

How To Turn Your Articles and Blog Posts Into Free Reports



By Susanne Myers

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Introduction

Before we jump into the exact how to of turning articles and blog posts into a short report, let's talk for just a minute about why it is a good idea to do in the first place. There are quite a few different things you can do with the report once it is finished.

Keep in mind that you can use it in multiple ways. Don't stop at just one; get as much mileage out of your work as you can.

I'm going to assume that you already have a few articles or blog posts that you're planning on using for this report. If you don't, or if you are ready to crank out more reports, I have a suggestion for you. Use [PLR articles](#) as the basis for your reports.

Let's move on ... How can you use the report you're about to create?

Build Your List

If I had to guess, I'd say you are reading this because someone mentioned to you that you need to create a free report to build your list. That's excellent advice by the way! I've grown lists of over 45,000 subscribers with nothing more than a free report and some traffic.

By all means, create your report and use it to build your list, but don't stop there...

Make It Viral

By simply letting your readers now that they can share this free report, email it to friends, tweet about it and post it on Facebook, you can get quite a bit of traffic back to your site, or to affiliate offers that you mention in your report. Take a look at the very bottom of this page – do you see my little note there? Feel free to incorporate something like this into your own report.

And yes – you are more than welcome to share this report 😊

Use it As A Bonus

Last but not least, use the report as a bonus for products. If you have your own info product, add it as a bonus to the download page.

Quick Tip - You can also offer it to other people to use as a bonus for their products. Find someone with a related offer or info product and email them a copy of the report, letting them know that they are welcome to share it with their customers. If it's a good report and compliments the product, you can get it on quite a few download pages.

I'm sure you'll come up with even more ideas to use this report as time goes by. For now, just keep reading through the following 6 chapters. It's a step by step blueprint for talking those articles and turning them into a stunning report that will help you grow your online business for years to come.

One last word of advice... Don't stop at just one report. Once you see how fast and easy it is, make it a goal to create a new one each month. Get it out there and let it promote you, your website, your list and your products and/or affiliate offers.



Susanne Myers

P.S. For more tips on affiliate and information marketing, come on over to my blog at www.PiggyMakesBank.com— while you're there, be sure to sign up for the blog updates so you never miss a thing.

Let's get started ...

Step 1 – Find 5 to 10 Related Articles Or Blog Posts

Start by collecting 5 to 10 articles or even good blog posts that you've written. You want them to be topically related. What do I mean by that? Let's look at some examples.

If you are in the parenting niche, you could create a short report on potty training by finding a few of the articles you've written over the years on potty training a toddler.

If you are in the weightloss niche, you may want to find a few exercise articles you've written or those around a particular weightloss program.

If you are in the Internet Marketing niche, you may want to create a short report on how to write and submit articles and find content around that topic.

Ideally you want to look for content that is closely related and all focuses around teaching your readers to solve a particular problem.

How do you find those articles? Look through the various article directories where you've submitted your content. It helps to look at articles in just one particular category within the directory. Most directories will allow you to search for them right within the member interface. If not, try searching for your author name and a particular keyword.

You can also look through any blogs you have and repurpose the content there. I regularly take series of blog posts and turn them into short reports. You spend all this time writing quality content; you might as well make the most of it.

Got your articles? Great Let's move on to step two.

Step 2 – Paste Them Into A Word or Open Office Document

This step couldn't be simple... take your articles and copy and paste them into a document. If you have Microsoft Office, use MSWord. If not, I recommend you download and install Open Office at www.OpenOffice.org . It's a free software package similar to MS Office.

Next, grab each article, copy it and paste it into a notepad file. This will remove any weird formatting or coding from the article. If you are using articles you've submitted to

an article directory, delete the resource box. Then paste the article from your notepad file to the Word document.

Repeat this for every article you want to include into the short report. I recommend you go ahead and paste them in there in some sort of logical order. It will make step three a lot easier if you do.

Step 3 – Add An Intro and Transition

Next you want to write a short little introduction to the report. Tell them what they can expect to find in the report. If you'd like, you can also tell your readers a little bit about yourself. This doesn't have to be much, just a paragraph or two will do.

Adding a picture of you and a signature image like the ones I'm using in the introduction is a nice touch, but not entirely necessary. Do "sign" the introduction with your name though.

After that's done, I like to go through the rest of the document, editing the articles as needed and adding transitions to make sure everything flows nicely.

Transitions can be as simple as "now that you know how to do x... let me show you how you can also do y".

Step 4 – Simple Formatting Tips

Once all the writing is done, it's time for the fun part – making the report look pretty. I like to include a simple title page. It usually includes:

- The title of the report in a large font.
- A simple image that relates to the report.
- My name and a website url.

Use the title page of this report as a template if you'd like.

Next I add a footer to all pages of the report with copyright information and some sort of link. In MS Word, you can add a footer by going to “Insert → Footer”.

You may also want to add a Table of Content for your readers. You can create it manually at the end, or have one added automatically. In MSWord, go to “Reference → Table Of Content” to add one automatically.

Quick Tip - If you're not sure how to do some of these things in MS World or Open Office, go to Youtube.com and search for tutorials on the topic. For example, search for “How to insert a Footer in Word 2007”. You'll find video tutorials for just about anything on there.

After you've added your title page, table of content and footer, scroll through your report and move content around as needed. If you would like to force a particular section (like the beginning of a new chapter” to the next page for example, you can move your cursor to the beginning of the line you want to move and hit CLTR + ENTER.

You may also want to make certain elements stand out. Take a look at the quick tip above for example. All I did was use a different font and indented the entire paragraph a bit.

You may also choose to include some graphics or photos in your report. If you do, please make sure you have rights to the images and don't go overboard. A lot of images will increase the file size of your finished report, making it harder for some people to download it.

Step 5 - Monetization

Now that your report is starting to look pretty, let's quickly talk about monetization. Your main goal may be to use the report to grow your list, but there's nothing wrong with making some money at the same time. If there is an opportunity within the content of

your report to mention an affiliate product or a product of your own that might be helpful, by all means include it with a link.

I also like to add a little resource section at the end of my report with a list of products. Take a look at the last page of this report as an example.

A word of caution: Don't go overboard and don't get too pushy with these offers. Just list them. Your readers will find them and if they are interested, they'll click on them and by.

Step 6 – Turning Your Document Into A PDF

Last but not least, let's talk about how to turn your word or open office document into a pdf. Save your document and then:

- In MS Word go to File → Save As → PDF
- In Open Office go to File → Export As PDF...

Take a look at your finished PDF file and make sure everything looks ok and the links are clickable.

If everything looks fine, it's time to upload your report to your web server.

If you are managing your website or blog with WordPress, here's a quick tutorial about uploading a pdf.

[How to Upload A PDF in WordPress](#)

Otherwise upload the pdf file via your favorite ftp program (I recommend Filezilla) and link to it either on a download page or directly via email.

If I'm using the free report to build a list, I link to it from the thank you page that my subscribers land on after they confirm their email subscription.

That's all there's to it. Just following these simple steps, you can put together your own short report in just an hour or two. Put it on your to-do list for today (or at the very least for this week) and create that first free report!