

10 Top Tips Of A Successful Article Marketer.

Interview with Janet Cole- Successful Internet Marketer, EBook Author and mentor.

****Rod Saunders****

www.mywritingsuccess.com

Rod started the interview by asking Janet how she started as an Internet Marketer and what was her motivation?

Janet: "Ok, hmmm...I started on line in 2004, I created a health eBook, for an ailment that I had and I wanted to let everyone know that it was possible to eliminate this ailment through a certain method that I had created.

So I created this eBook and I uploaded it to my website and I was selling a couple of copies per month.

Then what happened I started to get enquires from other people on line, they were asking me. "How I set up my my marketing? How I was generating sales? How I created my eBook?" So I decided what I would do is create yet another book, an internet marketing ebook that gave them the information that these people wanted to know and most of them were saying that there were others online that were selling that kind of information but it wasn't satisfactory, that it didn't work."

"So I fell into it as it were. I was asked how I successfully sold my ebook online and that's when it started for me. Since then I have being heavily involved in Internet marketing where I am incredibly successful today."

Rod: "Did you have any previous experience in selling? Or did you just start by the seat of your pants?"

Janet: "It was just by the seat of my pants, I had no experience with selling, I had no Internet marketing experience at all and when I first started I had to learn all the technical aspects of creating a website, uploading, the auto responder. I had to learn all that my self, but I didn't find it difficult at all.

I also found it very easy to teach other people to do exactly the same thing that I was teaching my self"

Rod: "Wow!! Did you have any goals to set at the beginning? what was your motivation?"

Janet: " Once I got into internet marketing one of my very first goals was to, I looked and did some research to find I think 10

key words, so I found 10 key words, my first goal was to get to the first page of the search engine results for one key word and when I did that I moved onto the second, the third, the fourth key word and although I did get onto the first pages for most of my keywords, I did in a couple of instances I actually got to the # 1 position. I found that was fantastic"

Rod: "Very for filling that!"

Janet: "Ohh yes it is because before you know how to do it, you imagine how difficult a task to achieve, but it isn't, once you did it once you can do it again and again, and again and again".

Rod: " What do you think your route to success was as an Internet Marketer?"

Janet: "Hmmm, I think on focusing on generating traffic and focusing on relationship building with my subscribers. I think that those are the two most important things. It is important that you continuously build your list. If for instance, if you are just starting a very good goal would be to create a minimum of 500 new subscribers to your list, and then once you have achieved that, you can double it to 1000 new subscribers to your list and that is what I focused on.

The other important aspect is you have to build a relationship with your subscribers. 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 success is down to traffic generation and focusing on relationship building and I am sure if you did the same, anyone that's listening you would achieve similar results."

Rod: "Hmm hmm...Ok We all hear that most of the successful Internet marketers had mentors to help them succeed, do you agree with this?"

Janet: "Ohh definitely, yes, yes!!! 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, 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 bigger goals, because someone is out there looking out for you, someone who has already done it, they are guiding you to the path to success.

Look at Olympic runners, they have coaches, and its 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 being successful, whether it is online or off line."

Rod: "Do you do a lot of research your self or did you have someone to help you?"

Janet: "No I, ummm... I like to research, I like reading, I like to read what other people have done before me and I like to find out what is new in the niche that I am in, I do a lot of research my self, I like compiling things and putting things together. I do a lot of research my self, I find it very satisfying".

Rod: "Ok, good. You are also a very prolific writer and successful eBook author, so can you just give us a few tips and on where you get your ideas and to how you managed to write so many articles?"

Janet: "Ohh yes, I think that is the # 1 challenge for most people who get online in creating enough articles and finding the ideas to continuously write new articles. 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 their subscribers 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. Your article should be at least 400 words.

Once you have completed that, then there is your first article. If you go through the list one at a time you will eventually you will 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 were, 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. Does that make sense?"

Rod: " Ohh yes it does, that's great help thank you. Now the articles you publish them on ezines and that is just to draw traffic to your website that you are promoting?"

Janet: "There are two main reasons for writing articles,
1. Is to create back links because as you probably know if you have a website the more back links you have, the higher the page rank will be, and the higher the page rank is the higher up the search engine, your website will appear on the search engine results. So that is one of the reasons I write articles is to increase the number of back links.

2. Second reason to write and submit articles, is to create my list. Now if you want to be successful online? If you want to generate an income you must create a list. There is no point in creating a product, building a website and hoping that people will happen upon your website and immediately purchase your product. That takes too long, that takes a lot of hard work. If you build a list, you increase your chances of success. That is why, that is another reason I write articles is to build my list".

Rod: "You mentioned that your think of a hundred headings/questions for your articles, how do you manage to write so many so quickly, you are very prolific as a writer?"

Janet: "Ohh.. I remember the first time when I began writing an article it would take me two many be three days to write an article. I could write an article now in seven minutes flat, but that has only happened over time. That has only happened because I have practiced. Practice, practice, practice. One of the better tasks you could do is to challenge your self to write articles more quickly.

Once you have got a subject heading of what you are writing about. say if you took the first one of 10 subject headlines. Get a stop watch, put 10 minutes on your stop watch, just start the timer, just start typing ,answer the first question, do not stop, just keep bashing away at what ever thoughts that come into your head about the question that you are answering. Don't stop until the timer goes off.

So for the first ten minutes you are just bashing away, bashing away answering the question. Don't stop to amend, don't stop to correct, don't stop to go back and read what you have just said, just continue typing for ten minutes. Then once the timer has gone off, you do that again for the other nine article titles that you have got.

Then leave it alone for at least half an hour. And then after half an hour, then you go back and proof read, then you go back and edit if necessary. What you will find because you have applied pressure to yourself, because you are typing non stop, you will find that you have some good stuff down there in your articles. If you continually do that over a period of about two to three months, you will find that you could produce an article quicker than you did the previous week. Some of you may find that ten minutes is not sufficient. You may need fifteen to twenty minutes, but it does not matter how much time you put on the timer.

The goal is that over a period of weeks you lessen, you reduce the # of minutes that you have on the clock. You reduce the time it takes to bash out an article. That is how I did it. I can produce 20 articles in about two and a half hours, but it does take a lot out of you, so I don't do it very often any more, but I did in the beginning.

Most days I will sit and bash out ten articles for the day".

Rod: "Wow that has given us all motivation to set us some goals hey?"

Janet: "Yes, yes!!"

Rod: "You said articles are good for page ranking. Can you explain a little bit about page ranking, and why it is so important?"

Janet: " 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 because other websites over the Internet have back links to that initial website.

My articles I have text anchors in my articles, and I use the keyword 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.

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".

Rod: "So that just brings all the traffic and visitors to your site. That is just promoting that site for you".

Janet: " Yes.. if you have a key word, lets go back to the cats breeding key word, for instance, if you have a keyword on the first page or even in the top three positions of the search results, then you are more likely to achieve closer to 50% of the clicks that people make when they are looking for information about cat breeding, If you were at #10 then the chances of you attracting the 50% ratio is diminished, and it is further diminished the further down on the second page you are. So the higher up you are on the search result page the more likely you will attract heavy traffic, massive traffic to your website and the more chances you will have of generating a good and steady income. So Page ranking is very important".

Rod: "And also using a good research on the keywords that you are going to use, that are very popular".

Janet: "Yes, yes. If you are just starting out in business, one of the first very important tasks you have got to do, is to choose the right key words, and there is information on line that gives you advice on choosing the correct key words that will likely to bring you the traffic that you are looking for, it is not just a question of choosing the one with the highest search volume, there is more to it than that".

Rod: " Ok great, thank you. So you want a high page ranking ranking for the key words to your website, you need to choose the right keywords so that you don't have the competition and there must be a good search volume for that keyword as well. If you combine the ten keywords that you mentioned the more chance of attracting that traffic then".

Janet: "Yes the keywords are very important, and the monthly search volume is very important to but there are other criteria's that you have to take into consideration to".

Rod; " Thank you Janet that has been great for us. I am sure that this is quite a lot of information for us to get started with. We appreciate you coming on line and sharing this all with us".