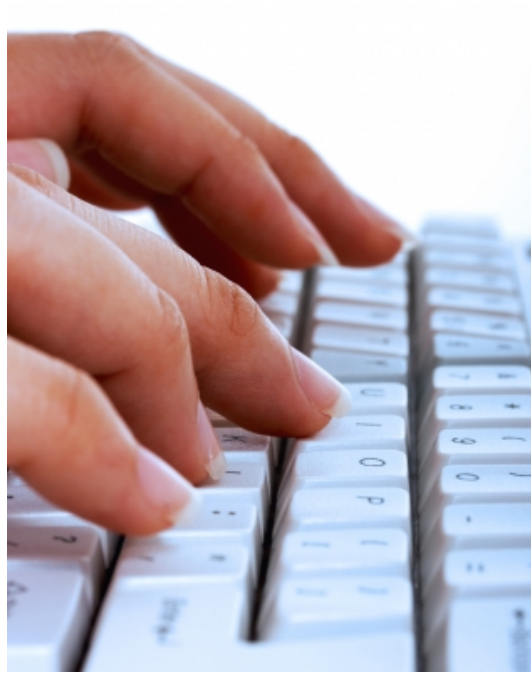


2 Hour Short Report Writing



How To Write A Short Report Or Ebook In Just 2 Hours.

By

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Published in Australia by

Cheriton House Publishing Pty Ltd

Brisbane Australia

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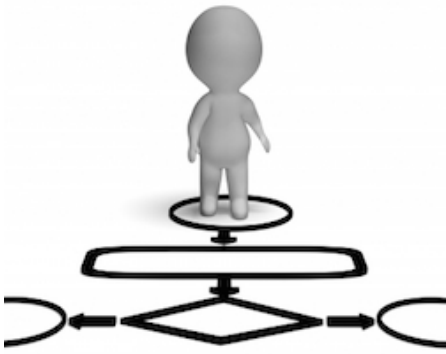
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How To Write A Short Report Or Ebook In Just 2 Hours.

How This Idea Came About



To begin with, I have a huge confession to make.

The idea of creating a short report or ebook in 2 hours or less is not mine.

I came across this information from an eBook written by prolific author Jason Fladlien.

Jason has been working online, creating and selling information products for years. And during this time he's learned that the most important thing when it comes to creating eBooks and other information products, is to do it quickly. Preferably in one sitting.

He found that once he stopped writing, he rarely went back and finished it. That's why he knew that in order to get his reports and ebooks finished, he had to create them in one sitting.

So he would outline what he wanted to write, then sit down for 2 hours and write. Once he got up, he was done.

And do you know what happened?

His productivity increased beyond his dreams and so did his income.

Being able to write quickly enabled Jason to earn over 2 million dollars from March 2011 to February 2012 and all because he learned to write fast.

I too have also had great success and substantially increased my income using his technique.

And now we'll look at how you can do it too.

Good Enough is Good Enough



To create an information product in 2 hours or less, you have to remember that good enough is good enough.

Your readers don't really care whether you did the formatting perfectly or used correct grammar at all times. They want information. And if they've purchased your product then they're expecting you to deliver what they want.

So don't get hung up on perfection.

If customers like and recommend your products then even with mediocre, or very little, marketing, you can still make money.

And with practice, you can go on to create great products that will almost market themselves once people start buying your products and recommending them to others.

You see, the market is product driven. Most people think that it's sales page driven. They believe that if you want to increase sales then you need the best sales page.

But that's not necessarily true. Certainly a great sales page will get you the first sale, but it's having lots of products that gets you even more sales.

Once someone buys a product from you and likes it, they'll be more likely to buy from you again, but with less selling needed.

So naturally, as they buy more products from you, they're more likely to buy even more products from you, instead of buying them from someone else.

Some people believe that in order to make a lot of sales you need a lot of testimonials, but this isn't true. Using Testimonials can make a difference but eventually you'll get all the testimonials you need as people buy and recommend your products.

Need For Speed



If you want to make money selling ebooks or short reports then speed is of paramount importance - because you can't sell lots of products if you don't have lots of products.

And having a whole catalogue of products makes you look like an expert.

Your products have to be good too if you want to maximise your income in the easiest way possible.

And in order to create a great product in one 2 hour sitting, you need to follow this simple formula:

- 1 sitting
- 1 problem
- 1 solution

So let's look at this in more detail.

1 Sitting, 1 Problem, 1 Solution



The reason this formula works for me is because, over the years, I'd come to realise that the more time I gave myself to create a product, the longer it took me.

Also, once I got up from writing and walked away, it was unlikely that I'd come back and finish what I started. So I needed a way to finish what I started before I got out of my chair.

That's what drew me to this idea of writing a short report or ebook in just one sitting. No getting up, no surfing the net, no emails. Just one sitting of writing in a highly focused and distraction-free way.

So how short is the solution?

The solution is a 2 hour limit of how long you're allowed to sit and write. You cannot stop working until your product is finished.

It doesn't matter if you're creating an eBook, short report, or a script for a video or audio. Whatever it is, you're only allowed 2 hours to create it and once you get out of your chair, you're finished.

No stopping. No toilet breaks. No excuses.

This is the process that I've been using for a while now and it has not only substantially increased my writing income, but it has also got me into a great writing habit. I'm now able to decide on an ebook I want to create and get straight down to working on it and not stop until I'm finished.

I can't explain to you how much this has helped me.

How This Formula Works



The idea behind the 1 sitting, 1 problem, 1 solution, 2 hour short report writing, is that it keeps you moving forward.

Your product must be short, cover the essentials and be actionable.

In other words don't explain something for half an hour if it can be said in five minutes. When you only have 2 hours to get everything done, so it makes you come right to the point.

This is great for your customers because they don't have to wade through page after page of unnecessary waffle to get some benefit out of what you're telling them.

Your product also must be actionable and provide a step-by-step solution to solving the 1 problem. And it needs to be a solution that they can get to work on straight away, not something they need to think about for the future.

Don't bother starting with unessential information. Your customers don't need a history lesson before you get to the point and tell them what they need to know.

And don't try and give them 50 solutions either. They just want to know what they need to do. Just one thing. They don't want to drown in 50 possibilities.

If you follow the formula, you'll end up with such satisfied customers, that they'll want to buy from you again. And that's what the word customer means. Someone who makes it their custom to buy products from you.

At first when you try and write an ebook in 2 hours, it will feel like a difficult challenge. But in time, it will become so easy that you'll wish you'd started doing it years ago.

And it's easy to get started. All you need is a desire to write your own short report or ebook and the focus to actually sit down and do it.

If you want to earn money online writing your own information products, you have to be willing to put in the time to do it.

And that time starts right now.

The Selling Price



Because the product you create in 2 hours isn't going to be huge or complicated, you need to sell it at a low price.

And not just because it's not worth large sums of money, but because selling it at a low price removes any pressure you might otherwise feel when you're creating it.

You sit down knowing that what you create is only going to be sold for a few dollars, then there's no pressure for you to try and create a work of art.

Just get it done, get out of there, and start making money.

With simple, low-priced products, success is inevitable because if the product sells well, that's great.

If it doesn't sell as well as you'd hoped, then that's great too because it only took you a couple of hours to create.

If it doesn't make much money all, you can simply re-purpose it:

- Offer it as a free eBook
- Offer it as a bonus with an affiliate product
- Divide it up and use it as marketing articles
- Record it as a free audio book

And even if it sells just OK that's great too because it doesn't take many of these products for you to be earning a decent income.

So you see, success really is inevitable if you truly understand this.

The Key to Success With 2 Hour Products



Knowing that you can create money-making information products (short reports, ebooks, video/audio scripts) in just 2 hours or less will help you change the way you work.

It will help you to see that if you can create an information product so quickly, you can create dozens every month which will change your income dramatically.

And all it takes is for you to get started.

Your first product won't necessarily be a runaway best seller. But in time and with practice, some of them may be.

Just pay attention to a few mistakes that other people make so that you don't repeat them:

- Don't compete in niches that are already too big.
- Don't create products that no one wants.
- Don't create products for those who can't afford them, like broke pensioners and teenagers too young to have a credit card to buy online.
- Don't create products you can't do in one sitting.
- Don't create products for niches that are too small like Asian cat breeders.
- Don't create products for non-urgent niches such as scrap booking or coin collecting. These people have interests but they're not ['desperate buyers.'](#)

Instead create products that provide one solution to one problem, give an instant solution that can be created in one sitting.

The solution you provide shouldn't be for long term benefits. It needs to solve a problem that your customer is having right now rather than offering something they will benefit from in the far future.

Your product needs to offer a fast solution with great results.

This ensures that your 1,1,1 product:

- Provides a solution to a specific problem in a short time frame.
- Solves an 'immediate' problem.
- Requires little effort to implement the solution.

What To Do Next



And now it's up to you.

You can carry on creating information products the same way you do now and getting the same results.

Or

You can start using the 1, 1, 1 formula to create information products in 2 hours or less. And your products will be valuable because they will inspire your customers to action so they want to buy more products from you because they work.

If you download my 7 Day Ebook Writing And Publishing System from <http://cheritonhousepublishing.com/books/7day.html> you'll also receive the bonus ebook "**How to write a short report or ebook in just 2 hours**".

So what are you going to be doing for the next 2 hours?

You could produce a 2 hour ebook like this one.

:)

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