

How to Create a **Free Report That Presells**

– *AI Era Deep Insight Edition* –

Sell without selling by blending genuine value,
trust-building, and AI-powered efficiency

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Enabling Your AI-Powered Transformation

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Introduction: Why Most Sales Pages Fail

Let me start with a truth most online entrepreneurs eventually face — often painfully.

You can have a fantastic product, a polished website, and a sales page that your designer swears is "conversion-optimized"... and yet, when you send traffic to it, **98–99% of visitors leave without buying.**

It's not because your product is bad. It's not because your pricing is wrong.

It's because you're asking too much, too soon.

Think about it: would you buy from a total stranger within minutes of meeting them? Probably not.

People buy when three conditions are met:

1. **They see value** in what's being offered.
2. **They trust** the person or brand behind it.
3. **They feel ready** to take the next step.

A cold sales page, no matter how slick, often fails on all three counts.

Enter the Presell Report

A **presell report** is your bridge between "stranger" and "customer."

It's not a sales letter. It's not a brochure. It's not a disguised ad.

Instead, it's a **genuinely useful, standalone resource** that delivers value *before* you ever ask for the sale.

It works because:

- People approach free, educational material with curiosity, not resistance.
- The very act of reading positions you as an expert or guide.
- You can subtly frame the problem in a way that makes your product the natural solution.

And here's the twist in 2026: AI tools make it dramatically easier to create these reports — faster, more personalized, and in formats that match your reader's preferred style.

But don't think AI replaces *your* role. AI is the assistant. **Your thinking, your voice, and your perspective are what make the presell report magnetic.**

Section 1: Choosing the Right Report Style

Before we talk about AI prompts or Canva layouts, we have to answer the question:

"What exactly am I trying to sell?"

Your answer determines which kind of presell report will work best. Get this wrong, and you can spend hours making something beautiful that does nothing for your sales.

If You're Selling an Information Product

Your goal is to prove you know your stuff while leaving enough curiosity and "open loops" that people want the rest of the story.

Do:

- Give them useful content they can implement immediately.
- Stop short of solving the whole problem.

Don't:

- Give them 100% of your paid content in the free report. (They won't buy if they already have it.)

Example: You sell an online course on "Monetizing Your Blog." Your presell report could be *"The AI-Ready 7-Step Blog Launch Plan."* It covers branding, hosting, basic setup, and content ideas — but the high-income monetization methods are only in the paid course.

AI Prompt: *"Outline a free 7-step guide to starting a blog that's useful but incomplete, so readers want to learn the rest in my paid course."*

If You're Selling a Physical Product

The report should help them understand the problem your product solves — and why the right tool makes a difference.

Example: Selling a kitchen appliance? Your report could be *"5 Secrets to Stress-Free Family Dinners."* You share recipes, meal prep tips, and organization hacks... but one key tip involves consistent, quick chopping — which your appliance excels at.

If You're Selling a Service

Here, the report positions you as the safe, smart choice — often by teaching them how to choose a provider.



Example: You offer resume optimization for young career professionals. Your report could be "*The AI-Powered Resume Checklist That Gets Interviews in 2026.*" You show best practices, pitfalls, and examples – and offer a "done-for-you" upgrade.

💡 Pro Tip: The presell report's job isn't to replace your product. It's to make buying it feel like the natural, obvious, and safe next step.

Section 2: The Five Proven Presell Report Formats

Each format below serves a different purpose. Choose based on what you're selling and what your audience needs.

Format 1: Overview of a Process (Useful Yet Incomplete)

Definition: An "overview report" gives the reader a complete picture of the *what*, but deliberately stops short of teaching the full *how*.

Think of it as giving them the map – the route, the major landmarks, and the order of travel – without actually walking them through the terrain.

Why It Works:

- **Establishes authority quickly** – By showing the entire process in the right order, you position yourself as someone who knows the path.
- **Creates curiosity and urgency** – When people see the entire process, they notice the gaps in their own knowledge.
- **Avoids information overwhelm** – A deep dive on every step would swamp the reader.

Example – The AI-Ready 7-Step Blog Launch Blueprint:

1. Choose a profitable niche (with AI-assisted market research).
2. Register a domain and get hosting.
3. Install and configure WordPress.
4. Customize your blog design.
5. Plan your first 10 posts using AI prompts for idea generation.
6. Tease monetization options (affiliate marketing, digital products, services).
7. Tease advanced traffic growth strategies.

The reader gets the entire journey, but the monetization and growth steps are only hinted at – they're the "reason" to take your paid course.

AI Prompt: *"List the 7 most important steps to [achieve goal], arranged in the correct order. Each step should be clearly explained in one paragraph for a beginner audience."*

Common Pitfalls:

- **Giving too much away** – If you fully teach every step, you remove the incentive to go deeper.
- **Being too vague** – If you gloss over everything, the reader feels like it's fluff.



- **Skipping the "why"** – Beginners need to know why each step matters, not just what it is.

Format 2: Complete Details on Part of a Process

Definition: Instead of skimming over the whole process, you go deep on **one crucial section** – teaching it in full detail – while pointing to your paid offer for the rest of the journey.

Think of it as giving them the entire tour of one landmark, but making it clear that the full trip includes many more stops.

Why It Works:

1. **Builds instant credibility** – By teaching something thoroughly, you prove your expertise.
2. **Shows your style** – Readers get to "experience" your teaching approach.
3. **Creates trust through value** – You've given them a real win for free, so paying you feels safe.

Example: You sell a "Start Your Blog in a Weekend" course. Your presell report could be: *"The Complete Beginner's Guide to Setting Up Your Blog Hosting and Domain in Under an Hour"* – step-by-step with screenshots, AI tips for choosing a domain name, and a troubleshooting section.

At the end: "You've now got a working blog online. In my full course, I will show you exactly how to design it, write posts that rank, and start earning income within 30 days."

More Examples:

- **Dog obedience book:** Presell teaches sit, stay, lie down. Paid product covers housetraining, heeling, breaking bad habits.
- **Gardening book:** Presell covers garden design and planting. Paid product covers pest control, disease prevention, maintenance.
- **Food seasoning product:** Presell teaches how to cook great steaks – featuring your secret seasoning as a key ingredient.

AI Prompt: "Create a beginner-friendly step-by-step tutorial for [specific step of the process], with screenshots and troubleshooting tips."

Format 3: Offering Valuable Tips

Definition: This format delivers a **list of actionable tips** the reader can start using immediately – each tip giving a small win, building credibility, and opening the door for a bigger sale.

Why It Works:

1. **Instant Wins = Instant Trust** – If the reader tries one tip and sees results, they immediately view you as credible.
2. **High "share factor"** – People love to forward tip-based content, spreading your reach.
3. **Easy to consume** – Busy audiences can read in chunks, no pressure to finish all at once.
4. **Perfect for AI personalization** – Generate dozens of tips, then filter for different segments.

Example – "10 AI Content Hacks That Save You 5 Hours a Week":

1. **Batch idea generation:** Use ChatGPT to create 50 blog post ideas in 10 minutes.
2. **Auto-research:** Use Perplexity AI to collect credible sources for each post.
3. **Draft faster:** Use Claude for long-form drafting and refine in Google Docs.
4. **Automated posting:** Use Zapier to queue posts to your blog + socials.

Presell Hook: "You've just seen how to save 5+ hours a week on content. Imagine what you could do with an extra 20 hours a month. In my AI Blogging Masterclass, I'll show you how to turn that time into \$500-\$2,000 of new income."

More Example Titles:

- "Seven Ways to Save Money on Freelance Writing Services" (for selling writing services)
- "17 Secrets for Getting More Done in Less Time" (for selling a productivity book)
- "10 Tips for Making Your Poodle Look Magnificent" (for selling dog grooming clippers)

AI Prompt: "List 20 actionable tips for [goal], each doable in under [X] minutes, with visible results within a week. Audience: [audience segment]."

💡 Pro Tip: Create one master set of tips, then have AI repackage them for: blog post series, email drip sequences, social media carousels, and video scripts. One report becomes months of content.

Format 4: The Controversial Approach

Definition: This format works by taking a stand that **challenges conventional wisdom** in your niche — sparking curiosity, emotion, and conversation.

You're not controversial just for the sake of being noisy; you're controversial because you have a better, evidence-backed way that makes your reader rethink what they thought they knew.

Why It Works:

1. **Stops the scroll** — When a headline challenges beliefs, it demands attention.
2. **Positions you as a thought leader** — You show insight and courage others don't have.
3. **Creates loyal fans** — Those who resonate become super-fans and customers.

Which of these reports is more likely to go viral in the weight loss niche?

- Report #1: "10 Tips for Losing 10 Pounds"
- **Report #2: "Warning: The Weight Loss Industry Wants You to be FAT Forever!"**

The second report is much more likely to catch fire. The controversy creates urgency and emotion.

More Controversial Title Examples:

- "Why Email Marketing is Dead — and What Your Business Needs to Do Instead to Survive!"
- "WARNING: Traditional Dog Training Strategies Could be Destroying Your Dog's Relationship With You!"
- "Dirty Little Secrets Your Car Dealer Doesn't Want You to Know"
- "Why 'Post Every Day' is Killing Your Blog (and What to Do Instead)"

AI Prompt: "List 10 common beliefs in [your niche] that are outdated, harmful, or about to be disrupted by AI. For each, explain why and suggest a better approach."

Common Pitfalls:

- **Being edgy without substance** — Back up your controversy with logic and evidence.
- **Attacking people instead of ideas** — Dismantle the belief, don't insult those who hold it.
- **Forgetting the bridge** — Without a clear next step to your offer, it's just clickbait.

Format 5: Sharing a Case Study

Definition: A case study tells the story of someone going from problem to solution using your method, product, or service. It's *proof in narrative form* — and stories are easier to remember and more persuasive than raw data alone.

Why It Works:

- **Proof > Promise** — You can say your method works, but a detailed story shows it in action.
- **Emotional connection** — Readers see themselves in the character's struggles and victories.
- **Builds credibility without bragging** — The hero is your customer; you're simply the guide.

How to Build a Case Study:

1. Choose a relatable "hero" (someone like your target audience).
2. Describe the starting struggle vividly.
3. Introduce your method as the turning point.
4. Highlight specific wins and milestones with numbers.
5. Wrap with a "you can do this too" invitation.

Example — "From Zero to \$1,500 a Month: How Sam Built a Part-Time Blog with AI in 90 Days":

- **Before:** Sam worked 50 hours a week in retail, wanted out, tried blogging twice and quit.
- **Turning Point:** Found the AI Blogging Blueprint, learned to batch content and repurpose posts.
- **Wins:** First affiliate sale in 3 weeks. Traffic tripled by month 2. \$1,500/month in recurring income by month 3.
- **CTA:** "If Sam could do this starting with zero audience, you can too — I'll walk you through every step inside the AI Blogging Blueprint."

AI Prompt: "Create a case study outline showing how [audience type] went from [pain point] to [desired outcome] using [product/service]. Include starting situation, challenges, turning point, specific wins, and final results."

💡 Pro Tip: Blend the case study with the tips format — e.g., "5 Lessons from How Sam Built a \$1,500/Month Blog" — to create hybrid reports that teach and prove at the same time.

Turning Your Presell Report into Sales

We've covered the five proven presell report formats — and how to make each one AI-enhanced and actionable:

1. **Overview of a Process** — Give the big map, hint at the details in your paid offer.
2. **Complete Details on Part of a Process** — Teach one section fully, point to your offer for the rest.
3. **Offering Valuable Tips** — Give instant wins that build trust and curiosity.
4. **The Controversial Approach** — Bust myths, reframe thinking, position yourself boldly.
5. **Sharing a Case Study** — Show your method in action through a relatable story.

Your 2-Step CTA Strategy

Your presell report isn't standalone — it's the first step in a guided journey toward your product.

Step 1 — Soft-sell in the beginning and middle: Plant seeds. Mention your product naturally. Arouse curiosity without pressure.

Step 2 — Strong call to action at the end: Explicitly tell people what to do next. They're warmed up and ready.

10 Examples of Soft-Selling Throughout Your Report:

1. "The following report is an excerpt from a [Your Site] lesson."
2. "Just a bit later in this report I'll tell you about a resource that will show you exactly how to [achieve goal]."
3. "I've talked to lots of people who struggled with [problem]. They usually don't believe me until they go to [Your Site]."
4. "That's just an overview. To learn more, take a look at [Your Site]."
5. "Let me tell you about my favorite method. This is actually the exact method I used to launch [Your Site]."
6. "Take a look at these results from [Your Site]."
7. "Later on you'll discover the best weapon for [goal]."
8. "What you're about to discover are the same strategies inside [Your Site]."
9. "I spent years learning this the hard way. The good news is you can skip the learning curve..."
10. "Here's a little tip that I often tell my [Your Site] members..."

Common Mistakes to Avoid

- **Too much, too soon** – Overloading removes the need for your offer.
- **Vague and fluffy** – Actionable wins build trust; generic advice erodes it.
- **Ignoring the "why now" factor** – Make them feel waiting will cost them.
- **No clear next step** – Without a CTA, readers just say "Thanks" and move on.

AI Prompt Appendix: Your Ready-to-Use Toolkit

Here's a quick-reference library of prompts you can adapt for any of the five formats.

1. Overview of a Process

AI Prompt: "List the [X] most important steps to [goal], arranged in the correct order, with one-paragraph explanations for beginners."

2. Complete Details on Part of a Process

AI Prompt: "Create a step-by-step beginner tutorial for [specific task], including screenshots or diagrams, and a teaser for the next steps."

3. Tips Format

AI Prompt: "List 20 actionable tips for [goal], each doable in under [time limit], with visible results within a week. Audience: [audience segment]."

4. Controversial Approach

AI Prompt: "List 10 common beliefs in [your niche] that will be outdated by 2026 due to AI. For each, explain why and suggest a better approach."

5. Case Study Format

AI Prompt: "Outline a case study of how [audience type] went from [starting point] to [result] using [product/service], including specific wins, timeline, and quotes."

The Big Picture

In 2015, creating a presell report was about building trust and positioning yourself as the go-to expert.

In 2026, that's still true — but AI has changed *how fast* you can produce, personalize, and repurpose these assets.

The barrier to entry is lower than ever. The barrier to trust is higher than ever.

That's why the human element — your perspective, your voice, your understanding of your audience — is what turns an AI-assisted report into a **conversion machine**.

Your readers aren't looking for a robot to teach them. They're looking for a trusted guide in an AI-driven world.

If you can be that guide, your presell report won't just get read — it will get acted on.

Your Next Step

You don't have to start from scratch.

1. Pick one format.
2. Create one audience-specific version.
3. Use AI to make it sharper, faster, and more visual.
4. Release it, promote it, and watch "cold" strangers turn into warm, ready-to-buy fans.

Ready to Go Deeper?

Get step-by-step directions on building presell reports, setting up and growing online businesses, publishing a book, building AI-powered tools, and much more.

Visit shop.curationsoft.ai to explore our guides and courses.

Questions? Email us at support@curationsoft.ai — we love helping people get better results with AI.

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