



Free Report Promotion Checklist

Free reports are a great way to grow and expand your business. The great thing about them is that there is so much you can do with free reports and this checklist gives you plenty of ideas to maximize your marketing.

1. **Free gift with opt-in:** Offer the report as a gift for opting into your mailing list. A high-value report can grow a list quickly.
2. **Tell your mailing list:** The people most responsive to your great content are the people who have already shown they're interested in it.
3. **Offer it as a bonus to someone else's customers:** Offer your report to another product seller to give away as a bonus.
4. **Offer it as a bonus to your own customers:** Pump up the value of your information product with an additional report.
5. **Announce it on your blog:** Again, your readers will love it and it makes good link bait and encourages word-of-mouth.
6. **Check your stats:** Go through your older, relevant and high traffic pages and add a promo/link to your report.
7. **Visual promotion:** Add a promotional graphic for the report to your site.
8. **Swap newsletter ads:** Contact other targeted and large mailing list owners and offer to promote their free report in return for promoting you theirs.
9. **Buy newsletter ads:** If there is no swap available or you don't want to swap, buy an ad.
10. **Affiliates:** Let your affiliates brand the report with their affiliate link. Plus, be sure to share a lot of these promo tips with them too.
11. **Find New Affiliates:** Contact busy blog owners or big list owners whose audience are a perfect match for your report. Ask them if they'd like rights to give away the report and tell them they can include their affiliate link for [insert amount] commissions.
12. **Get social:** Tweet it...tell your Facebook friends. You know the drill.

13. **Signatures:** Include the report in your signature line in your emails and in networking groups.
14. **Bylines:** Create highly-targeted articles and distribute them with a link to the report in your byline.
15. **Unique Guest Posts:** Go a step further than simple article distribution, create unique blog posts and offer them to busy blog owners for publications. Make sure the content is very targeted to their readers and it's stellar content.
16. **Advertising:** Buy pay-per-click and graphical ads. Be sure to split test and track your results to ensure you're staying profitable.
17. **Free Ebook Sites:** Upload your report to free ebook sites – Try Books.Google.com, iTunes, GetFreeEbooks.com, e-Library.net.
18. **Get in print:** Contact brick-and-mortar businesses in your area and see if they'd like to give your content away in printed format.

As you can see, the reports that you create can be promoted and reused, over and over again. You've taken the time to create an awesome report...get it out there!