



HOW TO WRITE ARTICLES: GET YOUR ARTICLES READ AND YOUR BILLS PAYED!

I've seen just about every imaginable mistake when it comes to writing articles for promotion.

It's a downright shame!

Most Internet business people realize that writing articles is an excellent technique for promoting their businesses, ezines, products, and services. Unfortunately, most haven't actually mastered the basics of how to write articles.

Once you master the basics of how to write articles you'll begin to really reap the rewards that writing articles can provide. Your aim is to instantly be able to create articles that will engage readers, give you credibility, and promote your business.

Your first, and possibly the single most important step is to decide what keyword (or keyword phrase) you want to write your article around. If you don't choose the right keyword in this very first step, then it will undermine everything else you do from here on out.

Why is Your Keyword Important? Well, targeted Readers use search engines to find information using keywords. Choosing your keyword will help ensure that you write an article that someone actually wants to read.

Now you're going to have to provide the reader with some useful content. You have to provide high quality, useful content in your article or your targeted readers will simply hit their "back button" and find another source of information. You have to provide them with a solution to their problem. People go online and search for answers to their problems and for information, not for products... So, all you have to do is give them what they want and relate it to your business.

It sounds easy enough, doesn't it? The key here is not to give them an "in your face" sales pitch. Don't focus on the sale. Put yourself in the targeted reader's uncomfortable chair in front of a dinky computer screen and think about things from their perspective.

Having warmed the reader up with the useful info, now is the time to strike with a profit pulling link, be that an affiliate link that relates to the article or a link to your own website. You do this in the form of a resource box.

Your resource box goes right at the end of your article and provides some information about either you or your business. Ideally, it's a mini-advertisement that makes the reader want to click through.

Something like:

[[ABOUT THE AUTHOR: Derek specializes in teaching real people just like you how to start profitable Internet businesses that make \$100,000 to \$2.5 Million (or more) per year. Click here for more info www.yoursite.com]]

Remember this is where your money comes from, so make it good!

Now all you have to do is get your article read. This isn't brain surgery but it can be VERY, VERY tedious. Your first stop should be article directories. That's where a lot of web masters go to find good quality content for their websites and it will give your article a wide viewing fairly quickly.

There are probably hundreds of article directories out there, and new ones are popping up daily.

There are really three ways that you can tackle this awesome task...

1. Search for article directories and submit your article to each of the article directories one at a time.
2. Use article submission software to automatically submit your articles.
3. Use an article submission service.

If there's one thing that can put me off writing an article it's knowing that I had to then distribute it. That's why I was over the moon when I discovered that there are sites that will distribute my article for me, for a small fee.

Therefore my choice is method number 3. Just type "article distribution service" into Google and it will give all sorts of options. Doing it this way is not as expensive as you may think.

So, just to re-cap on how to write articles:

- Step 1: Decide on your keyword to write your article around.
- Step 2: Provide useful, keyword rich content.
- Step 3: Write a profit pulling resource box
- Step 4: Distribute your article and get it read!

Well that's the basic recipe of how to write articles! Hope it helped.

Regards,
Caiden Felix