

# HOW TO MAKE BIG MONEY SELLING SIMPLE INFORMATIONAL REPORTS

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## **HOW TO MAKE BIG MONEY SELLING SIMPLE INFORMATIONAL REPORTS**

The all-time best selling product in the mail order industry is the simple two to three page "How To Succeed" reports such as this one. Most of the time these reports are priced at \$2 each and offered as series or packages of reports.

Generally speaking, you don't have to have a fancy-paper or 4-color circular to sell them. In many instances, the titles available are listed along with a coupon the buyer clips off the bottom of the sheet and sends in along with his or her payment. The mail order entrepreneur promoting these reports, send out a mailing such as a full page circular selling a particular book, and then along with the full page circular, he includes this other sheet listing the titles of "other materials" he has available. The uninitiated will be absolutely astounded at the number of orders for these "other materials" that come in. As a matter of fact, I can verify a particular mailing of just 1,000 letters in which a \$20 book was offered as the primary offer with an extra sheet listing 100 two dollar reports; and from this mailing, I took in \$600 for the primary product and \$4,525 from orders for the "other materials."

The only real drawback to making the really big money selling these reports is simply knowing what it is the people are hankering to buy. Then of course, there's the problem of finding out who these people hankering to buy these reports are, and where they live...

Everybody want to be a big-time author - become rich and famous from something they've written and sold - but not everyone know how to write "commercially", and more importantly, ever fewer people know how to properly "market" what they've written.

For the uninitiated, it's all in the title. If your title appeals to the would be buyer with a solution to his or her problem, you're basically on your way. Look at it this way: If you can tell someone how to make \$10 for every \$1 invested, you've got a "money-tree" of your own!

Getting organized - writing, promoting and/or advertising, and coming up with new titles every 3 months - is a lot of work. A lot of people don't want to spend all their spare time with the basic details - they want in the main stream where the money is with the least amount of work.

With this in mind, we supple many of the mail order dealers who're making real money, with already written reports and advertising sheets with which to sell them. We also supply most of the well known, and some of the not-so-well known mail order catalog houses with reports and "how-to" manuals they feature in their catalogs.

Generally what we do is research the how-to information and then write a new series of reports every three months or so; and then offer these new reports 10, 25, 50 or a hundred at a time - complete with reproduction rights - to these mail order dealers and catalog houses. In other words, we do the writing and they do the promoting and selling. We're what you'll probably recognize as research writers and publishers on a wholesale basis to independent mail order operators and large catalog houses.

We sold the reproduction rights to one of our how-to manuals to a catalog house not too long ago for \$1,000 and they in turn have sold more than \$10,000 worth of that particular manual... And we sold the reproduction rights to about 50 of our reports for another thousand dollars... But then, we have been free to go on researching and writing new materials, and as a result have made about five times as much money - less the frustration and advertising expense - with new titles.

At the bottom line, it's simply a matter of knowing what you enjoy doing most, and then concentrating your efforts on that phase of your endeavors. In other words, if you can write easily, but don't like to mess with the selling end of it, then write and let other people do the selling for you. If you can't write so easily, but can really sell up a storm, then buy the reprint rights and concentrate your attention on the selling end.

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