



10 Ways to Use Your Special Report to Grow Your List

1. **Have it as a visible, compelling offer on your website.** This is the most common way special reports are used. You will drive people to your website through different mediums, and it is also a visible, compelling offer for all visitors
2. **Offer it as a freebie at a speaking engagement - give them a compelling summary and the link.** The idea is to capture a name so you can begin a relationship. No name, no relationship. Therefore you do not want to hand out your special report, you either want to have people sign up and send it to them, or have them go to your website. Having people sign up or give you their business card will get you more responses than people going to your site. They are always well intentioned, but time gets away, other priorities take over, and fewer people will make it to your site to sign up.
3. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The special report is a foundational marketing activity to drive people to your site so they can learn more about you, and get something of value. And you get a name.
4. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
5. **Use it as a free offer for someone to "check you out" when promoting a teleseminar or event.** This is a great way for people to become more familiar with you first before committing to something such as a teleseminar or workshop. Relationships builds by the prospect being willing to spend more time and then money as the relationship grows. A special report is kind of like holding hands before kissing.
6. **Use it in your social networking.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship.

7. **Place an ad with an organization's newsletter that reaches your target and offers your special report.** Either do a short article and have them link to get the “full report” or place an ad that drive people to your website to download the report.
8. **Run banner ads.** Put a compelling invitation on sites where you market frequents to gain attention and drive them to your site.
9. **Include it in your newsletter.** Include a short blurb and link to your free report in your newsletter as a standard item in every edition.
10. **Take snippets from the report and post it as teaser content in your blog** – Once again this is a great way to gain exposure, engage your audience and drive them to your web site wanting more. Remember, for blogs, you want to use key words that are relevant to your target audience. So this is a great opportunity for you to add your personal touch, stories, anecdotes and applications to attract new prospects.