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## ARTICLE WRITING: CAN IT HELP MY E-BOOK SALES?

Question: I wrote an e-book and I have a sales page selling it. Can I use article writing to promote my e-book? Signed, Where are the Sales? Dear Where are the Sales, Absolutely. In fact, I highly recommend it. It's a perfect fit. Think about it. You've already got the content, and you obviously don't mind writing since you've written an entire e-book. You're a perfect candidate for using article sharing to get traffic to your website – and sell more e-books in the process. If article sharing is new to you, you'll catch on quickly. It's an easy process, and it's so effective. Here's all there is to it. 1. You write an article about your topic of expertise. Or you use a section from your e-book and turn it into an article. 2. Add an author resource box at the end that includes the URL to your website – where you want the website visitors to go. Ideally this would be the sales page for your e-book. (See the bottom of this article for an example.) 3. Submit your article to article directories. These article directories contain thousands of free articles that publishers can freely use on their websites, blogs and in their newsletters. 4. Repeat. Repeat. Repeat. Every time your article is published, your author bio will be included, giving you exposure for your website. Now, if you have an affiliate program, there's even more potential. If you're smart, you'll also send the articles to your affiliates and allow them to use the articles – and encourage them to replace your URL with their affiliate link for your program. A smart affiliate will grab those articles in a heartbeat and start publishing them all over the web. I hope you'll see the potential of article sharing, and embrace it. If not, you're really missing out on an easy way to grow your business and generate large amounts of traffic to your website. I look forward to seeing your articles in the article directories.

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