

"Article Writing Block Buster Secrets".

A Comprehensive Guide To Writing Articles For Internet Marketing

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1.Introduction- What is Article Writing All About?

Before the Internet became popular, this topic was more to do with professional writers working for big publishing houses or research institutions. Now days we have a completely different picture, this field has opened up to into a wide variety of fields and disciplines and anyone can contribute.

We are currently in an information explosion as more are connecting to the Internet. We now have a knowledge based society, that work with our minds instead of our hands.

Hundreds of different hobbies, niches, sub or micro niches, topics and activities are becoming popular. There is a huge demand for information products, such as articles, E-Books, Cd's, video. DVDs, value exchanges, forums and teleseminars. Writing and publishing articles on the Internet is simple, convenient and free to do. If you have a hobby, interest or passion and want to share what you know, writing for the Internet is the way to go.

Why would anyone want to do this?

Apart from building your personal presents or business utilizing this traffic generator it is satisfying to share a skill, a passion, knowledge that could help some body, so write articles on the topics that you love. Use this as a way to connect and communicate your expertise to others? Writing and publishing online is easy to do and can be used to earn a good living either as a free lance writer or used for business promotion through article marketing. All you need is a computer with an Internet connection to start.

The more you publish the better you get, the more exposure you receive, the more of an authority you become. All skills are learnt and perfected with use and practice. When you start you may not be the expert that you wish to be, but that comes with time. The more you write so your flavour, tone and style of your article develops.

The spice to life is having a goal and then to accumulate new ideas, knowledge, techniques to put into practice. Research on information for your niche can be fun and as this becomes part of you the easier it becomes to write about.

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Overtime with more quality thought pieces to your name, you will build an eager audience of followers that will see you as an expert, an authority in your field. This is for future leverage. You could brand yourself as someone who knows what they are talking about and is knowledgeable. This promotes your credibility in a faceless medium of the Internet. It gives you free visibility and exposure, to a targeted audience of your choice.

This is called crowd sourcing. The people who read your thought piece will be there because they are interested in your subject. A selected or targeted audience to communicate with. Mass communication and leverage on a global scale. You will be communicating to all four corners of the earth. Making Money on the side.

This E-Book will explore in greater detail how to write and what article Writing can do for you.

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a. Article Writing Over view. A Writers Template.

Here is some Terminology to get familiar with:

Articles are known by a variety of names. Some of them include: blurb, piece, thought piece, scoop, column, feature, beat, write up or composition.

I have 9 point overview for you because A ship with out a rudder will not get to its destination. Without having a clear picture of what you are doing, where you are going and how to get there, makes it impossible to succeed. By utilising and having a clear understanding of these 9 insider tips will get you success as a writer,

- i. Ask and then answer this question, then get the answer in your head.!!!
What do we want out of writing articles? Decide on the motivation that will drive your writing campaign. This gives you a goal, focus, inspiration, persistence to succeed;
- ii. A quick intro into the Articles lay out: Title/ Headline. Teaser copy (2 to 3 sentences to entice your reader to want more). Introduction or over view. Body or content. Summary or conclusion. Resource and Authors Box.
- iii. Write quicker, faster. Have a goal to reduce your writing time for each blurb. Improves with practice.
- iv. Need to find readers to read your articles. Find out what material is popular and where people are going to get it. Then Supply accordingly.
- v. The Importance of your headline and teaser copy. 90 % of your articles success lies in getting your title right. See what grabs your attention from other copy in this area and craft yours to suit. Follow the examples that work, but make yours unique.
- vi. Need to captivate and hold your reader with fresh and interesting content. Target a certain group or niche and give your readers what they want. Articulate your thoughts in a clear crisp manner that communicates all the benefits to your reader. Write with passion. Let your enthusiasm shine through.
- vii. Need them to come back to you, hungry for more. Keep producing content rich material that there is an appetite for. Find and supply what is devoured. Keep attracting and feeding a growing following or readership.
- viii. Brand yourself- Create a catch name that is remembered. Always use the same signature in your resource box. Build your reputation and be seen as an expert.
- ix. Learn to capitalise on your readership following. Learn the skills of persuasion to lead them to an offer that they just can not refuse. Maximise your resource box- Fore fill its purpose by selling yourself or your business.

What Makes A successful Article?

A successful article is largely defined by the purpose to which it was created and by the kind of results you wish to achieve. This kind of writing has many uses, so a broad perspective will be taken here. All articles are designed to be read by a targeted reader, to be helpful, interesting, informative, and in a way that can be followed and understood by the largest number of people. Writing this way is not difficult if you follow *these 5 simple pointers*.

1. Know who you wish to reach and communicate with.
This means you need to decide before hand who you want reading your piece and design it accordingly. Know your audience and what they want before hand, also where these readers go to get their information.

This is where you need to place your scoop, so that the greatest amount of hungry targeted eyes will see it.

2. Headline and the teaser copy.

As the headline and the teaser copy is what your reader is going to read first, special attention should be focused on this important area. This is where you have just 2 to 3 seconds to arrest your readers attention with something that they are looking for. This is normally a benefit so place this up front in your title. Look at other successful headlines to see and learn how to craft your own. This is skill that is learnt and perfected with practice.

3. Writing Style.

Most often the best writing style to chose would be to the most simple and direct. Use your words in a way that is easily understood. A simple style benefits and appeals to the broadest cross section of people, therefore the largest possible number. Most of today's Internet users are wanting information in a hurry and in a way that it is easily digested. Supply what is wanted and in a way that is most appreciated.

4. The structure should be constructed in an inviting and open format.

This means using short, to the point, focused sentences. Each paragraph should normally contain around 5 to 6 sentences with lots of white space between. These should be delivered in a crisp, concise and coherent way. Using numbers, bullet points and subheadings helps surfers to skim your thought piece to see if it has relevant content. A successful piece should promote interest and enough desire for them to invest the time to read it properly.

5. What is your desired purpose in targeting this audience?

What is your aim and intention? To share ideas, thoughts, opinions, promote a product or service? By knowing this before hand helps you to organise and source relevant material most suited to this task. If it is to promote a website, then you should give enough information and benefits as a taster in your pieces body to want more. Enough to pique your prospects interest in wanting to commit to a further action by clicking your link.

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2a. “3 Reasons Why” You Want To Publish Articles?

Writing and publishing articles on or offline gets great exposure for you. You can be promoted and seen as an expert, an authority in your field and exposure for your business, idea or cause. Publishing on the Internet is particularly easy and free to do. There is a growing global audience that you can instantly reach and communicate with. Internet publishing is what will be covered here and why you would want to do it?.

Ezine publishers are the platform for writers in any field to publish articles on, giving you free media advertising. This means that you can find a category in any niche to write about, that has a targeted readership on a global scale wanting your short articles. Signing up for membership to these sites is free.

You submit an article for approval, by first following their editorial guide lines and at the end of your piece you are given access to an author's resource or bio box. In this box you are allowed to write a bit about yourself and a link to your website that you wish to promote. This is the traffic generator of targeted pre qualified prospects to your site or business.

Not only does this give you free traffic to your website but because they like your material, are already pre-sold on what you have to offer. You have come across as an expert in your field, as someone they can turn to with confidence. The more you write the greater the exposure to reinforce this idea.

The third reason is to improve your websites search engines optimisation (S.E.O). This is through creating links from reputable sites back to you. The more of these links that you create, the better the chances of improving your websites ranking. This equates to extra traffic coming from natural searches that surfers make using the keywords that these links are made with. More on this later.

For free media exposure makes article writing a must for any online promotion. They are continually exposed 24 hours 7 days a week and keep working for you. This gives you infinite future leverage.

Very Important... Take note of this!!!

By publishing your articles with the TOP Ezine publishers such as www.EzineArticles.com you attract Google's Attention.

If you use your keywords correctly, coupled with L.S.I. (Chapter 2e +2f) and linking your article to a relevant well optimised website using the same keywords as an anchor link, you are sure to score well in indexing your article especially on Google. Google wants customer satisfaction, knowing this helps you to provide what they want and you will be rewarded accordingly.

2b. Write Articles For A Living- From Home...

This is a great way to earn a living from home? This can either be as a freelance writer or you can go into business for your self as an online article marketer. Let me show you a way to do it.

Before we get into that, let me ask you one question: Do you have drive and want to succeed no mater what? To write articles and to work from home may sound very appealing, but if you are not dedicated to it or have a passion, the sizzle may burn away leaving you high and dry. If your answer is yes to this question then you want to read on.

The most important task initially, is discovering the correct niche or topic for you to write about. The latest technology today (Internet) makes marketing from home or any where for that matter a breeze. Cyberspace is your ocean to go fishing in. You need to know if your chosen passion or expertise is the right bait to use for the hungry fish out there (hungry for information). If you go fishing you want to know where the fish are, what they are feeding on and what they are hungry for. Article marketing is all about finding a hungry crowd, finding out what they are hungry for and then making them an offer that they just can not refuse.

A computer and a broad band Internet connection is the now media that will reach your target market.

Decide what to market and what words to target for your articles. Now you want to write content that your prospects want to read. In this share freely your expertise and passion through your writing to become known as someone who is worth listening to. Your articles become your shop window to the world. There is no longer a need for brick and mortar real estate to market from. Your computer and Internet replaces all that.

Your articles are published for free through many publishers called Ezine Distributors. At the bottom of your article there is a authors bio box in which a link or two is allowed. This allows your interested reader to access more of what you promote. Volla!!! You in business, all from home.

2c. Finding Your Niche, Passion Topic.

Well these are one and the same thing. I kind of like passion topics because it sums up a growing market phenomenon that is taking the internet by storm. More people are searching the internet for information regarding their passions in life. They can do it from home, in their own time and are able to glean information from a global perspective with no barriers or boundaries to confine them. They are educating themselves through the Internet

Passion topics are also used in a profitable way to market to these surfers by understanding and supplying to their needs. By offering a solution, (help, information, product, tool etc.) to any these identified desires (Passion Markets). Because as the name "passion" suggests, desire over rides other needs and a purchase is more likely to follow if a compelling offer is presented.

So a passion topic is really a passion market depending on what side of the fence you are standing on.

Savvy Marketers are doing really well in this area even in a down turned recession climate as we have now.

WHY, HOW CAN THIS BE?

Every one of us needs a place to escape to. The escape from the harshness of all the gloom and doom that bombards us from every angle. This escape varies in each one of us, some find it in:

- Sport (golf, cycling, football, rowing, yachting and boxing).
- Hobbies (collecting, model trains/ cars/ planes, camping, hiking, painting, knitting, sewing, home crafts, guitar playing).
- Pets.
- Food and cooking.
- Technology and games (play station, Xbox).
- Self improvement (body building, health, memory building, mind games, becoming a better speaker).
- Learning new skills such as a language for instance.

There are a whole host of other niche's that I am sure you could add. These passions are very important to each of us and even if we have to sacrifice something for it, we will not in this area. All you need to do is go down to the local book store and see the range of magazines on offer at premium prices.

This will give you some ideas on what to write on. Find something that you are passionate in, something you can share on and have knowledge about. It could even be about something you are learning this very moment. As you learn, you could be sharing your new found knowledge. People with medical conditions write on tips and remedies that they find for themselves useful.

People are eager to learn new things, so what niche or passion could you start with?

2d. How To Find A Demand For Your Articles?

Even the best writers, if they don't get this right they fall flat on their faces. Finding a demand that is actively searched for, is the holy grail to article writing. The laws of trade is; supply and demand. Sell what is selling. Supply what people are buying.

This also applies here. Write your pieces to supply a solution, idea or information for a known demand, interest, problem, pain or emotional need. Write content which people are reading and want. Put a new twist or spin on to an old favoured idea or tale.

Hit the nail on the head the first time. You do this by finding out first what is searched for. What topics are in demand and then decide on its unique pulling point. What are your prospects really after? Then find rich subject matter, content, material to feed into your headline, introduction and article body. Tie it all up in the conclusion to finish it off with. Find words that magically touch your reader in their hearts and minds, to communicate a message for them personally. Convey that "Wow" or "Yes" factor.

Write your content in a clear, concise and coherent way. Use short, sharp sentences, 5 or 6 to a paragraph in an open manner. This makes your piece inviting and easily scanned by surfers who are in a hurry. Let your content flow in an easily followed way and in a style that anyone can understand. Write as you would talk to a friend across the table from you.

Finally find the best ezine that suits your topic to publish with. Submit your thought piece in the correct category or sub category. This is where surfers, interested in your article will be searching. Once someone finds and likes your material, they will be looking out for more from you. If it is very good, demand will grow through word of mouth or viral through the social net work such as Twitter, FaceBook or MySpace.

Niche.

Finding ideas on what to write on, then the strategies to capitalize on your visitors interest. First off. Do not choose a general topic like dogs, be more specific like "Rod's Golden Labrador Breeding Program."

This would be your "Niche" or title. It will be what you will be writing about, in which your expertise will be freely shared with people that will be searching for that information. Give good honest content that will be sought after by your visitors, be generous.

There are millions of websites out there with millions (and growing daily) of web searches made on a multitude of topics. The more specific you make your title the less competition you will have vying for your searchers attention. Do not however make it so obscure that no one would be looking for it, i.e. no traffic coming to your site. Use lateral thinking here to maybe fuse two topics together to make something unique.

You also need to find a niche that can prove profitable. Can you solve a problem, help, give advice, facilitate in your niche? Would your visitors would be willing to pay for this service, knowledge or expertise. One idea, people are passionate about is their pets and are willing to spend in this area (even in a recession).

Use the media to find ideas on what to write about. The Obama's would like a family dog once they have settled in the White House. Now there is much media speculation on what breed of dog they will choose. A lot of sites are now coming up with ideas on what it would say about the Obama's on their choice of a dog breed. Interest has now got every one searching on line for this information "What Your Dog Says About You".

Apparently mans best friend offers interesting clues into their owners psyche. Hot Topic!

Need to find a balance here and then make your offering better than your competitors. Doing this gives you free exposure to the search engines which will bring you free web traffic.

Article writing becomes very rewarding when you find that sweet spot called "Demand" for your scoop

2e. The Importance Of Finding And Using Key Words.

Article writing for the Internet, to be successful needs to be found in the vast cyberspace before it can be read. Using carefully chosen words, plays an important role in lining up and be able to be found by your targeted audience. There are other issues at play here, like where and what category you publish in, the quality of your headline and presentation, just to name a few. The focus here will be the use of researched key words and phrases.

What are key words?

A key word is a word that people use to type into their search browser to find certain information that they are looking for. These tools analyse all the monthly searches and will give you the number of searches for each word or phrase used. Alternate phrases are also sometimes suggested to give an idea of the more popular words to use for your article title and content.

These are words or favoured terms that Internet users use in order to find what they are looking for, be it information, news, gossip, trends, tools and the list goes on. Some words and phrases are more popular and used more often, indicating a larger demand in this area. To use this correctly, finding the right key words is vital for any success. To find out what is searched for and what words are

used, a keyword tool is necessary. Do a search for "key word tool" in your search browser and find a free one for yourself. Or use this is one:

<https://adwords.google.com/select/KeywordToolExternal>

Type your topic term into the search box, "dog training" for instance and see what related word searches are made and how many there are for each. This is called keyword selection. Make a list of all these words and their results.

The importance of using researched and selected phrases...

In order to be found by a greater amount of people more quickly, you need to identify the key words or phrases in demand for your article topic and include them in your head line, introduction, content and conclusion. Google and other search engines will scan your article and pick up these words or phrases to see if your article is relevant to their searches needs. This is only one of the important factors the search engines use to categories your written article.

The broader the word term ("dog" as an example), already has a lot of information that you would have to compete against. Longer tailed words like " Golden Labrador Puppies " would be more focused in nature, targeting a specific audience who would be looking for that information. It would be more likely that there would be less competition from other writers vying for these surfers attention.

To sum up. Understand the importance of doing a thorough key word search before writing, then to scatter the same selected words through out this article. Once every 100 words or so. The more focused the long tailed key words for your topic, the easier it is to be found by your reader.

2f. Latent Semantic Indexing- LSI.

As with using keywords, equally important is LSI. Google does not only scan your article for key words to see if it is relevant to their searchers needs, they also check the LSI. These are the words RELATED to the key words "dog training" for example.

If you were an authority on this subject, what words would use in your writing? Obedience, rewards, behaviour, house training, leash, sit, come, stay and so on. It is vital to use a comprehensive list of related words to the key words chosen. This reassures the search engines that your article is not "just spam" stuffed with key words that their searches will be disappointed with. These are above and beyond using variations of your key words such as "train dogs, or doggy training".

Make a list of all the words that could possibly be used in your niche and include these in your articles in a way that is understandable. Connect all the dots in your piece. Also include them in your headings. Google could index your article for this word as well.

LSI is a very valuable and closely guarded trick and is not very well known. Use it wisely to give you the edge to article writing...

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3a. Article writing to promote and bring readers to Your website.

Building lots of links to your website using articles written with focused key words, using LSI and published on well respected and popular Ezine Directories does THIS...Page Ranking For Your Promoted Website.

Your write up can be submitted and published on sites called Ezines. A resource box at the end of your article allows you to explain a little about yourself and gives interested readers the opportunity to contact you for further information. This can either be through a phone number, e-mail address or links to your websites. Meaning free traffic coming to your website.

A direct result of these links to your website is an improvement in your page ranking determined by the important search engines. More articles= more links. The increased number of correct links equates to a better page ranking for your site. What this means is, the search engines like Google, Yahoo or MSN "favour sites" with lots of relevant incoming links and give you free organic web traffic.

When an online web surfer (your prospect) is searching for tips, they type in your niches key word or search phrase into their computer web browser. A long list of search sites will come up for them to select from. It stands to reason that those indexed on the first page will receive the most clicks.

In order to be on the first page of the search results your website needs lots of inbound links or back links. This equates to free organic search engine traffic and then presto you are in business...There is one more important thing here.

3b.. What's Your Competition?

How much competition (material already available on the net, and how good is it)?

For your given searched word or phrase, how much material already exists out there? This is easily checked by typing that word into your search bar and check the search results. It will say something like: "Web 1-10 of 308,000,000 results"

This result shows different sites with this information. This is your competition.

Scroll through these results to investigate the first page.
(Google's first page, *this is where you want to be.*)

Your competition dictates how much page rank you need.

To get to #1 you need to be better than all of them. Is this your goal?

Compare these sites Page Ranking to yours. To do that, Check all the sites with this page rank checker tool. Just type the URL's (<http://www.domain name.com>) into the search box on the site below to see how well your site needs to rank with Google to be on the front page. You now have a target to aim for.

http://www.prchecker.info/check_page_rank.php

Sites of 4 and above are very strong competition and will take much effort to compete against. Look to see if there are any below this? These are the ones that you could aim at beating? If not check some other keyword phrase with less competition. Once you have decided on your niche and key words you can focus and start your article writing campaign.

Another way would be to type "links:www.your websites address" in quotes, (In my case it would be "links:www.mywritingsuccess.com") into Yahoo's search bar to see how many times your site is linked. Make note of this #. Now do the same for the competition you wish to knock off Google's front page. This will give you an ideas at what to aim for.

You also need to look and see if you can offer something in another way? Be different and stand out from the crowd.

So in a nut shell, article writing is very beneficial to for you or your business just by sharing. Getting free exposure, visibility and website traffic. Gains you credibility and potential customers for you and your business.

3c. Ezine Publishing For Targeted Website Traffic.

Article writing is a great way to build a highway to your website that brings constant targeted traffic. There has been a growing interest for online articles, as a source of good information. The powers to be have realised this and give Ezine publishers preference in their search results. There are two main reasons for writing articles for Ezine publishing.

1. Page ranking is Googles method of deciding which websites are more important than each other. The websites that attract the higher page rank, Google deems as more important than any other website. By submitting many articles to different Ezine publishers that have a high page ranking, you are creating valuable back links to your website. Now the more text anchors or back links going to your website, the higher your page rank will be as far as Google is concerned.

It is very important that you continuously write articles that link back to your website. The more unique the websites that link back to you, the better in regards to page ranking. My articles have text anchors included in the author bio box, and I use the keywords in the link as a text anchor. Once a month what I will do I will submit a few articles to say about 300 websites. I use this site to distribute my articles to over 300 directories. They charge a small fee, but to my mind well worth it.

<http://www.fastsubmitarticles.com>

D01- Distribute 1 article

D02- Distribute 3 articles

D03- Distribute 5 articles

2. Gets direct traffic from those articles by readers who are interested enough to want more information from you. These readers are valuable to you as they are the ones you need to build relationships with.

In conclusion, write articles to create back links because the more you have, the higher your website page rank will be. The higher your page rank is the higher up the search engine your website will appear on these results. This means more targeted traffic for you and the Ezine publishers

3d. Need To Be Recognised As An Expert Writer.

You need to become known as an expert in your field? Well writing articles is your way to establishing that fact. Doing this is a fantastic free form of advertising for you, your company, product or service. By publishing on the Internet you have a shop window to the world. You can write from home and across all boundaries both geographically and historically. The world is changing from a manual labour oriented society to one embracing the mind, ideas and education, as more free time becomes available.

There is a hunger for learning and cyberspace is where this world is turn to for this information. The latest and growing trend is to become more specialized. This has opened up a growing field of new topics or niches where there is an appetite for knowledge. Long gone are the days where you only had lawyers, doctors or dentists. A person now can become anyone that their imaginations allows them.

By writing and sharing your expertise, ideas or thoughts, supplies an need that is readily consumed (the more exotic or creative the better).

We all have something that we are passionate, are good at or have creative ideas about. Writing and sharing this could establish you as an expert or authority in your field. So much knowledge and experience has been lost in the past, from one generation to the next.

New technology is now allowing cross pollination, not just between generations but between professions, continents, cultures and religions.

The more quality articles you write the more you become known as an authority that people turn to. This brings readers back for more.

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4a. How To Write Your Articles?

The Nuts And Bolts To Article Writing.

First Tip: Are there people looking for the material that you write about? What sort of demand is there for your articles? But more importantly, what sort of competition is there vying for your readers attention?

Before you write articles, do research on the demand and supply of your articles topic as explained above.

Think of a catchy title that gets your readers attention. Now make sure your article writing is interesting, intriguing, informative or compelling.

Your article should be between 250 to 5000 words long. Some publishers do not accept any thing below 450 words. The sweet spot is between 400- 600 words.

You will always generate more traffic from two short articles than one long one. So divide your 800 word piece into 2 x 400.

Write and submit your articles to the most important article directories. The directories must have your category and the largest readership.

The following online article publishers are recommended:

1. Ezine Articles: [http:// www.ezinearticle.com](http://www.ezinearticle.com)
 2. Article Dashboard: <http://www.articledashboard.com>
 3. Search Warp: <http://www.searchwarp.com>
 4. Go Articles: <http://www.goarticles.com>
 5. Article Marketer: <http://www.articlemarketer.com>
 6. Article Alley: <http://www.articlealley.com>
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4b. Headlines Your Point Of Contact.

How to create headlines that ignite spontaneous interest in your work? The most important part to any article writing is to find a headline that touches and speaks to your reader. The need to craft a title that grabs the attention of your reader, which draws them into your content right where they are sitting. What makes an article title special and how do you spark life into it, which makes it become more than your point of contact?

With hundreds of thousands of titles to choose from, making yours stand out from the crowd is the aim of most aspiring writers. Your reader will spend under 2 to 3 seconds scanning your title, deciding if they will to read your piece or not. That is your only window of opportunity, so you have to make it work. Just realising this fact and being aware of it is the beginning to getting it right. This means that time, focus, care and thought needs to be zeroed in on this most important part. The next most essential element is the opening lines that follow on from this.

To start with, search the article directories in your category and scan the different headings to see what gets your interest. Stop and look to see what it is that spiked your awareness? Try to find the secret to its success that magnetising your attention. Jot down all the words that you can use to work for you. Look at the construction and style. What words are in bold or in italics. Doing this gives your a feel to what works and what you can imitate to suit you.

Think of your targeted reader and try to understand what it is that they are looking for. If you can give them this, your mission is half done. The other half is finding the right words to put it across in a compelling way, to elicit an immediate emotional response.

Headlines need to speak a clear and bold message to your reader, enough to get them to stop, and take notice. The more you can touch them emotionally the better. People are prompted to take action through an emotional appeal and self interest.

Head lines are what gets an article read- so what should go into creating your headline that gets your readers attention? First you need to understanding the psychological needs of your audience. This is vital in order to craft your headline.

How Do You Write Article Head Lines That Gets Attention?.

The way in which we are wired up, gets us to act, react, respond and take action is through certain stimulus. For this purpose, called psychological triggers. Understand and use these 7 top secrets to create your headline.

1. Ask a question?

Simple enough, but so often over looked. We all love to have our brains stimulated. A question triggers a response to what the answer could be and then wanting to see what it is. Other than asking a straight question, another way could be by using " 7 most...." " The

Top 10...." and so on. Using a question can sometimes do it, other times, if it is information that you are offering, a "How To ...?" does the trick. .This brings me to the next point,

2. Be controversial.

From time to time, make a statement to stimulate thoughts like "Hang on, this is not right, how can this be?" " Why say that?" Most people feel secure in the norm, and will want to check if what they feel is correct. Recently there was a media storm around a scientists (An Expert) claim that certain apparent truths where in fact myths like, " Giving sugar to children does not cause hyper activity and misbehaviour ".

3. Get the surfer curious..

I will probably get into big trouble for letting the cat out of the bag in sharing these "secrets". This immediately gets you thinking

" What secret? What is going to get them into trouble? "

4. Fear of losing something.

Get your audience to face a problem that they might well have and herd instinct will drive them to find a solution, security or take some sort of action by reading your article. "Warning! don't read this if you want to succeed at article writing". This brings in a combination of points into play and is the best technique to incorporate.

5. Be presumptuous

"My 5 top secret gems" gets a reaction like " Who are, and what is valuable to you!!!?", but it still got a reaction and you to read it. Mission accomplished!!

Controversy, fear, gossip, novelty and a challenge are all used in this quest. Remember that all great headlines of the past have roughly all the same essential elements to them. No need to reinvent the wheel, just learn and grow. Sometimes just changing a simple letter turns a good headline into something great

So will these psychological triggers help you write attention getting article head lines? Best to test a combination of triggers and see what works for you.

4c. Teaser Copy- The Second Most Important Part To Your Article.

After your headline the next most important part to your article writing is your Abstract/Article Summary or Teaser Copy.

For most article directories that accept your thought pieces, there is place to put your teaser script to hook your reader into your content. Together with the title, this goes on display to entice your readers into your copy.

Within a couple of seconds of scanning, a decision is made to go in to read the rest of your blurb. In order for this to successfully take place, a clear and bold message needs to be transmitted to reach out and touch your reader, so that they would consider spending their time with you. This message needs to be strong enough to compel and motivate them to take action.

So what are the components to this that work?

Cliff hangers in the form of an unanswered question or unfinished statement work. We all hate suspense and want completion. This is a powerful force that can sometimes drive a person crazy if they can not get closure. Soap operas use this technique successfully when the plot is strung along. That is why they are so popular. So in your teaser box give half of your solution with...

Using the word "These" also works. These What? It has a curious element to it that gets a response to know more. Try to tickle your readers brain into wanting more, that leads them into your copy and then the all important bio box. More about that later...

So you can see why attention is needed in your teaser box for your article writing success.

4d. Writing The Introduction.

This introduces your reader to your article content. Article overview; In a few sentences you will explain what your reader will get and why they should read on. Parts of this is usually copied to be included and displayed as your teaser copy. This means you need to take special care here, so not to loose you reader. Supply in your content everything that is promised here.

4e. Writing Content That Resonates.

Article writing is all about finding the right content (or body) to feed to your reader. Creating the ideas that resonate, that touches your audience is key. Here are a few ideas for great content that your readers will love...

First off, select your target audience, get in tune with your prospects to identify what they want and why they want it? This means you need to decide on a topic, identify who you want to appeal to, source relevant, interesting content and then write about it. Lets go a little deeper into each stage.

What is your topic? Who are you appealing to? Start getting those grey matter cells flashing. Imagine you are in your readers mind.

What would they be really interested in? What could you give to stir their emotions, solve a problem, encourage, answer a burning question, educate or is novel and interesting.

One way to find inspiration is to search "Google Trends." This site gives the most searched topics on the Internet. Go in and see what's hot news, issues or the latest ideas, Doing this spawns new ideas to create content that is relevant and in demand. Identify why people want this? Getting this helps you to align yourself with the reader and becomes the sounding board to write about.

Article presentation. The style of writing you choose is important. Writing for the Internet normally means that an open format is easier read or scanned. Using short sentences, paragraphs, point or bullet form goes down well and is appreciated. This modern world wants everything now, in a hurry. Doing this helps them to get it the way they want it.

By following these tips in your article writing, means that you understand and have aligned with your reader to give relevant and interesting content in a form that they want.

4f. Writing Your Conclusion.

This is where you tie all your thoughts together into a concise (in a nut shell) paragraph. Tie up your article using the keyword phrase again and overview of what you delivered. This is what the search engines love, that your article has relevant content related to that searched term. This will help place your article in front of more searches or have more hits.

Explain your point and reiterating certain ideas that you wanted to get across. This should be an extension or summing up of your introduction. From here you should lead your reader into your resource box content in a way that they do not realise that they are now being sold to.

4g. The Traffic Driver- Your Resource Box.

One of the three main reasons for article writing is to generate interest in your work. To prompt a desire for more. This desire becomes the traffic driver of targeted visitors to your website.

By providing material that is interesting, relevant, entertaining, engaging and solution orientated, instigates a further demand for your expertise. This is where your all important resource box comes into play. So how do you get this right?

For starters do not spend your time here explaining your personal life, no one really cares. What your reader needs to know is why there is a need to visit your website and how they can get more of what you are promoting.

A trick here is to lead your reader into your bio box from your conclusion in a continuous manner, so that

it appears to be part of your article. A smooth ride to your website link, giving good reason for them to go there.

Text Links are very good links to use for search engine optimisation, but some article directories do not always allow this, need to check first before use.

This is an example a text link.

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<a target="_blank" href="http://www.mywritingsuccess.com">Article Writing Secrets</a>.
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This link will only show as "Article Writing Secrets" to the reader. This is what Google notices and will reward your websites ranking if it sees that it is relevant. If this is clicked your would be taken to:

<http://www.mywritingsuccess.com>

One way to do this is to make an appeal to their reasoning. As a society we like to think of ourselves as reasonable. An often used approach is to use the "if" and "then" style.

"IF you are really serious about making a fortune, THEN why not click my link for your FREE..." This form of approach gives your reader a good reason for wanting more and is the motivation for going there.

This is also an irresistible offer that is impossible to turn down. We all like to receive something for free. This is your ice breaker to future dialog.

As can be seen here, utilising your resource box in this way makes your article writing a great tool to generate traffic to your website. Of course to build trust with your reader you need to give everything that you have promised, starting with your headline, teaser box, content and ending at your website.

4h. Your Bio or Authors Box.

Make the most of the Resource, Bio or Authors box when you publish your articles online. There is a hidden value here. Becoming aware of the importance of branding and promoting your own unique qualities through article writing.

What is the Bio or Authors box? Do not confuse this with the resource box which you find at the end of an article. This is the tool that some of the larger Ezine Publishers give to fill in, when signing up with them. A lot of readers once reading your thought piece are curious to know a little more about you. Because of this fact, it is important to share a few personal details, your qualifications, hobbies and business arrangements. A photo or drawing of yourself gives them a face to remember you by. This helps to connect or create a bond .

On some publishing sites you can even submit your Twitter, FaceBook or MySpace account details and every time you publish with them an automatic broadcast is made on your behalf. This lets your followers know of something new is available for them. This is a great marketing tool to exploit with lots of benefits.

4i. The Importance of Branding Your Self

Why do you think "Coke" is a house hold name and it's not "Pepsi". Coke was more progressively

promoted and "*WON ITS ADVERTISING WAR*".

You need to do the same by branding your unique name, slogan or image through consistent use.

Keep reminding your readers who you are so that you become remembered. Get stuck in their heads. Build a relationship with your followers through further follow up. They need to know who you are. They need to trust you and you need to know what it is that they are looking for, so that you can create it for them, or help them achieve it. Become seen as someone who they can turn to for help or advice.

Become seen as an expert and an authority in this Niche.

Not every thing you do will be a success, so keep trying.

Try different ideas on your titles, sub titles and content.

Key word tool to down load for free: <http://www.goodkeywords.com> to get ideas with.

Your layout, make it clean and fresh with open spaces, easy to read and follow.

Promote your name and make it unique so that it will be remembered.

Have a look at some examples of the successful writers on line to see how they do it. Learn this art to make the most your promotion through your article writing.

4j. The Secrets to Finding Eager Readers.

Do you have a problem finding eager readers for your articles? There is no satisfaction writing articles that just aren't read! Understanding this problem goes a long way to finding a solution, to improve your results. Here are a few little understood secrets that will unlock the doors to a vast audience of eager readers.

First secret. Where do hungry eyes turn to search for what they want? The Internet is the obvious choice. This is the medium of this generation and growing with popularity. The resources available here are just remarkable and everyone knows it.

Let me ask you a question: "Where do you go when you are hungry for a Chinese Take Away?" The street where this is sold. These shops are normally grouped together so you can choose your favourite place. You go where you know you can satisfy your hunger, simple! Find the most popular Ezine publisher or "city" to submit your articles to on the Internet. Place these in the correct category, this is your street to find targeted customers. Understanding the actions of hungry readers and their habits is the next secret.

What are they looking for and what search terms do they type into their web browser to satisfy these needs? Use these terms up front in your headline, somewhere in the body or content and again in your conclusion or summary. This is your shop window to advertise what you got that will satisfy their needs. This helps to draw them into your shop floor. This is called crowd sourcing.

Supply content in your thought piece that is wanted. What are these hungry eyes looking for? Make your headline or title, attention grabbing using these words that you know will suck them in the door. Let them get a whiff of the sizzle from the steak you are grilling inside. Having a fantastic headline, with great teaser copy to entice your reader will not mutate into traffic without first giving relevant content. Writing the body to your thought piece needs careful consideration in order to supply what the seeker wants and more. There must be an appetite for your content that engages your reader in order for them to click on your website link to bring you traffic.

Another mistake is not simplifying a complicated topic. Excessive detail can be off putting when a simpler explanation could be offered. This could be done using short focused overviews broken down into bit sized articles. A much better option than one long exhausting marathon. Each piece could lead into the next through a series of articles, using cliff hangers. Introduce the next of your series in your first conclusion, with teaser copy of something juicy to look out for.

Curiosity is a real puller to keep your reader. This also gives you greater exposure by having multiple titles that the search engines could find. Think of your reader when you write, consider what kind of material that they would like to find in your article and give it in a way that is palatable and easily digested.

Advertise and create your scoop to be better than your competition. By raising the standard makes you the expert that these eager readers will be returning to satisfy any future cravings. Let your article branding become their favourite place to come and feed from. Brand your name, always sign off with the same unique signature that becomes easily remembered. If your steaks good enough you might even get referrals by word of mouth (Tweeting as is the case here, through the social media).

Article writing becomes rewarding as you unlock these secret doors to finding your own eager readership.

4k. 3 Pointers in Getting Your Editors Attention

You need to get your editors attention so your articles can be selected for publishing
There are a number of ways to do this, but first you need to understand that an Internet editor from the major Ezine Publishers receive thousands of articles each and every day. They see so much of the rehashed work, that anything out of the ordinary makes for a welcome change.

1. To start with you need to show that you understand your subject and that you can contribute something unique and special. This can be done by approaching your topic from a different angle or perspective. You need to use creative thinking to find something that others are not talking about. Some fresh interesting idea. All you need to do is go to your niche's category and read what is there. This is what you should "NOT" be writing about. You have to be a leader in your field, in order to stand out.

An example I use is in the Dog training niche. You could approach it from a nutritionists point of view where certain diets can effect animal behaviour. By just changing your dogs diet from a high protein to a more balanced one can make a big difference. Writing from a different perspective makes your contribution unique and special.

2. 90% of your articles success comes from your headline or title. If you get this wrong you are wasting your time. Don't worry as this can be learnt by using proven methods that are sure to get attention. One way is to use a hook in your title and to show that you understand how to position your thought piece.

To do this is to first use your niches top key word up front in your article title. "Dog Training" for instance. This is to get your prospects attention right off the bat. If they are interested in this subject, that is your lead. Now ask a question that you know they need an answer to. This has to muster interest. Here is an example: "Dog Training- What are the Top 3 Secrets to Getting Your Dog To Obey Without Costing A Fortune?" Not only do they want this valuable information, it builds an atmosphere of secrecy or intrigue that has got to be scratched.

3. Consistently keep submitting fresh thought pieces in a regular way. As more of your articles are submitted to the same directory you become familiar and remembered. Not only does this get you better

known but builds and develops your skills in order for your confidence to grow. Another quick tip here is to always proof read and do a spell check before submitting. No one wants to receive something full of mistakes. Remember- Success comes to those who want it.

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5a. Tips And Tricks To Become A Prolific Writer.

The # 1 challenge for most people who get online, is in writing enough articles and finding the ideas to continuously write something new. What I did and what I suggest people do if they have problems, is to sit down, focus on their niche and think about their subscribers, think about the type of questions that they would want an answer to.

If you are an expert in your niche, you should find that quite easy to do, and I challenge you to create, make a list of at least a 100 questions. So if you are in a particular niche , lets say "Cat breeding" I am sure that you can come up with at least 100 different questions that a Newbie cat breeder would want to ask about that particular niche.

Now once you have created those list of questions, what you do is go back, you take the first question and you answer that question in the form of an article. This should be of at least 250 words. Once you have completed that, then there is your first piece. If you go through the list one at a time you will eventually have at least 100 articles.

Then you can start again because by then you would have developed more experience, will know what your subscribers are looking for.

You can create another 100 questions as it where, or you could repeat the list of questions and answer them again. No matter how many times you answer those same questions, providing that you are not looking at the original writing you will never repeat the same response that you did the first time.

So get in tune with your targeted reader, find out what it is that they are wanting information on. Make a list of possible questions that need answers to and start your article writing. To become a prolific writer, there is no time like NOW!!!

5b. Usable Tips and Ideas To Write Your Articles

If you frustrated sitting at your computer wondering what to write about in your articles? Here are a few tips and ideas to get you started.

1. Can you make a list of 3, 5 or 7 tips, ideas, plans that have benefited you in your niche or topic? What 5 tips could you offer your readers that could benefit them from your experience and knowledge? We all have something special to share, deep within us gained from living life. We are constantly learning new things, a better or easier way of doing something, a new technique, smart idea or something interesting. Make a list. The longer the better. This is the frame work to build on.

2. I find that there are certain places where I get inspiration, where ideas come to me out of the blue. It helps if you first think about a problem and then let go of it. "Finding writing ideas for instance". My place is in bed, in that dreamy place just before going to sleep or on waking up in the morning. For you it could be in the shower, taking a bath, on the loo, making a cup of coffee?

The trick here is to become aware where this happens and not to dismiss these thoughts. Always have a pen and paper ready to jot down what comes to you. Don't think, "narr, it's not worth it". My best ideas have come from following up on these thoughts.

3. Make a list of questions that you could ask about your topic. Use the 5 W and H approach, (why, where, what, who, when and how?).

Asking questions gets you to think. Once you built your list go research and write up your answers. You are learning and sharing at the same time. Do not copy, just express your understanding on what you have learnt. Offer your opinion or recommendation as a conclusion.

The best tip is no. 2. The other ones just help this process along. In a nut shell, become aware of where you get your best ideas and thoughts, go there for your inspiration. Have a way of recording these thoughts there and then, or you will forget if you do it later. Some people find it easier to capture this creativity by writing it down on paper first. Others prefer talking out loud their ideas and use some sort of voice recorder to capture this, to be transcribed later. Find the method that works best for you.

Quit striving and cut the stress.

Release that pressure of having to write something. Instead turn your mind and see your self with it all finished and done. Visualise the finished product, the clearer you experience this moment the better, Then enjoy, bask it that feeling of having just done a good job. Embrace that emotion to cultivate an attitude of gratitude. This puts you into a receiving mode that replaces all the stress that you had previously felt.

By seeing the end result nurtures a desire to realise this. You must really want it. This is totally opposite to having to do it. Having to do it makes it a chore that has a negative effect. All it takes is to nurture and cultivate the desired mind set. A change in the way we think makes all the difference to the final out come.

You control what mood you want, by deciding on it. As simple as that, it is a choice we make. To help you make this decision, here is a great tip for you to follow.

Find a reward that you will receive by doing it.

Motivation and desire are life's strongest forces to taking action or getting something done. Think of a reward that you will get to have finished this scoop. What is in it for you? It could be the satisfaction of finishing something that you are proud of? One more step to reaching your goal or could just be allowing yourself the pleasure of some small treat like a chocolate or cup of coffee?

When you have decided what this is, then focus and high light this anticipated pleasure. Visualise yourself having finished this article and then bask in the delight and "Great" feeling of the moment! Now start writing while holding onto the emotion of receiving your reward. This will drive you to complete it now without any distractions.

By having a reward system in place and allowing yourself this pleasure, is sure to cure any bad feeling you may have to writing this article

The other reason is to remove all stress and tension that inhibits creativity. All this takes is a reprogramming of your mind to allow these ideas inside you to flow. We all have genius inside us, all it takes is to make that connection to that part of us that holds these treasures. That zone where greatness lies. Learn to tap into this vast reservoir of genius. It is easier for some to find this zone of ideas than others. It is still there and can be found if you truly want it.

ACT on what comes to you. You will be surprised at your results if you do this. Article writing can be fun,

have a positive attitude. A by product to having a positive attitude brings with it an energy that is picked up and enjoyed by your reader.

Enjoy the journey and reap the rewards of the ideas that come to you for your articles.

5c. Inspiration That Gets You Writing. Cultivating A Positive Attitude.

Are you looking for inspiration, but just not seeing it? Need fresh eyes to see what you are looking for? A new twist on an old idea?

For fresh insight, inspiration we need motivation, drive and purpose for our writing campaign. Sometimes along the journey we loose sight of what we started and where we are going, we loose focus. We can't see the forest for all the trees. Lets get an overview here and find our roots. What is your purpose in creating your pieces?

What do you want to achieve with your writing? What are you actively seeking? Unsnarl your mind of all the cobwebs and start tapping into your creative and intuitive side. When you have this; the vitality, passion and creativity returns. Lets run through it all again to get the bigger picture.

Article writing can be a whole lot easier if you approach it with a positive attitude. Cultivating the right frame of mind goes a long way towards your success as a writer. The great news it can be learned once we become aware of it. How is this done and what are the benefits?

First Remove The Stress Of "I Have TO".

We have all been there, impossible deadlines, a mountain of work in front of you, stress on your shoulders and you find yourself running around in circles. To remove and eliminate the stress from writing articles try this approach that I have found to help.

Start by cultivating a strong emotional satisfaction within you, as you visualise yourself having completed this article. Imagine that feel good factor of pride and self satisfaction of having done a great job. Do you feel that sense of gratitude of having it done? Having finished it in your mind has already completed half the job. The stronger this feeling that you generate within you, the easier doing the rest of it becomes.

By having "I have to!!!" attitude produces negative connotations that carries through into your writing. By taking "I am a Winner mentality" not only brings a positive effect but also produces a flow of energy into getting it done. Using focus in this way pin points what needs to be completed now. By having a reward at the end gives you the motivation, energy and drive to see it through.

Depending on how many articles that need to be created, ask yourself and then write down 5, 10,....100 questions about your topic that your reader would like answers to. Use the 5W and H? technique. Who? Why? Where? What? When and How? approach. Asking questions immediately stimulates the brain to think and start working on the answers and solutions.

These questions are then used as your thought pieces headlines as seed to your article body. These can then be modified into more suitable titles later, once completed. Having multiple questions gives you freedom to choose the one you are most comfortable to write about. Having a choice angles the mind way from "Having to", onto a path with a less stressful mind set.

Benefits Of A Positive Attitude.

Make a decision to see the glass as half full. For one this helps us with finding creative ideas. If our writing conveys and oozes with enthusiasm then we will reap the rewards in our giving and sharing. There is a saying; "Smile at the world and the world smiles back at you". Like wise enthusiasm is contagious; Encourage and this encourages, becomes encouraging. A small acorn becomes the mighty oak tree. They all grow, so plant and harvest the rewards in doing this.

We all have views, knowledge, ideas, tips for helping others. Articulate and communicate these thoughts for the benefit of others. There is a satisfaction in giving, then seeing the results or fruits of our labour and effort.

What are you working towards? What is your great goal in life?

Always be reminded and working towards what you want and desire from life. Make a decision to follow your heart. Tap into a resolve, drive and determination to reach it... This will carry you, together with a positive attitude, as we enjoy our journey through life.

Remember at the end there will be no need to pack, we take nothing with us except our thoughts and memories that are accumulated along the way.

Don't see writing as a battle but instead as a way to *brighten and colour the world around you*. Make writing your fun time. The mind is a very powerful tool. We can accomplish our dreams by just reprogramming the thoughts that we entertain in our mind. Expect the benefits and fruits of your article writing as you cultivate a positive attitude.

5d. "Easy Ways To Over Come Writers Block"

Sometimes the pressure of having to write articles for a living can lead to writers block. This creates more pressure and compounds this problem further. As writing for a living normally means having to succeed by writing many articles, why not break this cycle by setting your self goals. A worthy goal is writing 100 articles in 100 days.

Here are 5 easy ways to write articles, overcome writers block and achieve your goals.

1. Write your articles in bulk, using a factory style approach that gets those articles coming off the production line.
2. Do a key word and phrase search to establish the best and most searched words for your topic that you want to write about.
3. Brain storm by putting your self in your potential readers shoes and write down 100 questions, using these key words that they may be wanting to know about. These questions can be crafted into headlines and will be the foundation to your articles.

Write in batches of six articles per session. Store them to use when needed
By having a large list of possible article titles in the form of a question leaves you with out an excuse, of having nothing to write about... These tips are a great way to find the writer in you, for article success and earning a living.

5e. How To Get Clarity And Focus In Your Writing.

Do you find that getting down to writing your article is difficult and tedious? If you find that you are reluctant to start, then here are few tips on getting clarity and focus in your writing. It all comes down to cultivating a positive mind set. If you can nurture the right emotions, this will motivate action to achieve the results that you desire. The battle is won.

How do you nurture the right emotions and correct mind set?

Ask yourself this, "What is in it for me?"

Think about what you want to achieve. What is your aim in writing your thought piece? What benefits will I get out of this? Each of us will have a unique reason and motivation...By focusing your mind on these questions and finding the answers will get you to act.

Think about the self satisfaction you will get by sharing and helping others or the joy in writing about your passion. What about that good feeling when finishing a piece that you are proud of?

Realize the benefits of branding yourself as an expert in your niche, the free media exposure you will get by publishing on sites with millions of visitors.

What about all the free targeted traffic that you can generate to your website from your resource box? All those direct links that you will be creating that will help you with your sites page ranking. The improvement you will get in organic traffic from online searches because of it.

Attracting new customers that are already pre-sold and familiar with you. The boost in sales and free business promotion.

Surely thinking about all this will give you CLARITY and FOCUS to your article writing, enough to give you that spark and motivation that gets you writing.

5f. Getting Communication Success Through Writing; 5 Mistakes To Stay Clear Of...

One of the biggest problems to article writing is not connecting with your reader. This could be through the following mistakes that can easily be corrected.

5 Mistakes To Stay Clear Of...

1. Not Identifying your reader and understanding what they want from your piece. Decide on your topic and who you want to target for your thought piece. Ask yourself "What is this persons needs and how can I best provide It"? This puts you in your prospects shoes giving you their perspective on what they are looking for. Having this insight gives you ideas to write relevant content that is in demand. You are now on the same playing field to make a meaning full connection.

2. Not Spending Time Crafting A killer Headline. Your title must speak directly to the searcher to spark interest in your work. To do that use your topics key words up front to establish the interest and then provide the "Main benefit" that they are seeking. This benefit must be clearly stated to draw your searcher into your article body.

3. Not simplifying a complicated topic. Keep your communication simple and understandable. Be clear, concise and to the point. Be organised, build an outline, design a frame work to work around to give your thoughts structure. Using descriptive words may help to portray an image or feeling to your work, that helps your reader to understand your delivery. Don't over do it though, you may loose focus. This leads to the next biggy...

4. Not keeping to The Point By Rambling On. Don't take the long route, your Internet surfer of today will not appreciate having to dig through screens of irrelevant content. Rather stay focused and in tune to what interests them.

5. Make It Readable. Don't key word stuff your piece for the search engines. By providing focused researched information will include words that are appropriate to your prospects wants. This will normally satisfy Google's desire to meet these needs through your article. Remember LSI...

5g. Make a List Of Powerful Words To Use In Your Arsenal.

A great tip I use is to build a list of new words that pertain to my passion. If I come across an interesting word that gets my attention, I make a note of it, then write it down and add it alphabetically to my list so not to duplicate a word. This becomes my arsenal of arrows that are used to fix my ideas with. The more relevant the words you choose, the more interest you create in your article content from your readers. Words are the tools to sculpture your creations with. Each thought is captured using carefully selected words used in a clear and crisp style. This gives your scoop a fresh perspective that is inviting to your enquirer

Choose your words carefully and you will reap rich rewards. Here is a list of words that have proven to get attention and if used with skill will create killer blogs and articles. These skills can be learnt by studying good content and analysing the thoughts behind it. The words to use should create a picture, atmosphere, ambience in your mind. Something that touches your heart and soul. Makes life more interesting, exiting and alive. Good luck as you try some of these words as you weave your creations.

Target:

Emotion,

Feelings of desire,

Attention grabbers using descriptive words.

Use "**ACTIVE VERBS** or **Descriptive Words**" where possible

If I had to say the word "**Crisp**". What kind of image or thoughts immediately come to mind?

Alive, fresh, crunchy, cool, refreshing, cool mornings, mountain streams, trout fishing, mountain cabin and so on. Each one of these in turn create new ideas to pursue. You get the idea here. Inspirational words are great for sourcing new ideas and creating atmosphere.

People like reassurance, excitement, thrills, scandal, gossip, beauty and connection.

They also want to succeed in life, in love, in relationships and business so find out what is needed and then craft content to supply that need. Words are what you have in delivering that, so here goes.....

And one more thing, always give more than what is promised in your title.

Here are 101 power words to start with:

Top 10

- | | |
|-------------------------|---|
| 1. You is better than I | 2. Your is better than “My” in most instances |
| 3. People | 4. Who |
| 5. How | 6. Why |
| 7. New | 8. Quick |
| 9. Easy | 10. Results |
-

Active power verbs.

- | |
|--|
| 11. Puts is better than Put (extra zeal) |
| 12. Makes is better than Make |
| 13. Creates is better than Create |
| 14. Results is better than result |
-

Sensational Words

- | | |
|----------------|-----------------|
| 15. Magic | 16. Amazing |
| 17. Beneficial | 18. Sensational |
| 19. Dynamic | 20. Phenomenal |
| 21. Sparkle | 22. Sizzling |
-

Words portraying Value

- | | |
|------------------------|-------------------|
| 23. Classic/ classical | 24. Incredible |
| 25. Remarkable | 26. Special |
| 27. First Class | 28. Revolutionary |
| 29. Authentic | 30. Only |
| 31. Original | 32. Affordable |
-

Persuasive Words

- | | |
|--------------------|------------------|
| 33. Proven Results | 34. Incentivised |
| 35. Proven Tips | 36. Proven Facts |
| 37. Pure Gold | 38. Selected |
| 39. Valuable | 40. Rare |
| 41. Diamonds | 42. Gems |
| 43. Pure Gold | 44. Uncommon |
| 45. Exclusive | 46. Exclusively |
| 47. Guaranteed | 48. Proven |
| 49. Rock Solid | 50. Best |
| 51. Genuine | 52. Quality |
| 53. Coercion | 54. Potentials |
-

Something new

- | | |
|------------|-------------|
| 55. Latest | 56. Finally |
| 57. Modern | |
-

Conjures Up Beauty

- | | |
|-------------------|-----------------|
| 58. Beautiful | 59. Magnificent |
| 60. Perfect, Fine | 61. Glamorous |
| 62. Unique | 63. Startling |
| 64. Masterpiece | 65. Sculptured |
| 66. Jaw Dropping | 67. Awesome |
-

Power words

- | | |
|-------------------|--------------|
| 68. Spark | 69. Ignite |
| 70. Dazzle | 71. Powerful |
| 72. Exponentially | 73. Shocking |
| 74. Explosive | 75. Want |

- | | |
|----------------|------------|
| 76. Successful | 77. Winner |
| 78. Proof | 79. Famous |

Reassuring Words

- | | |
|----------------|-------------------|
| 80. Fortunate | 81. Possibilities |
| 82. Money | 83. Compelling |
| 84. Wealth | 85. Fortune |
| 86. Impressive | 87. Health |
| 88. Love | 89. Sex |
| 90. Joy | 91. Perfect |
| 92. Happy | 93. Confident |
| 94. Secure | 95. Hopeful |
| 96. Sure | 97. Discover |
| 98. Golden | 99. Bright |
| 100. Sunny | 101. Delightfully |

As a bonus here are a few extra....

Now

Gets

Want

Sumptuous

Fragrant

Heightened

Aroma

Massive

Info sphere

You can disagree on these words so add to it as you explore, find, discover fresh ones to expand your arsenal of words.

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6a. Your Writing Style And Tone...

The flavour of your article will mainly be determined by the style of writing you adopt. There are other factors such as the visual- photos and graphics but lets concentrate on your writing and style. The flavour/ tone and subject matter is what will ultimately determine the type of visitor that you attract and keep to build a relationship with.

So keep in mind the following points as you decide who you want to attract.

Is your subject matter and style you chose going to be light to breezy, or entertaining that can be read by anyone? This could be the bulk of surfers on line, with the potential to bring to your website many visitors but in a less focused manner.

Secondary level educated visitors might prefer review writing, such as "The Good, the Bad and the Ugly", or informative how to, tips and tricks. This could limit your audience but it is more defined to a certain topic and therefore more focused in nature.

Lists, short writing bullet point type could target readers who are in a hurry and just want information easily and quickly. "Hit and run type visitors".

Personal, descriptive writing such as articles on your struggle through depression could be another

form of approach where empathy prevails.

Another approach would be a questioning or controversial format that normally promotes mental dialog between you and your reader. This reactionary line can lead to clicks in your resource box which is great as it creates the traffic to where you want it.

So as you can see choosing your style in writing can develop into different types of readership.

6b. Write Articles Successfully- Secret Tips On How?

I know what it is like to have to write an article under the pressure of a deadline. Not at all pleasant... Apart from lots of coffee here are 5 simple article writing tips that you can try.

1. Close your eyes for 30 seconds and imagine your head is bigger than what it is. It has been suggested that this increases blood flow to the brain. Now you can start brain storming. Think of a couple of questions that your targeted reader may be asking themselves and want answers to. Write them down.
2. Focus your thoughts on these questions and decide which of these would be most suitable to write about. If you use a question as an article headline this will stimulate thoughts that you can write about. You can always change your headline afterwards to something more appropriate and interesting.
3. For most thought pieces putting your self in your readers shoes is most helpful. Try to empathise with where they might be and give solutions or suggestions that would be helpful, informative and interesting.
4. Ask your self these questions: "Who? What? When? Where? How and Why?" of the topic in hand. These stimulate ideas that you can write about. Remember it is far easier to push a car down a slope than push it up. Like wise asking and then answering these simple questions makes it easier to write your article, than if you had not.
5. Enjoy this time, think of it as a time of sharing and helping others. Pull out all the stops and get writing. When you are finished just think of the satisfaction you'll get at completing a job well done.

Use these simple tips to get started and complete that article.

6c. Article Writing Super Charged. Easy Tips.

A challenge has been set to write 100 articles in 100 days by one of the article directories. A great goal to set for yourself. To achieve a do able goal like this is to write in bulk using a production line approach.

How to get your article writing super charged?

1. Just setting and deciding on a great goal like the one above is the first step. Once you decide to take action on a goal, this will be the "nitro" fuel to get you there. A proven method to use - "do things in bulk, factory style". So this is how you can do it...
2. Do a key word and key phrase search on your focused topic, selecting the best suited and most searched key words. These will become the foundation to your article headlines and content.

3. Brain storm. Putting your self in your readers shoes, write down 100 questions that they might ask using these key words. Always try to put your key words up front or at the start of your question. These will now be the headlines to your articles. An example could be: "Golden Labrador Puppies- What are the 5 best ways to house train them?".

By having a list of 100 questions as headlines to choose from, is the stimulus that gets you thinking, on what to write about. After writing your article you can always come back to jazz the headline up.

6d. How To Write Articles Ultra Fast

Before you think of starting your article writing campaign, there are some very important preparations that you need to research and discover. For a successful online business to germinate, promoted through writing articles (meaning an income generating machine working on auto pilot), key issues need to be addressed.

Before we touch on this, lets get back to basics and look at how a hot dog stand would profit selling to the public. What do you think would make a hot dog stand successful? Colourful display, banners, music, open flame grill with lots of aroma, good position? Well these all could contribute to the success, but the overall key ingredient needed is a "hungry or starving crowd". Hungry due to appetite for hot dogs or staving due to limited available food (competition).

Before taking up article writing you need to establish if there is a hungry market online, ready to be marketed to. Establish how much demand is there for what you have to offer? Can you change your offer? Are there enough people willing to pay for what you want to market and promote? How much competition is there already supplying that market?

How do you go about finding these answers?

Search the internet for a key word tool that can give you the number of searches made for a word term in your possible niche, that surfers are making. This will immediately show which search terms are most used for your planned niche. Popular is good but not always profitable. There are niches where little money is spent or is already well catered for.

One way to find out if the market is worth pursuing is to type your key word into your search browser and do a search for it. At the top of your screen will give the total of the search results: "Results 1 - 10 of about 184,000,000 for dogs". This gives you an idea of how much information is already out there.

What are your chances of you being found amongst that lot? "Remote" I would say. But "Don't give up just yet..." Obviously there is a good demand for this niche and there must be a profit to be made here, or else there would not be this much competition. So how do you get through it?

Ask your self, "From what angle can I attack this competition that will give me the edge?" Asking questions is the first step to opening the door to this multi million dollar online business. Look for a more specific search term, go from "dogs" to "Black Portuguese Water Dogs". to see how the results fall away. (Web1-10 of 15 results-Advanced for "Black Portuguese Water Dogs"..)

When you find a bright idea then you can run with it, start writing articles for your income and online success.

6e. Time Saving Habits You Can Use As A Writer.

Cut your time writing articles in half just by streamlining, refining and by learning to ingrain these simple habits. "News Flash"; a habit can be learnt and formed within three weeks once you have decided to implement it. Time is valuable and this is the one finite commodity that you don't want to waste. So what time saving habits can you establish in your article writing to cut your time for each blurb?

1. Always set goals. This is what successful writers do to get the job done. Break down your week into daily or hourly segments to set your tasks or goals. This means making a decision to get a set piece written in a certain period of time.
2. Plan ahead. Make a long list of possible questions that your readers will be wanting answers to. Write them down as different headlines for your articles. This gives you plenty of writing juices to tap into for inspiration.
3. Use a timer to write against. This is another way of setting goals. If you are slow to start with, aim at 15 to 20 minutes to write each of your articles in. So set your timer and start writing, do not stop to read what you have got down, or correct mistakes, check spelling, just tap away until your timer sounds. Over time reduce the time allowed for each piece.

Keep using these methods of reducing the time taken for each article. If you continually do that over a period of about two to three months, you will find that you could produce an article quicker and progressively improve on your time and article quality.

This should form into a habit and over a couple of months you can aim at writing each one in under ten minutes or less.

6f. Article Writing- Quick Results With Minimal Effort.

Here is a sure fire way to writing your articles in double quick time, with minimal effort. So fast that some using this method, have written pieces in seven minutes flat. At this point I must add that it did not happen over night, but came with practice. The more you write the better and faster you get.

In order to source your content, think about your subject matter and then write down as many questions that your reader may be asking about it. Put yourself in your readers shoes and look at it from their perspective. What are their burning questions that you could answer for them? Use these as your headlines for your future thought pieces. If you are familiar with your topic then this should not be too difficult to do.

Get yourself a timer and set 10, 15 or 20 minutes on it, depending on how quick you type. Start writing down anything that comes to mind, about answering your headline question. Do not stop, no stopping to read, correct, check spelling, nothing like that. Just let it flow. Having the timer there makes you aware of your goal, that is to get finished before the alarm strikes.

Only when you are finish your blurb, are you allowed to go back and proof read what is there. Over a

period of a couple of weeks you will notice that less and less time is needed to finish each article. Your writing will begin to flow and as you go through your questions, new material will emerge.

6g. How To Write 6 Articles In A Hour?

By setting BIG goals you get big results. You need to aim at a target in order to hit it. Would there not be satisfaction having all those articles written in one sitting? To be able to sit back to relax and savor that thought that it is done. These can then be stored and then used as needed. Here are some techniques to use in finding inspiration and drive for successful article writing.

Think of it as a product coming off a production line. See it as a simple process of doing it step by step as a goal driven operation. Each piece completed in a set time. This is your goal, to set a timer to ten minutes and aim at finishing each article within that time.

To help you initially think of ten questions that your readers could relate to. What is their biggest bug, hurdle, problem, pain, desire, or security issue that you can help them with? Write these down as headings that you can select 6 from. Take your first title and start typing away working against the clock.

In most cases the most time wasted in writing is in the rereading of a sentence, editing and correcting and spell check, so do not do that until everything is completed. Just concentrate on getting down what is on your mind initially. By setting a limited time gives urgency and motivation to your work.

Do this for your 6 best headlines, that you should complete within an hour. If this is not possible, try 15 or 20 minutes for each

blurb. Over a period of time and with practice you can reduce the minutes it takes to write each article so that you can write 6 within a hour.

In order to obtain your goal of writing 100 articles "in batches of 6", you only need to do this 17 times over 6 day periods. Imagine the impact this could have on your presence and exposure(in your field of expertise), just by following these 7 easy article writing tips and by setting your self goals. Stay focused on the "Why and What" you want to do to see you through.

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7a. Article Writing- Avoid These Mistakes That Waste Your Time As A Writer.

Time is money so it is important to avoid making these mistakes in your article writing. Here is a list of 5 that you can work on to save time.

1. Not setting "Goals" - In order to be ultra focused in your writing you need to decide what goals you want to achieve for the week.

Then break that down into a daily task and set a schedule for yourself. Make sure that every one knows that you are not to be disturbed during that time. Phone switched off and so on. This will train you to become disciplined as a writer. This helps you get more done over a shorter period.

2. To avoid writers block, start by making a long list of possible headlines that you can choose from. Make them into a question to stimulate your brain into writing mode. Your headline can always be changed

later.

3. Not using a timer for each article you write. Always use a timer to write against. Setting a timer gets you into writing mode. By setting either 10 or 15 minutes on the clock, depending on how fast you write, focuses you into getting that article completed within time.

4. Don't re read what you have just written, correct mistakes, look up spellings or any other time wasters. Stay focused on your writing. These all can be done once you have completed your article.

5. Don't ramble on. Keep to your subject matter and remember it is normally better to write two shorter articles than one longer one. This will give you greater exposure as a writer.

Successful writers form habits that they establish for themselves. I hope this helps you find an article writing system that works for you. So in conclusion form good habits and refine them to avoid any wasted time.

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Bonus

a. Using Articles As A Base To Internet Marketing- The Three Most Important Goals For Success...

The question I hear asked. "I want to succeed as an Internet Marketer. What do I focus on?" I think the three most important aspects or goals that you should be focusing on is: generating traffic, building a list and establishing a relationship with your subscribers.

These are prerequisites to the success of generating online income.

1. Article writing extends your reach to a greater circle of prospects. By linking back to a capture page draws them in to communicate with.
2. Learn to communicate with these prospects that have already shown interest with you. **Establish your credibility and trust** that you are the one to help them.
3. Use e-mail to communicate all the benefits, solutions and value that you provide.

How do I build a platform so traffic will go to my website?

To do that I use my written articles that are published on over three hundred article websites. These articles all have valuable back links to my website. Once you have traffic arriving at your website, there must be a way of encouraging those visitors to leave you their contact details for further follow up. These details are what is commonly know as a "list".

It is important that you continuously build your list. If for instance, you are just starting, a very good goal would be to create a minimum of 500 new subscribers, and then once you have achieved that, you can double it to 1000 new subscribers and that is what I focused on. This is called "List Building".

The other important aspect is, you have to build a relationship with your subscribers through further follow up. They need to know who you are, they need to trust you and you need to know what it is that

they are looking for, so that you can create it for them, or help them achieve it.

So for me my Internet marketing success is down to traffic generation, building my list, focusing on relationship building. I am sure if you did the same, you would achieve similar results with the ultimate goal, "online income".

b. Writing Articles For Internet Marketing Using Design Thinking.

Some successful marketers in this recession are using a concept called "Design Thinking." This is where a design team is brought in to design a business around the customers experience, building and stream lining the whole business from there. This is opposed to having a product and then finding a market for it.

How to use this idea in article writing for Internet marketing?

To achieve financial success in this day and age is simply put your reader and potential customer first. They are "**KING**" and need to be served as such. They have the ability now to search and buy online the best this world can offer. We all are becoming educated and more informed than ever before. Before we even think of writing an article we need to get in touch and put ourselves in our targeted readers shoes and minds.

As marketers we need a clear picture of what our targeted readers behaviour patterns are, on and off the web? We need to understand what their aspirations are? What motivates them, and more importantly how we can best meet and supply their needs using this information? If you, through doing this can successfully design a strategy and product that meets these needs you can now write your articles that articulate these benefits best suited to your reader. By understanding your reader you can empathize and best describe their problem, through to providing a solution. You must be able to provide it in the easiest and simplest way for them.

The idea is to think and design a complete system to provide all the information, the right product and easiest way to give it to them, that supplies the most satisfaction. Writing articles can be your vehicle to deliver this to improve your Internet marketing campaign.

c. How To Quick Start Your Income And Success Online?

Internet Marketing has so many aspects to it, is such a vast subject with over 1001 ways to do it. We like to research, like reading, like to read what other people have done before and find out what is new in the niche that we are in. So I do a lot of research my self, I like compiling things and putting things together. I find it very satisfying, but this takes time. Time is a finite resource and can not be squandered.

How to Quick Start Your Internet Marketing and Income Success?

No matter who you are, what you do, if you have a coach, someone who has done what it is that you are trying to do is the best way to kick start your business. If you have a coach and they are looking after you, they are pointing you in the right direction. I personally believe, you will achieve bigger and better goals,

because someone is out there looking out for you and is there to emulate.

This should be someone who has already done it, that will be guiding you to the path to success. They have already waded through and tried different ideas. They already have the experience to what does or doesn't work. They know the best and quickest ways to do things.

Look at Olympic runners, they have coaches, and it's the coaches that point them in the right direction, keeps them doing their practices, keeps pushing them to achieve more. So yes I think by having a coach is one of the important aspects to quickly finding success, whether it is online or off line.

d. Your Way Of Making An Income On Line.

When you publish your articles on the Internet and someone clicks your link for more information, they like what you write and are already pre-sold on what you have to offer.

You have just established your self as someone of interest, who is worth listening to. The person coming to you this way is far more valuable than someone who comes to you through a Pay Per Click advert.

So how do you make the most of these potential prospects coming to you through article writing, that becomes a source of online income?

This credit crunch has forced us to find new innovative ways to doing business. Let me introduce to you some of the best internet marketing solutions available that will help your business to become more efficient, that grows your client list. Advertising on a shoe string.

First of All what are your Business Objectives?

1. Cutting operating costs to reduce over spending.
2. Match products, supplies or services with the appropriate buyer and grow your consumer or prospect list.
3. The more helpful your business is to seeing to your clients needs, wants, desires, success, satisfaction and well being, the more successful your business will become. Be Helpful....

This means that you need to identify specifically who these people are, their location and financial level in the society together with their needs.

It has become important for companies to further expand and seek new markets . Engaging the Internet as a Marketing tool maybe an important step that you need to take to increase business through finding a new global market. A way to match your supply with demand.

How do you ensure that most of your target consumers will get to know of you and your product?

The Solutions:

1. Promotion through a business website.
2. Email marketing, a common Internet marketing solution.
3. Advertising through internet article marketing, ezines, press releases or ppc ads to grow your prospect list.

Email marketing is a cost effective way of communicating and interacting to your consumers, driving them to visit your website and check out your products.

It may be in a way through using marketing articles or leading them to forums or newsletters. A newsletter has an advantage of expanding your consumer numbers as more and more sign up on it, until you can have a bulk list of prospects email addresses.

Another great Internet marketing solution is through websites. This is a good promotion strategy to employ since you can display all the necessary information for your target consumers. The website should capture their interest and be complete for every transaction, from inquiry to payments may take place. All correspondence that will be done online must be well-facilitated through the features of your website. A virtual store front without expensive real estate...

It would be a great opportunity to try one of these which will match your financial capability and expected return profit. The internet is a great advertising resource used to draw customers to your business in a cost effective way.

Let's see how marketing is done in a brick and mortar business. If no one knows about your shop and what you offer, you will suffer due to the lack of sales or business.

To become known and expose your offer, you advertise, put out fliers, banners, anything to become noticed. When someone comes through your doors, in most cases they are already interested in what that offer is. To induce further business and be ultra successful you should be collecting all these peoples contact details for further follow up.

One way this can be done is by offering a raffle ticket in exchange for these details. You now have the ability to remind them what you offer, for example, new lines of stock, services, sales, special offers and so on. The key point here is to make your presence known in the way of a reminder.

So back to marketing on line. You must have a way of getting the details of all people coming to you from your articles, so further contact can become possible.

This information is normally their name, email address, phone number or address, to be obtained in a voluntary manner (your visitor must voluntary give you this information). This is obtained in a similar way to the above example, some freebie that you *know* would be valuable or interesting to them.

Establishing communication with your potential customer is "Key" to your online success. *THE DIFFERENCE HERE IS...* 1. Online it is far more important to do this and 2. It is far easier to implement. More on this later...

1. More important due to the fact your website is not some physical structure in your neighbourhood that can be seen and remembered but some cyberspace creation on a global platform that is quickly lost from memory.

2. Easier to implement due to the services and software available online to help you do this automatically. This is sometimes called Email Marketing.

So article writing is a very effective way of bringing targeted prospects to your website that have already got to know you. It is the start to building a relationship. This the first leg of a tripod on which your business should stand to make that online income.

e. How To Write Articles For Internet Marketing?

Internet marketing success comes down to the ability to sell online. So what is the first critical element to make this happen?

Getting your offer in front of as many eyes as possible, and if you can repeat the offer multiple times to the same people, the better your chances. Writing articles for publishing on the Internet is one way to accomplish this, as it can achieve all this directly with the help of a squeeze page website. The second leg of your tripod.

Article writing for Internet marketing is an excellent way to deliver your information to your target market at minimal cost, (mostly time). Time spent writing quality articles, to reveal your expertise and the service you provide, that will lead your interested reader to your offer.

Submit these articles to online article directories. These directories normally allow two direct links to a web page of your choice, placed in the authors resource box. These links should be to a web (squeeze) page, that can be easily set up to collect the names and email addresses of all prospects interested in your information. From the squeeze page they can be sent to a sales page, website or what ever you want to show them.

Building Your List.

How To List Build And Why...

Building a targeted Email address list is the most important and profitable online marketing tool for any business to focus on. This should be your foundation to any marketing campaign undertaken.

Using Email is an instant free connection to your market audience at a press of a button. As a marketer your objective is to build a "Large and Targeted" Email address list of potential customers that you can communicate with on auto pilot using simple online tools.

In this I can just give you an overview on how this all works.

1. Getting email address of all customers buying from you is imperative. This is to follow up on customer satisfaction and to update any further offers that could be suitable to their needs.

2. Sending interested prospects to a landing page on a web site specifically designed to just collect their names and email address. This is to build what is called an Opt-in mailing list which is compiled with participants that have requested to receive information related to your specific topic, offer or product. There are a number of ways to get prospects to your site. Pay per click advertising

(P.P.C), article writing, blog posts, viral marketing, using social net works and so on. Offering some sort of carrot or incentive will coerce them to exchange their vital details that are so vital to your business success.

3. Using an Auto Responder Service to manage your list on auto pilot. Emails that you wish to send are loaded into a system set by you and all the rest is auto pilot. Frequency of dispatch, time of day and even pdf files can be attached to the emails as a bonus. A double opt in feature prevents any spam.

Next is to write plenty of articles, leaving a trade mark signature to help you to be identified and remembered as an expert author. You should position yourself as some one who is helpful and worth while listening to. These articles you write, if successful will get spread through the Internet with time and will forever continue to work for you, by bringing new visitors to your squeeze page website.

f. The Auto responder. The E-mail marketers Best Friend. The third leg to your tripod.

The most important element is the collection of your prospects details for future follow up. If you do not do this you will soon be forgotten and lost in the vast depths of cyberspace. This can be done by asking them to phone or email you, or a better way would be to use the services of an auto responder company.

An Auto responder is a service that some companies offer to capture prospects email and other details for you and manage your list for a monthly fee. I recommend <http://www.Aweber.com> but there other equally good services out there. Find one you want, register and open an account with them, follow their instructions to setting up an email marketing system for you.

They will generate a code using the information that you put in, to paste onto your website. This is to invite readers to join up with you for some reward on offer. Once a person signs up with you, you can communicate with them using the services email system. You write a series of emails, load them up into this system to be sent as you want. They will unsubscribe any one wishing to be removed from this list and make sure there is no spam involved.

g. Learn To Communicate with Your List.- Communication is KEY..

Do not just sell to your list, this no longer works. Keep feeding good usable ideas and information that you think will benefit your prospects. Build rapport. They must first get to know and trust you before business starts. There is a law of “*reciprocity*” involved here, use it.

There you have it, Email marketing success formula to grow your business. The larger and more targeted your address list the more business you will bring in, plain and simple.

"Success consists of going from failure to failure without loss of enthusiasm." ~ Winston Churchill

Incorrect action is better than no action. Take heart.

h. The Art To Selling.

Making The Irresistible Offer.

Selling is so much easier when your offer is just to good to pass up. You must ensure that your prospect knows and understands how they will benefit from your offer. All obstacles or objections must first be addressed or removed. It must be an easy step for your buyer to take in purchasing from you.

An easy format to use:

This is what I have got. Explain in clear terms

This is how you will benefit from it.

This is why they must trust you.
This is what they must do to get it.

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9. Conclusion.

For what ever reason you write articles, always understand what your reader wants and then give it to them in a way that is easily read and understood. Always proof read and spell check your work before publishing making sure it is relevant and to the point. Enjoy your time doing it and you will reap your rewards.

If you have any questions please email me and I will try to get back to you as soon as I can. My email address is:

rodsaunders@uwclub.net

To Your Success,
Rod Saunders

<http://www.mywritingsuccess.com>