

THE QUICKSTART GUIDE TO MAKING MONEY "NOW" WITH BOOKLETS & SPECIAL REPORTS

The following interview was conducted on May 11, 2002 by David Cosby, the Editor of "The Sarasota Small Business Review."

BOOKLETS

DAVID COSBY: Before we begin, I'd like to tell our listening audience how thrilled I am to be in this Round-Table discussion with three of most interesting people I've had the privilege of meeting in a very long time. First, we have Jimmy Krug, the author of Car Buying Secrets and several other booklets. Jimmy's sold over one million of what he calls his – "Simple Publications."



Also, joining Jimmy today is his wife – Anne Krug, a creative writer with a strong background sales and marketing. And finally, Jim Galiano, the president of The Gulf Coast Publishing Group here in Bradenton, FL.

Thank you for being here...

Jimmy Krug: It's nice to be here David.

Jim Galiano: Thank you for having us.

Anne Krug: Yes, thank you!

"HOW DO YOU MAKE MONEY?"

David Cosby: I'm going to get right to the point, guys. How do you make money with booklets and special reports?

Jimmy Krug: First you have to have a basic understanding of how writing, publishing and marketing works. We'll give you an overview of it all during this discussion.

Jim Galiano: The more you know going in, of course, the quicker the entire process will be.

“WHAT’S THE QUICKEST ROUTE?”

David Cosby: Give the listeners and readers the quickest route to the top.

Jim Galiano: Many beginners make the mistake of writing about things they themselves are interested in. Make sure you have an audience before you raise the curtain. There can be a vast difference between what YOU want to sell and what the vast majority wants to read. If you're going to sell in bulk like Jimmy does, you'll also have to pick a subject that promotes a product or service offered by the company you're targeting.

Anne Krug: People also think they have to be an “expert” in a particular subject before they're comfortable writing about it. Just read the paper. You'll see that most writers don't know much about anything. They're just good talkers for the most part. You're writing a booklet, not a novel. You can get right to the point without the “fluff.” And at the same time, you can write in a way that's personable to the reader.

Jimmy Krug: (Laughing) Yeah, that goes for the people on the news, too. This is the key; find a topic that will do two things – be of interest to the reader and promote a product or service offered by a company or organization.

I wrote Car Buying Secrets to promote a Credit Union's auto loan program. I wrote my “Pain In The Neck” booklet to promote mattress sales. Expensive mattresses, too!

Someone may write a book on investment secrets for a financial institution. In other words... booklets that promote something and at the same time... are of interest to the reader.

“HOW DO YOU RESEARCH A MARKET?”

David Cosby: How do you research a market? How do you choose a topic to create a booklet or special report about?

Jimmy Krug: I like Jim’s method of combing magazine racks at the local Books-A-Million or Barnes and Noble. Unless you’re a full-time self-publisher... time is not yet on your side. Realize the magazine editors and publishers have done a lot of the work for you. They’re paid to KNOW what people are interested in reading.

Anne Krug: Basically, you’re piggybacking off of someone else’s efforts. Sounds despicable... doesn’t it?

David Cosby: (Laughing) Yeah, maybe a little bit.

Jim Galiano: I prefer to see it as a time management skill. Why reinvent the wheel? Whether you’re reading a textbook or scanning magazine articles, you’re always “riding” in one way or another off of someone else’s efforts.

Anne Krug: And eventually they too will wind up riding off of yours. It goes full circle.

Jimmy Krug: Yeah, that’s basically it. The poor person who did the original legwork and research is probably living off of McDonald’s value meals and living in a tiny apartment somewhere.

David Cosby: You’re probably more on the money than you realize, Jimmy! Okay, so you scan magazines, newspapers and things like that to see what people are interested in?

Jim Galiano: Books, too.

Anne Krug: Magazines are a little more current than books, although both are good. Magazine articles cut through all the “fluff” you’ll find in most books. Also, take special note of the article titles. You can get some great ideas for booklet or special report titles.

Jim Galiano: When you’re in the bookstores, you’ll notice sections of books on certain topics. In the business section, you may find a dozen or more titles dealing with Real Estate. There’s a reason there’s a dozen titles as opposed to one or two. You can use this simple research method to find out what people are paying to read... and what they’re not.

Jimmy Krug: Some topics are hot... others are not. If you’re going to sell booklets in bulk, as I have, you’ve got to choose topics that have a wide appeal. But remember, your subject has to appeal to the company or organization purchasing your booklets, too. That’s not a hard thing to do when you’re showing them how to use your booklet to make more money.

David Cosby: Like your “Car Buying Secrets” booklet?

Jimmy Krug: Yes, exactly. My booklets are used by organizations and businesses to market their own products and services. Like auto loans, for example.

David Cosby: Auto Loans?

Jimmy Krug: Yes, Credit Unions use my booklet to market their auto loan program. One of the “Secrets” in “Car Buying Secrets” is to use your credit union to finance the vehicle. That’s because the rates are usually much better than you’ll find at your local dealership.

Anne Krug: Jimmy wrote the booklet as a means of guiding the reader right to the doorstep of the Credit Union distributing the booklet. The Credit Union distributes the booklet to its members.

The booklet, in turn, guides the reader right back to the Credit Union.

Jim Galiano: The booklet itself is a soft sell. It doesn't scream, "You're reading an advertising or marketing piece. Instead, it whispers, "Come follow me..."

Jimmy Krug: (Shaking his head, laughing) Yeah, I can just picture dozens of people with my booklet in hand... walking down the street like zombies in a trance... heading for the Credit Union!"

Anne Krug: Guys, let's not get caught in a drift.

David Cosby: Thanks, Anne! Okay, we're talking about selling booklets in large quantities?

Jimmy Krug: Yes, Dave... to me this is the way to go unless you already have a large mailing list to work with. And even then I prefer dealing with larger companies as the main thrust of my business. The whole process is easier with less headaches.

Also, I work with Non-profit organizations. They use the booklets, or... as I like to call them – Simple publications, as giveaways to raise money (donations) that are given for specific projects. The whole process makes the publishing business a lot simpler overall.

David Cosby: How is that?

Jimmy Krug: Well, a big company or organization already has a big mailing list and/or membership base. The idea is to create a booklet that compliments what the particular company or organization does or offers. My credit repair booklet is used to raise money for non-profit organizations. The organizations offer the booklet when donations are given for a specific project. For example: let's say a church is in the midst of raising money for a new building. For donations of \$20 or more, a parishioner will receive a copy of the booklet to thank them for their support.

Anne Krug: That's a method that's been used on television for years. When you give X-amount of dollars... you receive a specific gift.

Jim Galiano: People really respond to that method of marketing. They're always being asked to give, give, give. When an organization offers something specific in return, there's a motivating factor in place that would otherwise not be present. In most cases, anyway.

“WHAT'S THE FIRST STEP IN THE PROCESS? MARKETING OR WRITING?”

David Cosby: Okay, let's go back to the beginning. What's the very first step in the process? Finding the organization or writing the product?

Jimmy Krug: First, you have to have the marketing plan in place. In the case of my booklet, *Car Buying Secrets*, I knew the Credit Union was having difficulties with their auto loan program. And a few days earlier, I'd been talking with a car salesman about the “secrets” that eventually became the booklet. That's how the idea came together initially. These days, I find an organization and ask myself, “How could this company use booklets to market their products and services?” If I can answer the question, I write the booklet.

Anne Krug: Going back to the TV giveaways... think about how you've seen books, booklets, videos, CD's and other things used to market something else. I'm sure everyone's heard the pitch, “If you order now you'll receive this special gift. Supplies are limited, so hurry.” It arouses curiosity. And curiosity is often more contagious than a virus!

Jimmy borrowed this idea and used it to market thousands of booklets to churches and other types of religious organizations. And once again, they have the mailing lists and membership

databases already in place. That's the key to selling your simple publications in bulk or large quantities.

David Cosby: It's almost like you're using the same basic formula over and over again. I can see how important it is, though, to write the kind of booklet that makes people say, "I want to read that!"

Jimmy Krug: Yes. That's it. The technique or formula has been perfected by magazine publishers better than almost anyone else. In fact, I like my booklet titles to read like the names of magazine articles.

Jim Galiano: Do you really? I never thought about it like that before?

Jimmy Krug: Yeah, definitely. You've got to grab the reader's attention right away.

"HOW DO YOU FIND A COMPANY TO BUY?"

David Cosby: So, first you find an organization? How do you do that?

Jimmy Krug: Every business and organization is a potential client or buyer. That's the way I see it. As long as the booklet directs the reader back to the business or organization to buy something... you've got a potential winner.

Anne Krug: That's exactly how it works, too. When the business owner or president holds the booklet in their hand, they should be able to clearly see the booklets ultimate purpose is to direct people back to them with check or cash in hand.

Jim Galiano: It's all about selling more products and services. Not tomorrow or next month, but right now!

David Cosby: So everyone's a potential buyer? How do you contact the organization?

Anne Krug: The same way people contact you when they want you to buy something. Phone calls, emails, postcards, web sites, direct mail, web sites, networking... you name it.

Jim Galiano: The idea is that you're using a different vehicle, a booklet, to promote a business, product, service or even a cause. That's the idea you're transmitting to EVERYONE. Because everyone is a potential client. You're preaching the benefits of booklet marketing everywhere you go. When you tell people you publish books or even "informational booklets," you'll be surprised whose attention you can capture. With an autoresponder, you can even give out a simple email address that will follow up at predetermined intervals... marketing the concept to a potential client.

Jimmy Krug: That's a hundred percent correct. Every business is a potential client. Don't pigeonhole yourself into looking for just one type of company or organization. And don't be afraid to tell people wherever you go what you do for a living. When I tell people I write and publish booklets they look at me as if to say, "Wow, that sounds interesting."

"WHAT IS BOOKLET MARKETING AND HOW DOES IT WORK?"

David Cosby: Jim, what exactly do you mean when you use the term "booklet marketing?"

Jim Galiano: Booklet marketing is simply using an informational booklet to sell more products and services. The information compliments the organization or company using it. It takes the place of the "killer sales letter" as some people call them.

Jimmy Krug: Sales letters won't make it to the bookshelf. Newsletters brochures, etc., they all find their way to the trash

bin within a very short period of time. Books and booklets? That's another story entirely.

Anne Krug: And that's the exact idea that needs to be conveyed to your prospective clients. They need to see your publications as marketing tools. Not just simple booklets. You need to stress the shortcomings of traditional direct mail. People just don't read like they used to. They're inundated with the same stuff day after day. The booklet has multiple advantages over traditional direct mail pieces. Not the least of which is the overall cost.

"HOW DO YOU CONTACT THE RIGHT PEOPLE?"

David Cosby: Is it difficult gaining access to the "right people" within a company or organization?

Jimmy Krug: There are two basic approaches. Direct and indirect. In each case, I approach a prospect with confident enthusiasm in my product and my product's potential to generate income for the prospective client. An interesting title with a subject that has broad appeal can do very well.

Anne Krug: You can really take any popular subject and turn it into a popular booklet. The fact that's it's only a small booklet and can be written fairly quickly without spending hours upon hours researching material is what makes this business so attractive to would-be author's and publishers.

Jimmy Krug: Getting back to the two approaches: it's best to pursue the avenues of least resistance. I'm talking about places and people where either you or someone you know has an "in" with one of the people in charge. Remember, your primary objective is to help a client make money.

That's the primary objective. Booklets are an avenue. That's all. You don't want to give the impression that all you care about is the company or organization buying your booklet. Your objective

is to help them make money, raise money, sell more products, services, etc. That's the key. You're not a book or booklet seller. You're a marketer. There's a big difference. Play the part of "bookseller" and your efforts will be severely diluted.

David Cosby: So you're saying to follow the leads with a company where either you or a friend know or have access to someone in charge?

Jimmy Krug: Yes, certainly. Knowing someone... or knowing someone who knows someone will make the process much easier. That holds true in everything. Not just selling booklets.

David Cosby: And if you don't know someone or someone who knows someone?

Jimmy Krug: You can use a direct or indirect approach in either case. I've had success with both methods. Here's an example of the indirect method; you could send a copy of your booklet, along with a sales letter explaining the benefits of marketing with booklets. You could also include basic contact information. Another example would be the postcard method. You send a postcard with a URL that contains the address for an "online sales letter" or advertisement... promoting the benefits of marketing with booklets. The other method that works extremely well involves the use of autoresponders. I have a very affordable system at www.worldresponders.com that enables you to send up to 52 follow-up messages to anyone requesting additional information.

This method is especially effective when your time is at a premium. Many authors and publishers – especially when first starting out, already hold full-time jobs. Not only that, they also have families to tend to. Whether you use autoresponders alone or as a backend to the sales process, they're an invaluable aid when it comes to saving time and effective marketing.

Jim Galiano: The postcard to web site method is another very effective method. The postcard directs a customer to a sales

page that's online. I can't remember the name of the author who uses that particular method, but it's a very cost effective marketing technique. With a postcard, you don't have to worry about your letter getting open. Plus, you save a bundle on printing and postage. If you're on a tight budget, this method is worth giving a try.

Anne Krug: You know, Jim, the postcard-to-web site method is worth trying even if you can afford other (more expensive) methods of marketing. If you can do just as well or better using one of the cost-effective methods, you may as well stick with it. In the end, it's all about the bottom line.

Jim Galiano: That's exactly right. Nothing can beat an cost-effective method that gets results.

“HOW MUCH PROFIT IS THERE IN BOOKLETS?”

David Cosby: How much money or profit can a person expect to make per unit or booklet sold?

Jimmy Krug: I've made as much \$1.50 per booklet and as little as .25 cents.

David Cosby: Twenty-five cents?

Jimmy Krug: Yes, that was for a sale of 20,000 booklets. That's a profit of \$5,000 on a single sale. It was made to a group of churches that used the booklet as a fund raising tool. The organization used the booklets as a "Thank You Gift" for donations of \$20 or more for a food drive they were doing.

David Cosby: And what was the booklet about?

Jimmy Krug: The title of the booklet is, "How To Erase Your Poor Credit Rating."

David Cosby: Wow, I bet there are a lot of people that can use that information?

Jimmy Krug: Exactly. That's the very thought that inspired the booklet. Of course what makes the booklet unique is the context in which it is delivered. The same person who wouldn't purchase a book of the same title from a store or catalog will be gladly make a donation to receive it. It's a psychological thing.

Anne Krug: It's the setting from which the title is marketed or promoted. A single subject or product offered as an incentive to make a donation... it's much different than let's say – several products side-by-side competing with one another. Does that make sense?

David Cosby: Yes, it does.

Jim Galiano: I think the donation concept is fantastic. There are some people who wouldn't purchase the product under a different set of circumstances. For instance, some people might feel funny about making the purchase of a product that implies they are; overweight, not good with money, wanting to improve their marriage, etc. They feel their desire for the product is hidden by the fact that they desire to make a donation, support a cause, etc.

Anne Krug: Excellent point. Excellent point, Jim.

“WHAT ARE THE TOOLS OF PRODUCT CREATION?”

David Cosby: Let's talk about the actual creation of the product. Do you create the text in a regular Word Processor or Desktop Publishing Program?

Jimmy Krug: I create the text within a program called Corel Ventura. Ventura is a desktop publishing package. You can do a perfectly acceptable job with Microsoft Publisher as long as you're not after something overly complex look. And with booklets,

there's no reason to create anything too fancy. Just clean, readable text.

Anne Krug: Using a program like Publisher allows you to create pages and margins that are the exact size of the finished product. You're aware of how many pages your product is as you create them. You don't have to be concerned about importing text or anything like that. Also, you don't have to worry about losing the formatting of the page itself. That's can be a sticky issue when you're attempting to create text with one product and import it into another.

"DO IT YOURSELF OR PAY A PRINTER?"

David Cosby: Do you print the booklet out yourself? Or bring it to a printer?

Jimmy Krug: I prefer creating what I call "Dummy Copies" right from my desktop. I use them as samples to sell the idea and concept to others. If you have an inkjet printer, you can do the same. Of course you would also need a saddle-stitch stapler or booklet maker to bind the product. And you'd also need a way to trim the 8 ½ by 11 paper down to the final size.

David Cosby: What weight paper would you use for the pages and the cover?

Jimmy Krug: A basic 24lb stock from Staples, Office DePot, Office Max... or similar store works fine. I prefer an 80lb card stock for the cover. On occasion I've used a lighter 60lb cardstock. But usually I prefer 80lb.

Anne Krug: Naturally, you're not going to print hundreds of booklets from your desktop. You want to print enough copies to see if you have a saleable idea or not. It's much cheaper than using a printer for the job. Especially with a smaller run. Your cost per booklet will be high. On the other hand, there are

people who just don't want to get involved in this side of the process. They have no interest in printing and binding in the least. And that's understandable. For those who are willing to give it a shot, though, I think it's pretty easy to get the hang of it after a few times. It's a real time saver too. If the product doesn't take off... your losses are minimized greatly by doing this part of the process yourself.

Jim Galiano: I agree. You have some hands-on people that can handle creating a small run of a dozen or so booklets without any problems. On the other hand, there are certain people who would just flounder at this point in the juncture.

David Cosby: I think that's especially true when it comes to designing a cover?

Jimmy Krug: Yes, David. Not all amateur designers are created equal!

Jim Galiano: There's a simple template that can be followed to avoid design nightmares.

David Cosby: What's that?

Jim Galiano: Create the title about $\frac{3}{4}$ of an inch from the top of the booklet using an attractive font. I know the word "attractive" will create different images from one person to the next but that's a given. Then, a graphic image beneath the title. You can play with the spacing to see what looks best. And finally, the author's name on the bottom about $\frac{3}{4}$ of an inch from the bottom of the booklet. There's the three parts. Title, graphic, author's name. That's it.

Jimmy Krug: That's about as simple as you can make it, Jim.

Anne Krug: If you have a longer title, you can even bypass the graphic all together.

Jim Galiano: Right. If that's the case, you wouldn't even need a graphic.

David Cosby: Okay, this is great information. Let's move on to the subject of special reports.

SPECIAL REPORTS

David Cosby: What exactly is a special report and why should authors create them?

Jim Galiano: Special reports and specialized information products that get right to the point. More so than a book.

Anne Krug: They're like a prescription written by a specialist. They tell you what to do to achieve a particular result or avoid a particular problem. And in many ways, they have a much higher perceived value than that of an ebook.

Jimmy Krug: They can be several pages in length. To be effective, the author must be able to predict the difficulties that will stand in the way of the reader and provide the solutions right up front. To do this you need accurate information that can be applied immediately to achieve a desired result.

Anne made a good point about the perceived value of ebooks. Most ebooks are very poorly written. They provide very little in the way of solutions. A SPECIAL report implies "specialized" information that gets right to the point. If you're not going to create a course... it would probably be better to package your information in the form of a special report. Keep in mind, I'm talking about creating and distributing special reports ONLINE that are available for immediate download. I'm not talking about selling them offline. I concentrate on marketing booklets in the "Offline World."

“WHAT STYLE SHOULD YOU USE WHEN WRITING?”

David Cosby: Is the writing style different from that of a booklet?

Jimmy Krug: Not really. The key to effective writing is to be both personal and conversational with your writing style. You want the reader to feel as though you’re talking directly to them. Because in essence... you are. That’s what makes a special report special. And that’s what makes a good booklet – good.

Anne Krug: A good special report should establish a bond between the writer and the reader. Forget about the fluff with special reports. Just come out shooting. Lead the reader through a series of information-packed paragraphs. Take them from the first point to the last in rapid-fire succession. Be complete and be thorough. That’s how you do it.

Jim Galiano: Too many authors don’t tell their readers what they need to do to achieve their objective. If the information is too general and unspecific, it’s basically unusable.

David Cosby: I can’t tell you how much money I’ve wasted on downloadable information that’s promised “Gold” but wound up barely delivering “Gold Dust!”

Jim Galiano: Amen, David! That’s because the writers never used what you call, “What next?” thinking and progression. In other words, what step do I take now... what next... what next... etc?

Jimmy Krug: I would start with a problem solving title as the first step. Some effective titles can actually read more like sentences. For instance, I recently read a special report entitled: “Why Most Consultants Can Never Make At Least \$100,000 A Year... And, What To Do So You Will.”

Anne Krug: Yeah, that’s the kind of title that’s hard to ignore. In fact, the title is a marketing tool in and of itself. And when

you think about it, why shouldn't it be? You want your readers to be so intrigued by your product they just have to buy it immediately. Not later, but right now!

“WHERE DO YOU GET THE INFORMATION TO WRITE YOUR SPECIAL REPORT?”

David Cosby: Okay where do you get the information from to write your report?

Jim Galiano: I prefer the local bookstore or magazine stand. Magazines are great sources of information. There are so many information packed articles you gather important data and information from... it's just amazing.

Anne Krug: Conferences and workshops are other good sources of information. Also, you can learn more from the people you associate with from day-to-day than you probably realize. Information is everywhere. It's just that many people are too lazy to do the legwork to get it. That's why you and I can make a lot of money selling simple special reports.

Jimmy Krug: And if you're really lazy, you could always call upon someone who's already in the field who possesses the knowledge and information you're after. You'd be surprised how people are willing to share their "trade secrets" in an informal setting with someone who shows and interest.

Anne Krug: Just be sure your special report is filled with the kind of information that will give your readers the benefits they're after. Don't hold back.

“WHAT KIND OF MARKETING PLAN WOULD YOU USE TO MAKE MONEY WITH SPECIAL REPORTS?”

David Cosby: Exactly what would you do to make money with Special Reports? Would you sell them exclusively online?

Jim Galiano: It's a different kind of animal when you really get right down to it. A special report by nature should be brief, factual information that's right to the point. There are cases in which the reader will need longer, more detailed information to proceed from one step to the next. Most special reports include some type of Resource Box that offers follow-up information that will help the reader gain a fuller grasp of the topic... if that's what they desire to do. In some cases, the reader is just looking for enough information to get started and they take it on their own from there.

Anne Krug: Special Reports aren't something that you'd sell to a company or organization in bulk the way you would a booklet. You don't even need special binding equipment to produce a special report. You can do the whole process right from your own desktop with a simple laser printer. Also, your mark-up would be much higher than that of a booklet. I'm surprised there aren't more web sites out there that sell special reports exclusively. One of the sites that I'm aware of is at <http://www.yudkin.com/>.

Jimmy Krug: A special report is also a great way to test the waters for new information product ideas. Let's say you were thinking about creating a course on the subject of email marketing. You could create a special report of the subject first as a test. And you could probably do so in about one tenth the amount of time it would take to create a course on the same subject. If the special report flies... you can follow up by rolling out a full-blown course on the same subject.

On the other hand, if you create enough special reports dealing with the same niche, you could combine them into one large product. Or, you could even create a membership site which gives people access to all your reports... adding new reports every so often.

David Cosby: Those are great ideas! I like the idea of testing different ideas without wasting a lot of time producing something larger.

Jimmy Krug: Exactly. Some authors use special reports as a front-end product to promote a larger, more expensive course. The idea is; a product under \$100 will bring the customers to the table. From there... a percentage of them will be upgraded to a more expensive product – the backend product.

Jim Galiano: You see, David, it's much harder to sell a \$1,000 seminar to a first-time buyer. That would be considered the backend product. First, you have to get them to the table. It's much easier to do so with a lower priced product. A friend of mine spent \$195 on a Real Estate course.

After the course was finished... he received information on a more advanced "hands-on" boot camp weekend that went for \$4,000. He loved the front-end product so much... he dug deep and came up with the \$4,000 to attend the boot camp weekend.

And just so you know, he's recovered his money many times over. As happy as I was for him, his wife was even happier!

David Cosby: So the special report in and of itself isn't the "end" but a means to an end?

Jimmy Krug: Yeah, I guess you could put it that way. It depends what business model you're going to follow. Like Jim said, the Special Report is like an appetizer. It brings people to the table. A percentage will follow through with the main course.

David Cosby: Wow... what a way to make a living! It seems like some of the people are like sheep following a shepherd. Doesn't it?

Jim Galiano: Actually, it comes down to good marketing. Some people don't find it necessary to spend a small fortune on expensive "How-To" courses. They're fine with the basic, less-

detailed information. For them, a special report is fine. Others want to invest in everything they can find on the topic that of interest to them. I'm like that, myself. I'll spend a small fortune. But I won't regret doing so either. By the time I'm finished, I'll know my subject matter inside out!

Jimmy Krug: He does too!

Anne Krug: You should write a Special Report as though you're creating it for a close friend. You'd never find yourself saying, "I should leave this key detail out and only include it in my \$1,000 seminar." You should treat your readers no differently than you would your friends. After all, they're the people who will enable you to live the kind of lifestyle you desire... maybe even more so than your friends!

Jim Galiano: That's exactly right. Write for your readers... not just for yourself. They're the people you need to make happy. They're the people you need to educate. In helping them accomplish their goals, you're also helping yourself accomplish yours.

"WHERE DO YOU SELL SPECIAL REPORTS?"

David Cosby: Do you suggest selling special reports directly from a web site?

Jim Galiano: Yes. Definitely. When starting out in the publishing business, it's easy to overcomplicate things. That includes web site design and development. A simple one-page web site selling a special report will do just fine when you're first starting out. After that, you can add additional products, pages, graphics, etc.

Jimmy Krug: Creating a simple web site and product isn't the easiest thing to do, either. Your mind will fight you every step of the way. It's amazing, it really is. That's what took me so long

to create my first booklet, CAR BUYING SECRETS. My mind told me it was too simple and that I must be missing something!

Anne Krug: It drove me crazy! Jimmy had all this knowledge of so many years and I kept telling him, just getting started for crying out loud! He used to over analyze everything. Especially marketing methods. I told him to use the common sense methods FIRST. After that, then he could experiment with all the "advanced techniques." As it turns out, the basic methods have worked better than the "advanced techniques!"

Jimmy Krug: Let me say this, if you're thinking about writing an ebook... take the same information and market it as a special report. Not that you can't market an ebook successfully. You can. Special reports, however, are a proven commodity with a track record that stretches back decades. The verdict and evidence on special reports was in years ago. They work. Period.

"WHAT ARE THE TOOLS NEEDED TO GET STARTED WITHOUT SPENDING A SMALL FORTUNE?"

David Cosby: Okay, I'm starting to get a really good picture on how all of this works. How would you sell a special report online? What tools would you need? And what's the cheapest way to do it without losing quality and reliability?

Jim Galiano: Great questions, David! Let me run down a list of the tools for you. First, let's consider an affordable yet reliable web hosting service. One of the best yet little known hosts can be found at <http://www.123ehost.com>.

They do a great job and have been around for years.

To turn your special report into a PDF file that can be read easily on both Mac's and PC's, go with Adobe Acrobat. The current version is 5.0. It can be purchased at a discount at <http://www.buy.com>.

Jimmy Krug: If the wallet is a little tight, you can get your files converted for free at <https://createpdf.adobe.com>. Click on "Try it for free." It allows you to create up to five free PDF documents. That translates to five special reports.

For web site creation, I'd suggest NetObjects MX for the beginner who wants minimal hassles creating their web site. You can find it at <http://www.netobjects.com>.

"WHAT ARE THE BEST MERCHANT SERVICES FOR ACCEPTING CREDIT CARDS?"

David Cosby: What's the best merchant service for receiving credit cards online?

Jim Galiano: For special reports I'd go with Clickbank or Paypal. They've both been around for a while. You can find them at <http://www.clickbank.com> and <http://www.paypal.com>. There's a \$50 signup fee for Clickbank. Paypal is free.

Jimmy Krug: For autoresponders and personalized emailing services... there's none better than WorldResponders. That's our own service, of course! It's the most efficient cost effective service you'll find. And you'll find it at <http://www.worldresponders.com>.

Anne Krug: Jim and Jimmy have mentioned just about everything you could ever need to get started. You have to take the first step, though. No one can do that but you. Some people read course after course after course and never take the all-important first step. As I've already said, that's a big mistake! Forget about perfection. Do your best and get going!

David Cosby: As I understand, this interview is going to be a special report itself?

Jimmy Krug: Yes, that's what we were talking about. It's fact-filled and straight to the point.

"WHAT ARE OTHER SOURCES OF USEFUL INFORMATION?"

David Cosby: Well in that case, let me ask one final question; what other sources of information besides you guys would you recommend for others who want to get started selling (as Jimmy calls them) "Simple Publications?"

Jim Galiano: Well, first... let me say this; keep an eye out for Jimmy's upcoming booklet creation and marketing course that will be available at – <http://www.simplepublications.com>. And be sure to visit the "Simple Publications" discussion board at <http://www.network54.com/Hide/Forum/76969>.

For marketing information, I'd join Klaus Dahl's membership site at <http://www.klausdahl.com>.

Jimmy Krug: For keeping up on the Discussion Board and Marketing Board circuit, I'd go with Ricky Higgs site at <http://www.forum-tracker.com/index.html>.

Anne Krug: For more information on special reports, see Marcia Yudkin's site at <http://www.yudkin.com>.

David Cosby: Any suggestions for regular books that can be purchased offline?

Jim Galiano: Anything by Dan Kennedy is good. The Ultimate Marketing Plan and The Ultimate Sales Letter are two good reads.

Jimmy Krug: Jeffrey Lant's books are good too. Look up his titles by doing a search on his name at Amazon.com.

David Cosby: Great! Thank you for your time. Any closing statements?

Jim Galiano: Yes. Don't get too caught up in what everyone else is doing. People hear stories about someone making \$10,000 a month with their business on autopilot and get discouraged because they're not making enough to cover a car payment. Develop your own business at your own pace. Hey, I could say I'm making \$50,000 a week selling special reports. But what's that to you if you're only making \$70 a month? Yes you should have goals... but take one step at a time and live your life one day at a time. If you keep on doing the right things... good things will happen. Let that be the incentive to get going.

Jimmy Krug: Go the extra mile for whoever you can... whenever you can. I've had the privilege of keeping company with some wealth people over the years. They've all made their money in a variety of ways... but one thing holds true with each of their stories. Each attributes their success to an X-Factor. Something beyond their control which brought everything together. For me, the X-Factor is God.

That's where my faith for a better tomorrow lies. I do the best I can and trust God to bring everything else together. For me, faith is the cornerstone of everything I do.

Anne Krug: I believe in the "Give and it shall be given to you" principle. Be thankful for what you do have instead of dwelling on what you do not. Be generous to those around you and like a magnet... you'll attract good things in every area of your life.

END

For Additional Information, please visit:

<http://www.simplepublications.com>
<http://www.network54.com/Hide/Forum/76969>