

How to Write a Great Free Report by Kaya Singer

I love the internet. Within a short 10 year span the internet has changed the whole way we can communicate with each other. For someone like me who thrives on communication, I love it.

If you are a small business owner, having a good website to market your business is essential.

If you are like me, when you want to hire someone you go to their website and have a look. In one short moment you either read on or click off. It's that fast!

Your website has to be sharp, speak to your potential customer, and have an easy way for someone to give you their e-mail address. The common way is to offer a free downloadable special report.

I have heard my clients say, " why should I give away all my secrets or tools for free?"

My answer: Marketing is all about giving.

Opening your heart and giving, is what helps people to get to know you, trust you, and like you. **Your free report needs to speak spot on to your customer's wants and needs.**

I worked with a naturopath recently who specializes in children. Her special report was titled, "10 Easy Ways to Get Your Child to Eat Healthy Foods." When she added that report to her website her sign-ups quadrupled. And as a result of that, her new patients also increased because people trusted her.

Here are a few tips for writing a good, free special report.

1. Know who your ideal customer is. You cannot

write something for everyone. Your report needs to be focused toward your niche market.

2. Know what problem. issue, or concern your ideal customer is facing. What do they need help with? No one will trade their e-mail address for a report unless it is really good.

3. Find a way to get people involved. Offer an exercise or ask questions they can ponder. An interactive report is much stronger than an article. It will be more fun for the reader and will help build the relationship as well.

If you feel you are not a good writer this is not an obstacle. Jot down your ideas the best you can and then hire a copywriter or editor. I guarantee it will pay for itself. And oh yeah—and have a look at their website before you hire them. I invite you to have a look at my free report, "Five Keys for Awakening and Attracting Right Clients," available on my website for free.

Happy writing!

Kaya Singer owns Awakening Business Solutions. She helps small businesses see that prosperity and purpose co-exist in the world of spirit. Kaya helps business owners learn solid tools and strategies for prosperous business. She can be reached at 503-493-1199 www.awakeningbusiness.com .

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