

The Special Report Bible

**How To Start Your Own Online (Or Offline)
Information Business With A Shoestring Budget
And Create Multiple Streams Of Income!**

Revised Second Edition

Written by Damon G. Zahariades

Editor-In-Chief of “Web Business Today!”™

<http://WebBusinessToday.com>

Published by:

Damon G. Zahariades
P.O. Box 1237
Brea CA, 92822
Email: Damon@WebBusinessToday.com

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Revised Second Edition.
Printed in the United States of America

Table of Contents

At A Glance

Introduction: How To Create Special Reports And Build Multiple Income Streams	17
Chapter 1: What Is A Special Report?	39
Chapter 2: 10 Reasons Why You Should Create And Sell Special Reports	44
Chapter 3: How To Choose Profitable Subjects To Write About	72
Chapter 4: Why Research Is Critical To Your Success	86
Chapter 5: How To Research Your Subject At Your Local Library	90
Chapter 6: How To Research Your Subject By Building Your Own Personal Library	94
Chapter 7: How To Research Your Subject On The Internet	98
Chapter 8: How To Use The Search Engines And Editor-Based Directories For Your Research	101
Chapter 9: How To Use Newsgroups And Discussion Forums For Your Research	107
Chapter 10: How To Use The Specialized, Niche-Targeted Web Sites For Your Research	113
Chapter 11: How To Research Your Subject By Interviewing The Specialists	118
Chapter 12: The Act Of Writing: Dispelling The "Easy" Myth	121

Chapter 13: The Act Of Outlining: Building The Skeleton Of Your Special Report	124
Chapter 14: Writing Your Special Report: How Education Traumatizes Us	133
Chapter 15: How To Write Your Special Report: Connecting And Building Trust	137
Chapter 16: Diligence: A Key Ingredient In The Recipe For Quality Writing	150
Chapter 17: On Writing Well: Reading More, Writing More And Being Persistent	157
Chapter 18: Editing Your Special Report: The Critical 5-Step Method	163
Chapter 19: Inventory: The Bane Of The Cash-Strapped Information Entrepreneur	179
Chapter 20: How To Use Your Computer To Save Time And Make More Money With Your Special Reports	183
Chapter 21: Printing Your Special Reports As Tangible Products	196
Chapter 22: Life Without A Computer... Are You Crazy?!	204
Chapter 23: Digital Delivery: Sending Your Special Reports To Your Customers Immediately	210
Chapter 24: Critical Concepts And Their Impact On Your Success	214
Chapter 25: Pricing Your Special Reports: Finding The Perfect Balance	217
Chapter 26: When Your Customers Have Questions: Welcome To The World Of E-mail	226
Chapter 27: Credibility: Your Secret Weapon	233
Chapter 28: The Long, Hazardous Road To Getting Your Own Merchant Account	242
Chapter 29: Alternatives To Getting Your Own Merchant Account	250

Chapter 30: Credit Cards And Digital Delivery: A Combo That's Hard To Beat	262
Chapter 31: Copyrights: Understanding, Implementing and Protecting Them	271
Chapter 32: This Is Not The End	279
Appendix A: Resources On Self-Publishing	285

- 9. Special Reports Can Be Used To Market *Other* Special Reports
- 10. Special Reports Can Be Delivered Digitally Or Through The Mail
 - A Critical Note About Digital Delivery
- Last Words
- Resources Of Note

**Chapter 3: How To Choose Profitable Subjects
 To Write About**

72

- How To Create A Series Of Related Special Reports
- Your Special Reports Must Offer An Ultimate Benefit
- You'll Become The Expert Your Customers Grow To Trust
- Is There A Market For Your Special Reports?
- Do You Have A Way Of Communicating With Your Market On A Continuous Basis?
- Choosing Your Subject Matter Wisely: An Inspiring Example
- Choosing Your Subject Matter Poorly: A Sobering Example

Chapter 4: Why Research Is Critical To Your Success

86

- Give Your Customers The Information They Need To Achieve Their Goals
- Use Several Methods To Research Your Subjects

**Chapter 5: How To Research Your Subject At Your
 Local Library**

90

- Take Advantage Of Your Local Library
- Use The "Books In Print" Reference Guide
- Use The InterLibrary Loan System
- Use The INFOTRAC System
- Finding Your Research Material

An Example Of A Macro Outline
What To Do After You Have Created Your Macro Outline
An Example Of A Micro Outline
The Value Of Flexibility

Chapter 14: Writing Your Special Report: How Education Traumatizes Us 133

The Terrors Of A “Good” Education
You’ve Learned The Rules. Now Break Them!
Embrace Your Fear Of Writing

Chapter 15: How To Write Your Special Report: Connecting And Building Trust 137

Write The Way You Talk: Your Customers Will Thank You
Talk With, Motivate & Encourage Your Customers
A Friend With A Motivation Problem
Looking Your Reader In The Eyes
A Man And His Work. Y-a-a-a-w-w-n!
Don’t Get Carried Away “Connecting”
How To Write For Your Customer
How To Use “You” Language To Build Trust

Chapter 16: Diligence: A Key Ingredient In The Recipe For Quality Writing 150

Choose A Specific Time And Place To Write Your Special Reports
Your “Writing Place”
Your “Writing Time”
Rehabilitate The Couch Potato: Be Diligent!

Chapter 17: On Writing Well: Reading More, Writing More and Being Persistent **157**

If You Want To Write Better, *Read* More
The More You Write, The *Better* You Write!
If At First You Don't Succeed...
Last Words

Chapter 18: Editing Your Special Report: The Critical 5-Step Method **163**

Plan To Edit Your Special Reports *At Least* 5 Times!
The First Edit: Check Your Spelling
The Second Edit: Check Your Grammar
The Third Edit: Say It The Way You Want It Said!
The Fourth Edit: Does It Make Sense?
Your Fifth (And Hopefully *Final!*) Edit: Bringing It All Together
Finally... Take A Few Days Off!
Helpful Hint: Your Computer's Spell-Checker Won't Catch Everything!
Editing Your Special Reports Yourself vs. Hiring Someone Else To Do It For You
I Don't Want To Pay A Professional Editor
I Find The Editing Process Therapeutic!
Enough Is Enough! Sending Your Special Report Into The Marketplace
Last Words

Chapter 19: Inventory: The Bane Of The Cash-Strapped Information Entrepreneur **179**

Don't Build Up Inventory If You Don't Need To
Last Thoughts On The Matter

**Chapter 20: How To Use Your Computer To Save Time And
 Make More Money With Your Special Reports 183**

Use Your Computer To Save And Update Your Special Reports
How To Update Your Special Reports
Use Your Computer To Print Your Special Reports When Your Customers
Order Them
Use The Office Supply Stores To Help You Keep Up With Your Order
Volume
Use Your Computer To Manage Multiple Writing Projects
How I Organize My Writing Projects
Putting My Organizational System To Work For You
Use Your Computer To Draft Sales Letters That Motivate Your Prospects
To Buy Your Special Report *Now!*
Use Desktop Publishing Software To Spice Up Your Special Reports

**Chapter 21: Printing Your Special Reports As
 Tangible Products 196**

How To Print Your Special Report
The Four Different Methods Of Printing
How To Comb-Bind Your Special Report
How To Saddle-Stitch Your Special Report
How To Spiral-Bind Your Special Report
How To Adhesive-Bind Your Special Report

Chapter 22: Life Without A Computer... Are You Crazy?! 204

What If You Don't Own A Computer And Printer?
How To Succeed As An Information Product Developer Without A
Computer And Printer

Chapter 23: Digital Delivery: Sending Your Special Reports To Your Customers Immediately! 210

Deliver Your Special Reports Digitally Over The Internet
The Benefits Of Delivering Your Special Reports Digitally

Chapter 24: Critical Concepts And Their Impact On Your Success 214

Finding Your Own Unique Way
Areas Of Interest That Affect All Information Entrepreneurs

Chapter 25: Pricing Your Special Reports: Finding The Perfect Balance 217

Don't Price Your Special Reports Too Low
A Personal Experience Of Perceived Benefit Vs. High Price Point
Dan Kennedy Shows The Way
Investment Newsletters: They Ain't Cheap!
Was That Manual Worth The Price After All?
Don't Price Your Special Reports Too High
How Much Would *You* Pay For Car Repairs?
Your Competitors Will Determine Your Price Ceiling
You Mean My Information Isn't Exclusive?!
Where Are All Of The Rich People?

Chapter 26: When Your Customers Have Questions: Welcome To The World Of E-mail 226

Answering Your Customers' Inquiries
E-mail: Think Carefully About Every Word You Write To Your Customers
Life Was *Easy* In The Good 'Ole Mail Order Days
Treat Each Customer's Question With Patience And Professionalism
A Personal Experience From The Customer's Perspective: My Introduction

To Jim Daniels

How Daniels' Quick Response Turned Me Into A "Raving Fan"

Chapter 27: Credibility: Your Secret Weapon

233

Your Credibility: A Lifetime To Build, A Moment To Lose
Building Your Credibility Through Discussion Boards
Holding Your Own While Sitting In The "Hot Seat"
Consistency And Helpfulness: The Two Tenets Of Discussion Board Success
Building Your Credibility Through Mailing Lists
Longer Posts Can Heighten Your Perceived Credibility
The Exclusivity Of Mailing Lists: An Advantage Over Discussion Boards
Building Your Credibility By Writing Articles For Newsletters
More E-zine Publishers Creates More Opportunities For You
An Example Of How To Build Your Credibility By Writing Articles
Strategies For Finding E-publishers To Submit Your Articles To

**Chapter 28: The Long, Hazardous Road To Getting
Your Own Merchant Account**

242

Merchant Accounts: Are They Worth It?
Merchant Account Application And Set-Up Fees
Merchant Account Software Requirements
Merchant Account Transaction Fees
Merchant Account Discount Rates
Are You Having Second Thoughts?

**Chapter 29: Alternatives To Getting Your Own Merchant
Account**

250

Merchant Accounts Aren't Everything
Accept Credit Cards Without The High Cost Of Your Own Merchant Account
A Quick Warning About Third Party Transaction Processing Companies
The Four Finalists
iBill.com

A Quick Note About iBill.com That May Cause You To Think Twice
CCNow.com
ClickBank.net
CCSlide.com

**Chapter 30: Credit Cards And Digital Delivery:
A Combo That's Hard To Beat 262**

Digital Delivery vs. Snail Mail
Why You Should Consider Digital Delivery
How To Deliver Your Special Reports Digitally
Software You Can Use To Create A Digital Special Report

**Chapter 31: Copyrights: Understanding, Implementing
And Protecting Them 271**

How To Copyright Your Special Reports
Watching For Sharks
A Brief Overview Of Copyrights
The Value Of Registering For A Copyright
The "Poor Man's Copyright" Method
The "Poor Man's Copyright" Method: Should You Use It?
Why You Should Register Your Copyright The "Right" Way
Last Words

Chapter 32: This Is Not The End! 279

Here's What You Have Learned And What You Can Accomplish...
Sharing Your Dreams With Others
In The End, Only *You* Can Motivate Yourself
Get Motivated! Some Final Thoughts

Introduction

How To Create Special Reports And Build Multiple Streams Of Income

If you're currently self-publishing information products (or you plan to self-publish them in the future), you need to find out how you can profit from "Special Reports." You'll want to discover how to create them. How to write them. How to sell them.

In short, you'll want to consider how you can incorporate "Special Reports" into your information product development process. If you're not taking advantage of the numerous benefits afforded by self-publishing these Reports, you're essentially cheating yourself from the potential multiple streams of income they can offer to build for you.

Before we begin discussing how you can create "Special Reports" and your streams of income, think about some of the benefits you'll enjoy by adding these Reports to your expanding line of information products. For example, "Special Reports..."

- are easy to write,

- are extremely profitable to sell,
- don't require inventory,
- can be delivered digitally via the Internet,
- are easy to produce and
- are easy to update.

And those are just a few of the many benefits. If you're not taking advantage of this essential part of the self-publishing business, then you're probably not making nearly as much money as you could be making.

I Assume You're Already Interested In Making Money...

The manual you're holding in your hands (or reading on your computer monitor if you have decided not to print it after ordering it from my web site) discusses in detail how to create "Special Reports."

Why nearly 260 pages on the subject of creating Special Reports? Because, there is a step-by-step process that you must follow to produce a superior Report. A lot of experts have publicly cried that it is extremely easy to create an information product.

I don't agree. In fact, I'm stunned by their audacity. Without a predetermined formula that you can follow each and every time that you decide to create a Special Report, you'll likely flail about and never get it done.

In the chapters that follow, we're going to talk about the benefits of writing this type of information product.

I'm also going to divulge some of the "in's and out's" of the self-publishing world and the exciting information product development business.

At this point of the manual, I'm going to assume that you're interested in making money by writing and selling Special Reports. Self-publishing can be very profitable for those who are willing to take the time and make the effort to create and sell outstanding information products.

The fact that you ordered this manual and are now taking the precious time to read it indicates that you want to learn more about how to make this type of information product a part of your information empire.

Maybe you're a new information product developer. That is to say, you don't currently have a stable of info-products under your belt. For you, creating Special Reports may be the most appropriate place to start building your line of related information products.

It's easier than writing a book. It's faster. And you can start adding true value to your customers' lives quicker.

Or perhaps you're a veteran info-product seller. You've been creating and selling books, manuals, audiocassettes, videos and newsletters for many years. For you, creating and selling Special Reports may be the last spoke in your info-publishing wheel.

Whatever your frame of reference or self-publishing experience, you'll soon agree that Special Reports will fit perfectly within your info-product development game plan.

Plenty of savvy information entrepreneurs are making a significant income that continues to grow every time they create a new Special Report for their customers. You can learn to do the same. After all, most information product developers bring the same set of skills to the table. They either...

1. know something valuable or
2. they're motivated to research and discover valuable information

In essence, you are very similar to the most successful information entrepreneurs that are currently producing a substantial income from their info-products. You don't need special training. You don't need an academic degree in self-publishing. And you don't need a higher-than-average level of intelligence.

You need a desire to be successful and the discipline and motivation to make your self-publishing success a reality.

Apply yourself diligently and patiently to your craft, deliver quality information products to your customers, using the advice in this manual and the profits will eventually find you.

Your Education Never Ends

I need to make a quick, but critical note...

This manual is information-dense. That is to say, I'm going to give you all the information you need to get started creating and profiting from Special Reports. This manual will give you everything you need to start generating multiple streams of income. But, your education doesn't end after reading this manual.

In fact, your education will *begin* after reading this manual.

There are some things about the self-publishing business that you'll need to learn simply by experiencing them. I can prepare you, even give you a "heads-up," but true learning will come through the application of many of the principles detailed in this manual.

In other words, it will be the act of applying the things you learn in this manual that ultimately teaches you how to survive and excel in this business.

Other parts of the information product development business are explained (or will be explained) in subsequent manuals that I intend to write. My

purpose in *this* manual is not to teach you everything about self-publishing. Doing so would take far greater detail than what is in the 250+ pages that you are now reading.

Rather, my purpose is to merely put you on the path toward creating and profiting from Special Reports as soon as possible. All of the details that are necessary for you to start and succeed in this business are included in this manual.

If you'd like to learn more about the self-publishing business, I've included a brief list of very helpful resources at the end of this manual in **Appendix A**.

Understand that you must never stop learning about each piece of this phenomenal business. In order to succeed in self-publishing, you'll need to continue reading all the books and manuals you can find that discuss the topics of selling information, mail order, direct mail, marketing (both online and offline) as well as all the other facets of running your own self-publishing company.

Learn about taxes. Learn about your postal options. Learn about digital delivery and e-book software. Learn about the critical task of marketing.

I discuss many of these issues within this manual. Again, some of these matters will be discussed in greater detail in my other manuals.

What You'll Find In This Manual

This manual will give you the tools you need to start making money by writing and selling client-centered Special Reports. Within these pages, I'm going to show you how to create this specific type of information product that will give your customers the "use-it-now how-to" information they're looking for.

Understand that this is not a get-rich-quick scheme. In fact, it's going to take a lot of work on your part. Conceptualizing, creating and selling

information products is hard work. Aside from a few notable exceptions, self-publishing has always promised a proportionate amount of work and effort for the level of success that you ultimately achieve.

Remember, you're building a business. You're building something that will ensure your professional contentment and financial wherewithal. In essence, you're creating a vehicle to sustain your livelihood. So, as you read each chapter of this manual, understand that you'll need to put some "elbow grease" into making the information work for you.

The information in this manual is not a magical or medicinal potion. Your effort is required.

Let's take a look at what you're going to find in the pages that follow.

Chapter 1...

In **Chapter 1**, we take the necessary step of actually defining what a "Special Report" is. The definition of a "Special Report" has become confused because many marketers and promoters regularly create sales letters and wrongly call them "Special Reports."

As you probably suspect, a sales letter is not the sort of Report that I'm referring to in this manual. Chapter 1 will clarify this issue in greater detail.

Chapter 2...

In **Chapter 2**, you'll discover why so many information entrepreneurs have fallen in love with the self-publishing business. In Chapter 1, we defined what a Special Report is. In this important chapter, you'll learn about the benefits of creating and selling Reports that give your customers the information they need and are willing to pay for.

In this chapter, I'll give you ten reasons why you must make Special Reports a part of your information product development process.

Chapter 3...

Next, I'll teach you how to choose subjects to write about and the "secrets" to making money from them. **Chapter 3** will show you how to cautiously search for the right subjects upon which you'll establish and build your information product development business. I'll give you examples of choosing your subjects both wisely and poorly and the ramifications that will result.

After all, the longevity of your self-publishing business won't depend upon the success of merely one Special Report. Rather, you must focus your efforts on building a series of related information products that will market and promote each other.

In **Chapter 3**, I'll also show you why you must focus on providing an Ultimate Benefit to your customers.

Chapter 4...

In **Chapter 4**, we'll briefly explore the criticality of thoroughly researching your field of expertise. A superior Special Report is created from extraordinary information. To discover this information, you must conduct research. Your customers will expect this of you.

Because they'll be giving you their hard-earned money for the information contained within your Special Reports, make sure you oblige them. Give them the high-quality information they expect. This chapter serves as a prelude to Chapters 5 through 11.

Chapter 4 briefly examines several different methods of researching your subjects. Some will be easy. Others will be time-consuming. But, you will

need to make each method a part of your overall research repertoire. Developing a methodology as the foundation of your research will save you time and allow you to deliver excellent information to your customers.

Chapter 5...

Chapter 5 discusses the mechanics of conducting research by taking advantage of your local library. Even in a 'Net-centric environment such as the one that we operate in today, the library maintains its venerability by updating the tools with which you can find data on any subject imaginable.

This chapter explains some of these tools and how you can use them to your advantage.

Chapter 6...

Eventually, you'll find yourself collecting books and reference material that are exclusive to the subject that you write about. These books will become a part of your growing personal library of resources. They will be at your fingertips.

Chapter 6 explains why this is a natural outgrowth of your research efforts. Moreover, we'll talk about the main benefits that you'll enjoy by having your own personal library of research material.

Chapter 7...

This chapter serves as a precursor to Chapters 8 through 10. The Internet has essentially blown the doors open on your ability to research niche items of interest. For those people who know how to massage the tools of the Internet, conducting research is both fun and effective.

Chapter 7 briefly discusses the different methods that you can put to use immediately to begin ferreting out valuable information about your subject of choice.

Chapter 8...

Search engines and editor-based directories. These can be extraordinary tools in the hands of someone who knows how to use them properly. In **Chapter 8**, we'll explore the differences between these Internet tools. Many people don't understand the benefits that are exclusive and inherent to each one.

I'll give you the resources that I personally use to research my subjects. After reading this chapter, you'll have the resources you need to research any topic that is of interest to you.

Chapter 9...

Newsgroups and discussion forums. They've been around since the beginning of the 'Net in one form or another. As valuable as they were in the past for facilitating your research efforts, they are even more valuable today.

Chapter 9 examines the people that congregate in these communities and why these communities can be crucial to your research. I'll give you examples of niche-targeted forums to illustrate how vibrant some of these communities can be. Moreover, I'll give you two excellent resources that will allow you to find your own communities that are relevant to your subject.

Chapter 10...

As the Web becomes bigger with hundreds of millions of sites begging for your attention, it will become increasingly critical that you find specialized, niche-targeted sites for your research. **Chapter 10** will show you the reasons why.

I'll give you several examples of niche-targeted sites. Through example, these sites will clarify the importance of finding other web sites that focus on one specialized area of interest. Moreover, I'll point you toward an invaluable resource that will lead you to sites that are focused on your subject.

Chapter 11...

Interviewing specialists is something that most information product developers *don't* do. Whether they don't have the time to interview others (or perceive a lack of time) or they simply don't consider such efforts worthwhile, they are leaving a ton a useful knowledge and perspective on the table.

Chapter 11 explores why interviewing people as part of your research efforts is an increasingly important task.

Chapter 12...

Most information entrepreneurs who make a living by telling others how to be successful selling their information leave a key factor out as they persuade people to buy their books and manuals...

Effective writing is hard work for most people.

In **Chapter 12**, we'll take a short trip to reality. This chapter briefly discusses the ugly truth of the self-publishing world. Not everyone is born to write. And not everyone is willing to learn the necessary skills to write well...

Chapter 13...

Have you ever taken a road trip without a map? Do you remember the last time you were lost in your local amusement park?

In a similar manner, many writers sit down at their keyboard (or with pen and pad in hand) and begin blindly typing their Special Reports. They have no established path of logic that they're following. Not even a measly list of subjects to write about.

Chapter 13 examines the crucial preparatory mistakes that information entrepreneurs often make when they begin creating their Reports. For instance, I'll show you how to get started with a "Macro Outline." I'll also show you how to expand this "Macro Outline" into a "Micro Outline" which will make the task of writing infinitely easier.

To ensure that you understand the concepts (and importance) of outlines, I'll take you step-by-step through examples of both the "Macro" and "Micro" outline as we consider a hypothetical information product.

Chapter 14...

As we discuss in Chapter 12, writing is often a difficult task for some people. If you find the craft of writing overwhelmingly challenging, it's likely your formal education had something to do with it. If you're like most people, the rigors of schooling from the early grades through college taught you one prominent idea... you learned to dread writing.

Chapter 14 explains why your formal education has traumatized you and hindered your ability to write effectively. Moreover, I'll tell you how to use this dread of writing to your advantage as you create your Special Reports. This chapter is a quick read and the information is powerful.

Chapter 15...

This manual is all about the process of creating your Special Reports from scratch. From the crucial tasks of determining your subject and outlining your Report to the equally-important efforts that you must devote to researching your subject, you will have the foundation you need to write your Report.

In **Chapter 15**, we'll explore some of the most critical functions that you'll fulfill as an informational "how-to" writer. You'll learn how to motivate your readers. How to establish and maintain trust with them. How to "connect" with them. And in so doing, you'll learn how to create truly superior Special Reports.

Chapter 16...

If you're like most aspiring information product developers, you have a multitude of things that are calling you away from your creation efforts. Perhaps it's your television. Perhaps it's your spouse. Maybe you'd rather be playing basketball or having a barbeque with friends. All of these things will prevent you (or significantly slow down your efforts) from creating your Special Reports and succeeding in the self-publishing business.

These issues are ruthlessly examined in **Chapter 16**. Most successful writers (Stephen King, John Grisham, etc.) extol the importance of diligence in writing. In this chapter, we'll discuss how to "stake out" a specific time and place for creating your Reports. We'll talk about why this effort is crucial to your success.

Chapter 17...

Most people enjoy reading. Whether they like reading a science fiction novel or the latest “unauthorized” biography on their favorite celebrity, people find reading to be both relaxing and stimulating at the same time. For most, it’s simply a pastime. A means of entertainment.

But, there is another valuable benefit to reading. It’s a benefit that you, as an information product developer can take advantage of. Reading will help you write effectively. **Chapter 17** explains how.

Chapter 18...

Editing. It’s a dreadful task for most information entrepreneurs. It’s unglamorous and tedious. But, it’s critical to your success.

The problem is that most people don’t know how to edit their Special Reports. They know that they need to spell everything correctly. But, that’s as far as the editing experience goes. In **Chapter 18**, I’ll give you a distinct 5-step editing tutorial that will ensure your Special Report is flawless.

We’ll explore the decision to hire a professional editor or to edit your Reports yourself. Finally, I’ll show you how to stop editing (believe it or not, some people can’t stop) and send your Report into the marketplace.

From spelling, grammar, argumentation and logical progression of ideas, this chapter will be your resource for producing impeccable Reports.

Chapter 19...

You’ve heard the self-publishing horror stories of talented writers getting stuck with a huge inventory of unsold books and manuals. These info-

products rot in the writers' garages, a constant reminder of failure. Because the writers' limited capital (i.e. cash) is tied up in this expensive inventory, they are left with sparse funds for marketing their books. Often, this unfortunate situation proves too much for the writer who is unable to recover financially.

This tragedy typically happens because the writer foolishly builds his inventory in anticipation of sales. **Chapter 19** explores why this is a reckless way to build your business and suggests a profitable alternative.

Chapter 20...

In this increasingly Internet-centric world, your computer is one of your most valuable assets. It will save you time. It will aid you in establishing relationships with others beyond your everyday reach. It will help you manage your writing projects effectively.

In **Chapter 20**, we'll discuss the many uses of your computer and how you can take advantage of it as you build your self-publishing business. Drafting sales letters, printing your Special Reports, using desktop publishing software to spice up your Reports, etc....

Chapter 21...

Despite the recent popularity and resulting explosion of e-books and other digitally-delivered information products, some customers will always prefer having a hard copy version of your Special Reports.

They don't want to download it. They don't want to print it from their computers. And they definitely don't want to take your Report to the local Kinko's in order to have it bound.

That means you must eventually choose whether you alienate these potential customers or produce a tangible Report that you must print, bind and physically mail.

Chapter 21 carefully examines the various methods of producing a tangible Report. We'll also explore the economics of producing your Report in each method. Only by having this information can you make an informed decision regarding the value of producing a tangible information product.

Chapter 22...

Believe it or not, there are some people who don't own a computer. You may be one of them. Perhaps you use the computer at your job to access the Internet and create your Special Reports. Maybe you're using your friend's computer until you can save the necessary funds to purchase your own.

Whatever your reason for not owning a computer, you must resolve it! **Chapter 22** will tell you how to succeed in the information business without actually owning your own computer. However, this chapter will also make a convincing argument that should propel you to your local computer store with the intent to rectify this situation.

Chapter 23...

Digital delivery of information products is all the rage these days. Nobody wants to wait for a week while the book, manual or Special Report they purchased travels by snail mail to their home or office. Understandably, they'd rather have the info-product now!

Chapter 23 offers a brief discussion on the benefits of digital delivery, both from the customer's perspective as well as the information product developer. This chapter points out the main attractions of digital delivery. It also points out a critical cautionary note.

Chapter 24...

Chapter 24 serves as a prelude to chapters 25 through 31.

Creating your Special Reports is not the only issue that you'll need to be concerned with as you build your self-publishing success. There are many other facets to this business that you'll need to become intimately acquainted with.

This chapter is aptly titled, “**Critical Concepts And Their Impact On Your Success.**” It will outline some of the considerations that you'll need to eventually confront. Some of them, you'll assimilate immediately. Others may take a bit of time and effort applying to your particular situation.

In any case, these considerations are discussed in full detail in the chapters that follow.

Chapter 25...

Determining the right price for your Special Report can be a daunting task. Part of you may want to sell your Report for an amazingly low price in order to attract a large volume of orders. Another part of you may want to price your Report high. That way, you rely on a smaller number of customers to generate your profit.

In **Chapter 25**, we'll explore the nuances of pricing your Special Report. We'll discuss the various factors that will help determine the price that you can reasonably establish for your Report. Likewise, we'll discuss the factors that will hinder your pricing strategy and how to overcome these hurdles.

Finally, we'll look at some examples of both low-priced and high-priced information products. These examples will help to illustrate the concepts that are described in this chapter.

Chapter 26...

E-mail has effectively torn down the walls of communication between information product developers and their customers and prospects. People have questions. And today, they want answers fast.

Chapter 26 examines the differences between today's 'Net-centric environment and the "good 'ole days" of snail mail order as it relates to communicating with your customers. We'll talk about the importance of answering your customers' (and prospects') questions as well as the proper way to maintain your professionalism in the cold ASCII world of e-mail.

Finally, I'll tell you about my personal experience with one extremely well-known online information entrepreneur and what happened as a result of his communication.

Chapter 27...

When you visit a web site and consider buying a product, your first question is whether the merchant has any credibility. This question has become so ingrained into us from the perpetual stories of fraud that we hear, that you may even ask the question subconsciously. That is to say, the question is always festering in the back of your brain, whether you realize it or not.

Ultimately, the merchant must overcome this question if he wishes to sell you his wares.

In **Chapter 27**, we'll discuss the value of credibility for the information product developer. We'll explore the different strategies that you can use to enhance your credibility in the eyes of your target market. And we'll talk about how you can survive when your credibility comes under fire.

Though this chapter does not discuss the rudimentary steps of creating your Special Reports, it contains some of the most critical information in this manual. Do not skip this chapter.

Chapter 28...

Doing business online means that you must accept credit card orders from your customers. It's convenient. It's fast. And it allows many of your information products' buyers to purchase your material without actually having the funds to do so comfortably. It's a means of financial leverage.

For many information entrepreneurs, accepting credit card orders means getting your own merchant account.

Chapter 28 is an eye-opener. It's purpose is to educate and inform you about the critical nuances of merchant accounts and their typical fee structures. Most folks who end up getting their own merchant account pay too much. They are taken advantage of by the unscrupulous. The marketplace for merchant accounts is littered with the "sharks" who search for the unwary with the intent of claiming another victim.

This chapter will protect you and prepare you for the inevitable battle...

Chapter 29...

Building upon the foundation that we established in Chapter 27, we continue to examine your options in accepting your customers' credit card orders.

Most info-sellers believe that the only way to accept credit card orders is to secure their own merchant account. As a result, they end up paying exorbitant fees that they could have otherwise avoided. And they become contractually obligated to a long lease that can potentially hurt their business's viability.

Chapter 29 presents an attractive alternative to high-cost merchant accounts.

In this chapter, we'll explore the services of third-party credit card transaction processing companies. We'll discuss the benefits of these services. Too, I'll tell you what you should be wary of when using the services of these companies.

Finally, I'll provide detailed profiles of the four leading companies in the field as well as which company I choose to use (and why).

Chapter 30...

Chapter 30 explains the concept (and the beauty) of accepting your customers' credit card orders and delivering your Special Reports to them digitally. The two pieces are inextricably linked.

That is, once you've accepted a credit card order, it is only a short step to actually delivering your Report digitally. It can be done automatically without any intervention from you. In fact, it's almost an afterthought.

On the other hand, delivering your Report digitally without accepting a credit card order would be inefficient (and counterintuitive). After all, the case for digital delivery typically hinges upon the quick (in this case, instantaneous) delivery of your information product. Without the ability to accept credit card orders, your fulfillment process would slow to a crawl.

Chapter 31...

If you are an author (or wish to become one), you must understand copyrights. A fundamental understanding of copyrights should be a prerequisite for anyone who aspires to write.

The protection of your material is a critical factor to your success in the self-publishing business. Unfortunately, it is a factor that is given little thought by those who would benefit the most from understanding the concepts of copyrights. I personally know authors who have labored over a book, manual, manuscript or Report only to watch helplessly as someone else steals their work and profits from it.

Chapter 31 will prepare you with the knowledge you need to effectively safeguard your Special Reports (as well as any other information products that you will eventually produce) from those who would steal it from you. We'll explore the process of formally registering for a copyright as well as the potential consequences of not registering.

We'll also explore the "Poor Man's Copyright" method that is popular with independent information entrepreneurs. I'll tell you how to do it and why you should not rely upon it to save you from the sharks.

Chapter 32...

After reading and absorbing 31 chapters, you finally have the knowledge you need to succeed by creating your own Special Reports.

In **Chapter 32** (the last chapter of this step-by-step manual), we'll talk briefly about maintaining your passion and motivation. We'll talk about being a self-starter. It's extremely important that you read this chapter. It's short, but it's powerful. You can have all the valuable "know-how" in the world at your fingertips, but if you're not motivated to do anything with it, then you'll be going nowhere fast!

Take the time to read and memorize chapter 32.

Summing It All Up

That, in a nutshell, is what you'll find in this manual, "**The Special Report Bible: How To Start Your Own Online (Or Offline) Information**

Business On A Shoestring Budget And Create Multiple Streams Of Income!”

After reading this manual, you know enough to effectively build a successful information business. But, as I mentioned earlier, you must continue reading about the information product development business. You must be diligent in this. You can't afford to be lazy.

Things change quickly. Especially online. New marketing methods surface. New ways of doing business appear. New methods of delivering your information products to your customers become available and popular.

To be perpetually successful in the self-publishing business, you must be willing to study, absorb and apply everything that you learn. Your competitive advantage will depend upon it.

As things change in the self-publishing business, I'll be creating new information products that will show you how to take advantage of the changes. If you'd like to see information about something in particular, let me know. E-mail me at Damon@WebBusinessToday.com

Or send me a letter through snail mail to... Damon G. Zahariades / P.O. Box 1237 / Brea, CA 92822.

If a large number of my customers want me to research and write about something, I will.

For now, enjoy this manual. It's packed with great information. I expect that you will likely refer to it again and again as a reference resource.

If you have any questions, let me know. If you have suggestions about how I can make this manual better, please let me know! And of course, if you have *any* comments about this manual, good or bad...

...let me know.

Thanks and enjoy.

Damon G. Zahariades

Editor-In-Chief, “Web Business Today!”™

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Damon G. Zahariades

Author of “The Special Report Bible”

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