all the information you need to be able to select a crazy, popular topic for your Hot Report.

In fact, the only problem might be “information overload”, and the difficulty in deciding between the many possibilities open to you. That is the hardest part for so many marketers, making the decision and taking action.

Just remember, **nothing has to be perfect.** Just pick a topic, produce the best report you possibly can, and take it from there. If you have done your research properly, there will be a demand.

Finding a BIG Problem with your Niche

When you have put in the research steps using the free resources in the last chapter, you will have a very clear idea of at least one profitable niche to which you can market.

Your research with **43things** should also have given you some specific information on exactly what people need to know, especially if you have delved deeper than just the initial pages to read the posts that people have made.

Yahoo Answers will tell you directly exact question that people are asking, and how often these types of questions are being asked.

And **Clickbank** has told you what is already selling with raw data. Now you're ready to get started...

Secret Tip #6: People in online forums and discussion groups tell you exactly what they want to buy and what they're having problems with...

Now, you can use further free resources to dig even deeper, and find out exactly which are the biggest problems facing people today, in the niche you have chosen. **Online forums and discussion groups**, which cover just about every topic known to man, are all you need.

Most of these forums can be visited with out having to register or log on, although some are for members only. Occasionally, you only need to register and log on in order to post and take part in the discussions.

These discussions, from a marketer's point of view, are just like being able to spy on conversations between members of your target market.

Whatever your target market is, just do a search in your favorite search engine, with the word "forum" in the search, alongside the

name of the niche that you want to find the forum for.

You could also see if there is a related forum by going to:

>> <http://www.big-boards.com>

This has a comprehensive list of forums on every topic under the sun. You can also search Google and Yahoo groups to see if there are discussion groups there which are related.

Secret Tip #7: A forum's search feature saves you literally hours in research, if you know the right keywords...

Once you have found the forum or group about your niche subject, use the search feature, which most forums should have to search specific terms like:

“I wish”

“I want”

“I need”

“I have to get”

“help”

(...and a ton others.)

These are sure to be used somewhere on every discussion board, as people discuss their innermost needs. You only need to find one hot thread, where there has been a large number of posts, and you will find something a lot of people are concerned about.

Find these type of “I need” posts in such a hot thread, and you can produce hot products that have a ready made market. **Solve the problems** folks talk about and rake in the cash.

The more thoroughly you can search the forum, the more likely you are to find a specific question that you can answer with a short hot report.

Secret Tip #8: Tackle only one laser-targeted problem with each hot report. This gives not only makes your report sell better, it allows you to make more hot reports in the long run...

In fact, a report on a hot topic that solves a very specific problem will sell itself...

Brainstorming and Thinking Outside of the Box

So, now you have identified a problem that people are desperate for a solution to. You now have the seed from which you can grow a business.

It is now your job to create the solution. **Give them what they want.** Solve their problem!

The good news is that there is scarcely a problem in the world that can't be solved in some way or other, either by direct solution, or by finding a way round it.

Never allow yourself get into a mindset where, no matter how difficult the problem may seem, you believe that the solution is impossible. **For any given situation, there will always be some sort of solution.** You only need to find it.

Let's go back to the example I discussed earlier, about the beer lover who wanted to drink a lot of beer without getting fat...

It is definitely possible to drink a lot of beer without gaining a single pound in weight, although you do need put in some effort to make it happen. There are foods which are extremely rich in vitamin and mineral content, while being extremely low in calories.

If the beer drinker was to base his diet around these, he would be unlikely to put on excess weight. Of course, aerobic exercise which stimulates the metabolism will also assist in any weight control program.

The important thing to bear in mind is that it CAN be done and that there IS a solution. It's about thinking outside the box...

You could, if you were writing a hot report on this subject, include several different diet plans that would be based around low calorie food.

You could tailor these to different taste preferences, and even different lifestyles, **to make sure that the system is usable by as many people as possible.** You could also include many different variations of the aerobic exercise plan.

Secret Tip #8: Make sure you identify the **exact** market you want to target.

You will certainly be able to produce a report that, while fully comprehensive, is tailored to one specific market – folks who drink plenty of beer but worry about their appearance. Once you have everything lined up, it's easy to extract cash from your market. But, we'll talk a little more about that later...

Still skeptical? Want another example?

How about a report that tells people “**How To Write Your Own Book In Under 3 Hours.**” (This is actually a really hot topic over at 43things.com...*hint, hint.*)

Impossible? Well, if you were actually going to write the book yourself it would be. What you can do in that time is write a general outline for a book, giving specific instruction on what type of content you want included in the book.

Then, you can outsource the rest of the writing to a competent writer, ensuring that you only spend **under 3 hours** of your own time on the project. Of course, there is always a trade off, and in order to make this huge time saving, you will have to pay your outsourced writer a decent rate for doing the work.

This might sound devious to an experienced marketer who already knows about outsourcing, but many folks don't have a clue about it. You're providing a solution. So, in the book, you talk heavily about outsourcing, how to do it (step-by-step), how to find competent writers, and so on.

“But there are so many books out there already on outsourcing...”

Secret Tip #9: It doesn't matter how many books there are on a single topic, if you can present something in a different way to a different audience, you'll definitely roll in the dough.

Sure, many reports have already been written on the subject of outsourcing. However, writing a report about this one specific aspect of outsourcing will put you in a **unique niche**, and your message will speak directly to your target audience, the people who need to get a book written, but don't have the time to devote to it themselves.

Remember, laser targeted markets are the big key to succeeding with small reports.

Researching and Writing High Quality Content For Your New Hot Report

So we have now decided on a niche area we can conquer, we have done some research to find areas within that niche where people are asking questions, we have done our research and produced an idea for a solution that we can **sell for cold, hard cash**.

Now, we have to get down to the heart of the project and actually write the report. You have to start taking action. Since we know exactly what kind of solution we are looking for, it shouldn't be difficult to find the content we need.

Once again, let's go back to the beer drinker who doesn't want to gain too much weight. The research for this hot report would need to be based on the **quickest and easiest** low calorie diets and exercise.

For the book writing example, we would need to study different ways of outsourcing work to professional writers. The easiest ways to find the best writers, how much you should pay, and so on.

Secret Tip #10: Remember, the key is to focus on short-term, easy solutions. People love simple solutions to complex problems. **Master this and you'll get rich with these hot reports.** That's no exaggeration.

A simple internet search will always throw up most of the basic research you need and give you a starting point for finding more specific details.

To get ideas for what specific content you should write, you just need to go to the most popular article directory:

>> <http://ezinearticles.com>

Information is divided into categories, and then subcategories, from

which you can find articles to read. These articles are submitted by webmasters looking to drive traffic to their websites, so they are not interested in putting up articles which will reflect badly on them and their businesses.

Be very sure only to use the articles as research. Never copy even as much as one sentence. Write everything in your own words, based on the knowledge you are gaining.

Also, for more research we can return to an old favorite. Remember when we used **Yahoo Answers** to find out what questions people were asking? Well, now we will go back there, and find out what the answers were!

Remember that one answer will have been voted as the top answer. This is usually, but not always, the most useful or accurate answer, and you can use it as a basis for your research.

If it is question with more than one answer, or a question that involves opinion, then there may well be value in answers other than the top answer. Yahoo Answer is certainly a quick way of getting basic answers to the questions people need answering, which you can then expand upon.

We can also return to our discussion forums that we used for research. Those forums will have had hot topics with a lot of replies, and people asking questions or saying things like “**I need**”, which will give you a basis for researching your questions.

If it is an active forum then it is virtually certain that someone will have tried to answer the questions, and if it a hot topic, there will probably be many different answers given, and a hot debate going as to which is the best one. This is all to the good, and can only help you to produce a comprehensive, well researched, well written report.

Now that you have your research finished, it's time to start writing. Outline all of your research and organize each piece of research into it's own individual section.

Secret Tip #12: If you're an experienced marketer, you probably have a ton of **Private Label Rights** content on your hard drive. Take a quick look through it and match PLR articles or reports to specific pieces of research. Can any of the pre-written content match to your data?

If it can, great – start plugging it in and **re-writing the PLR content into new, spicy language**. Think like this. Here's a passage from a PLR article about yoga (which is great for your “beer drinking” report, for example)...

“Yoga exercises help you strengthen your body, make it more flexible, calm your mind and give you energy. Yoga sessions are designed for people of all ages worldwide, for helping promote harmony and balance of the body and mind, where you learn to recognize when one side is stronger or more flexible than the other.”

Let me give you an example as to how I would rewrite this to make it **spicy, hot and marketable to our beer drinker market:**

“Yoga is not typically thought of as an exercise program. However, it's definitely one of the easiest ways to avoid getting that beer belly. Not only does it help you build muscle, it also gives you significantly more energy for those late nights. It also, of course, makes you more flexible which could also come in handy...if you follow what I'm saying.”

See what we've done? We've added **sexual appeal and more edge** to a topic that is typically boring to folks who drink beer.

“Wow, not only can I drink beer without getting fat, I could actually slim down and get better in the sack!”

And later you can go on to talk about how it can be done in the privacy of your own home, without any equipment, so no one even has to know about it. And it relieves stress.

You're turning an absurd idea into a blast of incredible content just by re-framing a simple PLR article. If you don't

have a PLR article to work with, just go back to EzineArticles and look at what some people are writing – you're bound to find something.

Again, don't copy these articles, just get ideas and write everything in your own words. **Make it hot, make it bold...**

How to Make Loads of Money From Your Report

So, you are now an author. You have just produced a well researched, accurate report which will help your buyers solve an important problem in their lives.

The next step is to create a really quick, simple website. We highly recommend going with [BlueHost](#).

Not only are they cheap and provide quality hosting, their customer support rocks and you can host multiple domains on a single account. And, you get a free domain name when you register your account.

As for actually designing the site and uploading the files, I assume you know how to do this already. Use an extremely simple template. The template that comes attached with this report should work wonders for you. It has for us.

Now load that template into a simple web design editor, such as [Nvu](#) and get to work...

Start by thinking about the correct pricing.

Secret Tip #13: We've found that **\$10 tends to be the magic price**. Anything less seems as though you're underselling yourself – and prospective customers will automatically become defensive.

“There's no way he'd sell that valuable of information for less than \$10. This is B.S.”

..and then you lose a customer. So, my suggestion is to start at \$10. It seems like you're providing **incredible value** but you're not underpricing yourself.

Now, we come to something that is an art form all by itself, writing sales copy. Sales copy is what makes the buyer take out his credit card, and pay you money.

Writing sales copy really is an art form, and the top people in the industry are earning fortunes from just writing sales letters. There is no way that I can teach you advanced sales copy in a short report like this, but if you seriously want to learn, do an internet search for popular copywriters.

Secret Tip #14: [Gary Halbert](#) has written some of the most incredible copy I've ever seen. You can study his stuff at his website for free...

These masters of the art of copywriting have provided **free materials** on their websites which give you quite an insight into the art. The other step you should definitely take if you are to become successful as a marketer is to build your own 'swipe file' of sales letters from successful marketers.

A '**swipe file**' is just a collection of sales letters from which you learn. Never, ever, copy a sales letter. Develop your own style by learning what works, from the masters. Learning to write copy will always stand you in good stead, whichever form of marketing you are in.

Here is what I've found to be the absolute **most important parts of your sales page...**

- Your Headline**
- Your Bullet Points**
- The Audience To Which Your Writing**

Your headline is the first thing that your customers see. It is the initial impression of your sales page – you nail this and you'll get folks to read the rest of your copy.

Your bullet points provide the hardest hitting benefits of your hot report.

Secret Tip #15: Bullets are what should really make your customers go “**whoa!**”...so they should be close to the end of your copy, just a couple paragraphs before the order button. That's what

we've had the most success with...

Last, you have to write in an extremely personal tone and remember the perspective of your target audience. Think “**What's In It For Me?**” from their point of view.

Once the sales copy is written, you will need to find ways of getting people to see your sales page. You need to drive traffic to your page.

Again, one of the simplest ways is to go back to the very forums in which you carried out the research in the first place. By joining the forum, which you may or may not have done already, you will be able to make your own posts and join in the discussion.

In doing this, you will almost certainly be allowed to place your website URL into your signature file. This means that the very people who have given you the questions for your report can now see your signature file, and have the option to click through and see what it is you are offering. This is as targeted as marketing can get.

Secret Tip #16: Make a few, high quality posts and you'll drive tons of traffic (and make tons of sales). It's really as simple as that. If you write extremely high quality stuff often enough, **you'll become a guru.**

Eventually, forum gurus will come to oppose you when they feel threatened. They'll bash you, find faults in what you say, and so on. Admit errors when you're wrong but have solid data to back up what you'll say and you'll never be wrong – even when you ARE wrong.

As well as forum marketing, there are other ways to drive free traffic to your websites. One of the best known, and simplest, is to go back to the article directories that we used for research.

These directories allow you to submit articles, provided they meet certain quality standards, and include your URL in a resources box at the end of the article. Anyone reading the article will have the option of clicking through to your website.

You can write as many articles as you like, and submit them to as

many different directories as you like. **Every article is a machine that constantly directs traffic to your website.**

When you begin to see some sales trickling in, you may want to expand by doing some paid advertising. One of the best places to place paid ads is in specialist ezines (electronic magazines) related to your niche.

Secret Tip #17: Highly targeted ezine advertising is very effective, and well worth investing money in. It is a relatively safe form of advertising, as your advertising spend is always under control.

You can also place advertising directly onto websites operating in your niche. You will only be accepted as an advertiser if your product does not compete directly with the website's own product. If it is a content site, or selling a related but not directly competing product, you'll be able to get some real backend sales.

The most dynamic way of all to drive traffic to a website is by using **Pay Per Click advertising**. This means you are paying a search engine for your ad to appear at the side of the main listings, in what are called the sponsored listings.

This is very effective targeted advertising if it is done properly, but can involve serious financial loss if it is taken on by a newcomer. If you are going to use Pay Per Click advertising, please make sure that you take the necessary time to learn it properly.

By limiting the daily spend, tracking your campaigns, cutting any losing campaigns short, and rolling out the winning campaigns, you can do **very well** with Pay Per Click alone.

If your product proves to be a winner, you could also consider setting up an affiliate program for it. Remember [Clickbank](#)?

Go back to their website and sign up to be a merchant. It costs \$50 to activate your account, but the ability to have **hundreds of affiliates driving traffic to your sales page** is not something to scoff at.

Bonus: Create a Membership With Hot Reports

Here's one way of expanding on what we have learned in the main chapters. This is a method of monetizing content that is proving very successful right now. It is the running of a **simple monthly membership system**.

What you would do in this case, is find a slightly more general niche topic, one that you could write several reports about. The idea is to give someone **two reports** as soon as they join your membership, paying their first monthly fee, and then another report every month from then on, so long as they stay in the membership.

This sort of “mini-membership” business is the nearest you will come in this business to a solid monthly paycheck.

Although people can unsubscribe at any time, **you will always maintain or increase your income if you keep advertising and bring in new customers**.

You will of course need to make sure that the reports live up to the hype, and are good, solid information products which genuinely solve peoples' problems.

Secret Tip #18: The more you can **seriously overdeliver**, and keep your customers delighted with the value that you are offering, the fewer unsubscribers you will get.

If you provide enough value so that you hardly ever lose subscribers, you'll make exponentially more money every month – just because folks will be talking about how great your membership is.

Overdelivering is the key.

Your membership will be a **finely-tuned ATM machine** that pumps out more and more cash every single month with this system.

As well as delivering content in written form, you can make your

membership system **even more valuable by adding audio or video content**. This extra content, given as bonuses, will definitely help you to keep people subscribed to your system.

Secret Tip #19: You can **double** the monthly price (and more importantly, **quadruple** the value!) of your membership just by offering simple audio and video files.

Creating audio, using free software like [Audacity](#), is very easy. If you can find someone else to help you with the recording, you can do it in interview form, which is a good way of making the audio sound more interesting, and can even provoke spontaneous discussion on top of the pre prepared script.

These memberships are not that difficult to set up, thanks to the recurring billing offered by major payment processors such as PayPal. If you can set up several of these systems, across different niches, then you can build up a nice regular monthly income from this.

There is even the potential to have other layers of your membership system, where you charge a **higher monthly fee, and offer more content on a more specific content**.

If you reach this level, you will probably need to outsource some of the product creation to other competent writers, but it is certainly a goal to aim for.

Many of the top marketers are using this kind of membership system as the future model for their businesses. These systems provide an **ongoing residual income**, and with it, stability.

Of course if you get to the stage where you want to streamline your business, you can always put you membership content on the web, and sell it as a business. Alternatively, you can sell the content with Private Label Rights for quite a nice lump sum of money.

With this system, **you are in control**. You make the choices that will affect your future...

Go and make your first hot report! If you have any questions, please contact John and I at rhodesbrothers@gmail.com.

Thanks for reading!

All the best,
John and Matt Rhodes
“The Rhodes Brothers”

P.S. This and tons of other profitable content is available every single month at our exclusive members only blog, SimpleCashBlog.com. Go check it out!

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