

Article Marketing – A Quick & Easy Overview!



Article Marketing

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Increase Your Income With Article Marketing

No matter what you are trying to accomplish in your Internet Marketing, you will almost always benefit from article marketing. Article marketing is the most viral form of marketing in existence today – and it doesn't have to cost you anything other than your time in many cases.

Many struggle trying to find ways to reach their target market, and to pull away from the competition. The most successful marketers learned a long time ago that writing and submitting articles is the way to do that.

First, articles are viral. You can write one article, and reap the benefits of that article over and over again – for years to come – as long as the information in the article remains relevant to your market as time progresses.

Second, articles help establish one as an expert in their niche. When you write good articles, people actually start searching for other articles that you've written, and keep on the lookout for your new ones to hit the Internet. Article marketers can gain followers (readers) as long as they are producing great content that is useful to the readers.

When you establish yourself as an expert, your recommendations are taken seriously, and often followed. This means that you make sales – whether it is for your own product or someone else's – or you get more signups for your newsletter, which eventually converts to sales.

Once your articles have been used for distribution purposes, they can increase your income even further. You can compile all of your articles into an ebook, which you can sell or giveaway, or you can sell your articles for others to use as PLR articles.

As you can see, there are many ways to profit from your articles, but using your articles to pre-sell your products or affiliate products is one of the easiest and best ways to profit. The beauty of using articles in this way is that you don't even have to have your own website.

The Value of a Good Article

In your Internet travels, you probably read a great deal of articles. These articles may be on a website, a blog, or a newsletter. Some are quite informative, and provide the information you are seeking. Others are nothing more than poorly disguised sales letters. Some are so badly written that it is a struggle just to read them. But do you fully understand the value of a good article?

A good, well-written, informative article can be worth thousands, if not hundreds of thousands of dollars. Not only by way of providing useful content, but to the author of the article as well. Articles, for all intents and purposes, are viral. When something is viral, it means that you do it once, and you reap the benefits of that one task over and over again. It spreads and keeps working for you. It's like the flu, but in a good way.

Let's look at an example. You write a great article, or have a great article written for you. You publish the article on your website, on your blog, and in your newsletter. Next, you submit that article to the top article repositories (also known as article banks), and from there, you send your article to other newsletters publishers whose readers will find the information relevant.

The newsletter publishers spread your article. People go to the article repositories and find your article, which they then use on their website or blog. It just spreads and spreads. If the article was good enough, and it was written on a popular topic, that one article could be posted in thousands of places in just a few months time.

The information in the article is valuable to the readers, but the author's resource box, at the end of the article, is what becomes so incredibly valuable to the author. You see, when the article is reprinted, those who reprint it are required, by the author, to leave the entire article intact, including the author's resource box.

That resource box should have a link to the author's website, or to a particular page on the author's site where the reader can sign up for an email course to learn more, or sign up for a newsletter, or read a relevant sales page, or read a pre-sell page for a relevant affiliate product. Sales get made. Never doubt that! That one well-written article is extremely valuable, and when you write one article a week and distribute it as described above, you are almost guaranteed success!

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The Anatomy of a Perfect Article

Article marketing is something that is incredibly powerful, that many people are taking advantage of. Unfortunately, a surprising number of people fail in their article marketing endeavors simply because they do not understand the concept of what makes a great article.

The first step to creating the perfect article is to choose a hot topic. Explore the forums that are related to your niche and find out what everyone is talking about. This is a good way to come up with the perfect topic. Next, you need a perfect headline. Coming up with this may be a bit harder.

Write a list of ten possible headlines for your article. Make sure that you include your key phrase in the article, as well as information that will compel people to read it. At the same time, don't try to fool the readers. If your article is about how to catch a fish, you don't want to use a headline such as 'The King is Alive and Well.' Make sure the title matches the article and has your keywords, but also that it is compelling.

Next is the opening paragraph. This is almost as important as the headline. After reading the first paragraph, the reader will decide whether to continue on, or whether to surf away. The first paragraph should tell the reader what the article will cover. Ask a question or state a fact, and then use the body of the article to answer the question or prove the fact.

The last paragraph should be a summation of the article, and possibly a call to action. Your author's resource box should also have a call to action, so it will depend on what your article was about as to whether there will be two calls to action.

The resource box is another important part of the article. You need to establish what makes you an expert on the topic of the article, and then direct readers to your newsletter sign up page or website for more information. This is a call to action.

While an article should not be a sales letter, a good course in copywriting will come in handy for your article marketing. You can learn how to write great headlines, and outstanding resource boxes that help you achieve your article marketing goals.

Writing Articles - It's All In The Headline!

Some people find writing articles quite easy. But almost all article writers will agree that the hardest part of article writing is the headline, or the title of the article. You see, before anything gets said or done, that headline must draw the potential reader to the article. It must say 'Psstt... look over here. This is the information you need.'

The fact of the matter is that with the Internet, the entire world is on information overload. We are literally overdosing on it to the point where we've become picky about what we look at. We don't scan articles – we scan headlines, and then decide to read articles based on those headlines. Even then, we scan the first paragraph or two to decide if we are going to read the entire article, word-for-word. But it all starts with the headline.

Is it any wonder that this is the most stressful part of article writing? Furthermore, many people start writing their article with only a vague idea of where they are going with it. Once they have the title, however, it almost always falls into place, and they easily write the rest of the article – getting that headline, however, can take a lot of thought!

Your headline must contain your keyword or keyword phrase. It must give the reader an idea of what your article is about, and it must compel the reader to actually read the article. The headline obviously has a huge responsibility.

Because everything rests on that headline, it is a good idea for any article writer to take a copywriting course. Copywriting, of course, is used to write ads and sales letters. Even though that isn't what you are trying to accomplish here, the information learned in those courses will help you create outstanding headlines that get your articles read by a wider audience.

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Developing A Great Resource Box

From a reader's point of view, the information contained in an article that you have written is the most important part of the article. However, from the author's view, the author's resource box is the most important. While you need to deliver what the readers want in the body of the article, you must write an authors resource box that will compel the reader to take action.

Many people write outstanding articles, but fail miserably when it comes to writing their resource box. First, you need to understand that an article that is used for the purpose of article marketing is just the foundation of an entire process. The purpose of the article is to get the reader interested or excited about the topic – but not to give all of the information away.

The body of the article leads to the author's resource box. The purpose of the resource box is to get the reader to take action. That action is described, more or less, in the author's resource box. The resource box is the link to the next step in the process. The next step may be signing up for a newsletter or reading a sales page – it doesn't matter what the next step you want the reader to take is – the resource box is what gets them to that next step!

Your resource box has to be as compelling as the headline and body of your article. If it's not, you've wasted your time writing the article in the first place. A successful resource box contains the authors name, website address, and information about the author that shows the reader that the author is an expert on the topic of the article, and it has a call to action. Here is a sample of a successful resource box:

John Doe is the author of many books, which can be found at Amazon.com, on the topic of writing resource boxes. His most famous work is 'How To Make \$1000 per week with the right resource box. You can visit his website at <http://www.johndoe.com> for more information, and also subscribe to his newsletter at <mailto:subscribe@johndoe.com>
.

It is important to remember that you have very limited space when it comes to writing your resource box. It is also a good idea to test various resource boxes to see which one gets the best response. Use a different resource box for the same article at different article repositories to do this, using links that can be tracked.

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Submitting To Article Directories – Things You Should Know

You know that article marketing is beneficial, and you probably strive to turn out high quality articles on a regular basis. Writing the perfect article, however, won't do you any good if you don't know how to submit it effectively. Here are some tips to help you submit your articles in the most effective way possible.

1. Please double check your article for spelling and grammar mistakes. Such mistakes make you look unprofessional at best. When you submit articles with these mistakes, you are wasting your time.
2. Make your articles the right length. Most article repositories will not allow articles that are longer than 750 words, although most count the number of characters, including spaces and punctuation. Most experts agree that 300 – 600 words are adequate for an article that is to be used for distribution purposes.
3. Break your article up into smaller paragraphs. This makes it easier on the reader's eyes, and increases the chances of your article being read all the way through.
4. Do not use software that does automatic article submissions. Most of the top article repositories block these submissions. There is software, however, that can be used to submit your article manually, but in a more organized manner, making the work go much faster.
5. Be prepared. The first time you distribute an article, you will have to register at the article repositories. Take the time to do this. Have your article ready as well. You will need a headline, sub headline, a description of your article, the article, your resource box, your website address, and your email address. Not all repositories require all of this information – but many do. Be prepared with the information so you can quickly and easily paste it in. You may also need a word count for your article, as well as keywords.
6. Don't depend on article repositories alone. Use your autoresponder and the e-zine directories. Using the e-zine directories, find publishers in your niche that accept articles. Add them to your autoresponder, and send your articles to these publishers on a regular basis.

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Article Marketing – Beyond The Article Directories!

You probably know that writing and submitting articles is an important, effective aspect of Internet Marketing. What you may not realize, however, is that articles aren't just for directories. In other words, even after you submit your articles to the article directories, there are many more uses for them.

First, you should build your own database of ezine publishers within your niche that accept and publish articles written by others. These publishers will be key in making sure that your article travels far and wide. You can find these publishers in many ezine directories, and load their article submission addresses up in your autoresponder.

Next, use your articles on your website, on your blog, and in your own newsletter. This is perfectly acceptable. In fact, many article writers do this before they submit the articles for others to use.

If you have an affiliate program, you can make your articles available to your affiliates. Allow them to put their own names on the articles, and to distribute them to their lists. If the articles make sales, and you benefit, do you really care whose name is on it? However, if you are using your articles to build credibility, you might want to write separate articles for your affiliates use.

At the end of a year, compile all of your articles into an ebook and use it as a giveaway. You can even expand on many of the articles and turn it into a full-fledged product that is worth a lot of money to you.

You also have the option of compiling your articles into a zip folder, and selling them as PLR articles. PLR (private label rights) is very big on the Internet right now, and there is money to be made. You could also use your PLR collection as a giveaway or bonus for another of your products.

And don't forget recording your articles creates an equal number of podcasts, opening up the podcast directories to your information and influence too. For advanced marketers, adding photos or text screens to these podcasts also creates viral videos – and you already know how much traffic you can drive with those!

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About The Author...



Doug Champigny is a veteran of the advertising & offline media world, having first been appointed advertising manager of a newspaper at the tender age of 19.

Twenty-two years later in 1996, Doug makes a fateful decision and transforms the full-service advertising agency he owns & operates into one of the first web-design and SEO companies in Canada.

For 8 years he brings multi-million-dollar retailers, cellular phone carriers & other blue-chip companies online, and runs SEO and combined web/offline media campaigns for companies from law firms to Yahoo! Broadcast, earning many accolades and design awards along the way.

Then in 2004, Doug & his wife Teri fire their clients, close the agency and focus just on their own marketing online, hitting 6-figures their first year out.

During the 5 years since then, Doug has published numerous e-books, including 4 on Building Traffic, and was the **Web 2.0 Targeted Traffic Expert** who spoke at the Internet Marketing SuperConference in Las Vegas in 2008.

Blog: [Internet Marketing with Doug Champigny](#)

Twitter: <http://www.Twitter.com/SuperAffil>

LinkedIn: <http://www.linkedin.com/in/champigny>

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Recommended Resources:

Internet Marketing Revolution – The ULTIMATE In Submission Software!

If you haven't yet seen, downloaded and started using Ross Goldberg's Internet Marketing Revolution software, your article, podcast, video and press release submissions are about to be put on STEROIDS! This amazing software does your submissions automatically where that's allowed, and drastically reduces the time it takes at those directories where you must submit your work by hand.

This software is a MUST-HAVE for any serious online marketer, affiliate marketer and webmaster who wants as much targeted traffic as they can achieve in less time than they're currently using to drive traffic!

[Click here to Watch the Video Demonstration...](#)

Article Marketing is Just The Start – Now Learn to Drive TONS MORE Targeted Traffic!

Let the **MASSIVE Traffic Bootcamp** prepare you for the marketing battle to grab a bigger share of the lucrative targeted traffic your competitors' are after - learn how to generate massive additional traffic using the Web 2.0 traffic tactics the cutting-edge Big-Dogs use to rake in huge amounts of money in today's competitive marketplace... The Massive Traffic Bootcamp has 12 powerful teaching aids just waiting for you to study and benefit from!

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