

Article Marketing 101

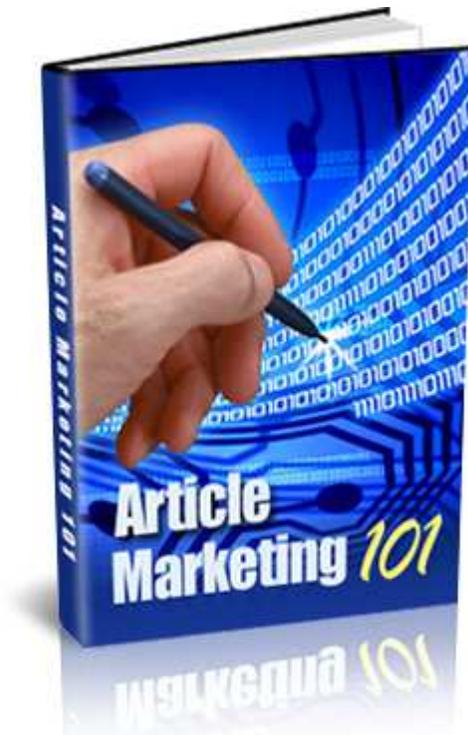


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Introduction

The use of articles as a marketing tool has expanded greatly over the past decade. It has turned into a multi million dollar industry that has many Americans writing articles for websites while they sit in the comfort of their own home. The business is expanding throughout the world and will continue in growth as long as the Internet is still around.

Throughout this book, we will touch on many of the aspects of article marketing and why it is so popular in our world today. It has been an effective way to promote business for years because of its material depth and importance. It adds knowledge of the website and material to the page, and enlightens the reader on the purpose of the company. It's a great way to relay useful information to the reader and intrigue them to find out more about the company. Needless to say, this article must be worth while. No one wants to read something that is not interesting and informative. The articles need to be well written and full of the information that the reader needs. The articles must be on topic and to the point or you may lose the interest of a potential customer.

Article marketing is the most effective way to promote a business. The best thing about it is that it costs much less than other types of advertisements. This industry has been going strong for many years and shows no signs of slowing down.

Chapter One

E-Commerce Today and the Expert Use of Article Marketing

Article marketing has always been the most effective way to promote your business, whether it is big or small. It is an inexpensive way to promote and will always be worth every penny. This holds true to this day and will continue to be true for many years in the future.

Articles are quite vital in nature. Once the article is written, it travels from your desktop to many article banks which provide back links to your site. From there, owners of other websites copy the article, making sure that the author's information is intact. They then publish it in their newsletters or on their websites. You may be surprised one day by seeing your article used in a compilation for some sort of informative book. Take pride in you articles and you will find them to be more productive for you and your business.

The important thing is that the article act like a virus, attaching to every site it can. You want it to spread far and wide. This can make many things happen for your business. As you know, the article provides a back link to your website. This can help with search engine optimization. Since your article will have your resource box will be located at the bottom. This will add a great deal of exposure and traffic to your website.

Other than that, article marketing will accomplish other things as well, which may be a bit more important in ecommerce today. First of all, writing and distributing articles makes you an expert in the field, or topic in question. Secondly, they can serve as building blocks with the readers of your articles, in turn building trust.

Most successful Internet companies usually distribute at least one article a week to the different article banks. Some businesses will use the same article that they used in their newsletter for their distribution, but only after the letters have gone out to subscribers. At times, the business owner may not write very well and decide to hire a ghostwriter to do it for them. They may start running out of time with other business activities and need to hire someone for that reason. Ghostwriters have the job of saying what the owner wants to say. It can be challenging at times, but usually pays pretty well through excellent website promotion in the future.

Well written articles that are informative are the types of articles a successful business wants to send out. Some writers make the mistake of making them out to be sales letters. They are not supposed to be that at all. They are intended to be informative letters sent out to get the readers to visit their website. They should also provide helpful information as well as include a link to the website.

Making Article Marketing Work for You

If you haven't figured it out now, article marketing works. That fact has been established time after time by a large number of Internet marketers in a wide variety of fields. The problem is that people tend to believe that article marketing is more difficult than it really is. If you have never attempted it, these kinds of reactions are normal.

The first thing you have to do is write an article. This can be done by the business owner or a ghostwriter. Most articles written by a ghostwriter cost less than ten dollars and consist of three to five hundred words. Remember, the article has to be informative and can not be a sales letter at all. Make sure it is related to your niche and stays on the topic.

A resource box is what you will add at the end of our article. This is simply

information about the author and usually contains a link to the author's website. It can also contain a link for reader's to subscribe to the newsletter and maybe even an email address to contact the author. If you are using a ghostwriter, you are still the author. Tell your ghostwriters the things that you don't want in the article and how you want it done. This will ensure the purity of the article and keep you from looking bad.

Below the resource box, you type a statement giving others the right to reprint the article for free as long as the article remains unchanged. Your resource box must also stay intact. These guidelines have to be followed. This gives permission to others to make your article viral for you.

Once you feel that the article is ready, you should distribute it to as many directories as you can find. You should also send the article for consideration to ezine publishers within your field. Ezines are easy to find through one of the many ezine directories available on the Internet.

There is other software that can be used to submit your article in a shorter amount of time. There are also services who will submit your article manually for you. This method is highly recommended since some article directories will not accept articles submitted with software attached.

You will eventually figure out that submitting the articles yourself will be very time consuming. You would be well served in hiring someone to do these things for you. This will allow you to concentrate your efforts on producing more viral articles or on other tasks related to marketing.

The Up Side of Article Marketing

Article marketing is a very successful industry and had many advantages to it.

The most obvious advantages include the fact that it is highly effective and it's free, unless you pay someone to write them for you, which is a great idea for anyone involved with article marketing.

Writing and submitting articles allows you to build a mass number of back links to your site in a relatively small amount of time. Most websites that post an outbound link require an exchange for the inbound link but not in this case. This increases your search engine optimization while boosting your search engine rankings.

If you have a flair for writing, you should be able to express three to five hundred words with quality information and do it fast at no cost to you. This helps establish you as an expert and adds credibility to your name. This establishes trust within your readers and, in turn, creates more sales.

Articles are infectious in a way. They are viral. Viral marketing refers to doing something once and watching it spread. This outlook can create benefits for you for a long time to come. That's essentially how article marketing functions. You distribute one article at a time and it provides others with links to your website and increases traffic, trust, and credibility. Distributing articles on a regular basis will serve you well financially. You will most likely see a rise in the number of hits your website receives and increased revenue.

As long as you continue to produce quality articles that are informative and not selling anything, you will not go wrong with article marketing. These articles can contain product pitches but should never be pushy.

The Downs of Article Marketing

The advantages of article marketing out weigh the disadvantages for sure. There are very few downers but there are a few which can all be worked around.

The first disadvantage you may have is writing skills. If your writing skills are lacking, you should hire a ghostwriter immediately. This can mean that you must always pay for their service or that you have some learning to do. It would be a great idea to hire a writer until you feel comfortable doing it alone. The advantage to hiring a ghostwriter is that you will get quality articles for less than ten dollars a piece. However, the longer the article, the more you will have to pay the writer.

Even if you happen to have writing skills, you will still find it to be very time consuming. If you have the time then there is no issue. For many Americans, they find it hard to find time to do anything extra. If you are one of the ones with no extra time, a ghostwriter will be the answer for you. Make sure to shop around because some ghostwriters will charge outrageous prices while others will be more reasonable. The key is finding cheap ghostwriters who do quality work, which should not be too hard.

The only other downside to article marketing is how time consuming it can be to submit them. Software can be used but is typically frowned on by most of the quality article sites on the Internet. Most of these companies prefer manual submissions. This process can take up to a day sometimes, especially if you try to send several at the same time. Sometimes it can take even longer depending on how many directories you are submitting to.

Again, there are ways around this. You have a few choices. You can use the article submission software and then submit the ones to the top article sites manually. Your other option is to hire someone to submit them for you. Manual submissions usually cost five to twenty dollars. This is a really affordable service that can make life much easier on you.

As you can see, the advantages outweigh the disadvantages by a whole lot. Besides, all of the disadvantages have a solution. Figure out your plan with the options provided and then go from there. You will soon see that article marketing is worth every bit of money, time, and effort you put in to it. You may feel like you are going out on a limb, but isn't that where the fruit is?

How Articles Can Be Done By You

When you write an article, you do not just throw words on to paper and then type it. It is quite important to catch the reader's attention and interest to lure them to keep reading. You have to grab their attention and have a firm grip of their interest and pique their curiosity if you plan on getting your message across.

Creativity is the main ingredient when trying to stir up some interest. Creativity may come natural to some people while others may get into a block that can drive you crazy. Writers block can really make you tear your hair out when you can't get your creativity going.

You want to try to put images in the minds of readers when you write. It is an art form that can be learned with the right amount of time and effort. You will want to be clear and crisp with your descriptions while not being too confusing.

Creativity provides a certain flair that can add mounds of interest to a sentence or whole paragraph. Adding metaphors and similes can help your content a lot. The thing that matters the most is how the writing comes together or intertwines. This will help the essence of the whole article.

You may wonder what to do if nothing comes to mind. There is sure way to get perfect ideas but there are ways to get your creativity flowing. There is no guarantee that you will find the perfect mindset but there are methods that can help you get your creative feet off the ground.

- 1 Keep a journal with you all the time. Ideas can be triggered by anything that you come across. Whether it is a smell, a sight, or something that you hear. Your senses should be treated as radar when it comes to finding creative ideas. Write all of the things you sense down in the journal as a reference for a later time and date. You may feel compelled to write right then and there; do it. If you have the time, let your mind go wild for a

second and move on with your day. Remember, ideas can come from anywhere. It is the development of the idea that makes it special and unique.

- 2 Relax. Take some time out of your day to sort things out. A mind that is scatterbrained has no room for new ideas. If you wish to get your creativity going at full speed, you will need to have a clear mind. Rid yourself of all obstacles that can cause a roadblock to your creativity. You cannot force your mind to stay focused on something it is not bothered by. Take time to sit back and think about your interactions with others. Your experiences shape your mindset and opinions which are reflected in your writings. Try to discover yourself and figure out what your emotions are triggered by. Figure out what inspires you and what makes you angry. These emotions can be used to help you express yourself through your writings.

- 3 Make sure that your workplace inspires greatness. The place you work at must make you feel happy and relaxed because it can become a hindrance if it's not. A messed up or disturbing place of work can cause distraction and will not be productive when trying to get your creative feet off the ground. Creativity comes from being in a good state of mind. Try and surround your workplace with things that put a smile on your face. Pictures, scents, or anything that inspires you can spark up some creativity. You will never notice the time go by when you have a good place to work and focus.

- 4 Try to set the mood. This requires you just going with the moment or could call for you to induce yourself to feeling what makes your mind function

the best. Figuring out what makes you tick will always help you get those creative feet off the ground. Everything else will follow if you set the mood and tempo. There are a few ways to set the mood. Some writers have been known to use a little alcohol to help them loosen up such as a little sip of wine to stir up the imagination.

Others may enjoy some mood music while others may let the lighting of the surroundings create the mood.

- 1 Go on vacation and get a little wild. Having fun and letting yourself go can cause your imagination to run wild. The adrenaline rush can really get your imagination and creativity going. Try taking a hike or an excursion. Do something very unusual and different from your usual routine. In no time at all, your creativity will blossom and surprise you. You will eventually learn to make use of the experiences in your life to create creativity. Make good use of these experiences and it will kick your imagination into overdrive.

Chapter 2

The “How To” Guide to Writing Expert Articles

The Principle of Your Articles in E-Commerce

As you know, the objective behind article marketing is to get traffic to your website in an effort to boost sales. This is accomplished very effectively by article marketing. In fact, article marketing is one of, if not the most, effective ways to promote your online business. This has remained true since the beginning of marketing on the Internet.

Article marketing is also supposed to build credibility and trust with your readers by providing them with useful and quality information. The secret is to provide good information but not all of the information. You want to provide just enough to entice them to find out the rest of the story. You never want to provide the readers with everything. You want to lure them to your site with your articles.

Don't think that you're doing the readers a disservice or anything. You are only leading them to get the rest of the information they want from you and your website. Remember that link at the bottom of your articles? That's what it's for.

Most articles are from three hundred words to five hundred and only take a few minutes to read. From that point, the reader should be compelled to read another three to five hundred words. They should be directed to your website, which is a sales page.

You also have the choice of promoting your products directly in your article content. The information must come off as informative and not a sales letter. Trying to pass a sales letter off as an article will hurt you more than help you. It can make you look extremely unprofessional and damage your credibility in the process.

Your resource box should not be a sales pitch either. It should contain actual information about you and be about a paragraph long with a link to your website. This will allow the reader to look farther in if they so please. You really want them to look in to your website so being a pushy salesperson will push them away really fast.

Remember, the idea is to establish yourself as an expert in your field, to inform the reader, and eventually direct them to your website in an effort to make sales. Make sure that you do the selling on your website and not in the article.

Creating a Successful Article

If you have writing ability, that's great and you are well ahead in the game of article marketing. The next thing you will have to learn is how to format the article in the correct way to get the results you want.

Every good article will start with an attention grabbing statement as a headline. Make sure that the headline is not all hype. Following the headline will be the sub-headline which can't be hype either. Headlines are very important especially in the Internet world.

Remember, there is no cover page to your article so it is important to compel the reader with the headline to read the article. The subheadings should serve the same purpose and should explain what the article is about. A good article should be at least three hundred words in length with no less than three paragraphs. You should avoid paragraphs with only one sentence that is just a few words long. This technique can be used to give that sentence a different effect but should only be used for that purpose.

The opening paragraph should explain what the article is about to the reader and what they will be informed on throughout the article. You can treat articles like a thesis from high school or college. Ask a question or make a statement and then prove it with the text. It is imperative that each paragraph lead the reader to the next. You want them to reach the bottom.

The final paragraph should close up your article by summarizing the subjects touched on by the article. Make sure to provide your resource box after the last paragraph. As a reminder to the reader, it will link them directly to your site.

There they can learn even more about the reader and the topic.

Finally, you should make your article free to reprint for the readers. This can be a great way to get some extra advertisement for no cost to you. They may send it to a friend or family member that may also be interested in your website. Make it clear that is only available for reprint if the resource box stays intact. This way your article will become viral.

When you finish writing your article, put it aside and read it again the next day. Many times, writers become fixated on their own writing and the information may need a more objective point of view. Ask a friend to read it over for you. Make sure they know you want them to criticize your writing constructively. This is a great way to get some feedback before you send the article out.

How Many Words Should I Use?

This is an age old question. It may be a controversial subject if the article will be used for marketing purposes. Some may say six hundred words while others will say seven hundred and fifty. Some may even believe they should be longer than that. How do you know which expert is right?

First off, you should take a look at the ezine publishers. Keep in mind that their publications are usually delivered via email to a mass amount of people. This means that they usually try to keep the size of newsletters down. In most cases, ezine publishers will not accept newsletters containing more than seven hundred and fifty words.

You want your articles to be viral so you also want ezine publishers to pick them up, publish and distribute them. In result, you will want to keep all articles fewer than seven hundred and fifty, as well as the ones you submit to article sites. So now you know the maximum length, but what is the minimum?

In most cases, there are no minimum requirements but most articles fewer than three hundred words are not even worth reading. Most ezine publishers refuse to publish them because they do not have enough valuable information for the reader. So, your articles should have more than three hundred words but less than seven hundred and fifty.

Typically, articles range between three hundred and five hundred words. This is just the right amount of information to get your point across without giving everything away. Then, of course, direct the reader to your website for more information on the topic.

While these sized articles are on the shorter end, they are good sized articles because the readers do not want to read all day long. They want to get in, get the information they need, and move on with their day. Because of this, you must make sure to use your words wisely and get your point across while capturing the attention of the readers. It sounds like a lot to do but it will come much easier to you after some practice.

Do not forget the idea you are trying to establish with every article. Establish yourself as an expert in the field, inform the reader, and then direct them to your web page. Do the selling on your website and not in your article. At the website, you should provide them with more content and a sales letter that sells your product or service.

Types of Articles You Can Write

Now that you have figured out how to write articles and how to organize the content, you may wonder what you are supposed to write about. What type of article will you write?

Some people aren't even aware that there are different types of articles. There are five different types of articles and are all equally effective when used

properly. There is the tips article, the story article, the personal experience article, the facts article, and the recommendations article. Here is a brief overview of each type.

- 5 **The Tips Article**- provides the reader with tips on a particular subject, such as how to design a website or how to quit smoking. The tips may be in bullets or in numbers and the title should include the number of tips covered in the article.

- 6 **The Story Article**- It is used to tell a story that does not have to be a personal experience. It can be true or fictional as long as it pertains to the subject. The trick is to do whatever it takes to keep the reader reading.

- 7 **The Personal Experience Article**-This article will be about you and a personal experience you've gone through. It must deal with your niche and be informative, such as "How I Quit Smoking."

- 8 **The Facts Article**-This is simply an informative article that uses proven facts for content.

- 9 **The Recommendation Article**-These are used to promote a service or product but the content of the article must be informative. It can be tough to use a recommendation article without promoting a product.

Many writers try to combine different types of articles into one to create a different effect. Doing this is fine once you get some practice in but it can be hard to keep it under seven hundred and fifty words. The best route to take is to

choose the type of article that will convey your message to the fullest.

Tips for Writing Articles

Some people make writing articles much harder than it really is. If you understand the rules of proper grammar and you have a word processor with a spell checker, writing articles will become quite easy and fast. Here are some tips that are sure to help you out.

1. Don't create too much difficulty for yourself. This is the most common mistake made by article writing beginners. First off, think about what you want to say and start writing. Do not stress too much about spelling and grammar. Just try and finish the thought you have in your head and fix the other mistakes at the end.
2. Do not get too stressed over the topic. Since you already know what it is you want to sell, you should look at your service from the view of the customer.
3. Visit the forums where your customers take part and figure out what their questions are. From there, base your future articles on their questions and try to answer them within those articles.
4. Make sure your articles are the right length, not too long or short. Keep your articles from three to seven hundred words, with most of them between three and five hundred. That should be your optimal length. Your word processor should have a word counter, so stay within these

boundaries.

5. Do not send your article right away. Come back to it later and read it over to make sure that you have said everything that you wanted to. Make sure your article is selling nothing. These types of article will scare off potential customers.
6. You are selling an article, not a newsletter. Remember that.
7. Try and stay focused. Your articles must stay on track. If you do not, your articles will show it.
8. Try to write like you talk. Treat it like you are talking to a close friend. Do not try to fit words in that you do not regularly use. Use your everyday language and your personality will shine brightly. When your personality shows through in your articles, you will be taking the first step towards building relationships with your readers.

The Types of Article Mistakes You Want to Avoid

Article marketing can be very easy and effective but there are mistakes that can ruin it all. You will want to avoid these at all costs if you plan on being successful with article marketing. The following mistakes can cause you to lose some of the credibility you have worked so hard for. Your credibility is pretty much all you have in the world of Internet marketing. There are ways to protect your

reputation and prevent an eventual downfall.

- 1 Do not let the letter become a pushy sales letter. Readers are not stupid and can recognize these types of articles right away. These articles will be a failure.

- 1 Do not make your articles too short. They need to be at least three hundred words.

- 2 Always check your spelling and grammar. Poor spelling and grammar makes you look uneducated.

- 3 Don't add a sales pitch to your resource box.

- 4 At all costs, avoid hype in your headlines and in the article itself. You should also avoid subjects that you haven't researched. You will run into someone who knows the facts and will call you out on the facts that aren't stated correctly.

- 5 Do not plagiarize. This is copying someone else's work word for word. Do some research and write the article over what you have learned, not what someone else has. You should take pride in the fact that the writing is original and one of a kind.

These tips should keep you from making some of the most common mistakes made by new article writers. Being successful with Internet Marketing can be the

break your business has been waiting on. If used correctly, you can boost your sales and credibility in a few short weeks. You will want to remember these tips and try not to make some of the mistakes that others have. Learn from other people's mistakes and do your Internet advertising right, the first time.

Offering Free Reprint Rights-Why Would I Do That?

The point of writing and distributing articles is to raise the amount of traffic that your website receives, to establish yourself as an expert, and increase your sales. Writing and submitting your articles is not always enough. You have to make your articles viral.

A viral article is an article that you write once and distribute to the various article sites on the web. Then, ezine publishers, blog writers, and website owners in the same field as you will find the article and post it on their web page.

From those three sources, other people with the ability to portray your work will also pick it up and publish it as well. From there it just keeps spreading, making the sky the limit.

In the future, you could come across one of your articles on a website. You may have written that article two years ago and somehow it ended up on the website you're searching. You may be shocked to see that the website owner only recently added your article to their site. If you conduct a search five years from now, you would be astounded by how well traveled the article will be.

This whole process of the article becoming viral will never happen if you do not take the correct steps to make it possible. This is done easily by including a notice on the bottom of the article that gives readers the permission to reprint the article free of charge if the article remains unchanged and includes the resource box.

It is really that simple. One tiny sentence at the bottom can change the face of your online business. To ensure the spread of your article, make adding the reprint permission to the bottom a required element of the article. Some people may be hesitant to copy the article because of copyright infringement. This way, everyone interested in copying the article will.

Submitting Your Articles

Once you know that your article conveys everything that you want it to, you are ready to submit it to article sites. These sites are sometimes called article banks or article directories. Each one will have its own separate rules for submission.

First of all, be prepared because most of the sites will require you to register. It is free so there are no financial worries. You may want to make a document that you can copy and paste from. It should contain your name, telephone number, email address, and website address, as well as the username and password you decide to use.

Before you submit your article(s), be sure to read the submission guidelines for each site. Many of the article submission sites will allow as many articles as you want while others will only allow one or two a week. Some will not allow articles done with software so do some research. It is very important to follow all of the guidelines because you may be banned from the site. You do not want that to happen because you will not be able to get any exposure for your website.

Your article will be published in its entirety on most article banks while others will only post a link to your article, which will need to be on your website. You should still use a copy and paste file to fill out submission forms. Typing in the same information can be tiresome and become pretty irritating. This way, you only have to paste the information or you can have software do it for you. Some sites will store your author's information for you. You might need to alter this

information to fit the subject matter, such as products or websites.

After you submit the articles, you will receive a lot of email. Many people start a different account for these emails. Make sure that you can access this account because during registration on some sites, you may be required to confirm your registration.

Finding the Most Popular Sites to Submit Your Articles to

Besides article directories and banks, there are other places that you can submit your articles. Private member sites require that you be a member before you will be allowed to submit your articles but some of these sites do not require membership.

In submitting your articles to private member sites, you will find that your articles will become more valuable to you and your business. Using article banks is effective but there tends to be many competitors which can cause your article to get less exposure than you planned on. There will be less competition for your article and will get more exposure. This means that your article will be read and used by more people, which is what you want.

Membership sites will have different guidelines for submission, which again, you will want to comply with. Read the guidelines thoroughly to prevent being kicked off of the site. Being banned from a private membership site is the last thing you need when you are trying to promote your online business.

Membership sites will have a certain section for submissions on their websites, while some others may allow articles to be posted as messages in their forum. In most cases, you would have to be a member to access these forums. Keep your eyes open at all times for opportunities to submit an article. Look closely

because the submission link may be in very small letters.

Some sites will even post articles that are part of their member's sites. All the member is entitled to do is add a small snippet of HTML code to the webpage that they want submitted articles to show up on. This can potentially mean more exposure for you and your online business.

Free Reports for Viral Marketing

We all love free reports and now you will love them even more. You can use people's reports for article content. This gives free promotion to the author of the free reports and helps you produce good content quickly and much easier. It gives you promotion as well.

The idea is to gather information from free reports and create an article for viral marketing purposes. You can use little bits of lots of articles to create an original one. Some people have even turned the free reports into a series of articles.

Free reports can be found on pretty much any topic. Use your favorite search engine with the words "free report " and words that describe the particular subject. The difference between a report and an article is that a report is usually in excess of one thousand words, which can be turned in to two or three articles. They are also more technical in many cases. They usually present facts and figures about a certain subject.

This serves several purposes. By taking the more technical information from a report and turning it into an article that is understandable and broken down, you are further establishing yourself as a writer and as an expert in the field, not only providing valuable content. This tells your readers, who are loyal by now, that you stay with the times and are up to date on the latest information within your area. It also shows consistency and that you can be counted on for valuable

information, even though it is not information you wrote yourself.

Make sure to give credit where it's due. Do not, by any means, use the entire content of a free report in your article. Try to use only the parts that relate closely to your niche. After that, make sure you quote the source and even give the readers the site where they can obtain the entire report. This will show your readers your honesty and strengthen the trust that they have in you.

Chapter Three

Getting the Most Exposure Out of Your Articles

Using Blogs

Now a day, 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.

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 pinging 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 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.

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 plethora 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 and there is a space saved in the forum for this very thing. You should take full advantage of this.

The first thing 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 of forums will allow you to use 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 or your informational 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 that they really need 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. It will simply amaze you how many of these forums actually exist and how many subjects they cover.

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 no 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 compiled 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 may be thinking that that is a crazy idea. The point is that the author's resource box remains unchanged and you still get the recognition.

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 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.

In lots of cases, it is more appropriate to let the publisher replace the links within the article as well as the resource box. This means they would replace the

author's information with their own information. This all depends on what you are attempting to accomplish with the article in the first place.

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.

Selling Your Private Label Rights

There are plenty of ways to profit from your articles. You have the option of writing and distributing articles in an attempt to drive traffic to your site where sales are made. You can allow your affiliates to replace your links with their links or you can compile your articles and sell them as an informational product.

Another way to profit from your articles is to sell the private labels to them but you will not benefit from the links in the article, only from the people who purchase the rights of the article from you. You won't benefit from the recognition of being an expert either. You will only benefit from the income you make from selling the article and the rights to it.

The ideal way to do it would be to bundle articles in one file. They should touch on the same subject and the folder should be compressed. Then, you would upload it to your website and link it from a webpage.

If you write a large number of articles on a regular basis, it would be a great idea to join a monthly membership site. You would pay a monthly fee and continually upload new batches of private label right articles.

If the articles you are writing are of high quality, this can become a very profitable business for you. You wouldn't even have to write the articles yourself. You can hire a ghostwriter to do them for you, choosing the topics based on the request of the

members.

If you decide to go this route with it, you will need to create a private label rights license, which will be part of all of your articles from that point forward. The license will have to be published within the area of your member's website also.

In some cases, you may not have to create a members website at all. It is sometimes a good option to contact the owner of the membership site and sell the batches of articles straight to them. Make sure to establish this relationship before you start producing articles for this purpose. You would hate to write all of those articles with nowhere to sell them. These options are great for consideration and have been very profitable for the ones involved already.

Short Reports for Bonuses

There is always going to be competition any time you are trying to sell a product. There are ways to lure the customer around the competition to you and your products, so that they will make the purchase from you. The best way to do this is to offer your customer more than the competitor while keeping it in the same price range.

It is possible to create multiple bonuses by compiling short reports. These reports can be made from the stack of articles you have piled in your desktop. They can be from the past or fresh ideas right out of your head. You can write this new material specifically as a bonus for the product you are attempting to sell.

In an ideal world, the short reports should relate to the product that is being sold. They can be how to reports, which will be instructive, or they can be relative to a product in some way. The reports can also be related and actually advertise high ticket back end product as well.

These bonuses can be used to increase the value of your own product or in an attempt to increase the value of an affiliate's product. They will usually return the favor so it is a good way to get some extra advertising. If you do not own the product, inform the prospects that they will be receiving the link to download their bonus as soon as they purchase the product. When you get the word that the purchase was made, hold up

your end of the deal and send them their bonus.

Short report should be referred to as exclusive reports or special reports when you are speaking with a customer. This will enhance the idea of the subject in the customer's mind. It will make the customer feel special since you are offering them such a special deal. These short reports can be compiled into PFD format and sent that way also. When you send the report, include your website address and contact information. You will also want to allow your customers to share the report with anyone they please. It is another way to spread your business and your name. The more people that know about you and your services, the better off you will be.

Other Profit Centers

The bottom line is to increase your profits. Never forget that. This is extremely true in article marketing and always will be. Many Marketers involved earn an amazing amount of money by simply writing articles.

Articles will drive readers to your website. Then, they potentially become a customer. It all starts with the article, though. If your article is no good, it will directly reflect your product. Articles can be used as a tool to establish your credibility as well as your expertise and sales. Articles can either make you, or break you. Throughout this book, you have learned how to make articles work in your favor and should be well on the road to success. There is one more way to make money off of articles that we haven't touched on yet, though.

We now know that you want to advertise in the resource box but what can you do inside the article itself to monetize from it? Remember, the object is to make money, right? It doesn't matter if it comes from the sale of your product or someone else's, does it? NO!

You can use your competition to make money. You can sign up as an affiliate of their program and promote their product within your articles. You can sign up for programs even if they are not in direct competition with you. There is no reason to be scared of your competition now that you know how to take advantage of them.

Make your affiliate links attractive. You want to pull in the most income possible, even if it means promoting someone else. You will be pleasantly surprised to see how rapidly your income increases, and how fast it all happens.

This business of article marketing is growing fast and seems to be a steady source of income for many Americans who are willing to try something new. It is the most effective market you will ever take part in. You will be amazed by how well it actually works if you do it right. 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.
2. Write more than one author's box before you decide on one. Test different versions to see which one is most effective.
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.
4. Use software to submit most of your articles but submit the better articles manually to insure proper delivery.
5. Write articles and submit them regularly. This will increase your traffic and writing abilities.
6. Always proofread!!! This is imperative. You don't want to be perceived by

the world as someone who is too dumb to spell. You want to look and sound professional and there is nothing professional about errors in your material.

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