

The Value of Special Reports

What is a special report?

Special reports are a collection of research notes that address a particular issue or challenge their clients are facing.

What does a special report include?

- **Topic**
Pick a topic, generally broad, that your clients can relate to and find value. This will help you position yourself and/or your company as a thought leader.
- **Issue**
This is where you can get specific on what the issue(s) will be presented on throughout the report.
- **Summary**
Create a summary of what the report will encompass.
- **Research**
Provide objective research throughout the report that gives clients a viewpoint of where the issues lie, where they have been proven, and where solutions may be.

Research? How boring....

Researching content through books and online resources may take you back to your college days, but an alternative is to try reaching out to experts, colleagues, and your local university for professors who are teaching or leading the way for your specific topic.

So I wrote a special report, now what?

With online resources, it's never been easy to get your special report out there! Social media like LinkedIn, Facebook, and Instagram can help with broadening your audience and getting more views. Already have a list of contacts? Great! Email marketing websites like MailChimp and Constant Contact can help you reach out to your contacts in a professional marketing email.