

273 Red Hot Ideas For Your Next Best Selling Info Product

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Dozens Of Small Reports Make An Info Product

One of the most common reasons why so many people fail to create their next best selling info product is because it takes them too long to create. They've been "preparing and creating" it for years and it's still not ready. The sad thing is most of them would have completely abandoned or forgotten about it as time passes.

They think because it's a "product", it needs to be lengthy with hundreds of pages. They think it needs to be very extensive.

What if I can show you a way to simplify this process and make creating your info product much faster?

The key lies in creating "small in-demand reports". I'm talking about 7 – 15 page reports that anyone can easily and quickly create.

When you frame it this way, now it suddenly seems achievable right?

If you can create write 7 – 15 page reports, you can create highly profitable "bundles".

Write a 7 – 15 page report on an "in-demand" subject. Sell it. Create additional 7 – 15 page RELATED reports. Sell them. Bundle reports into different types of packages and sell them for even more. Repackage them to push the price up to \$37, \$97, \$297, and even \$997 per order!

There are so many different "kinds" of small reports that you can write and when you mix-n-match them with different "topics", you can create dozens upon dozens of highly desirable resources to sell online.

This short report will examine 273 ideas for your next small report, spread across 50 different categories. Use this list to brainstorm ideas for your next small report (and all those to follow!)...

1. How-To Tutorial.

Our index begins with the classic "how-to" tutorial. This style of report is organized in a systematic, step-by-step approach to accomplishing a task. The steps are most commonly organized in chronological order. (I.E. Step One is...,

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Step Two is..., etc.). These are generally known as "systems", "formulas", "checklists" or "blueprints".

A few examples include –

- 1) How to Design a Web Page in 5 Easy Steps
- 2) How to Lose 10 Pounds in 10 Days
- 3) How to Meet The Woman Of Your Dreams
- 4) How to Make Your First \$1,000 Online
- 5) How to Teach A Sunday School Class
- 6) How to Make a Small Fortune Online With Small Reports
(Sound Familiar? ☺)

2. Frequently Asked Questions.

Another style of report is what I've labeled, "*frequently asked questions*". In this model, you would take 10-20 of the most asked questions about a particular topic and answer them in your content. This is one of the easiest kinds of small reports to create because outlining is simple due to the Q&A style:

1. List the question.
2. Answer it.

While you'll want create a better title than the ones below, here are just a few ideas for how this kind of small report might be created –

- 7) Top 20 Questions About Home-schooling
- 8) Top 20 Questions About Generating Site Traffic
- 9) Top 20 Questions About Saving A Marriage
- 10) Top 20 Questions About Adopting A Child
- 11) Top 20 Questions About Starting A Membership Site
- 12) Top 20 Questions About Self-Publishing

3. Interview. Moving from questions that YOU answer to questions that SOMEONE ELSE answers is another way to write a small report. An "*interview*" small report is, not surprisingly, a series of questions that you pose to one or more qualified experts to create the content you'll be selling.

(Reasons why experts would do this for you include: free publicity for their web site or business, rights to the completed report or paid compensation.)

Again, these aren't "titles" for your small report, but these are some things you might do for a handful of different topics –

- 13) Ask a fitness trainer questions about weight loss.
- 14) Ask a charity chairman questions about fundraising.
- 15) Ask a travel agent questions about discount travel.
- 16) Ask a loan officer questions about securing a mortgage.
- 17) Ask a real estate broker questions about selling/buying a home.

4. List. Another very popular kind of small report is what I've labeled the "list". It is simply a listing of ways, strategies, tips, secrets, tactics, techniques, habits, exercises, principles, etc. with a detailed description of each entry to the list.

Some examples of this kind of small report include –

- 18) 7 Ways To Automatically Burn More Calories
- 19) 5 Little Known Weight Loss Strategies
- 20) 50 Email Marketing Methods-
- 21) The 3 "Advantages" You Need To Beat Your Tennis Rivals
- 22) Top 10 Time Management Tips You've NEVER Been Told

5. Case Study. Next on our list of "types" of small reports is the "case study" model. This would consist of you profiling different successful examples of accomplishing a common task. In other words, you'd show how several different people (including or not including yourself) have achieved the desired result. The great thing about this kind of small report is the variety of different methods people use in attaining similar results. Your readers will likely "connect" with one or more of the examples and get a sense of motivation and empowerment to reach their goal as well. Bottom line: you've got a satisfied customer.

A few examples include (these are ideas, not titles) –

- 23) Learn How 7 Stay-At-Home Moms Each Lost 20 Pounds
- 24) The Machine Weight Workouts of 7 Top Fitness Trainers
- 25) Outreach Program Plans of the 10 Fastest Growing Churches

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- 26) 10 Affiliate Marketing Campaigns You Can Legally "Steal"
And Use to Promote Any Program You Want

6. Resource Directory. The next kind of small report is the "resource directory". That is, you would include a group of related entries of resources (usually indexed categorically and then alphabetically) along with their contact information such as web site, phone number and or mailing/physical address.

Note: Several years ago when WIFI access to the Internet was almost non-existent, I wanted to travel more - which meant taking my business on the road. I purchased one of these "resource style" reports online which highlighted different resources available for connecting to the Internet, including a listing of major campgrounds (since I was in an RV this was important to me!) that offered WIFI access. I paid around thirty bucks for the short report ... and loved it.

A few examples of this kind of small report would include -

- 27) The New England Bed And Breakfast Guide
- 28) The Wholesaler's Resource Guide for Import
- 29) The Christian Publisher's Resource Guide
- 30) The Product Duplication and Fulfillment Source Book
- 31) The 101 Most Fun "Kid Friendly" Web Sites
- 32) The Top 50 Recommended Home-Schooling Resources

7. Idea Generators. Up next we have the "*idea generators*" style of small report. This particular kind of report is best described as "*a series of prompts to help the reader brainstorm ideas*".

Here are a few different examples -

- 33) 101 Idea Prompts for Fiction Writers
- 34) 75 Starter Questions for Small Group Discussion
- 35) 97 Winning Ad Headlines For Your Sales letter Swipe File
- 36) 101 Best Prayer Starters For New Christians
- 37) 101 Fill-In-The-Blank Internet Auction Templates
- 38) The Ultimate Book of Ideas for Home-Schoolers

8. The First Year. Up next is what I've labeled "the first year". In this kind of small report, you'd walk a newcomer through the first 12 months of a particular endeavor. What beginner standing on the threshold of something completely new to them wouldn't want the wisdom of what to expect and how to successfully navigate through the foundation period?

You could chronicle the first year with a calendar of milestones and guideposts, pitfalls to avoid, shortcuts to take and so forth.

Some examples are –

- 39) The First Year of Parenting
- 40) The First Year of Home-schooling
- 41) The First Year of College
- 42) The First Year of Internet Business
- 43) The First Year of Life After Loss of Loved One
- 44) The First Year of Teaching
- 45) The First Year of Youth Ministry
- 46) The First Year of Living With M.S.

9. Niche Business. One of the biggest mistakes that most "internet marketers" make is trying to create information products to sell to other internet marketers. It's a cycle that just loops over and over again. Fortunately for you, while everyone else is competing with each other, you have an opportunity to teach "niches" how to market. Instead of selling marketing information to other marketers, teach niche business owners how to market. ALL business owners, regardless of what their business is, need more customers.

Note: What's interesting about this "kind" of small report is the fact that you can make a few changes and "niche it" for numerous different topics. (I.E. "Bookstore Owner's Guide to Marketing", "Real Estate Agent's Guide to Marketing", "Hair Salon Owner's Guide to Marketing", etc.)

Some examples are –

- 47) The Christian Bookstore Owner's Guide To Marketing
- 48) The Pet Store Owner's Guide To Marketing
- 49) The Personal Trainer's Guide To Getting More Clients
- 50) How To Quickly And Easily Get More Real Estate Referrals

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- 51) A Crash Course In Free Publicity For Independent Singers
- 52) A 10-Day Plan For Promoting Your Craft Show

10. The Bridge. I've labeled this next kind of small report "the bridge". The idea is to combine two unrelated topics into one small report. Think of it this way: there are universal wants and needs (I.E. To lose weight and get in shape) that are applicable to virtually ALL markets. Most people want to make more money, be successful, live happily, have great relationships, etc. These are universal pursuits. The idea here is to bring those universal pursuits into the arena of your specific field of interest or expertise.

Some examples are –

- 53) Time Management For Single Parents
- 54) The Internet Marketer's Diet
- 55) How To Make Money Selling Baseball Cards on Ebay®
- 56) The Educator's Guide to Becoming A High-Paid Public Speaker
- 57) Success Secrets For Small Business Owners
- 58) The Home-Schoolers Guide To Working At Home

11. Shortcuts. Who among us wouldn't like to take shortcuts (assuming they don't have drawbacks) to achieve a desired result faster, easier or better? The short answer is: no one. With this kind of small report you would focus on ways to save time or effort in accomplishing a specific task without sacrificing any benefits or quality.

Some examples are –

- 59) 17 Money-Saving Shortcuts For Buying A New Home
- 60) 10 Shortcuts To Mastering Your Golf Game
- 61) Top 10 Shortcuts For Using Adobe® Photoshop®
- 62) 5 Simple Shortcuts For Acing The SAT
- 63) 7 Shortcuts For Planning The Perfect Wedding
- 64) Shortcuts For Writers: How To Write Faster, Easier and Better

12. Advanced Guide. To an extent we've already talked about focusing your small report on "beginners" (See "The First Year" above), but what about those who have an elevated state of experience or knowledge? There is a huge market for "advanced" information in just about every field. In the internet information

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age this is especially the case as more and more people have access to basic steps (that have usually been rehashed, restated and repackaged in a thousand different ways!) creating a sort of traffic jam with little higher learning available in many areas.

So, creating a small report focused on providing information for the experienced or advanced user is another great idea.

Note: To create a great one-two punch, why not write a "beginner's" report on a topic and then create an "advanced" report on the same topic. Then, you are able to "graduate" your beginners to the advanced report after they've read the first one.

Some examples are –

- 65) A Field Guide To Advanced Bird Watching
- 66) The Advanced Guide To Playing Poker
- 67) Advanced Affiliate Marketing Strategies
- 68) Tennis Drills For The Advanced Player
- 69) 7 Advanced Selling Strategies For The Car Industry
- 70) Advanced Madden NFL® Strategies: How To Beat Anyone, Anywhere, Anytime!

13. Time Frame. With this kind of small report you would focus most of your "positioning" on the TIME FRAME in which the task can be completed. Everything would be structured towards seeing results within a specific period of time; that would be the selling point. More important than getting results is knowing how long it's going to take to get those results (assuming it's not long! ☺).

Case Study: My friend Jim Edwards did this when he created a course entitled, "How To Write An Ebook In 7 Days". It was a huge smash hit. There were NUMEROUS courses available at the time that taught how to write ebooks, but his was the first that emphasized a specific time frame. The point: you can sell the same topic to a crowded marketplace if you stress a time period!

Some examples are –

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- 71) How To Make Money Online In 10 Days Or Less
- 72) The 7-Day Weight Loss Plan
- 73) Rapid Restoration: Save Your Marriage In The Next 24 Hours
- 74) The Ultimate Guide To Writing Your Book in 30 Days
- 75) 21 Days To Breaking Any Habit, Addiction or Weakness
- 76) How To Sell Your House In 2 Weeks Or Less

14. Personal Profile. What's more likely to get your attention: an overweight friend who says "I've got some great information on losing weight" or a thin friend who used to be overweight who says "let me show you how I lost the weight?" Obviously unless you're suffering from delirium, the thin friend gets your vote. Why? Because when we see that someone has achieved the results we'd like to achieve, there is credibility.

By creating a small report that reveals and explains how you accomplished a specific task that others want to accomplish you should have an instant hit on your hands. In this kind of small report, simply chronicle what you did.

Some examples are –

- 77) How I Lost 20 Pounds Without Pills, Potions and Plans
- 78) How I Made \$26,234 In One Week As An Unknown Marketer
- 79) How I Shaved 10 Strokes Off My Golf Score...And You Can Too!
- 80) How I Got My First Book Published And Into Bookstores Everywhere
- 81) How I Raised \$1,000,000 For Our Local Charity
- 82) How I Beat Cancer Naturally And Safely

15. Planner. Some of my most popular small reports ever have been "planners". For our purposes, a "planner" is simply a set of activities arranged in a daily schedule as a sort of checklist to work through. Why do people love them? Because it allows them to stay on track. They see a set of action steps to complete for Monday, then Tuesday, then Wednesday and so forth. Most people find it much easier to actually do something when it's arranged in this kind of order.

Note: This is one of my top recommendations for a small report.

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Every small report author should write at least one of these "planners" to sell online.

Some examples are –

- 83) The 7-Day Checklist For Writing A Small Report
- 84) The 31-Day Guide To Powerful Prayer
- 85) The Navy Seal's 7-Day Ab Workout
- 86) The 4-Week Wedding Planner And Organizer
- 87) The Smart Home-Schooler's Daily Schedule
- 88) 33 Days To Internet Marketing Success

16. What To Do When. This is another classic example of the "problem / solution" format. It's just expressed in a different way. The idea here is to inform the reader what they should do when they find themselves facing a specific problem that can still be remedied.

A key is to focus on as specific information as possible in your title.

I.E. It's not "What To Do When You Want To Lose Weight", but rather "What To Do When You Want To Lose That Last 5 Pounds".

Some examples are –

- 89) What To Do When You Need To Lose That Last 5 Pounds
- 90) What To Do When You're Raising A Strong-Willed Child
- 91) What To Do When Your Spouse Wants A Divorce
- 92) What To Do When You Worry Too Much
- 93) What To Do When Someone You Love Is Battling Addiction
- 94) What To Do When You Can't Get Pregnant

17. Pop Culture Lessons. This kind of small report is for the creative writer. If you're not creative, then feel free to move on to #18. ☺ The idea here is to share lessons that you've gleaned from pop culture. (I.E. Movies, music, lifestyles, fashion, entertainment, cooking, etc.)

One of the reasons why this is usually a very good seller is because of its inherent ability to create curiosity.

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- What email marketer wouldn't want to know Santa Claus' secrets of list-building?
- What dieter wouldn't be interested to learn how watching American Idol can help them lose weight?
- What golfer wouldn't be enticed enough to see what the "Captain Jack Sparrow techniques" are?

The point is, there are built-in opportunities to grab attention (and get sales!) by including pop culture lessons as the focus of your small report.

Some examples are –

- 95) 3 Word-Of-Mouth Marketing Lessons From The Academy Awards
- 96) What I Learned From Victoria's Secret About Wooing Women
- 97) The American Idol Fan's Guide To Relationships
- 98) The Survivor Success Model For Achieving Your Dreams
- 99) How To Turn "You're Fired" Into "You're Hired"
- 100) Everything I Know About Dieting I Learned From Shrek

18. Current Events Tie-In. Another great idea for your next small report is to tie-in the content to an upcoming holiday or event. The reason this is such an effective report is because it has a natural "urgency" trigger. In other words, the potential customer needs to buy your small report NOW in order to reap the benefits by the imposed deadline (I.E. The date of the event or holiday).

Some examples are –

- 101) How To Lose 10 Pounds Before Spring Break
- 102) 17 Ways To Save Money On Christmas Gifts
- 103) How To Take The Summer Vacation Of Your Dreams ... For Free
- 104) How To Land The Deal Of a Century At This Year's Convention
- 105) 10 Ways To Raise Funds Before April 15th
- 106) The Last-Minute Shopper's Guide For Planning A Great Anniversary

19. Save Money. There are two big opportunities that I feel are missing in most "niche" marketing as far as topics for any kind of product (especially "small reports"). I'll discuss the second one next. For now, I want to mention the category of "save money". The idea here is to create a small report that teaches

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the reader how to save money or completely eliminate the cost that is associated with a particular activity.

Think about the appeal of this particular kind of small report –

You're offering the reader the opportunity to reduce (sometimes GREATLY reduce) the costs associated with something they are going to do anyway!

Who wouldn't pay \$10 for your small report if it's going to save them \$20, \$50, \$100 or even more? Who wouldn't pay \$10 for your small report if it's going to allow them to reduce their costs EVERY TIME they complete a particular task or participate in a particular activity?

Two words for you: gold mine.

Some examples are –

- 106) How To Save At Least 25% On Your Grocery Bill
- 107) How To Take A Cruise Without Spending Any Money
- 108) 7 "Tricks" For Getting A Homeowner To Lower The Asking Price
- 109) How To Buy A New Car Below The Dealer Invoice
- 110) The Golfer's Guide To Buying Equipment At Wholesale Prices
- 111) 5 Sure-Fire Ways To Save Money On Your Home-Schooling

20. Make Money. The other untapped opportunity is teaching people how to "make money" doing something they are already going to do anyway. Who wouldn't want to make money with their favorite hobby? Who wouldn't be interested in generating cash doing something they enjoy? Who wouldn't want to get paid to do something they are already going to do?

Two more words for you: gold mine.

When you find a passion of your target audience and then deliver a small report that teaches them how to make money from that passion, you're certain to have a hit on your hands.

Some examples are –

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- 112) How To Make Money Selling Baseball Cards On Ebay®
- 113) How To Make Money Selling Hard To Find Books On Ebay®
- 114) How To Write An Infoproduct About Lowering Your Golf Score
- 115) How To Start A Christian Bookstore With Virtually No Budget
- 116) How To Turn Your Hobby Into An Internet Business
- 117) How To Publish A Home-Schooling Newsletter

21. Faster And Easier. Another kind of small report is what I've labeled "faster and easier". The idea here is to position your report as a resource that reveals information to enable the reader to accomplish some task faster and/or easier than they were previously able to do.

Case Study: There are numerous information based products out there that teach you how to quickly get listed in the search engines. Traditionally, this took weeks even months to accomplish, now it can be done in days and even hours based on techniques shared in some of these courses.

Some examples are –

- 118) 7 Ways To Get Faster Results From Your Loan Request
- 119) How To Re-String Your Tennis Racket In Half The time
- 120) The Easiest Way To Get Traffic To Your Web Site
- 121) The Easiest Way To Lose 5 Pounds
- 122) 5 Simple Strategies For Reaching Your Goals Faster
- 123) How To Skip A Few Rungs As You Climb The Corporate Ladder

22. Barriers And Mistakes. With virtually any pursuit in life there are potential pitfalls and common blunders associated with that pursuit. The old adage is, "an ounce of prevention is worth a pound of cure" and there is some truth to that. A properly positioned small report highlighting barriers and mistakes (and how to avoid them!) would be another great option for you to consider.

Case Study: Chuck McCullough created an entire product (not just a "small report") around the concept of common mistakes that affiliate marketers make. It was a hugely popular product upon its release at AffiliateMistakes.com. (I have no affiliation whatsoever, just wanted to mention it as an example.)

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Some examples are –

- 124) 7 Common Mistakes Homebuyers Make ... And How To Avoid Them
- 125) 10 Most Common Chess Mistakes ... And How To Fix Them
- 126) How To Overcome The 7 Barriers That All New Marketers Face
- 127) The 10 Hidden Barriers To Weight Loss No One Told You About
- 128) 7 Barriers To Healthy Relationships ... And How To Overcome Them
- 129) 5 Stupid Things People Do When Trying To Fix Their Finances

Note: Your mini-sales letter is very important for this kind of small report. You'll want to stress how easy it is to make mistakes and what kind of disadvantage the reader will face if they don't apply the strategies you share in the small report.

23. Turn Into. It's almost like magic: take something you've already got and turn it into something much more desirable. That's the idea behind this kind of small report. It's presented in the classic "how-to" format (I.E. Arranged in chronological steps).

Some examples are –

- 130) How To Turn 5 Paragraphs Into \$500 Month
- 131) How To Turn Your Hobby Into A Thriving Business
- 132) How To Turn An Interview Into A Job
- 133) How To Turn Your Worst Enemy Into Your Best Friend
- 134) How To Turn Your Worship Service Into An Everyday Lifestyle
- 135) How To Turn Your Relationship Into A Lifelong Romance

24. The 5-Minute Guide To. The concept of "5-minutes" carries several highly desirable elements to it:

(a) relief to a problem can be gained in just a few minutes,

(b) slight changes that bring desirable results can be made in just a few minutes,

(c) an overview "working knowledge" of a process can be learned in just a few minutes.

With so many of life's activities, we'd like a digest version ... we just want to know, in as few words as possible, how to do it. (Why do you think :08 Minute Abs® was so popular!)

Some examples are –

- 136) The 5-Minute Guide To Relieving Migraines
- 137) The 5-Minute Guide To Freeing Up Your Time
- 138) The 5-Minute Guide To Burning Extra Calories
- 139) The 5-Minute Guide To Using Your Digital Camera
- 140) The 5-Minute Guide To Influencing Others
- 141) The 5-Minute Guide To Organizing Your Life

25. Survival. There are times in life when, quite frankly, a solution to a problem isn't possible. All marriages aren't reconciled, all finances don't recover and all heart attacks can't be avoided. Sometimes difficult times do come and they must be dealt with. In the "survival" type of small report you would teach your readers how to deal with a problem that they cannot avoid.

Some examples are –

- 142) How To Survive Divorce And Learn To Love Again
- 143) How To Survive Bankruptcy And Rebound Financially
- 144) How To Survive A Heart Attack And Live Without Fear
- 145) How To Survive The Can-Spam Law And Still Profit With Email
- 146) How To Survive Menopause Without Destroying Your Relationships
- 147) How To Survive A Church Split And Still Lift Up Christ

26. Top Picks. With so much information available (we've got more flavors available than a Baskin Robbins® store on steroids! ☺) it can become difficult knowing what's best. That's why a "top picks" kind of small report is another solid idea for you to develop.

Stated simply, you would give your opinion as to what the top picks are within your topic. Obviously, it's all about your unique sales proposition in selling the content. There's a big difference between these two small report titles...

- 7 Places To Take Your Spouse In New England

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- 7 Romantic New England Getaways Almost No One Knows About

Two words come to mind when I think of this option: Consumer Reports®. They are incredibly popular because people want an unbiased review and recommendation for something they are considering buying.

Some examples are –

- 148) 7 Romantic New England Getaways Almost No One Knows About
- 149) How To Spend Your \$100 Advertising Budget For Max Results
- 150) The 3 Best Ways To Increase Your Auction Bids
- 151) My Top Tips For Getting Traffic To Any Site
- 152) The Top 10 Ways To Find Anything Using Google.com

27. Age Specific. Another idea I want to share for you to consider as an option for your next small report is simply what I'm going to label as "age specific."

What you would do is develop a small report on a specific topic for a specific age group. Let's face it, you wouldn't deal with a toddler the same way you would a teenager. Different ages require different approaches, which makes this a wonderful way for you to nichefy your small report (and, in many cases, continue to "graduate" your customers from one report to the next as they or someone they know continues to grow older).

Some examples are –

- 153) Your Complete Guide To Home-Schooling Any 3-8 Year Old
- 154) Soccer Practice Sessions for 8-12 Year Olds
- 155) How To Retire By Age 35 And Never Work Again
- 156) The Senior Citizen's Guide To Starting An Internet Business
- 157) How To Raise A Strong-Willed Child
- 158) How To Deal With A Strong-Willed Teenager

28. Inspiring True Story. Sometimes people think they don't have what it takes to succeed. At other times, people just need a little motivation. That's where this type of report comes in. You can offer an inspiring true story that's intended to both motivate your readers and teach them a strategy for success.

Some examples are –

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- 159) The Inspiring True Story of a Woman Who Lost 100 Pounds and Went on to Become a Fashion Model
- 160) The Inspiring True Rags-to-Riches Story of a Formerly Homeless Man Who Became a Forbes Top 500 Business Man
- 161) The Inspiring True Story of a 16-Year Old Bestselling Novelist
- 162) The Inspiring True Stories of Ten People Who Beat Cancer
- 163) The Inspiring True Stories of Five Couples Who've Been Married for More Than 50 Years

29. Professional Secrets. Everyone wants to know the secrets of the professionals, which is why this type of report creates such a powerful draw. It lets readers get an "inside peek" at what the top experts or professionals do to get great results.

Think about it...

Sometimes people think the reason they can't succeed in some particular endeavor is because they don't know what the experts or professionals know. That's what this style report promises—to let readers gain the same insider knowledge as professionals so that they can replicate their results.

Some examples are –

- 164) How Professional Bodybuilders Get Great Abs
- 165) Secrets for Great-Looking Hair from 21 Professional Stylists
- 166) Rose-Growing Secrets from Trophy-Winning Master Gardeners
- 167) What Professional Mechanics Do to Keep Their Cars Running Smoothly
- 168) How Marriage Counselors Keep the Love Alive in Their Own Relationships

30. Why It Happens. Virtually everyone has a problem that they've tried to solve repeatedly, but for some reason they just can't quite find a permanent solution. This report explains to your readers why their previous attempts haven't worked, and what they can do to get the results they want.

Tip: Don't blame your reader for not getting results. This can put them on the defensive or even make them feel offended. This

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can lead to them not taking your advice. Some people may even ask for a refund if you blame them or offend them.

Some examples are –

- 169) Why You Can't Lose Those Last 10 Pounds (Until Now)
- 170) Why You Keep Getting Passed Over for a Promotion (Until Now)
- 171) Why Aphids Won't Leave Your Vegetable Garden Alone (Until Now)
- 172) Why You Can't Get Rid of Cellulite (Until Now)
- 173) Why You Can't Get Out of Debt (Until Now)

31. The Simple Way. There are some solutions that seem extremely complex or even overwhelming to the average person. Some people get so anxious and overwhelmed by the task that they won't even take action.

You've probably heard of analysis paralysis, which is an inability to move forward because people are reading and analyzing rather than taking action.

This report helps alleviate these anxieties by offering a simple way to get some desired result. Naturally, be sure that your report does indeed offer a simple method or solution.

Some examples are –

- 174) The Simple Way to Buy Your First Home
- 175) The Simple Way to Choose a College
- 176) The Simple Way to Start Your Own Home-Based Business
- 177) The Simple Way to Get in the Best Shape of Your Life
- 178) The Simple Way to Add 25 Yards to Your Golf Drive

32. The Surprising Way. The idea behind this style of report is to evoke curiosity. Chances are, your customers have already read other articles, blog posts and even reports on this topic. Thus the idea here is to offer a new strategy or a twist on an old strategy to help them solve their problems—and arouse this curiosity in the process.

What do I mean by surprising? Well, take the example below of catching more trophy fish. The fishermen are accustomed to reading tips on finding fish at the right depth, using the right kind of fancy lure and so on. Now if you offer

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something surprising – such as showing them how to create their own simple (yet proven) lure using items around their home – that’s a surprising way to catch trophy fish.

Some examples are –

- 179) The Surprising Way to Start Catching More Trophy Fish
- 180) The Surprising Way to Take a Luxury Vacation on a Shoestring Budget
- 181) The Surprising Way to Meet the Love of Your Life
- 182) The Surprising Way to Buy a Used Car Below Book Value
- 183) The Surprising Way to Housetrain Your Puppy

33. The Surefire Way. As mentioned above, your readers have probably tried to solve their problems before, but they failed. They’re desperately looking for something that REALLY works. And that’s exactly what this style of report promises.

If you use this style of report, then be sure to back it up with a strong, unconditional guarantee. This should be a guarantee for at least 60 days, with no questions, no quibbles and no hoops to jump through. You might even offer a “double your money back” guarantee for those who want to prove they tried the method and it didn’t work. In this case, you’d be putting your money where your mouth is.

Some examples are –

- 184) The Surefire Way to Save \$1 Million for Your Retirement
- 185) The Surefire Way to Get Washboard Abs
- 186) The Surefire Way to Get Out of Debt Once and for All
- 187) The Surefire Way to Raise Healthy, Well-Adjusted Children
- 188) The Surefire Way to Turn Back the Hands of Time and Look 10 Years Younger

34. Mindmap. The advantage of offering a mindmap to your readers is that it helps them think about a topic in a new (non-linear) way. Thus you can explain a process in a traditional step-by-step format, and then offer associated mindmaps to help your readers acquire a deeper understanding of the material. Mindmaps

can also be used alongside other tools like checklists and worksheets to help complete a process.

Tip: You can use software like <http://www.mindmeister.com/> or <http://www.xmind.net/> to create your mindmaps.

Some examples are –

- 189) The Entrepreneur's Business Start-Up Mindmap
- 190) The First-Time Marathon Runner's Mindmap
- 191) A Mindmap for Anyone Who Wants to Get Into Law School
- 192) How to Retire Rich: A Complete Guide and Mindmap
- 193) A Product Creation Mindmap for Mystery Authors

35. The Blueprint. This is basically a “how to” style report—however, the difference is that it's positioned as a blueprint.

Just as any house builder can pick up a good set of blueprints and build a house, the idea here is that anyone in your market can follow your blueprint to get their own good results.

Tip: To make this report even more powerful, be sure to include detailed instructions, examples, tips and tools so that readers truly can use it as a blueprint for success.

Some examples are –

- 194) The Christian Mom's Homeschooling Blueprint
- 195) The Romance Author's Blueprint for Success
- 196) The Puppy Owner's Blueprint for Raising a Well-Behaved and Happy Dog
- 197) The Entrepreneur's Blueprint for Getting All the Funding You Need - Without Venture Capitalists
- 198) The Charitable Organization's Blueprint for Getting More Volunteers

36. The Toolkit. This type of report gives your readers the tools they need to complete some process successfully. These tools might include templates, worksheets, checklists, mindmaps, calculators, journals and more.

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Some report ideas include –

- 199) The New Graduate's Toolkit for Landing a Dream Job
- 200) The Blogger's Toolkit for Growing a Big, Popular Blog
- 201) The Fiction Author's Marketing and Publicity Toolkit
- 202) The Marathon Runner's Training Toolkit
- 203) The Homeschooling Mom's Toolkit

37. Busy Person's Guide. One of the most common objections people have when they're thinking about solving their problem or even learning something new is that they're too busy. Indeed, they may even look at people who get good results and say, "Oh, that person has more time than me – I'll never be able to get those kinds of results."

This report works well because it positions itself as a guide for busy people. You're essentially eliminating a person's excuse for not solving their problem or otherwise getting good results.

Tip: If you position something as a "busy person's guide," then you need to do two things.

First, make sure that the instructions you're sharing really do work well for those who are short on time. Whenever possible, give tips and examples of ways that people can save time and shortcut their success. For example, if you're writing a report about weight loss, then you might offer exercise tips that provide great results while cutting the time a person needs to spend in the gym.

Second, be sure your report itself is solid and meaty, with no fluff. In other words, don't waste your reader's time with irrelevant content. Get straight to the point for your busy reader.

Some examples are –

- 204) The Busy Mom's Guide to Losing Weight
- 205) The Busy Student's Guide to Getting Into Your First-Pick Graduate School
- 206) The Busy Person's Guide Zen Meditation

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- 207) The Busy Couple's Guide to Reviving Your Marriage
- 208) The Busy Person's Guide Cooking Heart-Healthy Meals

38. Ought to Know. This style of report promises to give readers a good foundation in some particular topic. By the time they're finished with your report, they'll know the basics—they'll know everything they ought to know about the topic, including the best strategies, common mistakes to avoid and any applicable warnings.

Tip: This style of report also arouses curiosity a little, as people wonder if they know the information you provide inside the report. In order to satisfy their curiosity, they'll need to buy your product.

Some example ideas include –

- 209) 10 Things Every Bodybuilder Ought to Know About Supplements
- 210) What Every Organic Gardener Ought to Know About Getting Rid of Pests
- 211) What Every School Teacher Ought to Know About Handling Difficult Students
- 212) What Every Runner Ought to Know About Avoiding Injury
- 213) What Every Home Buyer Ought to Know About Negotiating a Good Price

39. A Better Way. Here's another report style which arouses curiosity, simply because it offers a "better way" of doing something. This style of report works particularly well in any market where people frequently fail when trying to get a result, such as losing weight.

Obviously, your report should offer a solution that's a bit different from the traditional or common solutions that most people know about. The method you share doesn't have to be 100% new. However, at the very least you should offer a "twist" on an old method, or offer tips that your readers likely haven't heard about before.

Some examples are –

- 214) A Better Way to Lose Those Last 10 Pounds
- 215) A Better Way to Stop Fighting With Your Spouse

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- 216) A Better Way to Ward off Heart Disease
- 217) A Better Way to Find Your Soul Mate
- 218) A Better Way to Win Fitness Competitions

40. Ultimate Guide. This type of report suggests that your readers can stop searching for a solution, because you're providing the ultimate guide. Be sure to provide detailed instructions so that your readers don't need to purchase any other reports on the same topic.

TIP: The key to this report is to fully explain part of a process, while creating additional products on other parts of the process. For instance, the last example below is about painting a classic car. You can also create "Ultimate Guides" on restoring the seats, cleaning the carburetor, tweaking the engine, and everything else that goes into a restoration.

Some examples are –

- 219) The Ultimate Guide to Getting Into Medical School
- 220) The Ultimate Guide to Building Your Own Backyard Chicken Coop
- 221) The Ultimate Guide to Retiring to Costa Rica
- 222) The Ultimate Guide to Improving Your Golf Drive
- 223) The Ultimate Guide to Painting a Classic Corvette

41. Two Benefits. While this is a "how to" report just as described in the beginning of this guide, the difference is that this style positions itself as offering two big benefits.

For example, people can save time AND money. Another example: they can look younger AND feel better. Or here's a real life example: How to Win Friends and Influence People.

If the competing reports out there tend to offer just one benefit in the title and marketing materials, your report will stand out by offering two benefits. And who wouldn't choose the report that offers more benefits?

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Here are specific examples:

- 224) How to Look Younger and Feel Better Than Ever With This Amazing Diet
- 225) How to Clean and Adjust Your Lawn Mower's Carburetor
- 226) How to Save Time and Money by Remodeling Your Own Bathroom
- 227) How to Get Better MCAT Scores and Get Into a Top Medical School With This Simple Strategy
- 228) How to Get a Raise and a Corner Office

42. The Strategy. Many of the report ideas I've given you so far have talked about tips and methods. This style of report is designed to give your readers a complete strategy. Naturally, you need to be sure that the instructional material you share is indeed a complete strategy.

Tip: You can arouse curiosity by referring to a "little known" strategy or "overlooked strategy."

Some examples are –

- 229) A Little-Known Strategy for Writing a Bestselling Novel in Just Seven Days
- 230) An Overlooked Strategy for Increasing Your Bench Press
- 231) The #1 Strategy for Getting 100,000 Visitors to Your Website
- 232) A Surprisingly Effective Strategy for Housetraining Your Puppy
- 233) The Honeymooning Couple's Strategy for Creating a Marriage That Lasts a Lifetime

43. The Science Report. If you're writing about a topic which is backed by science, then you can research the science behind the method and present a factual report.

One good place to start your research is by using Google Scholar (<http://scholar.google.com/>). This is a searchable database of many academic and scientific journals.

In many cases, you may only be able to see the abstract (summary) of the article, and the journal will ask you to pay for the full transcript. However, before you do

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that, run a search for the title and author names. Sometimes the authors print the articles on their own sites (such as on their University pages).

Here are some report ideas:

- 234) The Science of Safe and Quick Weight Loss
- 235) The Science of Looking 10 Years Younger
- 236) The Science of Bodybuilding
- 237) The Science of Becoming a Better Pool Player
- 238) The Science of Positive Thinking and How it Can Create More Success and Happiness in Your Life

44. The Art Report. This report sort of compliments the former style of report, in that it presents the "art" of some process. You can use this report idea even if your report is backed by science (e.g., "The Art of Losing Weight").

Some examples are –

- 239) The Art of Becoming a Better Husband
- 240) The Art of Negotiating a Great Deal on a Used Car
- 241) The Art of Raising Happy Children
- 242) The of Writing a Sizzling Sales Letter
- 243) The Art of Living Life to Its Fullest

Tip: Do you want to create something even more powerful? You can meld these two types of reports to create "The Art and Science of [Some Topic]." For example, "The Art and Science of Writing Cash-Pulling Sales Copy." Another example: "The Art and Science of Negotiating a Great Deal on a Used Car."

45. Specific Dollar. As mentioned previously, one good way to attract readers to your offers is to be specific. Don't just say, "take a luxury vacation on a budget" – instead, be specific and say "Take a Luxury Vacation on Just \$50 a day."

That's the idea behind this type of report – you give people a specific dollar amount, typically one that is smaller than what they imagined they would need to accomplish a specific goal. This will surprise them. It might even arouse their curiosity so much that they feel compelled to purchase your report.

Some examples are –

- 244) How to Take a Luxury Vacation on \$50 a Day
- 245) How to Start Your Own Business for Just \$67
- 246) How to Save \$200 a Month On Your Grocery Bill
- 247) How to Buy Your Dream Home for \$125,000 or Less
- 248) How to Retire on \$250,000

46. Success Stories. People like hearing about other people’s success, as it motivates them. This is especially true if the person in the story overcame great obstacles, or if the person is just like the reader. The reader thinks, “Wow, if this person can do it, then so can I!”

This style of report provides that inspiration for the reader, but it doesn’t just share one story – it shares anywhere from three to a dozen or even more success stories. However, be sure to strike a mix between offering inspiration and offering good “how to” information so that readers can replicate this success.

You may want to draw a common thread between all the success stories, so that your readers know what steps or strategies all successful people follow to get good results. For example, one common thread among people who lose weight and keep it off is that they don’t use drastic diets that they’re likely to go off of in a week or two. Instead, they create good eating habits that they can follow for a lifetime.

Some report idea examples include:

- 249) 10 Success Stories of Homeschooled Children Who Went on to Become the World’s Top Scientists, Medical Doctors, and Thought Leaders
- 250) 7 Success Stories From People Who Lost 100 Pounds and Kept it Off for at Least Five Years
- 251) Amazing Success Stories From First-Time Authors Who Landed Million Dollar Publishing Deals
- 252) 3 Success Stories Of Pitbulls Bred for Fighting Who Went on to Become Loving Pets
- 253) Inspiring Success Stories of Three Men Who Rose Out of Poverty to Become Multi-Millionaire Business Owners

47. For Fun and Profit. As mentioned before, your readers will be thrilled if they can turn their existing hobbies into lucrative businesses. Here’s yet another style of

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report which shows people how to get more enjoyment and more profit out of their existing hobbies... or those hobbies they're thinking about taking up.

Some examples are –

- 254) Making Candles for Fun and Profit
- 255) Collecting Pocket Watches for Fun and Profit
- 256) Writing Romance Novels for Fun and Profit
- 257) Blogging for Fun and Profit
- 258) Taking Animal Photos for Fun and Profit

48. Make it Last. A lot of people can “temporarily” solve their problems, but then the problem keeps coming back. The migraines go away for a while, but then come back. People lose the weight, but then they gain it all back. The puppy seems housetrained, but then he starts having accidents again.

That’s where this report comes in, as it shows people how to not only solve their problems, but make sure the solution “sticks” this time. As such, be sure your report not only solves the problem, but offers tips and solution to make the solution last.

For example, if your report is about weight loss, then offer tips on how to develop good habits that will stick even AFTER the readers have lost their initial goal weight.

Some examples are –

- 259) How to Lose the Weight and Keep it Off
- 260) How to Make Your Marriage Last
- 261) How to Build a Thriving Business That Lasts Through Recessions and Other Turmoil
- 262) How to Make Sure Your Retirement Savings Lasts
- 263) 7 Marketing Tricks That Will Create Great Results for the Life of Your Fiction Book

49. Best Practices. This is just what the name implies – you teach your readers the “best practices” for some specific process. This works particularly well if you’re selling information to professionals or those who’ll be working with professionals,

as they're familiar with the term "best practices" and how it applies to their profession.

Tip: You can certainly research the best practices for a market and compile them for your report. However, this is a style of report that lends itself well to interviewing experts in the niche. For example, if your report is about best practices for IT job interviews, then you can talk to hiring managers and human resource managers to find out the best practices in the industry.

Some examples are –

- 264) 10 Email Marketing Best Practices
- 265) 27 Best Practices for Job Interview Success
- 266) Five Best Practices for Writing Press Releases that Get Published
- 267) 17 Best Practices for Writing Magazine Query Letters
- 268) 12 Best Practices for Selling Your Own Home

50. #1 Secret. Everyone wants to know secrets about their market—and for sure, everyone wants to know the #1 secret, which is why this style of report does such a good job at attracting an audience. People become naturally curious when there's a "secret" involved – and the only way they can scratch this itch is by purchasing your report.

Just be sure your information does indeed reveal the best "secret" in your niche for solving a specific problem. Otherwise, you have a problem with false advertising, and you'll lose your readers' trust.

Some examples are –

- 269) The #1 Secret Living a Longer, Happier and Healthier Life
- 270) The #1 Secret to De-stressing Your Life
- 271) The #1 Secret Writing a Bestselling Thriller Novel
- 272) The #1 Secret to Calming a Dog With Separation Anxiety
- 273) The #1 Secret to Getting Rid of Belly Fat

Closing Thoughts

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So, there you have 273 different ideas for your next small report that you can modify for your own use in coming up with an idea for your next small report.

[Now that you have no problems coming up with ideas for your next small report, would you like to](#)

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