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Articles Writing Secrets
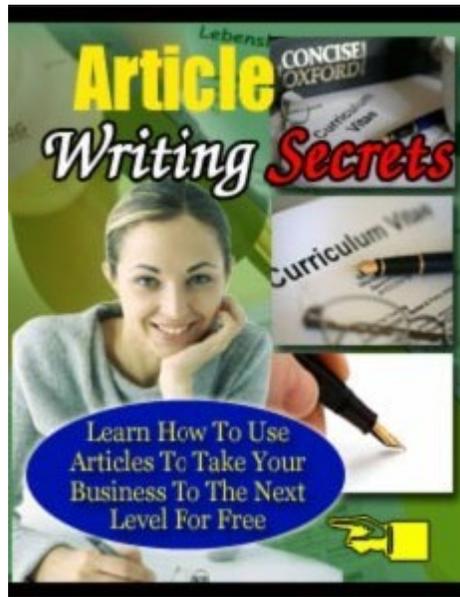
Learn How To Use Articles To Take Your Business To The Next Level For Free

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Top 5 Reasons Why You Need To Use Article Marketing

Whether you run a business totally online, or you operate a brick-and-mortar business and have a supplemental website, you need to implement article marketing. If you aren't marketing your business with articles, you're missing a huge chunk of the marketing pie. Let me give you a few reasons why.

Article marketing is free - Every business owner knows that advertising isn't cheap. Every newspaper or magazine ad you run costs you dearly. By spending just a little extra time writing and submitting several articles each month, you'll save quite a bit of money. Best yet, article marketing doesn't cost you a dime--just a few hours every week.

Article marketing brands your business - Have you ever wondered how some businesses seem to become so well known in such a short amount of time? They're getting their name out there. They're giving away something of value for free to their potential customers. Your articles will brand your business and make it a well-known name.

Article marketing makes you an expert - If you write articles about the subjects you know well, you'll quickly become known as an expert in your field. Do you run a website on bird watching? Writing and submitting fifty articles on bird watching will show people that you know what you're talking about.

Article marketing teaches you how to relate to people - You can't write a bunch of articles without learning how to communicate effectively. The more you write, the more you'll learn how to get your message across in a friendly, personal tone.

Article marketing creates back links to your website - Without getting into the technical details of this, back links to your website are good and you'll want lots of them. Back links help boost your rankings in the search engines, thus gaining more exposure for your website.

Remember that article marketing isn't the cure-all answer to advertising your business; it's one piece of the pie. You also can't submit a handful of articles one time and expect to see results.

Article marketing requires persistence and patience. You should plan to spend a certain number of hours each week writing and submitting articles to promote your business. Pencil in this time faithfully and stick to it. Within a few months (maybe even a few short weeks!), you'll begin to see the results of your hard work pay off.

Article Writing for the Terrified

Writing and submitting articles is an effective marketing strategy to deliver targeted visitors, increase your rankings and boost sales. However, it is easy to equate article writing with tasks such as writing high school or university essays. The memories of the pain involved in this form of writing can take time to fade away. The good news is that after learning a few simple steps, writing your own articles isn't as hard as it appears.

One of the biggest hurdles most new writers face is finding ideas to write about. The easiest way to begin is to write about things you are interested in and preferably passionate about. You already have knowledge in these areas which can be shared with others. It is easy to under-estimate your own abilities in areas you are experienced in. Talented people are often surprised by the level of questions novices ask (it is important to remember that there is no such thing as a stupid question - only stupid answers).

Once you have decided on a general area, a good way to narrow the topic down is to focus on the problems that people have. Typically, people read articles because they want to be entertained or they want information. Writing entertaining articles is a particular and more difficult skill. However, writing informative articles can be as simple as sharing tips that you have learned. A guiding principle is to expect the readers to be looking for "What's in it for me".

You may already know the common problems that people have in the particular field, but if not, a good source of information is to look at related online forums and note the most common questions asked. If you don't have all the answers a small bit of research can assist. Often the answers are readily available with a Google search which the readers could do themselves. However, you are adding value and convenience by providing a range of answers in a single document.

Most people don't like to read large documents from the Web, so unlike long essays, articles tend to be around 400 words long. If you break the article into an introduction, a small number of sub-headings and a conclusion you may only have to write about 50 words in each section. The sub-headings may be for authoring purposes only, but if they are relevant they can be left in the final article.

The first draft should be for your eyes only. Don't try to produce a final copy as you write. It tends to be much quicker to get your thoughts down and come back to edit later. The final step in the writing process is to proofread your article making sure that the writing flows and would be interesting to the reader. Ask yourself, 'does the article provide information the potential reader is looking for?' It can also be helpful to have someone else proofread the article. This is also the time to remove spelling and grammatical errors.

If you still have problems writing you may want to do a search for 'article writing software'. There are many packages around which can make the process easier. Similarly, there are numerous e-books available on the topic and many of them are available for free.

Once you have written your article you may want to add it to your own website as an item that search engines love - a piece of original content. If you add an 'About the Author' section with a link to your website, you can also submit it to article directories. As other websites publish your article you receive another thing that search engines look for, one-way back links. Article submission can be a tedious process, but software and websites that can submit to multiple directories in one go exist to make the job much easier.

After writing your first few articles you will find it is not as daunting as it first appears. You never know, you may even want to offer your services as a freelance writer on the Internet as a way to make some extra income.

12 Tips for Generating New Ideas for Article Writing

Are you running short of ideas for your articles? Is generating fresh ideas for writing becoming difficult? By following the techniques discussed in this article, you will be an article generating power house.

1. Subscribe to a dozen RSS feeds on various subjects you are most interested in. Scan through the feeds every morning or at night and select a few articles for thorough reading. After reading the articles, tag them using your own classification system.

Classifying articles in different categories helps locate them quickly. Use Google's RSS reader for reading and tagging the RSS feeds. You will have access to your categorized articles from any computers connected to the Internet.

2. Subscribe to a few print magazines and read them regularly. After you finish reading an article, record the main points of the article in a Google note. You will have access to these notes anywhere in the World.

3. Use a PDA and carry it with you wherever you go. Better yet, get a PDA with a camera and cell phone. You will only carry one gadget for all your communication, organization, and content generation needs.

Take pictures of interesting places, events, and moments you come across in your daily life. Use the voice recorder of the PDA to record whenever an idea hits you. Every night, transfer the ideas from your PDA to Google notes and upload your pictures to flickr.

4. Scan through the comments posted by others on the online articles you read regularly. Record interesting ideas, pros and cons of an issue, and strong opinions posted by others in your Google notes. Leverage the wisdom of the crowd.

5. Have lunch with friends at least once a week. Bounce ideas off them on any topic. Mix ideas from divergent topics to create new ideas in you own subjects.

6. Use the time like driving, watching TV while exercising in a treadmill, etc. to think about your favorite topics and try to relate to things you observe on the road and on the TV. When you get an idea, record it in your PDA.

7. Go through all the ideas and articles you have recorded in Google notes and your RSS reader to create new ideas by giving new twists to the old ideas. Combine two or more ideas and change or improve an existing idea to come up with your own idea.

8. Use a variety of online tools like Technorati, Digg, Delicious, etc. for writing inspiration. Every hour, hundreds of new articles and news stories are posted in these sites. Quickly scan them to hit a few gold nuggets that can serve as springboards for new ideas.

9. Using on-line tools discussed earlier, select an issue and jot down all the pros and cons. Search Google to enhance the idea by adding more pros and cons. Once you have collected a dozen diverse opinions, you will be able to write an article based on those facts in a pro-con format.

10. If you are good at using data for analysis and comfortable in the use of a spreadsheet, draw charts in the spreadsheet and look for patterns in the data. Provide you own interpretation to the data. Illustrate your articles with charts and graphs.

11. To generate topics for your article, use overture keyword selector. Select a single keyword and run it through the overture. You will see a dozen or more keywords based on the search popularity. Copy a few selected keywords to a notepad. Now, take each keyword and do a search in online sites like Digg, Technorati, etc. You will see a number of articles. Read them to generate ideas.

12. Ask yourself what if, what else, and why not questions on an issue and search the Internet to find answers from different sources. Create new ideas generated from existing materials, provide step-by-step guide for somebody to practice an obvious idea, or offer benefits of practicing an old idea.

A Sure-Fire Structure for Writing Articles for Your Website

With a little effort and a sound, reusable structure, you can write articles to draw traffic to your website, ad copy to sell your products, and generally enhance your presence on the Internet. With these methods, you will gain the attention of those all-important search engines and get your products and ideas seen.

There is no mystery about the basic structure for writing website articles. Each article should have a beginning, or lead, middle, or content section, and an ending, or conclusion. Not that difficult, is it?

The extra ingredient you want for website articles or ad copy that will draw traffic is this: targeted keywords or phrases. Don't be frightened by the idea of writing an article structured around keywords. It is much easier than it sounds. If you have researched a keyword(s) you want to get traffic for in the search engines, a good rule of thumb would be this: Use your keyword(s) once in the title, once in the beginning or lead, once in each paragraph of the article content, and once in the conclusion.

If you can use this basic structure -- keyword(s) rich title, lead, content, and conclusion -- you will find it easy to write content that will draw search engines to your website.

Take this sure-fire structure and combine it with a bit of research on the Internet or better yet in a nearby library.

Libraries are your "secret weapon" to find material for your sure-fire article structure. Here is the "offline" advantage -- if people are writing articles targeting the keywords "electronic dog fences," for example, by researching the Internet, they are bound to be seeing similar articles. This may not lead you to duplicate their content, but it certainly won't help. If you go to a local library and find some magazines or newspaper articles about "electronic dog fences," you'll be ahead of the competition.

Use that research material with your keyword(s) and write something in the range of 300-500 words and you have your article. Don't be frightened at the idea of writing 300-500 words. Think of it this way: One double-spaced page printed out with one-inch margins all around holds about 200-250 words. If you've read a few articles and taken notes, you probably have more than enough ideas and information for two double-spaced printed pages.

Using the above example "electronic dog fences," you might try the title: "Four Ways Electronic Dog Fences Enhance Your Pet's Life." That isn't the snappiest title you could find, but it does tell someone and the search engines what the article is about -- while using the keywords "electronic dog fences."

Then take the research you have done and come up with four major benefits for dogs and their owners related to electronic dog fences. Your lead might be something like: "Electronic dog fences not only make happy neighbors, they can make life better for your pet, too."

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Use each of the "four ways" you mentioned in the title as a section for your article. If you want a short article, make a paragraph for each of the "four ways," a longer article may require two or three paragraphs about each of the "four ways."

When you reach the conclusion, you want to do two things: Try to summarize the lead or title in the conclusion by using the "electronic dog fences" keyword(s) again, and quit.

Use this sure-fire structure and you'll find you can build successful, keyword-rich articles for your website -- even if you don't think of yourself as a writer!

Four Ways to Immediately Improve the Quality of Your Writing

Writing is not really an art. It is a craft, and crafts can be learned. Here are four techniques you can use to immediately improve the quality of any writing you do, from business letters to web site articles:

1. After you run your spell checking software, go back and reread your writing. Very few people are good spellers, which is why spell checking software became popular years ago. Unfortunately, reliance on the software leads to silly errors.

For example, the words "form" and "from" are both good, legitimate words. But if you wrote a business letter that said, "We will be taking $200 form your checking account to cover the payment," would your spell check software catch the error? Spell checkers are a convenience, but they are neither authoritative nor infallible.

Always read through your writing at least once after you spell check -- and keep a dictionary handy.

2. Use that famous "KISS" principle for your punctuation. You know the rule, don't you? "Keep It Simple, Stupid" is the rule regarding punctuation. If you don't know how or when to use a semicolon, then avoid semicolons; you'll only display ignorance if you get it wrong.

In keeping with that KISS principle, limit your use of commas. Far too many people use far too many commas. Just because a sentence is long does not mean it needs a comma. Well-placed commas make reading easier and are appropriate. Commas thrown in simply to break up the words are incorrect and distracting.

Another important rule of punctuation is to avoid using exclamation marks almost always. If your choice of words, sentence structure, and overall prose don't convey the sense of excitement you are seeking, an exclamation mark won't do it. If your writing conveys your sense of excitement, an exclamation point is, well, pointless.

3. Make sure your writing is grammatically correct. You don't have to be an English teacher to get the grammar correct. You simply need to learn the basics -- verbs and subjects agree in number, for example. That is, "he was" is correct; "they were" is correct. To say "they was" is incorrect.

If you aren't sure about using grammar, especially if English isn't your "first" language, go to some good reference sites for fundamental English grammar and usage. (If you are writing in another language, the same advice holds true for that language.) Invest in a good, basic grammar book or style manual. Check with any bookstore, online or offline, and you can find one.

4. When you finish some writing, put it aside for a couple of hours or days (if possible), then reread it before you let go of it. Of course, if you're writing or dictating a business letter or other "time sensitive" document, this may not be possible.

If you set your article or story aside for even a day, then reread it, you may be surprised at glaring errors or significant changes you will want to make. And you thought before that it was finished. Many writers and teachers have commented that all true writing is done in the rewriting. Take that advice to heart and you will significantly improve your writing.

These four steps, rechecking your spelling, taking care with punctuation, watching for fundamental grammar errors, and rewriting, will improve your writing. They are proven tools used by every word craftsman.

Writing Articles that Captivate Your Readers

You've heard it time and time again: if you want to get your name out there, write articles and allow them to be freely reproduced (with a resource box pointing back to you, of course). Largely, that is true. A well-written article can:

 - Help you build your profile as an expert

 - Draw traffic to your site

 - Help you to build a database of potential clients through associated e-courses or a newsletter

So far you probably haven't heard anything you didn't already know. What YOU are likely to be struggling with is the process of actually writing the article. Sure, you can come up with the content - but how do you really grab those readers? How do you keep their attention all the way through? And most importantly, how do you make them want to come back for more?

Let's assume that you understand the basics of constructing and editing an article (it has a beginning, middle, and an end and you know how to check the grammar and spelling.) Most of us can manage that. But if you're not content with simply "getting something out there" - if you want to WIN readers - then you need to start thinking about what they want to know, rather than what you want to tell them.

Put your readers first - every time. Give them what they want, and they'll be queuing up to read anything you produce. Give them something bland (or worse, blatantly self-serving) and they'll blast by you so fast you'll be spinning in the back draft.

The following four steps will give you a blueprint for writing articles that captivate your readers - whatever the topic.

== 1. Find Out What Your Readers Really Want ==

Sometimes you'll know what they want because you're an expert in the field, and understand the problems. If you don't know the subject area well, you'll have to do more research. Look for forums on your topic and see what people are discussing. What are the problems that need solving? Can you provide an answer? ("If they have a headache, give them an aspirin.")

== 2. Start With An Attention-Grabber ==

Spend time working on your opening. Try to avoid trite questions like "Have you ever wondered why so many people find it difficult to lose weight?" Firstly, it's dull. Secondly, it's not targeting the person reading the article - what do they care about the difficulties "many people" have with losing weight? They only care about THEIR weight problem!

Try to come up with an opening paragraph that gives the reader that warm "Hey, this is about me!" feeling right away. Better still; try to generate a rush of excitement - "This could be the answer I've been looking for..."

Example: "The diet gurus make it all sound so easy: to lose weight, all you have to do is expend more energy than you take in. Huh! If it were that simple, the "Big People" stores would be out of business in a heartbeat. Luckily for those of us who are tired of diets, gyms and dull group meetings, there is a back-to-basics way to tackle this. A way that won't cost you a fortune or leave you feeling deprived."

== 3. Write As You Speak... Then Edit! ==

The sample opening above also illustrates the importance of the tone you use in your article. You need 'meat' in each article, of course, to make it worth reading - but make sure it's not indigestible!

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You're better off writing your article in a natural, relaxed style that's akin to normal conversation. It doesn't matter if the first draft is a little too informal - you can fix that when you edit. Naturally you don't want to irritate your readers with a too-breezy style, but too-formal is worse. Readers may want facts, tips, and strategies, but they hope to be entertained, too! Let your personality shine through.

== 4. End On A High ==

What's one of the biggest problems with most articles? They fizzle out! Writers often don't know how to end on an upbeat note. They either just stop dead or they come up with a trite ending like: "So what are you waiting for? Get started today!"

The beginning and the end of your article are the two parts that make the biggest impression. Start by creating a feeling of anticipation... and leave them feeling satisfied (or excited) when you finish.

If you are offering advice to help them solve a problem (like obesity) gives your readers a reason to feel optimistic and good about them. Don't make rash promises... but do offer hope. If you are giving hints on marketing or business, sum up the benefits of acting on your tips. You can also experiment with using a pithy/humorous quote, or giving readers a specific action to get them started. Be creative - and don't rush it.

Here's a final tip: create an article-writing cheat-sheet for yourself. Divide it into beginnings/middles/ends and add more useful strategies as you think of them. (For example, using the tips in this article, you might write: ENDINGS - end on a high, offer hope, use funny quote, suggest action to get started.)

Do this, and you'll be steadily cranking out articles that everyone wants to publish!

5 Easy Steps for Writing an Article that Gets Top Results

You may not know it, but you have an easy way to bring targeted traffic to your site. You can write articles for publication in ezines that will continue to bring you traffic to your site long after they appear online. Just think of this as an unstoppable traffic generator for your online business.

You do not have to be a Hemingway to be a great article writer. There are some basic rules to follow though. Here are 5 steps to writing a good article that will attract attention and result in more traffic and sales for your business.

Create A Hot Title

You must grab the attention of the reader first. People scan everything before they commit to reading it. Let them know what the article is about in a way that makes them want to dig into it for more information. Two classic ways to make a good title are to use a "How to" format, such as, "How To Get A Base Hit 7 Times Out Of Ten", and the "Tips" format, which might go something like this: "5 Super Easy Tips To Relieve Stress".

Get Your Reader's Attention With An Interesting Opening Sentence

The next most important part of writing your article is to grab the reader with a powerful first sentence. This will keep them interested and wanting more information. Two of the best ways to hook your reader is to ask a question or to state a fact.

A question should make the reader curious to find out the answer by finishing the article. If you state a fact, you must make it the basis for the rest of your article.

Discuss The Main Points In The Body Of The Article

Here is where you provide the content of your article, and the solutions to the problem that you are solving for the reader. Your purpose here is to educate and inform. Address each problem and follow it with the solution. Or if you are giving tips to your reader, you can list each tip in the order that best solves their problem.

Summary and Ask Your Reader To Take Action

Always include a brief summary for maximum results. Then tell your reader why it is important for them to take action now. Give a benefit or two as an incentive for them to respond now. This can be a link to your website or newsletter. After all, this was the primary purpose of your article.

Include A Powerful Resource Box After Your Article

You absolutely need to make a resource box promoting your website, eBook, eCourse or affiliate program. The resource box gives the reader another way to get more information. This will spur the traffic to your promotion as more people read your article. Create a resource box that tells who you are and what you are offering to the reader. This should take no more than 3-6 lines of text.

These 5 steps will ensure that you have an article that people will want to read and then visit your website. Just use this easy 5-step format and simply fill in the details with your own information. Then distribute your articles to ezine and newsletter publishers in your business niche. The result will be more targeted traffic and increased visibility for your business.

Article Ranking Formula - Platinum EzineArticles Expert shows you the method to get a top 10 rankings on Google with 72 hours of your article being published.

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Various Ways to Make Money with Articles

To make money by writing articles there are several different areas that need to be addressed. The author has to ask himself several questions before starting so he doesn't write an article and then have to determine where it should go and how best can he relate it to his business.

The basics in writing the article are much the same, no matter where you use it. It should be written to make the best use of keywords without being obvious. Information is what the reader wants so don't just write one big commercial. Readers have gone to your article because they want to learn something. If they do, they are more likely to click on your site to see what else you have to offer. Gradually you can steer them towards your promotions or products.

The writer needs to be sure there are no grammatical errors. Break it into manageable paragraphs and keep the line length about 60-65 characters so the reader doesn't have to use his mouse to see your writing.

Another area is who writes the article. Some people can publish them very easily but others either don't have the time or don't feel comfortable enough to do their own. Research is important here, including trying out someone who offers to write them for you. Try him out and if he performs to your satisfaction you can continue with him. Eventually a hesitant author may decide to try it himself, as he gets more experienced with his marketing skills. A good place to get recommendations is on a forum.

Where are articles placed? One of the most obvious is article directories because they will submit them to hundreds of sites. The author's link is then sent out with the articles and hopefully many readers will click on it to find out more about this author, especially if the subject is in his area of marketing.

Your own website is a great venue for your articles. A good example would be to put the article on affiliate marketing on a web page. Then links on that page can offer the reader a route to one or more of your affiliate sites. Or write one on the benefits of using autoresponders and have a link to one or two.

Make sure that your articles not only use keywords that relate to whatever subject about which you are writing, but remember that content is king. Commercials are fine but save them for your blog or a broadcast to your subscriber list. Well-written articles can help you build an opt-in list. Your readers will be anxious to read more of your material and we all know that subscriber lists lead to income opportunities. Your site's reputation will increase as well. Soon some of your subscribers may recommend your site to others.

Be sure to stick to subjects that either pertain to your type of business or if you are promoting affiliate products and sites, aim your subject to whatever you are promoting. Not an ad, maybe more information on the general subject of that product. For example, if the product is a vitamin, write an article on the need to supplement your nutrition.

A good way to advertise articles is to set up each article on a web page and then make a master list on a separate page with a link to the article. Using an autoresponder for the same method is good too. Then take out an ad, either paid or unpaid, and advertise the master list.

Articles obviously can be used in various places and with a little imagination your business will greatly profit from them.

Checklist For Writing Effective Articles

Before writing an article, have you ever felt overwhelmed by a blank sensation, not knowing where to start?

...I'll bet you have!

This checklist should help you eliminate some common problems in writing articles:

1. Have a specific purpose in mind.

Always have a specific purpose in mind before you begin writing: you should be crystal clear about what are you hoping to accomplish by writing your article.
Is it an article clarifying an issue for your customers, to attract prospects, to improve the link popularity for your website?

2. Know your target population.

Before writing an article, conduct research on the target population. What are their experience, their interest, and their wants in the chosen topic? What pain or problem do they try to avoid?

3. Develop a detailed outline first, stressing on the benefits.

Now that you have a purpose and a target, organize your article so that scanning it quickly will show immediately to your reader how he will benefit from it and what are the most important points.

4. Stop your reader in his tracks with your title.

Your title should grab the reader's attention and 'force' him to read your first paragraph. Using your most important benefit usually does it.

5. Start your article with the most important information

Again, do not keep your most important information for the conclusion! Give it immediately and develop on it in the following paragraphs.

6. Keep jargon to a minimum.

If possible, avoid jargon as well as prejudices and insinuations. Write your article so that even a child can understand it.

7. Make your article warm and personal.

Speak direct to the reader. Use a lot of 'you'.
Reading your article, the reader should feel warmth and empathy, knowing that you have the same problems and goals than him.

8. Keep sentences short and simple.

Using short and simple sentences will allow a fluid and easy reading, preventing your reader to get bored.

9. Have someone from the target population critique your article.

Who can give you a better feedback than someone from your target population? It will help you

10. Spend more time rewriting than writing.

Besides formatting your article for easy reading and nice presentation, be sure to use tools or an external editor to carefully proofread your writing for grammatical and spelling errors.

Remember that the more writing you do, the better you will get. After sometimes, when you are in the habit of writing, article writing will not seem as difficult as now!

Stay on the Good Side of Article Directory Owners

Article marketing has become one of the top ways to increase the popularity of websites and gain higher search engine rankings. Having articles you have written posted in reputable article directories allows you the publicity you are looking for as well as gaining necessary backlinks that count as a vote for your site - a necessity if you want a good page rank in Google.

Keep in mind that while submitting articles to article directories can help to improve your search engine rankings and increase the visitors to your sites, all the work you spend writing and posting will be in vain if article directory owners choose to not post your article.

Let's take a look at how you can stay on the good side of article directory owners and increase your chance of getting your articles posted:

Follow the rules - You stay on the good side of article directory owners simply by reading the submission guidelines posted on the article directory site. These guidelines explain the rules that you will need to follow in order to get your article posted. At minimum, they will describe the types of topics the directory owner will accept, formatting requirements and even word length.

Show your expertise - By writing extensively on a particular subject or similar subjects within a broader category, you become respected as an expert - often allowing you the privilege of having your articles automatically accepted. However, submitting articles on a number of different topics might send an alert to the article directory owner that you could be a possible spammer.

You could have good intentions and simply want to submit articles reflecting the variety of different sites that you own, but having many articles on many topics could send a flag that you are aiming mainly for a high number of backlinks and the quality of your articles may not meet the requirements of their site. If you want to submit articles on a variety of topics, try submitting certain topics to certain directories or sign up with multiple usernames or pennames (if allowed by the article directory).

Rewrite your PLR articles - If you use private label rights (PLR) articles, be sure to rewrite your articles. Do not use them straight out of the article pack, because many others who have the same article packs will not rewrite theirs! Duplicate articles are always deleted from article directories, therefore if yours does not get in the directory first; there is a good chance your article will be deleted. Furthermore, not all article directory owners understand the use of PLR for article marketing. Do not take a chance that the article directory owner might accuse you of copyright infringement!

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Remember, if you have questions, ask the article directory owner(s) because it is much easier to do it right the first time than to spend time and effort rewriting it or just being taken off the list of qualified writers for that article directory. Always submit high quality work, do not try to cut corners once you have established a rapport with the website owner.

Recommended Resources

SEOVideoGold - Video tactics combined with the power of article marketing, video article marketing and SeoVideoGold

Content Infinity - Powerful article writing software churns out thousands of high quality and unique content

Monthly Content Club – Great PLR content site