

A Quick-Start Guide To Writing Profitable Articles



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Introduction

Thank you for downloading my report.

I'm really excited to have you here, because I truly believe that this "all meat and no filler" report can literally change your future.

But there's one thing you need to realize...

...just reading this information won't do you any good.

You need to turn this info into action, because...

... only action produces results!

Are you willing to do that?

Good... then let's roll!

The aim of this report is to take you step by step through the process of writing short, profitable articles quickly.

* Should you want to expand your article writing, and publish a complete Ebook, then I invite you to sign up for my (free) 4 Day eCourse: "How To Write, Create, Promote And Sell You Own Ebook Online" at: <http://www.ebooks-made-easy.com>

I will show you exactly what you need to do, and how to do it efficiently so you can build traffic to your website and ultimately increase your online sales.

It's no secret that many article marketers bring in hundreds of new visitors/customers to their websites just from writing a few articles each week that specifically relate to various niches.

And the great thing is that, once you've written an article, it becomes a viral marketing tool for years to come.

One thing you need to understand, and that is that...

Everybody can write!

If you've ever written an email to a friend or loved one - you can write.

If you've ever written an essay for school - you can write.

Many people totally freeze up when they hear about writing. They believe that writing is an "art".

Well, if you believe that, then I have good news for you.

Writing articles is not an art, it's FUN!

This may sound strange now, but I promise you that when you've finished this report, you will enjoy pumping out informative articles every day.

Now, before I begin, let me get this right...

If you hear the word "article", you might think of stories in magazines and/or newspapers.

To avoid any confusion, all references in this report to the word "article" mean this:

Article: *A short, informative piece of writing that conveys an idea or concept in a useful, interesting and/or entertaining manner.*

Notice the word "informative"?

A good article tells the reader something that he/she didn't know before.

People reading articles expect to either

- learn something

or...

- be entertained

...and in the ideal case, both.

Okay, now that we have this sorted, we can get to the real meat of article writing.

Why should you write an article?

It's obvious.

If you want to drive (free) highly targeted traffic to your website/sales page, then article marketing is one of the best traffic-generating strategies.

The search engines love great content, and if you can provide it to them, they will reward you by sending hordes of traffic (read potential buyers) to your website.

An informative article, filled with lots of keywords and an attractive title, is the best guarantee to getting many visitors/buyers, and this without paying for it.

Another reason is that you can sell your articles to others.

Many business owners and webmasters (for example, those who haven't read this report ☺) don't have the skill -or time- to write their own content, and they are willing to pay good money for well written articles.

The Information Business is a HUGE market, and the Internet is all about delivering information.

It's a proven fact that the majority of web surfers are looking for information online, be it free or paid.

If you can't provide good content to your site visitors or subscribers, then your business is doomed to fail.

You can pay a company to send millions of people to your website. But if they can't find anything useful on your pages, they will click away, and never come back.

Most people think that to write a good article, you have to be born with a special talent, study all the

classics, and know all the rules of English grammar, usage, etc.

CRAP!

I know people who sold millions worth of products using the power of the written word, and yet, they flunked English in high school!

You should not be handicapped by thinking that everything has to be "grammatically correct".

When you are writing articles, you can forget all that stuff.

To write a great article, you just have to enjoy talking and communicating with your customer.

It's sad to see that many people don't get to the real writing part because they think that it's hard to put something down on paper.

And so they look to hire writers at bidding sites like Elance.com or RentACoder.com

BAD PRACTICE!

Most of the writers on these bidding sites are from foreign countries, and don't speak English very well. Their copy is often badly written and full of errors and grammar mistakes.

Sentences contain the wrong words for the context, and spelling is often different/wrong.

In other words, foreign writers may be bad for your business.

It may also lead to a ton of rewriting on your part.

So, you're much better off with writing your own copy.

Don't let that put you off.

The more articles you write, the more likely it is that you will receive traffic to your website, and traffic means sales.

It's that simple.

You just need to get yourself started.

Writing your first article is most probably the most difficult part of article writing.

It can be very daunting to sit down for the first time in front of your computer with a blank Word document on the screen.

I know, because I remember the first time I wrote an article. I sat there for about 10 minutes looking at a blank screen, waiting for the muse to hit me..

And the muse didn't show up ☺

The key to getting that first article out comes down to knowing what you are going to write about.

You should write about something that you have a passion for.

You may love playing golf. Or have a passion for gardening.

Whatever it is, if you have a strong feeling for your niche, then you will succeed.

Now that you know where to write about, it's time to do some research first.

Let me share a secret with you...

How To Use Amazon To Build TONS Of Great High Quality Content!

I don't know about you, but when I have an idea for some new content for one of my sites or blogs, the first place I look to is Google or Yahoo! and do a normal search.

However, there's a problem when you do this, as the search engines have been hijacked by millions of automatically generated pages that are nothing more

than lists of other sites, which rank highly in the search results.

So, it can take a lot of searching to find the type of result that you're looking for, a site with good old fashioned information content on it.

Well, here's an easy solution, in the form of one of the biggest giants on the internet; Amazon.com.

Amazon started off selling books, branched out into music and now sells everything - including kitchen sinks.

But as article and content creators, it's the book section that we'll go for.

Picture yourself, standing in a real life bookstore in a big city.

Now imagine that you had all the books on the subject you were researching, open at the same time right in front of you.

How would you like to be able to flick through all the books simultaneously, and instantly find the pages with the keywords on them, and then read all the actual pages?

This is exactly what Amazon has done for you!

They have created a brilliant tool that is perfect for researching content, called "Search Inside!"

All of the results that you find in each of the books are highly targeted, 100% specific to your niche and your research needs.

And all the results are from books by expert authors on their subject.

Big print companies have deemed the content good enough to invest their money to publish the books, and now you

get to read them all online instantly!

It's a article writer's dream; laser-targeted answers to all your questions, whole pages of content on your subject that you can read, digest and rewrite, and best of all, delivered to your computer in seconds.

Here's a step-by-step example to show you how it's done.

I've used gardening as an example but your search can be as wide or narrow and tightly focused as you want.

STEP 1

Log into <http://www.amazon.com>

- You'll need an account if you don't have one and a credit card on file for verification. At the top of the page click on the "Amazon.com" tab.

STEP 2

In the search box, just under it, select "Books" and enter your search term in the box beside it.

I used "gardening" and from the results I got I selected "New Illustrated Guide to Garden -by Reader's Digest editors" which was Item 3 on the list.

I chose this because it had the Search Inside! logo at the top of the image of the book cover.

STEP 3

When you click on the book title link, there is the product description and price, then several more sections underneath with yellow/orange titles.

The 6th section is called "Inside This Book" and this is the one we're interested in.

This is what it looks like :-

Search Box

Inside This Book ([learn more](#))

First Sentence:

A lawn is an ideal setting for a home. [Read the first page](#)

Statistically Improbable Phrases (SIPs): ([learn more](#))

[gray velvety mold](#), [spray with dimethoate](#), [front endsheet](#), [deep soil pockets](#), [early summer outdoors](#), [exhibition dahlias](#), [spray with copper](#), [offset rhizomes](#), [soil layering](#), [outdoor planting date](#), [single early tulip](#), [spray with malathion](#), [early fall cut](#), [plus dicamba](#), [encourage further flowering](#), [hardwood cuttings](#), [other narcissi](#), [pointing bud](#), [good hedge plant](#), [areas with short growing seasons](#), [affected shoots](#), [beardless irises](#), [trumpet narcissus](#), [pealike blossoms](#), [treated bulbs](#)

Capitalized Phrases (CAPs): ([learn more](#))

[Hardiness Decorative](#), [North America](#), [West Coast](#), [Height Decorative](#), [Cause Control Leaves](#), [Grow Popular](#), [All-America Selections](#), [Great Plains](#), [Grow Recommended](#), [Leaves With Altered Color](#), [Pacific Northwest](#), [Caterpillars Spray](#), [Thnps Spray](#), [Plum Spray](#), [New Zealand](#), [Bellingham Hybrids](#), [Neutral Division](#), [Cause Control Young](#), [Plants Divide](#), [Deciduous Hardy Light](#), [Deciduous Zones](#), [Chemical Trade](#), [Evergreen Hardy Light](#), [North Central](#), [Evergreen Very](#)

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Search Inside This Book:

At the bottom of the Inside This Book section is a search box where you can search *this book only*.

This search returns all the instances the search term is found in the book, along with three lines of text around where the term is found.

I'm using this box to search the term "winter plants" as an example, and here's what the search found:

274 pages with references to winter plants in this book:

1. [on Page 3:](#)
"... AND GROUND COVERS A lawn is an ideal setting for a home. it also provides a pleasing background for ornamental **plants** and a useful area for leisure-time activities. Lawns not only ... space; they also freshen the air, insulate the ground in **winter**, and reduce temperatures in summer. In extremely hot weather they can be substantially cooler than paving. (Tall grass is somewhat ..."
2. [on Page 6:](#)
"... low nitrogen is applied in late fall. The high ratios of phosphorous and potassium help the grass survive the harsh **winter**. The other has high nitrogen and is applied just before **winter** sets in. The nitrogen is absorbed by the **plant** but does not activate growth until the warm days of spring. The rate at which organic fertilizers release nutrients depends ..."
3. [on Page 8:](#)
"... from leaves and crowns. Patches carbaryl, chlorpyrifos, or of grass are discolored and die. diazinon. Grubs chew roots off grass **plants**; Grubs (larvae Drench the area with diazigrass is yellowed and ... low, dark green, resistant to many diseases, and outstanding in **winter**. Perennial ryegrass (Lolium perenne). Ryegrasses are as attractive as bluegrass , although they do not spread or mow quite so ..."
4. [on Page 9:](#)
"... Even when not in flower, 'Burgundy Glow s' multicolored leaves delight the eye. m LAWNS AND GROUND COVERS Ground Covers **Plants** suitable for ground covers are listed here alphabetically according to ... bugleweed) appear. Foliage may die back to crowns in cold **winters**, but **plants** recover in spring. Grow in or fall. sun or shade. Coronilla (crown vetch) Zone 4 Fast-growing shoots bear ..."
5. [on Page 10:](#)
"... Leaves of the Chinese form of the deciduous kousa dogwood (Cornus kousa chinensis) turn a deep crimson-purple in fall. Few **plants** provide as much personal pleasure, or make such a useful ... and privacy. Deciduous trees give shade in summer, while in **winter** the naked branches have a stark beauty outlined against the sky. Evergreen trees, be they broad-leaved or coniferous , will ..."

Do you recognize this?

It's basically a Google search - but only 100 times better!

Every listing is relevant. I found 274 for my winter plants search, and nearly all of them would be useful to look at in some way if I was building content around "winter plants".

Each of the pages can be clicked on to view it.

For your further benefit, just because they know that you want to do some content research, they have included another feature in the Search Inside! section called Statistically Improbable Phrases. (SIP)

These are phrases which occur many times in the book you're searching, relative to all the books available for Search Inside!

So, if for example you were searching for information on "gardening", your SIP's list might include "soil layering", "outdoor planting date", "good hedge plant", "areas with short growing seasons" etc.

These SIP's can then be clicked on to produce a list of *all the books* in "Search Inside!" that contain the phrase.

The list contains each page that is found, and the pages can then be clicked on to view them.

STEP 4

We're now going to look at the SIP's. Remember these are effectively keywords that appear more times in this book than in most others, so they are highly specific for your niche.

You can then drill these down further and find where these search terms appear in all the books in Search Inside!

These are the SIPs!

Inside This Book [\(learn more\)](#)

First Sentence:

A lawn is an ideal setting for a home. [Read the first page](#)

Statistically Improbable Phrases (SIPs): [\(learn more\)](#)

[gray velvety mold](#), [spray with dimethoate](#), [front endsheet](#), [deep soil pockets](#), [early summer outdoors](#), [exhibition dahlias](#), [spray with copper](#), [offset rhizomes](#), [soil layering](#), [outdoor planting date](#), [single early tulip](#), [spray with malathion](#), [early fall cut](#), [plus dicamba](#), [encourage further flowering](#), [hardwood cuttings](#), [other narcissi](#), [pointing bud](#), [good hedge plant](#), [areas with short growing seasons](#), [affected shoots](#), [beardless irises](#), [trumpet narcissus](#), [pealike blossoms](#), [treated bulbs](#)

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[Hardiness Decorative](#), [North America](#), [West Coast](#), [Height Decorative](#), [Cause Control Leaves](#), [Grow Popular](#), [All-America Selections](#), [Great Plains](#), [Grow Recommended](#), [Leaves With Altered Color](#), [Pacific Northwest](#), [Caterpillars Spray](#), [Thrips Spray](#), [Plum Spray](#), [New Zealand](#), [Bellingham Hybrids](#), [Neutral Division](#), [Cause Control Young](#), [Plants Divide](#), [Deciduous Hardy Light](#), [Deciduous Zones](#), [Chemical Trade](#), [Evergreen Hardy Light](#), [North Central](#), [Evergreen Very](#)

New!

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Search Inside This Book:

[GO](#)

We'll click on one of the SIP's to see what we get, and this time we'll use "good hedge plant".

Here are the results for "good hedge plant" in SIP's:

"good hedge plant" appears in these books:

Learn more about [Statistically Improbable Phrases \(SIPs\)](#)

- ▶ [5 references](#) in [New Illustrated Guide to Garden](#) by Reader's Digest editors
- ▶ [3 references](#) in [The Pruning of Trees, Shrubs and Conifers](#) by Roy Lancaster (Foreword), et al
- ▶ [1 reference](#) in [Botanica's Roses: Over 1,000 Pages & over 2,000 Plants Listed \(Botanica\)](#) by William A. Grant (Foreword)
- ▶ [1 reference](#) in [Flowering Plants in the Landscape](#) by Mildred E. Mathias (Editor)
- ▶ [1 reference](#) in [Through the Garden Gate](#) by Elizabeth Lawrence, Bill Neal (Editor)
- ▶ [1 reference](#) in [The Illustrated Encyclopedia of Roses](#) by Mary Moody (Editor), Peter Harkness (Editor)
- ▶ [1 reference](#) in [European Garden Flora: Volume 3, Casuarinaceae to Anstolochiaceae : A Manual for the Identification of Plants Cultivated in Europe, Both Out-of-Doors and under Glass \(European Garden Flora\)](#) by The European Garden Flora Editorial Committee (Editor)
- ▶ [1 reference](#) in [Garden Plants of Japan](#) by Ran Levy-Yamamon, Gerard Taafe
- ▶ [1 reference](#) in [Tropical Ornamentals : A Guide](#) by W. Arthur Whistler
- ▶ [1 reference](#) in [Home Landscaping: Northeast Region : Including Southeast Canada \(Home Landscaping\)](#) by Roger Holmes, Rita Buchanan
- ▶ [1 reference](#) in [Growing Tropical Plants](#) by John Mason

Voila!

We've found 11 books in Search Inside!, using this phrase, all of which can be drilled down and re-searched with other search terms.

Remember that Search Inside! has millions of books covered.

Plus, if you copy and paste the results from the SIP's search above into Word or Notepad, instead of just giving you the headlines of each book, it returns another "Google" type search with three lines of description for each.

You can then read sections of each book, without having to open them all individually.

Absolutely amazing!

Now you have another 11 books to read up on and find more great content.

Do you think you'll be able to find a few new ideas for writing that article? ☺

While researching, you should take notes of any aspect that you think you should cover in your own article.

If you're lazy, you can also visit [Ezinearticles.com](#) to check out articles. Just don't ever copy anybody else's work.

Read about what people write, and see how they use their own style to give their article a unique feeling.

How To Kill Writers Block!

If you're stuck, or can't find the right mood to get into your writing, then here's a great exercise that will get you right into the writing flow.

It's important that you have a topic in mind before you start.

Start your word processor, and open a new page.

Now, keep in mind that this is an exercise. Nobody will ever see what you're writing.

Just begin writing a page. Do not correct any spelling or grammar mistakes, just keep typing what comes up in your mind when you think about your topic.

Write until you are finished with the first page.

Now look at the page that you've just written. Check your copy, and try to find the good ideas, the parts that read easy.

This is the style that you'll use next.

Now, simply delete this page, and start with a new one.

This time, you should try to use the style and ideas of your first writing, and you'll soon feel the flow come.

Writing will begin to feel like fun.

You may find that you have written far more than you imagined you could, in quite a short period of time.

Once you are finished writing the new page, you can begin correcting spelling and grammatical errors.

Even this part will make you feel excited. You will have created something that you can be proud of.

The more you continue using this technique, the more your writing will flow and the more enjoyment and creative bursts you will experience in the process.

You can repeat this method any time you have a writers-block, or suffer a lack of inspiration.

Ok, back to writing your first article.

It's important to set a schedule for yourself to write.

I like to write in the morning, as I feel most comfortable and productive at that time.

I also make sure that it's quiet when I work. I don't like to be distracted by radio, music, the telephone, or other outside noises.

I even close my email program, as incoming emails are also one of the biggest time-wasters.

Most professional writers have a strict schedule, and stick to it.

While you may not consider yourself a professional writer, if you plan to use article marketing you can definitely benefit from approaching your writing time like a pro.

To get the most out of your article marketing campaign, you will need to submit well-written articles consistently.

That means writing, writing, and more writing!

Professional writers are highly disciplined, and write everyday.

You can read a great post at [Study Hacks](#) where the writing habits of several successful non-fiction writers are analyzed.

When I plan to write a new article, I open my word processor (MS Word or Notepad), and enter the most important ideas/tips first.

Doing this will quickly give you new ideas to come up with your own article.

It's also a great way to get into the "mental writing state".

Make sure you know **why** you are writing the article.

You may want to attract visitors to your website to build a list or to sell a product or service.

Whatever the reason, always be clear about it before you start writing.

Warning: an article is NOT a sales letter. You can not just write an article to promote your product.

The main idea behind writing articles is to provide your readers with quality information, and give them an incentive to find out more about you or your business.

That's why you will place a resource box at the end of your article. More on that later.

Below are some tips for writing five to ten articles in one day.

Keep a notebook and make notes about what you will write about before you start writing.

Writing a short article is no rocket science. You don't write an article to apply for the Nobel price.

Of course, it helps if you have a natural inclination for sentence structure, topics, and idea formation.

Just don't try to be a writer!

Don't use big words, flowery sentences, or fancy prose to impress your reader.

Always write for the common man or woman, because whether you realize it or not, you're on the clock with readers.

Tick, tick, tick.

Don't bore them into clicking away.

Don't be afraid to dumb down your copy.

Write in a style so that seventh or eighth graders will understand what you're saying.

If you have poor typing skills, you may need to use a spelling and grammar checker.

But the most important thing is to enjoy what you are doing. No matter what I write about, I need some interest in the topic.

Writing articles helps to clear my mind and it makes me feel good.

It's also good practise to write a note to yourself about the goals and dreams that you wish to achieve.

Don't be afraid, just let it flow. Write it all down and do not worry about your ideas.

WRITE first, think later.

Just do it.

Grab Attention With Your Title

The most important part of your article is the title.

It's the first thing that people who find your article, will see. They are going to make a split second decision to read your article - or not.

You can have the greatest article in the world, but if your title doesn't grab your readers attention, then it was all for nothing.

So, you need to come up with a clear title that explains briefly what's inside the article.

Try to focus on the main benefit the buyer gets from reading your article.

Once you have established that, you're halfway there.

Let Your Body Do The Talking

Now, let's get to the article "body".

The major advantage of writing on the Internet is that you can write in an informal way.

You can make your article sound like you're talking right to you reader.

Use short sentences.

Be to the point.

Entertaining.

You can even be a bit controversial.

You just don't want to bore your reader to death with high-brow statements or difficult theories.

Online articles generally have three parts:

- Title and/or subtitle
- Body text
- Author's bio, credentials, and links

Each part of an article has a different purpose, and all three are equally important.

Here are a few examples of the many forms an article can take.

How-to: One of the most popular types of articles is one that explains how to do or use something. People

love to learn things from someone who is specialised in something.

1

Opinion: Whatever the field you work in, there are always new products or services. You can write an article, focusing on a special aspect of your business, and offer your opinion on how it will affect the industry.

Ebook excerpt: If you're selling an Ebook, you have a set of articles built right into your product. You can re-write a chapter, or write a condensed article, based on one of the ideas in your book. This method always tends to make great articles.

Top lists. Many articles come in this format. Think about an article with a title like:

"Seven Tips To Prepare Your Job Interview"

or

"Five Essential Tips To Write A Killer Article."

Here's a website where you can get tons of new ideas for coming up with a "How To" article: Ehow.com

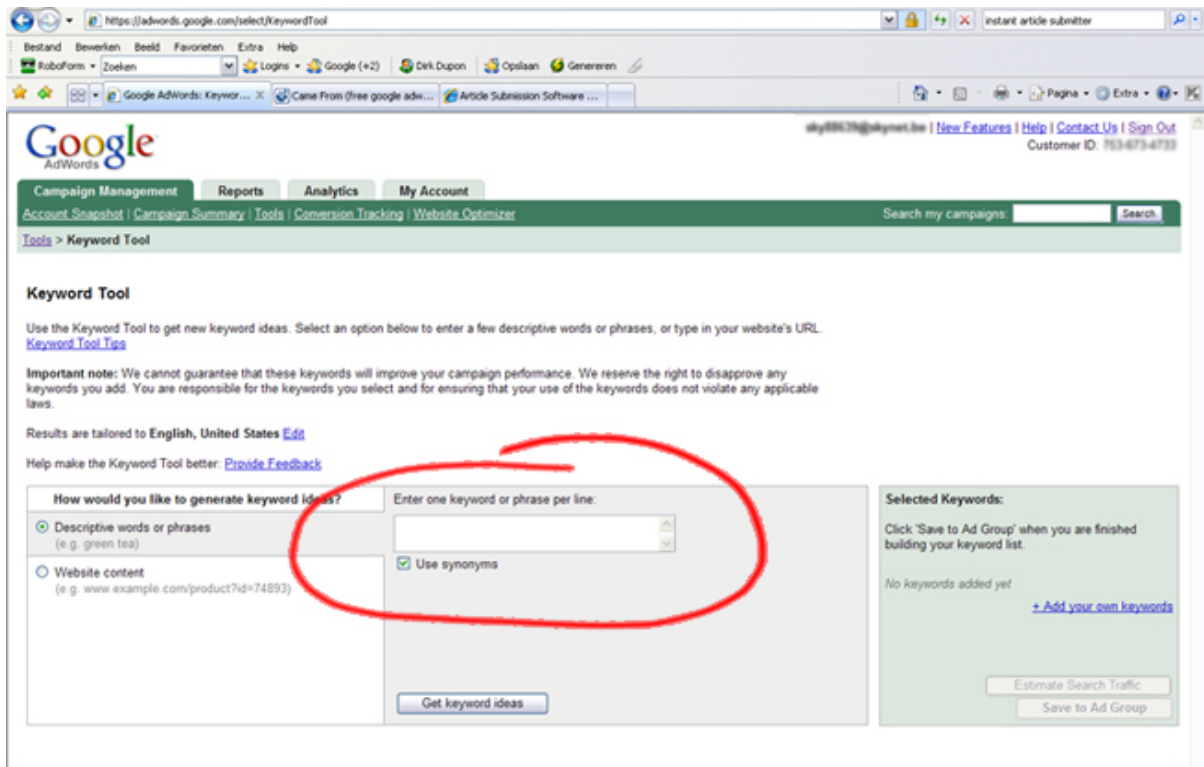
* TIP: You can also sign up for this site, and publish your own "How To" articles there, and at the same time you can get paid for it.

How To Create A Search Engine Friendly Article

A great way to expose your article on the search engines is to optimize your articles as if they were pages on your website.

Here's how you can get an article ranked well and generate tons of traffic:

- 1) Go to [Google Adwords' Keyword Suggestion tool](#) and type in some general keywords in your niche.



Look for a good Search Volume and copy those keywords into a spreadsheet or text document.

2) Search for those keywords in quotes on Google. For example, if your keyword is "dog training tips", that's exactly how I would input it in Google.

Look for results of less than 2,000,000. These search terms are relatively easy to rank well for.

3) Write an article, optimized for those keywords.

4) Submit your article to the directories.

5) Start building backlinks to your keyword optimized article(s) as if they were pages on your website.

You can try social bookmarking, blog posts, [Hub Pages](#), Squidoo pages, etc.

You will soon start getting some tasty placings for your article(s), and ultimately each article will start milking more traffic easily.

Your goal is to have hundreds of articles out there. That's how you create massive traffic.

And massive traffic is how to create massive money!

If you are going to offer tips or advice, make a list of what you intend to include in your article.

About The Length Of Your Article

A typical article generally ranges from about 200 words (3 or 4 short paragraphs) to about 1,500 words (about 6 pages).

Longer articles can be considered as Ebooks. So, 400 to 800 words is a good general target for most articles.

Articles that you want to see published on other sites need to be on the shorter end.

It is much easier for a webmaster to post a 400-word article that can be put on one page than one that must be broken up and given two or three pages of its own.

Follow these tips consistently and you will be able to write many articles every day.

Once you have finished your first article, you can give yourself a big pat on the back.

The next time you start writing an article, it will be a lot easier than the first.

You see, writing is just a craft and the more you do it, the better and easier you will write.

You can write lots of articles quickly once you know how to do it.

Spreading Your Article Around

You're now ready to start giving you article away.

But why should you give your articles away, you may ask yourself?

Shouldn't you make some money from your hard work?

Relax, you will earn money – just not directly.

When you allow other people to reprint your articles (including your resource box), you'll have inbound links to your website spread across the Internet.

This will boost your search engine rank and bring more traffic to your website.

You see, your articles will help you convert more visitors to sales.

By establishing yourself as an expert through your informative (and free) articles, you will earn that all-important trust Internet businesses need to flourish.

Articles submitted to article directories should be high quality, extremely informative material.

The reason is simple: you're competing with hundreds, or even thousands, of articles on similar topics. The higher quality that your article is, the more webmasters will choose your articles over the competition.

And when you hit the right topic, you're going to see countless publishers picking up your article (along with your resource box at the end).

And when that happens, you're going to get thousands of visitors.

- Possible reasons for rejection.

It can happen that some directories reject your article.

This may be due to one of the following reasons:

1. **Spelling/Grammar mistakes** - I don't need to explain this...

2. **Article not submitted to the right category** - This doesn't happen much, as most moderators will take the time to move your article to the right category.

3. **Wrong article directory selected** - If a niche directory accepts articles only about health and fitness, then don't submit Internet Marketing articles there.

4. **Links in the body of the article** - The majority of directories reject the articles containing links in the article body. So, place them only in your bido.

5. **Blatantly Advertising** - Articles are not a press release or plain advertisements. If a reader has an interest in your article, he may check your product or service from your author resource box.

Just submitting your article to the directories alone is going to send hundreds of incoming links to your site.

Below are a few article directories you can submit your articles to:

EzineArticles.com (My favourite!)

GoArticles.com

Ideamarketers.com

ArticleCity.com

ArticleCentral.com

Of course, there are many more directories to submit your article, but I will not list them here, because nobody will ever find enough time to submit to even a fraction of these directories.

If you want to get your articles listed in all the directories, you have 3 options.

1) You can hire someone to do it for you.

When you hire a "virtual assistant" to do your article submissions you won't have to look at each site to make sure it has a category that meets the requirements of your articles.

Most virtual assistants already work for other article marketers, and have a list of the best article directories, so they know where to go, and what to do.

You also won't have to create directory accounts and make notes of the link address, login and password every time.

You'll find some good freelance virtual assistants who will take care of your article submissions at Elance.com.

2) You can use an online article submission service.

For example:

WeSubmitArticles.com - This service charges you \$1 per directory that your article is submitted to.

For example: If you want to list your article in 10 directories, you pay \$10.00.

This makes it a good place for beginning article marketers, who like to test things out first.

The downside is, that if you plan to submit to many directories on a constant base, you may end up paying a lot of money.

ArticleMarketer.com - This service charges a flat fee. You can choose a "Quarterly", "Annual" or "Lifetime" membership.

I personally use this service on a regular base, and I know other famous article writers who also have an account there.

- If you're going to submit a lot of articles, then this is the way to go.

At this time of writing, you can hear an interesting 8 minute podcast at the site from Maria Marsala. She tells you how she's gone from being a "non-writer" to being a prolific author. And Maria didn't even like writing in the beginning ☺

* You can test ArticleMarketer for free, and submit your article to more than 11,256 publishers on 29 article announcement forums, groups and web sites.

Submission services are easy to use, effective, and can get your articles listed quickly in the most important directories.

3) You can use an automated article submission program, instead of paying for every submission.

This is a less expensive option.

The advantage is that there are no recurring fees involved and you can use the program whenever you want to kick-out a series of articles in a flash.

They will be distributed to hundreds of article directories in a fraction of the time it would otherwise take.

Below are two of them.

- The first one is Brad Callen's [Article Submitter](#)

This tool comes in two versions. The free version will ask you to manually enter your login and password info for every single directory that you submit your article to, so it can be a tedious task.

You can also get the "Platinum Version" for a one-time-fee. This extended version automatically enters your login and password info every time you submit an article.

- The second article submission software (that I personally use, and like a lot) is Rod Beckwith's [Instant Article Submitter](#) .

This is a similar program like the above one, but in my opinion, it has an easier-to-use interface.

This program transforms article marketing into a quick, easy, and pain-free link and traffic generation solution.

I've used this program numerous times, and never noticed any bugs. Plus, it updates all the latest article directories, and adds new features when they come out automatically.

As a result, [Instant Article Submitter](#) gets my highest rating. It stands out over its competitors and the quality support and directory updates make it an easy decision.

The verdict... this program will bring you more sales, website visitors and credibility, and won't cut your budget.

Power Up Your Article Marketing.

Now that you know how to spread your article around, let's take it one step further.

To be successful in article marketing, you will need to write many 400-600 words articles.

I know people who write ten to fifteen articles per day. But most of us aren't really skilled enough to establish that.

The following tip will help...

Let's assume that you have written your first "5 tips" article.

This article will easily lend itself to writing many more articles.

Here's the deal; when you write a 5 tips article you have written the beginnings of 5 more articles.

You can take each tip and write a new article about that tip.

Your 5 tips article is one article, and then an article on each tip is 5 more articles.

That's 25 articles!

Can you see the system here?

And every time you write a new article, based on one of the 5 tips, many more ideas and topics will come to your mind.

Of course, you should not try to include all these ideas in one article.

Instead, capture the other ideas by writing them down and using them for more articles.

Like I said before, article marketing is one of the best ways to get qualified visitors to your website.

Make it a habit to write every day, and you will steadily build a ton of traffic.

Write your articles as problem-solution articles.

Pose a problem, and then explain how to solve it.

These "how to" articles rank well because people love to learn how to do stuff - and they search Google to find out.

The Secret Of A Powerful Resource Box

Now, let's take things a step further and talk about how you close an article.

Every article you write should have an author's bio, strategically written to look like a continuation of the article itself.

The whole purpose of writing an article is to have your reader read your bio and decide to click to your website for more information.

Your article may be great and your conclusion strong, but without a powerful resource box that asks for an interaction (read; click), you will fail to get any traffic.

A resource boxes with just a few words like, "Written by John Doe" won't bring you any traffic.

Make your resource box entry stand out.

Many people write a great article, submit it to article directories and wait for the traffic to come.

But sadly, nothing appears, and they think, "article marketing is a load of rubbish!"

These people don't realize that they have probably made one of the most fundamental mistakes that new articles writers make; not using the resource box to its full potential!

Your resource box is your key to getting traffic to your website.

So use it right!

For example, if you write an article on how to give up smoking, then your resource box should read something like:

"If you liked this article and want more information on how to restore your lungs, and give

up smoking, why not visit yoursite.com for my free report."

Or:

"If you liked this article, then I invite you to sign up for my free email course on how to quit your bad smoking habit in 3 simple steps at yoursite.com."

Because people are already interested in what you wrote, they are very likely to click on it.

And that's where the marketing process begins.

Once your readers visit your site, you can ask their email address to build a list.

To increase your sign ups, you should have a squeeze page ready, consisting of an attractive headline and some bullet points with effective sales copy.

If you don't know how to create a squeeze page, you can download a free copy of the Squeeze Page Creator [right here](#). This simple to use tool will create an unlimited amount of squeeze pages with just a few mouse clicks.

Ask any successful marketer, and they will agree; you need to have a list of targeted prospects that you can sell to over and over again.

Your list is the fundament of your success.

Like I said earlier, you can offer a free report, or a short 3 day eCourse to make your reader want to subscribe to your newsletter, or join your opt-in list.

To capture the email addresses of your visitors, you need an "opt-in form". Most autoresponder services will build them automatically for you.

You just copy and paste the code into your webpage, so your visitors can leave their info with you in return for your free offer.

If you're looking for a reliable autoresponder and follow up email system, I highly recommend [Aweber](#).

It's the one that most marketers use, and their support and service is really top notch.

A great feature is that, unlike other services, you can setup multiple lists from one account, so you can build unlimited lists without paying for them apart.

Make your free offer valuable, so your visitors will leave their info with you.

* If you are into the Internet Marketing business, and need a report to give away, you can download lots of marketing Ebooks with Resell and Give-Away rights from my [Info Products Vault](#) (free).

One of the great things about using a hyperlink in your resource box, is that this will create more backlinks to your site.

Online publishers visit article directories to get content for their website, Ezines and blogs. They have to publish the entire article, including the resource box content.

This means that the number of backlinks to your website will continually grow, making your page rank with the major search engines increase at the same time.

Using A Disclaimer

It's also important that every article includes a disclaimer, giving readers permission to repost the article on their own website.

Always state that your bio or signature file has to be included, or you won't be able to take advantage of inbound links and additional traffic.

Your disclaimer should read something like:

"This article may be freely reprinted or distributed in its entirety in any Ezine, newsletter, blog, or website. The author's name, bio and website links must remain intact and be included with every reproduction."

This ensures you will be given credit for the article, while allowing others to use your content without contacting you first.

Webmasters often don't want to take the time to contact authors for permission, and are more likely to reprint articles that don't require contacting.

About Private Label Rights

Another valid reason to write articles, is that you can sell sets of articles with Private Label Rights to Information Marketers and Online Publishers, like Nicole Dean does at [Easy PLR](#).

Nicole's service offers unique articles and content that can be used by Info Product creators, bloggers and Ezine publishers to create new products and content quickly.

The PLR articles cover different niches, and can be used to create Ebooks, special reports, blog posts, and email courses.

It's the fast lane to quick online profits.

With Private Label Rights, you get complete control over other people's articles. You can put your name on them, as you wrote them all by yourself.

Once you have purchased a PLR package, you may modify, edit, re-write the articles, insert your affiliate links in the copy, turn it into an Ebook, use them as content for an autoresponder course, to post on your blog, etc.

You can also use Private Label Articles to create a private membership site, where people pay a monthly fee to access your articles.

TIP: You can use a low-cost membership site script like the [Instant Membership Site Creator](#) to setup your own private membership site.

This simple script is great for beginners, and can get you started in 60 seconds, without doing any programming.

It also allows you to setup a one-time-offer after people sign up for your membership site, so you have a good chance to make a lot of sales.

I don't have to tell you how effective one-time-offer marketing can be. Every serious marketer these days uses the sheer power of one-time-offers to generate extra sales...

OTO's are a proven, money-generating, marketing technique, and you should also be using a OTO page on your own site.

[Click here](#) if you want to find out more information about using profitable One-Time-Offers.

Or you can setup a free membership site, and give away your articles, just like Jason Oickle does with his [Private Label Rights Club](#), where you can download 25 fresh articles and header graphics on different niches every month.

There's a very simple reason why Jason is giving away his articles for free.

By doing this, he can quickly build a huge optin-list.

And, as everyone knows, **the money is in the list.**

Once you have a targeted list, that automatically build itself, you can follow up on your leads, and send them new product offers over and over again.

This is how the big guys earn their money.

And there's no reason why you shouldn't copy Jason's success once you know how to write articles.

There are many ways to profit from your list, and you can read more about the different techniques in Jimmy D. Brown's free report, called; ["Six Steps To Six Figures With List Marketing"](#).

Conclusion.

Now that you know how to write articles quickly, and where to submit them for maximum exposure, all you need to do repeat the process.

- Identify a niche market. Go to Google, enter "your niche + products" or "buy + your niche", and you'll come up with unlimited ideas or traffic and sales.
- Do your research. Use Amazon.com to find out which books are selling. Bestselling books are a great indicator of what people are looking for.
- Write short articles with a catchy resource box, and submit them to the article directories.
- Wait for visitors to flock over to your website, and then turn that traffic into subscribers/buyers by offering them a valuable freebie from your squeeze page, in return for their email address.
- Follow up with quality tips, new articles, product recommendations, and special offers.

That's really all it takes.

Article marketing is the path to online traffic and sales.

I can only point you in the right direction, and hope that you put some of my tips to use.

Remember...

... only ACTION produces RESULTS!

It was really fun to share this info with you.

Whatever you choose, I wish you all the best in life and business!

Best regards,

Dirk Dupon
editor@ebooks-made-easy

PS: If you liked this report, and would like to share it with other people, please feel free to forward them a copy.

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RECOMMENDED VIDEOS :

“How Would You Like to Start Funneling Targeted Traffic To Your Internet Business and *Get Top Search Engine Rankings?*... While Spending Only a FEW MINUTES Per Day!”



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