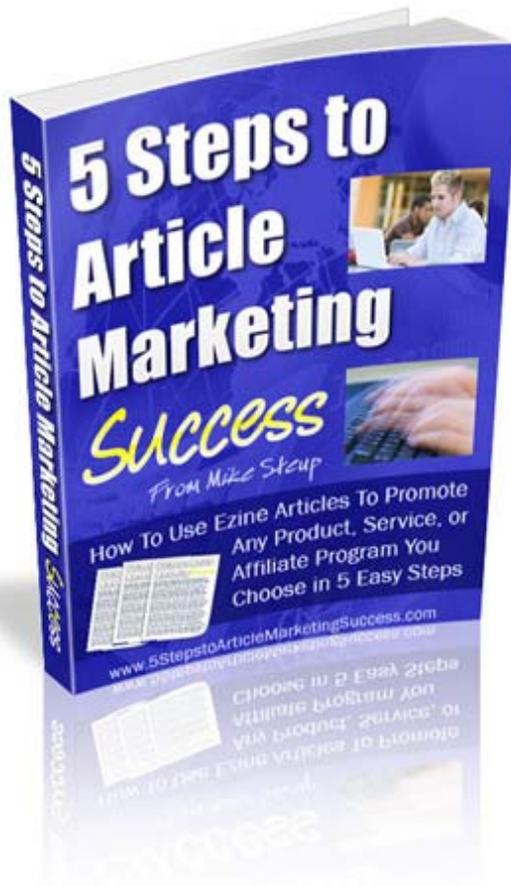


# 5 Steps to Article Marketing *Success*



*From Mike Steup*

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- **Automatically generated "video wall" featuring 12 free videos matching the theme of your site to enhance the site content and appearance**
- Randomly generated cross links on all pages to ensure full search engine spidering of the site (see below for more details of this feature)
- **Random home page which automatically sets your home page to one of the articles chosen at random to enhance search engine listing and site spidering (see below for more details of this feature)**
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- **Automatic inclusion of your header graphic, including auto-resizing of the web pages to match the width and height of your graphic**
- Completely template driven, allowing you to change designs, layouts, colors and adverts at will using any HTML editor



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## ***Introduction***

I bet you can't tell me the best way to use ezine articles to promote your offer.

Go ahead. Give it your best shot. Out loud. Say it. Whatever comes to mind, just blurt it out.

I'm listening.

You see, most people don't really understand how to BEST use ezine articles to promote a product or service, or their favorite affiliate program.

They know they are supposed to write an article, include some kind of clever offer in the text or in their resource box, and convince editors to publish their article.

But, there is a very clever way to use your article to promote that you may not have considered before.

And I'm going to share it with you right now.

There are only five steps. And they are all super simple...

I'll also give you a few tips to get some great exposure from your articles, and some important closing comments, so be sure to check out the last two sections before you move on to getting your articles out there :)

Enjoy!

## ***Step 1: Choose the Product or Service You Want to Promote***

This one is kind of a no-brainer. It all begins with deciding what you want to promote. Is it your own product or service? How about your favorite affiliate program?

We're not talking about your newsletter -- we're talking about an actual offer you want to present that you'll earn profits from when readers of your article make a purchase.

Decide what it is that you want to promote through your free ezine article. And then move on.

Now, if you are reading this and have no idea what you want to promote, or even what niche you want to work in, I can help with that. I'll just go over quickly how to find the proper niche to work in, and how to tell if it is profitable.

A hot niche is going to be an area that has a defined customer base but not yet enough businesses offering products or solutions for that customer base. Once you start breaking down the larger markets into well-defined niches you will see these hot niches start to develop before your eyes.

### ***What's Hot and What's Not***

A hot niche is going to be one that everyone is talking about, but not many are actually working in yet. The customer likely will have an idea of what it is that is going to be hot long before the businesses do. So go to the customer first.

You can do that through discussion boards, but you might also find that going directly to your customer will offer great information and insight. If you are going to be looking at dog supply niches then spend some time at your local pet shop. See what the customer's are buying; watch how they are spending their money. Where the money is will be the surest way to finding a hot niche.

The profitability of a particular niche depends on many factors – including your budget, your potential customer base, and how viable the long-term prospects of that niche are.

In any business there will be competitors that only pop up during your busiest time and try to steal your customers. These are short-term niche companies and they thrive on the abundance of customers at certain times in the year. A long-term niche company is one that provides services to customers on a year round basis.

### ***Short Term Niches***

It is entirely possible to build your business off of short-term niches. With these niches they are usually only around for a short period of time - usually between a couple weeks to a couple months. These niches might have to do with a big news event or a certain holiday.

For news oriented niches or unexpected short term niches you will need a different set of skills than for yearly niches that occur consistently every year. For unexpected short-term niches it is important to be able to do your research and set up your necessary marketing campaigns very quickly.

You will sometimes just hear about a certain event on the news and realize that people will want more information or specific products because of this event. Do your best to find a specific niche within this market so you can optimize your space in the marketplace.

For regular short term niches that occur every year, like Christmas or other holidays, you have the ability to research and plan with a little more time. Although the concept of these niches will be the same every year, it is still important to do the necessary research to find a small specialized niche that is really in demand during the time period that you will be doing your marketing.

### ***Long Term Niches***

For people who like a little more stability, a long-term niche might be a better choice. These are niches that, once defined, will be relatively stable for a period of time between several months and several years.

Although there is never a guarantee that any specific niche will continue to be profitable over a long period of time, these niches usually have larger markets that have proven themselves profitable over a much longer period of time.

A long-term niche may be more stable than short-term niches, but it is still important to continue to define your little corner of the market throughout your business cycle. By constantly reinventing yourself and your niche in the market you can continue to meet the unsatisfied customers need that drives your business into success.

Choosing a long-term niche does not automatically mean that you are going to be successful. Long-term niches give you the ability to concentrate on one niche instead of changing your niche because of certain news events or the seasons of the year, but they still require the same amount of research in the development stage.

Long-term niches are simply a niche that you continue to work with all year long, while a short-term niche is limited to only certain months or seasons of the year. Your availability to continually research and develop niches will determine if a short-term or long-term niche will be best for you.

***So, you have a niche to work in . . .***

OK, you have a niche to work in, but no products to promote. It happens, and its not hard to overcome this problem. A very cool service is available (free, by the way) that actually alerts you to the newest products that are available to promote and profit from on ClickBank.com and PayDotCom.com.

It's free to sign up, so take a look at [PayDotClickBlankAlert.com](http://PayDotClickBlankAlert.com) to get updates on the latest products and services that you can promote through these sites. I'm sure you can find an endless supply of great products to promote in your new articles.

## ***Step 2: Determine Your "Useful, But Incomplete" Approach***

I learned a really brilliant (yet incredibly simple) concept many years ago from a great marketer named Jimmy D. Brown (I'm sure you've heard of him). He coined a term that, really, makes a whole lot of sense. He calls it the "useful, but incomplete" approach when using freebies of any kind (including Ezine articles, free eBooks, reports, eCourses, etc.)

What he means by that is simply this: You provide your reader with "useful" information (something they find of value and are able to actually apply) but make certain that it is "incomplete" in that they can better use the information by making a purchase.

That's "useful, but incomplete." And it works like a charm.

The idea is to use your content to build up to your desired response. You provide the reader with content, and then you make an offer that allows them to fully utilize the content, gain extra insight from the content or maximize the content in some additional way.

Let me give you an example:

Let's say I wanted to promote [Aweber](#) in a free ezine article. This is a service that offers unlimited autoresponders, tracking and all kinds of other stuff for one low price.

So, how could I use an ezine article to promote the service?

By writing an article that explains how to benefit from using autoresponders or mailing lists. My article explains different uses of autoresponders and how the reader can profit from implementing the ideas.

And, naturally, they will need an [autoresponder service](#) in order to put the ideas into practice, right?

And I just happen to know of a great service they can use.

OK, so that's an example of how to promote a SERVICE offer with your ezine article. What about a software product or an eBook?

Want some examples?

Good, because I've got two...

TO PROMOTE A SOFTWARE PRODUCT: Let's suppose you want to promote a product that quickly generates ecovers for you. How can you do it?

- Write an article outlining how important presentation of your offer is, and how creating an attractive web page with professional graphics can increase response rates tremendously.
- Write a step-by-step tutorial article for "do-it-yourselfers", explaining how to design your own graphics from scratch. And then promote the software as a super-simplified way of doing it.

TO PROMOTE AN EBOOK: Want to promote an eBook that is all about building and profiting from your opt-in list?

-- Write an article that covers the "basics" of building lists, and then promote your product as the "advanced" tactics.

-- Write an article on how to profit from a list, and then promote your eBook as the "how to build the list."

See how easy this is?

That's how it works. Determine what your "useful, but incomplete" approach will be, and then...

## ***Step 3: Turn Your Approach Into a Tips List or Tutorial***

Let's use my example again. I decided that I would describe various uses of autoresponders and how the reader can actually profit from them. What kind of tips list or tutorial could I create?

- "How to Generate More Subscribers, Sales and Profits With Automated Follow-Up Messages"
- "7 Powerful And Profitable Ways To Use Autoresponders To Skyrocket Your Sales and Subscribers!"
- "Want to Increase Your Online Profits And Leads? Here are 7 Ways to Do It..."

That's all you need to do. Determine your end result. Decide how to get there with your "useful, but incomplete" approach. And then develop a list, or even a step-by-step tutorial for your article that leads the reader along.

With each new "idea" or "way" or "tip" or "step" or "strategy" that you share, you can further direct the reader towards realizing their need of your upcoming offer, and lay the foundation for them to accept the offer.

## ***Step 4: Expand on Each Point to Build Your Content***

Here's more of the easy part. Just "fill-in-the-blanks" to complete your article.

Write 1-2 short paragraphs for each of your points. Make them good. Provide quality content. The offer you will soon make will see poor results if your information isn't useful.

Remember, you are trying to pre-sell the reader on the idea that they are going to need your offer. If you don't provide them with quality information that they **WANT** to begin using immediately, then why will they want to buy what you are promoting?

Light a fire in them. Motivate them. Challenge them. Give them such nuggets of gold that they want to keep mining until they hit the mother load!

## ***Step 5: Put on the Finishing Touches With the "Five Pillars"***

There are five things that you should always do to finish up your ezine article. Don't skip any of them. They are all critical...

1. Polish. Re-read your article. Does it provide information that really is "useful" to the reader? And yet leaves them wanting even more? That's what you want. Polish it. Put on the wax and make it shine. It has a very specific purpose -- make certain it has the means to achieve it.
2. Promote. Use your resource box to promote your offer. This is why we've written the article, right? Remember step one? It's time to put it into play. Give the reader what they (hopefully) are wanting...a way to maximize the information you gave them.
3. Proof. Don't do this yourself. Have a trusted friend, relative or co-worker check your article for grammatical and typographical errors. The last thing you want to do is present a poor image after sharing some high quality information.
4. Publish. Zip your new article out to your favorite list of publishers. Submit it to the announcement lists and the ezine directories. Don't forget to publish it yourself in your own newsletter! (we'll have more on this in just a minute)
5. Profit. If you've covered all the bases that I've mentioned, then profits are almost certain to start coming in when your ezine article is published. You deserve it. Be proud of your accomplishments.

And then start it all over again!

## ***Getting the Most Exposure Out of Your Articles***

### **Using Blogs**

These days, everyone is blogging, from grandmas to grandchildren. Since the popularity of the blog has gone up so rapidly, even businesses are using blogs. In some cases, it may be the owner blogging, but that is usually only in small businesses. Most major corporations hire someone to do the blogging for them.

There are a couple ways to use blogs successfully by helping your article marketing abilities along the way. The first way to publish your articles is through your own blog. Setting up your blog is a simple process. Most webhosting companies include blogs in the package or you can choose a hosted blog at Blogger.com or WordPress.com. If you are looking for good search engine exposure with your blog, then you are probably going to find that WordPress.com is the best. The search engines pick these blogs up very well and you will get a lot of hits if you are blogging on popular subjects.

You will also want to make sure that your blog has syndication, or **[RSS](#)** abilities, and make sure to allow the readers of your blog to syndicate your articles. This is a very important part of using blogs in distributing articles.

If you're not familiar with RSS Feeds, you can find out more [here](#)

This should help shed some more light on the subject for you.

After you get your blog set up with any of the categories you want it to have, begin pasting in the articles you send out. You will want to use pingning features so that blog directories are updated each time you add content to your blog. This will really help increase the traffic to your blog.

The second way to use your blog is to visit other blogs within your niche. When you find a topic that you have written about, add a comment with a link to the articles listed on your blog, inviting the readers of the blog to check out the article.

In most cases, it would be considered rude to post your entire article on another blog. Make sure to link to the article instead of copy it on to someone else's blog. The article should also be really relevant to the topic at hand.

Don't just visit these blogs and simply post your link. This will be seen as spamming, and you won't see any results and you'll get banned from posting comments. Try to provide some useful information, and you'll see the results coming in soon enough.

### **How to Get an Edge with Forums in Article Marketing**

Forums can be very useful tools for anyone doing business, on the web or not. They benefit businesses in a lot of ways. They are used to locate products that need to be created to fill a gap in the market, to inform people about available products, to learn or to teach, to find topics to write about in articles, and even distribution of written articles.

Most forum owners will invite members of the forum to submit articles, and they provide a space in the forum for this very thing. You should take full advantage of this.

The first things you need to do before submitting articles to a forum is read the guidelines and follow all of the rules. If you just start posting articles wherever you see fit, you will be banned from the forum. This will make you look unprofessional and desperate. That is the last thing you want when you are trying to promote your business. You want to seem respectable and professional, not like a loser who can't read directions. In Internet marketing,

image is everything and you would hate to ruin yours by not reading directions.

Being active in a forum is a great idea. You will be able to submit your articles regularly, but remember, do not post inappropriate things during your participation. Most quality forums do not allow advertising and others won't let you use affiliate links in your posts. Doing either one of these two things will get you banned from the site. Most forums will allow you to use a signature file at the end of your post but again, read the regulations of the site thoroughly to insure that you do not break any rules. Some forums will also have special "rooms" just for advertising, and it is a good idea to use these to market your site and your products.

As stated above, forums can also be used to look up topics for articles within a certain subject. People usually do not want to read what you are writing about unless you are writing about something they really need or want to know. There are only two ways to figure out what a person is looking for.

1. Ask them. Maybe you could conduct a survey
2. Listen to them. You could read what kind of things they are saying.

Forums are the place to find out what people within your niche need to know or what they are talking about. This can give you some ideas for new products or material for your articles.

You can find forums on the Internet, of course, on pretty much every topic you could think of. Use your favorite search engine and include the word "forum" with the topic you are looking up.

## **Keeping an Eye Out for E-zine Publishers**

You definitely want to know ezine publishers, especially the ones within your niche. These people are extremely important in your article marketing venture and you should start building your own database of ezine publishers. You want to stay in good terms with these individuals because they can directly alter your status in article marketing.

You will need to start by visiting the many ezine directories and subscribe to the ones within your niche. You should try to read one or two issues before you start to submit articles. Some ezine directories will even provide information regarding whether or not article submissions are even accepted, where they should be sent to, and the article's guidelines. This is really valuable information and should be treated as such.

Once you make the decision to submit your articles to ezines, then you should contact the publisher directly. Ezine companies usually show favoritism to people they have a direct relationship with in comparison to someone who just submits their articles. The ezine publisher may accept article submissions, but you will have a much better shot by establishing a relationship with them. Just submitting articles with no other form of contact does not form any kind of relationship.

You could write a personal email instead. Make it a point to tell the publisher how much you enjoy the site and include what you like best about it. Inform them that you have many articles that you know their readers would be interested in. Then, ask them if they would like you to submit them or not. If you are able to point out a particular subject within your niche, do it. This method is much more effective when you are trying to get your foot in the door.

Do not overwhelm ezine publishers with your articles. These are very busy people that get a boatload of email. At first, send only one email a week. This way they can actually get a good feel of your writing style and amount of content. You will have a much better chance getting anywhere with them this way.

You can also send exclusive emails to individual ezine publishers. Publishers really like exclusives. Once a week, write an article real quick exclusively for one ezine. Submit it to the publisher and make sure to let them know that it was written exclusively for them.

### **Other Article Distribution Strategies**

There are tons of ways to get your articles into circulation, and you would be well served to use them all. These methods include distributing articles to the article directories or repositories, sending your articles to a list of ezine publishers, using a blog to publish your articles, using other people's blog to promote your articles, submitting your articles to private sites or member only sites, and submitting your articles to forums that accept articles. That is a lot of places to use to get your name out there.

There are a few other ways to distribute your articles. Remember, the purpose of the article is to get traffic to your website and increase revenue. Even so, some people forget to put their own articles on their websites. You have written content and websites need content. Make sure that your content makes it to your website.

Another way to distribute your articles is in an eBook where you compile all the articles that you have for a particular subject. The eBook should be free and should be listed at the many eBook directories on the Internet. This will allow people to give your book away. This is meant to promote your online

business so the eBook needs to be done well. The more content and useful information it contains, the more likely that a reader will actually pass it on.

You should also use your articles as part of an email course or series. Again, the series should not cost a thing. Set up an [autoresponder](#) for the series or course and put a sign up sheet on your website. This will build a bigger email list as well as help your article distribution.

The way you do this is by putting all of the articles in text format and into a folder. From there, compress the folder and upload it to your website. Then, on every single email you send out, include a signature file that lets everyone know that they can download the file for free and use the content however they want as long as the content is not changed and the author's box stay intact.

If you think about it, articles can be used in tons of creative ways. Keep an eye out for new ways to promote and distribute. Never let one of those opportunities pass you by.

### **Making the Most Profit**

Most article marketers concentrate on ensuring the fact that the people who use their articles do not alter them in any way, shape, or form and that the article's author information is always included. You can choose to take a different path. You can allow your readers to change the links within your article and within the resource box to their own affiliate links.

You will still benefit by getting recognized and getting traffic to your site. Doing it this way will compel ezine publishers and website owners to use your articles because they will benefit from this as well.

This works like a charm if you happen to have affiliates promoting your product or affiliates that are signed up under you when you are promoting someone else's products, too. It actually motivates them to use your articles and will bring you more in commissions.

Other options include letting the affiliates replace all of the links within the article to their own personal links but leaving the resource box as is. This will give you the recognition of an expert and still benefit you with increased commissions. It will also benefit you in the long run because you will eventually become an established expert in that field.

### **Article Directories**

You want to be sure to submit your articles to the two main article directory sites. These are [EzineArticles.com](http://EzineArticles.com) and [GoArticles.com](http://GoArticles.com).

These are the two best directories, and I would not recommend that you submit your articles to more than these two directories.

In order to submit your articles to these sites, you will need to have them approved. If your article is filled with quality information, and not obviously an ad for a specific product, you should not have a problem getting approved.

These two sites will give you plenty of exposure and clicks to the link you are promoting in your resource box. You should, realistically, expect to start seeing traffic from your link within a day or two of your article being accepted.

## ***Some Closing Comments . . .***

This business of article marketing is growing fast and seems to be a steady source of income for many folks who are willing to try something new. You will be amazed by how well it actually works if you follow the steps in this report. Here are a few reminders that will help you get started on the right track when it comes to article marketing.

1. Don't assume that you can write. Your articles will need to be effective. You may consider hiring a ghostwriter until you feel comfortable with the material you can produce. If you need to hire a writer, don't feel bad about this . . . many of the best marketers do this on a regular basis. Try freelance sites, such as [Elance.com](http://Elance.com) or [Guru.com](http://Guru.com), to find qualified writers who can help you.
2. Write more than one resource box before you decide on one. Test different versions to see which one is most effective. A good bet is to submit your article with resource box 'A' to EzineArticles.com, and then submit your article with resource box 'B' to GoArticles.com and see which works better.

Use the most effective resource box on future articles you write in that niche, and you should have great success with those articles.

3. If your articles are not getting the amount of traffic you want, there is a good chance that you are doing something wrong. Don't take the time to submit one more article until you fix the problem. Go back through this report and compare your article to what I go over here. Chances are good that you'll find something that you missed the first time that will help improve your results.

4. Write articles and submit them regularly. This will increase your traffic and writing abilities. The more articles you write, the more traffic will be going through the links in your resource box. This is obviously what you want, and having your articles in more places is a great benefit for you (both with traffic, and perceived expertise in that niche).
  
5. Always proofread!!! This is imperative. You don't want to be perceived by the world as someone who is too dumb to spell (sorry to put it so bluntly). You want to look and sound professional and there is nothing professional about errors in your material.

### **If you do nothing else . . .**

If you do nothing else in your article writing, follow the "Useful, but Incomplete" approach – give them enough information to get them interested, but leave the reader wanting more.

If you can do that, you will have your readers eager to click on any link you give them wanting to learn more, and see what you have that will solve their problem.

Good luck with your article writing, and I truly hope that you are able to put these tactics to good use!

## ***About the Author***

A full time Internet Marketer since June 2006 (and successful part-timer before that), I have put several successful products online.

Here are just a few of my sites that are currently online:

- [\*\*Affiliate Software Pro\*\*](#)
- [\*\*PLR Article Pro\*\*](#)
- [\*\*Niche Audio Club\*\*](#)
- [\*\*Last Chance Profits\*\*](#)
- [\*\*RSS Feed Generator Pro\*\*](#)
- [\*\*7 Laws Of Buying\*\*](#)
- [\*\*9 Dollar PLR\*\*](#)
- [\*\*Reverse Squeeze Page\*\*](#)
- [\*\*PLR Video Tutorials\*\*](#)
- [\*\*Adsense Click Protector\*\*](#)
- [\*\*Adsense Split Tester\*\*](#)
- **And Many More to Come!**

I hope this report has helped you!



*Mike Steup*

Mike Steup  
[www.MikeSteupSupport.com](http://www.MikeSteupSupport.com)