

Big Profit Article Marketing



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Introduction



When they first come into the industry, it might come as something of a surprise to many newbie internet marketers that you can actually make a profit from something as simple and straightforward as writing articles. However, the truth of the matter is that it is perfectly feasible to earn a very reasonable amount of money every month from writing articles. Indeed, many experienced article writers are doing exactly that as you read these words.

Nor is there anything particularly magical or mysterious about how you make a profit from articles. There is, however, a very different process that you must fall in order to make money from articles that you create for online marketing purposes.

Furthermore, in order to maximize the effectiveness and profitability of the

articles you write, there are also all certain rules that you must follow. This is because, in addition to publishing your written materials on your own websites or blogs, you will also be submitting materials to external sites with a view to having them published online by those other sites.

Of course, every site that you approach with a request to publish your work will have their own rules, terms of service and conditions. For that reason, many of the suggestions and recommendations that you will read of in this book are pitched at a general level of acceptability. In other words, most of what you read is generally acceptable, but you should check each individual site that you plan to work with in order to confirm the specifics of what they want and need.

That being said, it is a fact that article writing is one of the quickest and easiest ways of starting to earn money on the internet. On the other hand, unless you are extremely fortunate, it is not necessarily a moneymaking method that will turn you into a millionaire overnight.

What it is, however, is a money maker that will gradually build a bigger and bigger income over time with the more effort and time you put into it. It is perhaps fair to say, therefore, that in the same way that income does not appear suddenly, neither does it drain away quickly either! For that reason, generating an online income by writing articles is one of the most reliable and long-lasting of any online income generation methods.

Basic Theory of Article Marketing



“What do you think is involved in article marketing?” If you were to pose that question to a group of beginners who are just starting out, 9 out of 10 will probably say that it just involves submitting articles to article directories.

While that isn't *wrong*, it is only part true.

Submitting an article to an article directory would get it on the internet. That part is what's correct. But, it won't mean that the article will actually get viewed, and it also won't mean that people will click the backlink.

Basically, you could end up with 1,000 articles that each get 1 view a day since no one can find the article, and getting a total of maybe only 10 click-throughs. Which is why, the basic 'dummies' theory of article marketing is this:

1. Research which articles to write
2. Do keyword research
3. Position your articles where they can be found
4. Write headlines that gain attention
5. Evoke interest in the article body
6. Call to action in the resource box
7. Get more visitors to visit your article

Chances are, unless you've done article marketing before, you probably didn't understand any of that. Let's take a look at them one by one.

It all starts with research



It might seem a very obvious point to make, but before you can start creating articles that will make a profit, you must have something to write about!

In addition to this, in order to have any chance of making money from your article writing efforts, you must be creating articles that people want or need to read. It therefore follows that you must do your research to establish exactly what information it is that people need before writing about it. Most people who are looking for information online will use search engines to try to find what they're looking for. They will have a search term that most accurately represents what they're seeking, and they will use Google, Yahoo

or MSN to find it.

When they do so, they will be presented with a search results page looks something like this. This is a search based on the phrase 'weight loss' which is a market in which people are always seeking information that will help them slim down:

The screenshot shows a Google search interface. At the top, there are navigation links for 'Web', 'Images', 'News', 'Groups', 'Books', 'Gmail', and 'more'. The Google logo is on the left, followed by a search input field containing the text '"weight loss"'. To the right of the input field is a 'Search' button and a link to 'Advanced Search Preferences'. Below the input field, there are radio buttons for 'the web' (selected) and 'pages from Malaysia'. The search results are displayed below a blue header bar that reads 'Web' on the left and 'Results 1 - 10 of about 84,800,000 for "weight loss"' on the right. The first result is a sponsored link from 'www.SmallStep.gov' titled 'Want to Lose Weight & Feel Better? Get 100 Tips for a Healthy Lifestyle & Start Today!'. Below this, there are links to refine results for 'weight loss', including 'Treatment', 'Tests/diagnosis', 'For patients', 'From medical authorities', 'Symptoms', 'Causes/risk factors', 'For health professionals', and 'Alternative medicine'. The main search results include: 1) 'Weight loss - Wikipedia, the free encyclopedia' with a snippet: 'Weight loss, in the context of medicine or health or physical fitness, is a reduction of the total body weight, due to a mean loss of fluid, ...' and a URL 'en.wikipedia.org/wiki/Weight_loss - 41k - Cached - Similar pages'. 2) 'Weight Loss' from 'About.com' with a snippet: 'About.com's weight loss Web site provides a variety of information about diets, emotional eating, fitness, nutrition, cooking and more, as well as weekly ...' and a URL 'weightloss.about.com/ - 26k - Cached - Similar pages'. 3) 'Calorie Counter - BMI Calculator - Diet Plans. Losing weight can ...' from 'Project Weight Loss' with a snippet: 'Lose weight, create healthy diet plans and workout plans with Project Weight Loss, the weight loss community featuring a BMI calculator, calorie counter, ...' and a URL 'www.projectweightloss.com/ - 35k - Cached - Similar pages'. On the right side of the results, there are three more sponsored links: 1) 'Easiest Slimming Way' from 'www.persetxline.com' with a snippet: 'Honey, how U did it! I did nothing, just 1 cap once a day, that's it.' 2) 'Weight Loss' from 'www.TotalHealthBreakthroughs.com' with a snippet: 'Safe, Natural Weight Loss Tips From Diet & Nutrition Experts. Lose Now!' 3) 'Lose Weight Now and Stop being overweight & foolish Lose 30lbs in 30days straight. \$35+ fatloss4idiots.com'. 4) 'Weight Loss with ZeroDiet' from 'www.zerodiet.org/eng' with a snippet: 'New and effective self-therapy Lose weight and control hunger'.

This phrase also illustrates one of the primary factors that you should be looking for when you are doing your research. There are 84.8 million other sites that are ranked by Google for this particular search term:

Results 1 - 10 of about 84,800,000 for "[weight loss](#)".

This is important, because one way that you will use your articles to generate profits is by driving visitors to your web pages. In order to do so, you need people to find your web pages when they are searching. And, in realistic terms, for that to happen, your article must feature on the first couple of pages of search engine results, and that is singularly unlikely to happen when you're competing against over 84 million other websites.

What you must therefore do is find such terms and phrases that people are using to search where the competition is not quite so hot. Doing this is a relatively simple process which entails using two free online resources. To continue with the weight loss example, the first thing that you would do is search on this phrase using the free [Word Tracker keyword research tool](#). This will show you the top 100 such terms that people use when they are trying to find weight loss related information online:

Keyword:

"weight loss"

Adult Filter:

Remove offensive



Hit Me

[10 Great Reasons to
Subscribe to Wordtracker](#) - Risk-Free!

"weight loss"

27,226 searches (top 100 only)	
Searches	Keyword
4982	<u>weight loss</u>
3479	<u>summer weight loss</u>

This indicates that there are 27,226 searches every day for terms or phrases that are related to weight loss. Not entirely surprisingly, the most popular search term is 'weight loss' itself, which is searched for 4,982 times every day. Whilst a monthly search tally of nearly 150,000 is very respectable, it is nevertheless going to be extremely difficult to pull any of those potential

visitors to your site when there are 84.8 million competitors.

What you therefore need to do is to search through all of the terms that are highlighted on the Word Tracker page to find those where there are reasonable numbers of people searching. However, you also want terms that have considerably less competition as indicated by the number of sites listed by Google.

As a general indication, I would usually look for terms or phrases that Word Tracker tells me are searched for at least 30 times a day which have less than 30000 competing sites listed by Google. Incidentally, in order for your results to be meaningful, you must search using an exact phrase match (by enclosing the search term in quotation marks - ".").

337	<u>weight loss chart</u>
252	<u>printable weight loss journal</u>
235	<u>free weight loss programs</u>
219	<u>weight loss motivation</u>
216	<u>quick weight loss tips</u>

"Printable weight loss journal" is searched for 252 times a day, so the next

thing to check is how many sites are competing for that particular phrase using Google:

Results **1 - 10** of about **742** for "[printable weight loss journal](#)".

That is a very encouraging result, with a good number of searches but very little competition, exactly the kind of key phrase that you need to write articles around. If therefore you want to make money from the weight loss market, it is terms like this that you are searching for to use as primary key phrases in your articles.

As suggested, the way that you would use these articles profitably would be to drive visitors to a monetized website by publishing articles on external sites that are based on such terms. If, therefore, you do not already have a weight loss related product for sale, then the next step is to either find such a product, or to monetize your website in some other way.

Find their problems

Before doing so, however, there is no point in trying to sell anything that people do not want to buy.

You therefore need to establish a *specific* demand in the market before finding a product that your articles can position as the solution to those problems.

The best way of doing this is to take a look at [Yahoo Answers](#), because that is the number one site for people who want to ask questions, and have them answered by other Yahoo users. Type in the primary key phrase (“weight loss”) and see what natural results you obtain (ignore the ads at the top of the page or down the right hand side):

[Weight loss?](#)

Weight loss? how can i lose 2 pounds a week for four weeks? how many ... The only sure fire way is to calorie count everything or stick to a calorie counted diet. Walking for...

Asked by [War and Peace](#) - 9 months ago - [Other](#) - [Food & Drink](#) - 1 Answer - Resolved Questions

[Are **weight loss** supplements dangerous or do they work?](#)

...be in a few fitness magazines. Do **weight loss** supplements, such as hydroxycut or... theyre ripoffs... and they arent healthy for you..if you read fine print they tell you to eat right and exercise so that tells...

Asked by [TJ](#) - 1 week ago - [Diet & Fitness](#) - 8 Answers - Resolved Questions

[How much protein should a female consume for **weight loss**?](#)

... out consistently for about a year, but my **weight loss** has been really slow. Ive... Protein: Beans, lean meats such as boneless skinless chicken and fish, peanut butter (about 1 tablespoon for a...

Asked by [lookinforexcitement](#) - 10 months ago - [Diet & Fitness](#) - 4 Answers - Resolved Questions

[What is good **weight loss** plan for a pescetarian?](#)

...fish. I am looking for a **weight loss** plan that will help me lose some weight while... Estrogen dominance is the root of all **weight loss** problems...there are no...

Asked by [Audrey H](#) - 1 year ago - [Vegetarian & Vegan](#) - 7 Answers - Resolved Questions

This really does tell you exactly what weight loss related information that people are looking for, and that in turn indicates how you should write your articles. These are the problems that people have with weight loss, so look for problems that seem to occur with some regularity.

By doing so, you know that these are the difficulties that crop up most often, and armed with that information, it should be relatively easy to write articles that indicate that you have something that provides the answers.

Of course, you do not have such a product as yet, so now is the time to begin searching for one.

How to monetize your site



In order for your articles to become profitable, there must be some way that you can earn money, that is obvious.

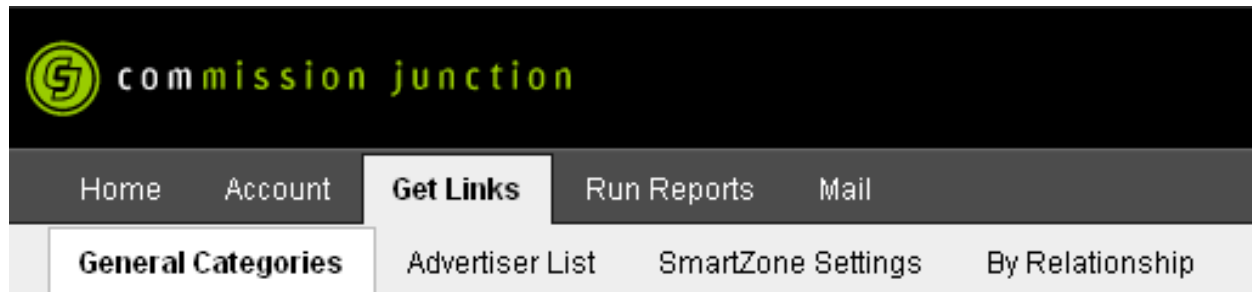
The good news is that you do not have to go to the time, trouble and expense of creating a product for yourself, as you can easily use something that already exists, and earn a commission every time you manage to land a successful sale.

If you're working in the weight loss niche, then you have the possibility of selling either physical or digital products.

For example, some people will undoubtedly want to buy diet pills or supplements, whilst others will be more interested in getting their hands on information that tells them how to lose weight.

In the first scenario, you can find companies who are willing to pay a commission to anyone that can sell their physical products like diet pills and

supplements on the major affiliate network sites like [Commission Junction](#), [ShareASale](#) or [LinkShare](#). The sales person in this scenario is known as an affiliate, and this method of product promotion is affiliate marketing. In order to find a suitable product, and using Commission Junction as an example, you would open the site and click on 'Get Links':





After that, scroll down the page and look for the 'Health and Wellness' section:

Health and Wellness
[Equipment](#) - [Health Food](#) - [Nutritional Supplements](#) - [Pharmaceuticals](#) - [Self Help](#) - [Vision Care](#) - [Weight Loss](#) - [Wellness](#)

By clicking on 'weight loss', you will be taken to a list of all of the weight loss related products on the Commission Junction site.

Every one of these companies is looking for affiliates to promote their products on their behalf:

	Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead	Click
<input type="checkbox"/>	 DietClassics » View Links	New 3 months..	New 7 day...	New	Sale: 15.00% USD		
<input type="checkbox"/>	Okuma Nutritionals » View Links	New	New	New	Sale: 30.00% USD		
<input type="checkbox"/>	Dr. Siegal's® COOKIE DIET™ Online Store » View Links	1 \$37.02	\$46.59		Sale: 8.00% USD Performance Incentive		
<input type="checkbox"/>	Proactol » View Links	2 \$2.78	\$45.39		Sale: 15.00% USD Performance Incentive		
<input type="checkbox"/>	 eDiets.com » View Links	\$29.13	\$30.59		Sale: \$15.00 - \$50.00 USD Performance Incentive		
<input type="checkbox"/>	DietPower » View Links » New Products	\$7.80	\$29.15		Sale: 15.00% USD		
<input type="checkbox"/>	Tony Little-America's Personal Trainer-Products » View Links	\$19.17	\$18.68		Sale: 10.00% USD Performance Incentive		

Perhaps the most important information that you can take from the list of programs here are the highlighted EPC figures. This indicates the average affiliate earnings per 100 clicks over the specified time period, which is a good indication of the popularity of the program that you are considering promoting.

When you have an EPC figure that is relatively similar over both a seven-day and a three-month period, that indicates that the program is a consistently good seller.

However, when you have figures for the seven-day and three-month period that are dramatically different, then that probably indicates that there have been some significant recent changes. For example, if the seven-day EPC figure is significantly higher than the three-month one, then that would probably tell you that the company concerned has updated their website, improved their advertising materials or something of that nature. If, however, the situation is reversed, that would definitely not indicate that the

company behind the advertising campaign is going in the correct direction. Looking at the chart above, you have a very clear example of both situations.

The affiliate program highlighted with a '1' has an EPC figure for both seven days and three months which is relatively similar. The program beneath it is, however, very different, with a 7 day EPC earnings figure that is significantly higher than the numbers shown over a three-month period. In either case, you need to check the advertising materials that the company behind the affiliate program makes available by clicking on the 'View Links':

[Dr. Siegal's® COOKIE DIET™ Online Store » View Links](#)

[Proactol » View Links](#)

Once you have done so and made your decision about whose products you want to promote, you need to apply to the company concerned for acceptance into their affiliate program.

There are therefore two things of importance to appreciate here.

Firstly, you must apply to each company featured on the Commission Junction site individually.

And, secondly, most of the companies featured by Commission Junction (and by the other affiliate network sites highlighted) do not automatically accept

your affiliate automatically. Some companies do, but they are in a very small minority, and most of the time, you need to apply and to be accepted. This majority want you to have a website that they can review in order to decide whether they are going to accept you into their affiliate program.

This web page must be appropriate to the product or service which you're going to promote from it. For example, if you are applying to either of the programs highlighted on the previous page, then you must already have a web page that is somehow weight-loss related.

This does not necessarily need to be an all-singing, all-dancing website. From experience, however, I would certainly recommend that the site does feature a reasonable amount of quality content if you want to have any chance of being accepted by most of the companies whose use Commission Junction to advertise their affiliate programs.

Thus, it is not always easy to be accepted as an affiliate for a particular program, and, if they refuse you, they do not have to give a reason, so it can be difficult to know how to fix the problem.

Selling physical products as an affiliate has other disadvantages as well. For example, if you are promoting diet pills or supplements, then these products need to be physically delivered to the customer. This will naturally delay the payment of your affiliate commission.

It is for these reasons that most people who are just beginning their affiliate marketing career tend to promote digital infoproducts, rather than tangible physical ones.

In order to find a suitable digital infoproduct, you can look at either Clickbank.com or PayDotCom.com.

As the first of these is by far the biggest digital infoproduct resource site, with over 10,000 products and more than 100,000 active affiliates, Clickbank is where most affiliates would begin their product search, and you should do the same.

Open up the 'Marketplace' page the Clickbank site, and type in your primary search term:

Search the ClickBank Marketplace

Category: Subcat:

Keywords: Sort by:

Product Type: Language:

Show: results per page

- 1) **Fat Loss 4 Idiots.** Affiliates: FatLoss4Idiots.com/aff ::: Thanks.
 \$/sale: \$31.03 | Future \$: - | Total \$/sale: \$31.03 | %/sale: 75.0% | %refd: 93.0% | grav: 581.14
[view pitch page](#) | [create hoplink](#)

- 2) **Top Secret Fat Loss Secret :: 75% Commission:: Best Affiliate Toolkit.** Makes \$25-\$60 Per Sale | Converts As High As 3%-5% | We Tested Just 1 Promo & Made \$2,280/24hrs | We Give You Same Promo Free! | Sells Itself! | Get 1st-Movers Advantage | Join Now Free! | Http://TopSecretFatLossSecret.com/affiliates.php.
 \$/sale: \$32.31 | Future \$: - | Total \$/sale: \$32.31 | %/sale: 75.0% | %refd: 91.0% | grav: 249.75
[view pitch page](#) | [create hoplink](#)

- 3) **TurbulenceTraining.com.** Up To \$66 Commission On Highest Priced Fat Loss E-book! Great Upsell Conversion. World Famous Turbulence Training Workout With New 75% Commission. Get Articles, Free Pdf, & Promotion Help Here:
 Http://www.turbulencetraining.com/affiliates/index.shtml.
 \$/sale: \$22.86 | Future \$: \$22.56 | Total \$/sale: \$30.70 | %/sale: 75.0% | %refd: 46.0% | grav: 109.15
[view pitch page](#) | [create hoplink](#)

- 4) **Master Cleanse Secrets 10 Day Diet.** Hot New Professionally Written Sales Letter With Upsell And New Higher Affiliate Commission This Ebook Helps People Lose Weight, Detox, And Get Healthy Fast! Get Your High Converting Affiliate Tools At
 Http://mastercleansesecrets.com/affiliate.php.

The default setting of the 'Marketplace' is that the products are shown ranked in terms of popularity. Therefore, what you're seeing is the products that are most regularly promoted by other Clickbank affiliates.

Underneath each product listing is a line of text in green that gives you the information that you need in order to decide whether you want to promote a particular product.

Taking the first product shown on this list as an example, here is what you need to know:

1) [Fat Loss 4 Idiots](#). Affiliates: [FatLoss4Idiots.com/aff](#) :::: Thanks.
\$/sale: \$31.03 | Future \$: - | Total \$/sale: \$31.03 | %/sale: 75.0% | %refd: 93.0% | grav: 581.14
[view pitch page](#) | [create hoplink](#)

The highlighted figure on the left hand side of the screen shot is the amount that you will be paid per successful sale of this product. In general, I would not consider promoting a product that paid anything less than \$30, so this product is acceptable. This is because whether a product pays you \$15 or \$50 commission, the amount of work involved in promoting it is broadly similar, and therefore doing all that work for a lower paying product is simply not worth the effort.

Moving over to the right of the screen shot, the “%/sale” figure indicates exact how much the product creator is willing to pay affiliates per sale. In this case, affiliates earn 75% of the product purchase price as a commission. Until very recently, it was unusual to see commission rates as high as this, but over the past few months, it has become increasingly common for product creators to give away most of the proceeds of their product sales.

Although this might initially seem a strange thing to do, it does, however, make perfectly good sense in terms of long-term business building for them. Although you as the affiliate will receive the bulk of the cash generated from each product sale, the original product vendor will add a customer’s name to their mailing list every time someone buys the product, and this is probably more valuable to them in the long term.

Moving further to the right on the highlighted screenshot, the “%refd” figure indicates the percentage of sales that are being generated by affiliates. In this particular example, 93% of sales are being generated by affiliates as opposed to sales that take place with no affiliate link attached to them, which indicates a very competitive and aggressive affiliate market.

The final figure to the far right for “grav” indicates the gravity of the product, which is Clickbanks’ own measure of product popularity. Although the exact calculation of this figure is a Clickbank secret, it is known to be calculated exponentially, with greater weighting being given to more recent successful sales.

A gravity figure of 581.14 is extremely high, demonstrating that the weight loss product in the number one position has already attained an extremely high level of popularity in the market.

There are two different ways that you can view this.

Firstly, very obviously the product is already immensely popular, and that tell you that it is one that people are very happy to buy. To a certain extent, therefore, it makes no sense to go against the general wisdom, and from that point of view, this should be a product that is worth promoting.

On the other hand, too much competition can make it extremely difficult to

'break into" any market, and this is no exception. Many marketers take the view that if a product is already too popular, then it is going to be very difficult because the market is already apparently saturated with successful affiliates. By this way of thinking, you would select a product of middling popularity (with a gravity rating of between 20 and 100 points) because this would represent a product that was reasonably popular, but not too much so.

This second viewpoint is valid if there is a great deal of competitors in the market who are already promoting the product in question. In particular, as you are looking at making money by writing articles, your primary consideration should be how many other people are writing articles and promoting the same product by doing so.

There are two ways of doing this. Go back to your original keyword research, and check each of the terms that you noted down with a Google search.

For each of the top 10 results returned, check how popular the site in question is by looking at its Google Page Rank by listing each of the sites URLs into the [Page Rank Lookup](#) tool.

If the majority of the sites that feature in the top 10 have a Page Rank of five or above, then it is going to be very difficult to get any articles that you

write featuring those keywords onto the top 10 results page.

On the other hand, if there are several of the top 10 results that are article directory page URLs, that indicates that there is every possibility for your articles to be featured on the same results pages. In this scenario, your key words should enable you to drive a significant amount of traffic from the search engine results to your own web page.

Also, try searching Google using the product name as an exact match (again enclosed in inverted commas) to see, firstly, how many results are returned, and secondly, what websites are featured for that particular product name:

Results **1 - 10** of about **405,000** for "[fat loss 4 idiots](#)".

Once again, if there are many articles featured in the top 10, then that would indicate that articles are successfully driving traffic to this product. The Google results page also indicates how many people are using paid advertising to promote any particular product that you are considering:

Web Results 1 - 10 of about 405,000 for "fat loss 4 idiots". (

<p>Avoid Fat Loss 4 Idiots? www.HonestReviewBuddy.com/FatLoss4 Do Not Buy Fat Loss 4 Idiots Until You Read These Revealing Reviews</p> <p>Fat Loss 4 Idiots www.FatLoss4idiots.com Lose 9 lbs Every 11 days! Find This 1 Secret.</p> <p>Fat Loss 4 Idiots Sucks FatLossProf.com Please, Don't Buy Fat Loss 4 Idiots Before Reading The Shocking Truth.</p>	<p>Sponsored Links</p> <p><= Paid ads =></p>	<p>Sponsored Links</p> <p>Fat_oss4idiots Review Is FatLoss4idiots really worth the \$39 price tag? Find out here HealthReviews.biz/FatLoss</p> <p>Fat Loss 4 Idiots Exposed Don't Dare Buy Fat Loss 4 Idiots Until You See This Shocking Review! FatLossForIdiotsExposed.com/50%OFF</p> <p>Weight Loss 4 Idiots Learn The 10 Idiot Proof Rules of Weight Loss! www.FatLoss4idiots.com</p> <p>Fat Loss 4 Idiots @ Diet Learn 10 Fat Loss 4 Idiots Secrets & Lose 9 lbs in 11 Days Guaranteed. FatLoss4idiotsDiet.com</p>
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[Fat Loss 4 Idiots Review | Is Fat Loss 4 Idiots A Scam?](#)
Fat Loss 4 Idiots Diets is a web-based budget diet program that seems to be the latest fad! It is an Online Diet Generator which allows you to choose types ...
www.squidoo.com/fatloss4idiotsreviews - 146k - [Cached](#) - [Similar pages](#)

[Fat Loss 4 Idiots Review - FREE Unheard Tips](#)
Fat Loss 4 Idiots Review Don't be fooled by fake reviews made to misdirect you. I will tell you the truth and steer you in the right direction for fat loss ...
www.squidoo.com/FatLoss4idiotsReview - 62k - [Cached](#) - [Similar pages](#)

[Fat Loss 4 Idiots Exposed](#)
Fat loss 4 Idiots the truth revealed about fat loss 4 idiots. read this before making a decision

This is once again indicative of high product popularity and a very significant level of competition. People do not pay for advertising unless they are making money by doing so, and the fact that the results page features a large number of adverts for this particular product tells you that money is being made by those who are paying for them.

By now, I would definitely be getting the impression that the competition for making money promoting this particular product is probably too great. The second way of establishing how much competition there is for a particular product in terms of other people writing articles is to search the major directory sites themselves.

For instance, you should visit the homepage of the #1 article directory site, [EzineArticles](#), and search on the product name. The search utility is on the homepage in the left-hand side column below the fold of the page, so you

will need to scroll down to find it.

If you search for the product that is featured at number one on the Clickbank site by using the exact product name:



Search EzineArticles

"fat loss 4 idiots"

Search Articles ▼

Search

[Advanced Search](#)

You will very quickly see that there is a great deal of competition already in the article writing sphere as well as on the search engine results matrix:

Search Results for: "fat loss 4 idiots"

Showing results 1 - 25 of 103,892 for "fat loss 4 idiots" - (2.49 seconds)

[Fat Loss 4 Idiots - Discover Whether It Really Is Worth The Hype In Th](#)

Discover whether **Fat Loss 4 Idiots** really is as good as the hype suggests. and ignores the hype while examining whether **Fat Loss 4 Idiots** really is the <http://ezinearticles.com/?Fat-Loss-4-Idiots---Discover-Whether-It-Really-Is-Worth-The-21,2007>

[Discover Whether Fat Loss 4 Idiots Really Is a A Fool Proof Diet Plan In](#)

You have heard the hype, but is **Fat Loss 4 Idiots** really as good as they say revealing **Fat Loss 4 Idiots** Review.

<http://ezinearticles.com/?Discover-Whether-Fat-Loss-4-Idiots-Really-Is-a-A-Fool-Proof-2007>

[Is Fat Loss 4 Idiots a Scam? Find Out Here](#)

This is not necessarily going to make it an impossible task to earn money by writing articles that are focused on this particular program, but it is certainly going to make considerably more difficult.

In other words, both the search engines results and the article directories are telling me that the competition is already too well entrenched. I would therefore go back to Clickbank to find another product which shows less competition!

In reality, in order to be profitable from your articles, you must have a genuine chance of getting people to read them, and with over 100,000 competing articles for the 'fat loss 4 idiots' program, that is going to be extremely difficult to do.

Looking further down the Clickbank 'Marketplace' page, therefore, this product seems like it should be one that is worth checking out:

5) 75% Commissions :: 5 High Converting Bodybuilding & Weight Loss EBooks. Up To \$66 Payouts Plus Automatic Cross-Product Commissions! Tons Of New Promotional Tools (Including Videos!) Join My Team And Jump On Several New 2008 Product Launches! Just Go To www.musclenerdfitness.com/affiliate-info.html.
\$/sale: \$30.50 | Future \$: - | Total \$/sale: \$30.50 | %/sale: 75.0% | %refd: 75.0% | grav: 32.91
[view pitch page](#) | [create hoplink](#)

The gravity of the product is reasonable, and the payout is in excess of \$30, so it works on both of those levels.

One final thing that needs to be assessed before deciding whether this product is really one that you want to run with is the strength of the sales

page itself.

If the page does not work for you, then the chances are very good that other people might feel exactly the same way about it. If that's the case, then it is going to be significantly less likely that people will make a purchase, simply because they are unlikely to read the sales letter:

FREE REPORT **AUTHOR BIO** **TESTIMONIALS** **FAQ** **ORDER**

U.S. Military
Fat Loss
Secrets
Revealed!

COMBAT THE FAT

HOW TO WAGE A WAR AGAINST UGLY,
UNHEALTHY BODY FAT...AND WIN!

Warning: The information you are about to discover was taken directly from classified documents during my service in the United States military. I've taken great care to maintain proper security measures while extracting the most powerful fitness strategies for civilian use.



Burn Body Fat ... The MILITARY Way!

**Ex-Soldier And "Master Fitness Trainer"
Uncovers The US Military's Top Secrets For**

Notice that the header headline includes the words 'ugly' and 'unhealthy'. Those are both characteristics that people who are overweight would probably feel about themselves, and therefore the headline is a psychologically strong one.

The sales page goes on to talk about 'secrets' and 'confidential information', and everyone likes to hear secrets or find out things that they believe they are not supposed to know.

In other words, after running through the sale letter, it seems to be one that is probably going to push all the potential buyers 'hot buttons' for many overweight people who are looking for an answer to their problem.

This is, therefore, the product which I am going to promote for the purposes of this case study.

Using Keywords to Position Your Articles



In a nutshell, keywords are just words or phrases that people use to search for anything and everything online. Seeing as we're getting the nomenclature out of the way, 'keyword density' is the amount of a certain keyword per 100 words.

Keywords are important – that can't be stressed enough. Considering that search engines are still the primary way in which people look for *anything* on the internet, it means that people who are looking for things in whatever niche you're in, are going to be doing so on search engines.

Thus, when talking about positioning your articles, it essentially means positioning them in the relevant searches, so that they're more likely to be found by the *right* people.

What happens if this isn't done? Well, say you had an article about blogging for money, but it didn't contain any keywords that are being searched for a decent amount of times per month. In this sort of case, there would be no way that anyone would find your article, and so it would go pretty much unread and unattended.

Admittedly, for long articles there inadvertently ends up being a keyword used here or there, but for reliable results, you're going to want at least a 1% keyword density (but not more than 3%).

First though, you're going to have to find the keywords that you intend to use.

Keyword Research



Basic keyword research is really pretty easy, and there isn't too much about it that even a beginner can't come to grips with. To start off with, the keyword research tool of choice is [Google Adwords Keyword Tool](#).

Seeing as Google is the most popular search engine around, getting data from it seems to be a logical place to begin. When conducting keyword research, there are three considerations in particular that play an important role:

1. Number of Searches

Quite literally, this is just the number of searches per month. If a term has a high number of searches, it means lots of people are looking for it, which definitely makes it a better choice.

2. Competition

Once you have a keyword that has a decent amount of searches, plug it into Google and search for it. When you get the results, take note of how many there are. For instance, if there are 11,800,000 results, then that means a lot of people are competing for that keyword.

On the other hand, if you end up with something like 1,800 results, then there are very few competing websites.

Needless to say, with less competition, you stand a much better chance of appearing on the first page of the search results, which is really what you should be aiming for. Once you're there, you will no doubt see a dramatic increase in your views.

3. Profitability

Not all traffic is as profitable, and sometimes, for certain keywords, the traffic that is obtained just *refuses* to be converted. While there are a lot of factors that can affect this, it isn't too relevant as far as keyword research is concerned.

Instead, it is better to know just one simple test of the 'profitability' of a keyword.

When you perform a search for the keyword to scope out the competition, take notice as to whether or not any Google adwords adverts appear. If they do, then that means someone out there feels that it is worth spending money on that keyword.

Admittedly, this isn't a 100% accurate test, but it should suffice to give you a general idea.

By looking at these three areas of keyword research, you should end up with a list of keywords which you can use to position your articles well. Remember: The idea is to get profitable keywords that have a decent number of searches per month, and low competition.

Keyword Enriched Articles



With the keywords that you've acquired, you need to enrich your articles with them. Mind you, there is a difference between enriching and *stuffing*, and search engines are smart enough to recognize when someone is trying to fool them.

Insert keywords in such a way that they flow smoothly through the article, and follow the 1% to 3% keyword density rule closely. For each article, it is generally advisable to have one 'short' keyword of about 2 to 3 words, and two 'long' keywords of 4 or more words.

If you do all of this, your articles should be showing up for the keywords that you're targeting, and so, all that remains is to consider the other aspects of article marketing.

Writing your articles



In a similar manner, all of your articles should target exactly the same thing. That is, they should all highlight a problem and then suggest that the reader can find the solutions to those problems on your site.

In fact, you should make the whole article about the problem and your solution.

Even the article headline should highlight the problem, but should do so in a focused way. For example, whilst an overweight person obviously wants to lose some of that weight, they will in all probability think about their problems in a much more specific way.

In other words, rather than thinking about losing weight, they are far more likely to be concentrating on something like 'lose belly fat' or 'lose underarm fat'.

For this reason, an article entitled '6 steps for burning that belly fat in three days' is likely to be far more effective than one with a more general, generic weight loss related title.

Make sure that your article describes the problem in detail and in depth, and that a least half of your article is focused on that specific job.

Then, explain that you realize how bad the problem is (you've been overweight yourself, right?), and why your readers really must do something positive about solving the problem.

Make sure that you stress what will happen if they do nothing to address the problem. For example, if they are overweight, then they are likely to be less healthy than they would be if they were slimmer, they might possibly die younger and so on.

Then point out that your webpage features one (or three) perfect and highly cost-effective solutions for these problems.

The formula for writing such articles is as old as the practice of writing articles itself. This formula is "Problem □ Agitate □ Solution".

Follow this pattern with every article that you create and you cannot go very far wrong.

For most of the directory sites, an article of between 300 and 500 words will be more than adequate. Any less than that, and you risk leaving out vital information, but any more than this is probably going to stretch the attention of your readers a little too far. In fact, if you find that your article is over 600 words, then break it up into two separate pieces.

Make sure that you check the spelling and grammar of your article, but do not lose any sleep over trying to turn it into a work of literature! Remember that, first and foremost, you are providing information in your article, and as long as that information is explained and can be clearly understood, then your article will achieve its objective.

Of course, over time, your writing skills will improve, but it is nevertheless critically important that you start creating and publishing articles as soon as possible. Worrying too much about your writing style or abilities is just about the quickest way of killing your article writing career stone dead before it even gets started!

Also, once you have written your first article, immediately start to write the

second, then the third, the fourth and so on. The reason for doing this is that by trying to write 'batches' of articles at the same time, you will get into the swing of it much more effectively, and the articles will get written much more quickly and efficiently as a result.

Whilst you are writing the articles, do not be tempted to stop and edit them as you go along. It is far more effective to write as quickly as possible because by doing so, your ideas will be put down on paper much more fluently and fluidly. Only once the article is finished to your satisfaction should you go back and edit it for spelling, grammar and clarity.

Keep the sentences of your article relatively short, and use language that an average high school student can be expected to understand. Remember that this is not intended to be a work of literature, so do not write it as if you're trying to make it into one.

Whenever there is a choice between a simple word and more complex one, use the simple one, because by doing so, you will make your article accessible and understandable to the widest possible audience.

Ask someone else who is not particularly familiar with what you're doing to read your articles. Get them to answer these questions for you:

- Can they understand your articles?
- Are there any places where they feel the articles can be improved?

- Does the article make them feel that they would take the action that you're trying to get your visitor to take (and is it clear how they can do so)?

If they answer all these questions to your satisfaction, then your article is pretty much ready to go.

If, however, they have any suggestions or recommendations, do not necessarily dismiss them out of hand, because they are in exactly the same position as the majority of your readers will be when your article is published.

Their viewpoint is, therefore, extremely valid and valuable and if there are any significant improvements that you can make, you should be more than willing to do so.

Let's look at the features of an article:

Grabbing Attention with Headlines

When someone searches for your article and sees it in the listing, the very first thing that they're going to see is the title of the article, or in other words: The Headline.

For this reason, your headlines are of the utmost importance. Essentially, they're going to 'make or break' your article as far as it getting views is concerned. Unfortunately, once you've submitted an article you don't get to edit or tweak the headline, so you're going to have to get it as right as possible on the very first try.

Certainly, trying to sum up the entire eBooks that are dedicated to the subject of headlines, and how to write them well, in this small space, would be close to impossible. But, at least you can be pointed in the right direction.

Since the whole purpose of the headline is to attract attention, think of what has grabbed your attention in the past. Certain words may tend to perform better than others, but since you can't be sure without testing... it probably isn't the right place to experiment.

Here are some types of headlines, with examples:

Lists, such as, "Top 5 Ways to Groom a Dog for Competitions".

Questions, such as, "Do You Want To Learn How To Groom a Dog?"

Commands, such as, "Start to Learn to Groom a Dog, Now!"

Abstract, such as, "Coming Soon: Fluffed Tails and Trimmed Coats"
(careful, it tough to pull these off)

Remember, all that you need to do is attract attention in your headline. It is up to the rest of your article to build interest, and make clicking the backlink more likely.

Content of the Article

Primarily, there are two parts of content in an article. These are both the article body, and the resource box, and each has their own set of rules. Knowing how to craft an article properly could let you get audiences

interested in the article body, and then spur them on to action in the resource box.

Article Body

Seeing as the primary point of article marketing is to steer the reader through the article so that they get to the backlink, there are a number of things that the article body must accomplish.

First and foremost, of course, it must create and maintain interest throughout, so that the reader doesn't stop reading. Apart from that, a good article body can also act as a 'pre-sell' of the backlink. In other words, it could make the reader more open to the suggestions that you might make.

Bearing all that in mind, here are a few points that you should consider:

1. Relevancy

Seeing as your target traffic is mostly coming from search engines, when they type in a keyword, they probably have something specific in mind.

For long keywords, it is simple to know what they want, such as someone searching for 'best place in Europe to fish' is probably looking for just that.

On the other hand, someone typing in 'Europe fishing' could be looking for places to fish, information about the fishing industry in Europe, or...

well, anything at all. If your niche is something to do with fishing as a hobby rather than the fishing industry, then of course, you're going to want your article to be about the former.

While it is tough to get your article to be relevant for all the individual keywords that you're targeting, you should definitely try to give your potential audience *exactly* what they want.

2. Creating Interest

Of course, if your article is exactly what someone was searching for, then your problem is solved. However, if it isn't, then it is going to have to *create* the sort of interest that is going to keep a reader reading from start to finish.

Truth is, there are no hard and fast rules about creating interest, but basically, if you give a reader content that is appealing to them, they're probably going to stick around.

In short, the article body should provide something of value, whether in terms of advice, general information, or even 'secrets'. Otherwise, it should at least hint at any other benefits that will be obtained by reading the article.

Taking care of both these aspects as far as the article body is concerned will put you off to a great start. Still, there is one very important rule to the article body...

Important Note: *Never* conclude the article in its body. The article proper is only actually done *after* the resource box, so do not attempt to put in any type of conclusion before that.

Resource Box

As was mentioned just above, the resource box is the conclusion of the article. More importantly, it is also the place where the backlink is contained, and for this reason, some people often describe it as the most important part of the article.

Since the focal point of the resource box is getting people to actually click the backlink, it is essentially a call to action. After the reader has been guided through the bulk of the article, and presold to as much an extent as is possible regarding what your backlink has to offer, he should find a clear course of action in the resource box.

Commonly, a resource box might contain something like: "If you want more information, just visit <http://www.yoursite.com>."

Although that is a call to action, it isn't a very good one. Imagine how much better it would be if it was more like: "If you want to learn more, there is this great eBook that'll make you practically an expert, and it is up for grabs FREE at <http://www.yoursite.com>."

By adding the incentive, the call to action will appeal to the reader all the more. Of course, it doesn't have to be a free eBook, any incentive would

work fine. It could just as easily be discounts, special offers, or even just content that is of interest.

At the end of the day, the important part is that the reader be given some reason, any reason, to want to click your backlink. That should be the conclusion to your article; the logical next step of continuing through the backlink.

Following these few pointers should get you both an article body and resource box that is much more effective than the regular variety.

Further Promotion



Once an article is written, submitted, and published, the journey is still not completely over. Assuming that you targeted some keywords as per your research, then it should be showing up somewhere on the search engine

listings, but in order to get *more* traffic, you're going to want to be higher up those listings.

To accomplish this, the best way is to do it in much the same fashion as you would for any webpage: Build backlinks.

Of course, you don't want to spend too much time building backlinks to a third party website that is not your own, so it is probably a good idea to start off with the easiest method of all:

Social bookmarking.



Just bookmarking your article on a couple of dozen social bookmarks alone could dramatically alter their search engine list position.

As you get higher up, the traffic to your article will no doubt increase, and in tandem with that, so will the amount of visitors that you'll be getting through your backlink. Simple and quick, yet it could be one of the most defining parts of your article marketing campaign.

Here is a great list of social bookmarking sites listed according to their Pagerank. The higher the page rank the more “link juice” your articles will get for the search engines.

PAGERANK 9

- 1 <http://slashdot.org> (links published inside stories are do follow)
- 2 <http://sourceforge.net/>

PAGERANK 8

- 3 <http://www.seedz.org>
- 4 <http://www.reddit.com>
- 5 <http://www.mixx.com>
- 6 <http://technorati.com>
- 7 <http://www.digg.com>

PAGERANK 7

- 9 <http://tipd.com/>
- 9 <http://mystuff.ask.com/>
- 10 <http://www.newsvine.com/>
- 11 <http://www.connotea.org/>
- 12 <http://multiply.com>
- 13 <http://www.mybloglog.com>
- 14 <http://www.wikio.com/>

PAGERANK 6

- 15 <http://sphinn.com/>
- 16 <http://www.spurl.net/>
- 17 <http://www.mylinkvault.com>
- 18 <http://www.jumptags.com/>
- 19 <http://www.kwoff.com/>
- 20 <http://www.dzone.com>
- 21 <http://www.gabbr.com>

PAGERANK 5

- 22 <http://www.designfloat.com/>
- 23 <http://spotback.com>
- 24 <http://www.a1-webmarks.com>
- 25 <http://www.searchles.com>
- 26 <http://linkatopia.com/>
- 27 <http://www.plime.com/>
- 28 <http://www.indianpad.com>
- 29 <http://web2list.com/>
- 30 <http://www.tweako.com>
- 31 <http://www.fcc.com/>
- 32 <http://www.iliketotallyloveit.com/>
- 33 <http://scoopit.co.nz/>
- 34 <http://ngopost.org/>
- 35 <http://blogengage.com/>
- 36 <http://www.faqpal.com>

There are a handful of semi-automatic social bookmarking submitters which you can use, but they do not always work so well if you

use them in conjunction with an anonymous proxy server.

For instance, by using the semi-automatic program on the [Social Marker](#) website, you can submit to all the major social bookmarking sites like [Digg](#), [StumbleUpon](#), [Slashdot](#) and [Delicious](#) plus many smaller social sites like [Tagza](#).

If you try doing so using an anonymous proxy server, it might work, but you will probably find that the system runs very slowly, especially if you have a relatively small internet connection.

On the other hand, by adding the 'all in one bookmarking button' to every new blog posting that you make, you can actually encourage your site visitors to bookmark your latest postings, rather than you doing it yourself.

Code for blogs and websites 

If you want to use this button on your blog or website, install our '[All-in-one Bookmarking Button](#)' plugin for WordPress, or simply insert the following code if you don't use WordPress:

Again, this is a good idea, because other people bookmarking your blog postings is what the social sites really want to see!

And, don't forget that every new posting should be pinged as well.

TIP!

Another, lesser used technique, to build backlinks, is to resubmit your published article to other article directories, with the backlink changed to point to your original article. Even on its own, this could be great, especially if you want to get even higher after you run out of websites on which to social bookmark your article.

With a built-up supply of backlinks linking to your article, you should have no problem appearing even in the top couple of results for a low-competition keyword on Google.

How big of a problem is duplicate content?



Duplicate content refers to the practice of having the same materials published on more than one website.

Some marketers believe that the major search engines actively punish sites who publish duplicate content whereas others insist that no such punishment exists. And, without any definitive indication from the major search engines of whether this is factually true or not, it is extremely hard to know whether publishing the good content can materially hamper your efforts.

The importance of this to your money making efforts is appreciable, because the plan is to get all the articles published in as many different places on the net as possible. If doing so is not going to be especially effective, then clearly that will have an adverse effect on your ability to generate an income.

From our own experience, I suspect that the major search engines do not really like duplicate content, and whilst they may not actually punish you for publishing the same materials in many different places, neither will they give

you particularly high credit for it either.

In the past when submitting exactly the same article to several different directory sites, I have found that only one or occasionally two of those articles have appeared on the search engine results pages.

There could be many possible reasons for this, such as the fact that some article directory sites are far more popular with the major search engines than others. Nevertheless, my suspicion is that once the search engines recognize that the same article was being submitted from many different directories, they simply started to ignore those articles.

The opposite is also true. If you submit unique articles to all of the top level article directory sites, then almost all of those articles are likely to appear on the search engine results pages at some point.

So, whether such a thing as a duplicate content penalty actually exists in reality is essentially irrelevant. What does seem clear is that if you submit different versions of your articles to all of the different places where you want them to be published, you will grab far more results page rankings. As a consequence, the next step is to rewrite all your articles so that you have many different versions of what is, essentially, the same article. Each of the different versions will then be submitted to a different resource site, as a way of driving traffic and achieving search engine rankings by doing so.

If you were to total up all the sites that you will be submitting your articles to, you are looking at perhaps a hundred different versions that are going to be required. Obviously, to do this manually would be a Herculean task, but fortunately, there are a couple of free programs that you can use to help you.

The first of these is the excellent [Free Article Spinner](#) which you can download (and watch the instructional video) by clicking on the link. In brief, however, the program works like this. You take your original article and split it up into as many as 19 different sections. And, the more sections you have, the more articles you can generate using the program, so I would recommend that you do create as many different sections as possible.

You then write another three versions of all of those individual article sections that essentially say the same thing in a different way. The number of words or sentences is entirely irrelevant, as long as the overall section says the same thing.

If, for example, you had a section in your original article that said 'losing your belly fat in only three days is surprisingly easy', then an alternative version could say something like 'it is surprisingly easy to lose your belly fat in only three days', whilst another variation might be 'getting rid of your belly fat is something that you can do in less than four days', and so on.

Input each of the different variations into the Excel spreadsheet that is at the heart of this program, so that you now have four different variations of all 19 article sections. Now, every time you hit the F9 key, you will generate a completely unique article, with over 1500 different variations being available if you use the program as highlighted above.

The alternative program is [JetSpinner](#), which can again be accessed by clicking on the link. This program is slightly different, in that it requires you to sign up on the site before gaining access to the tool, whilst this is not necessary with the first program that I highlighted.

It also works in a slightly different way as well, although the basic principle is pretty much the same.

Using JetSpinner, you add different variations of terms within each individual sentence, as indicated here:

(Losing | Getting rid of) your (belly fat | paunch | oversized stomach) within (three days | less than four days | half a week) is certainly (possible | likely) using the tremendous (programs | systems | ideas) that I (review | consider | look into) on my site.

The program will then automatically select one of the choices that you included in the brackets, and generate each unique sentence accordingly. Irrespective of which of the two programs you use, both of them will

generate enough unique versions of your original article to give you plenty of material for submitting to all the sites which you are going to send article to.

Because each of these articles is entirely unique, there is no question of your work not being recognized by the search engines. For that reason, it is entirely possible that you will be able to grab several high search engine rankings for a low competition keyword by having many unique variations of what is, in essence, the same article featured on many of the sites that those search engines respect and love.

Now that you have an adequate supply of articles available, the next step is to start submitting them to all the sites which will drive visitors who are seeking solutions to their problems to your review page.

Where to Start Submitting Articles



Choosing the right place to submit your article depends on a number of factors, and there really is no substitute for actual trial and error.

To start off with though, the most popular article directory to date is still, without a doubt, EzineArticles.com. Tests have consistently shown that articles published there have a tendency to outperform those published elsewhere.

Partly, this is due to the high Page Ranking of EzineArticles.com, but it is also due to the internal links that could really help your article out once it reaches the 'most viewed' link bar for a given niche.

So, if you're thinking about starting up, it would probably be best to try out EzineArticles.com first. Should that not work for you, then there are always other simple options that you could manually submit your articles to:

1. [Submit Your Article](#) -This started as an article submission service, but has also turned into a high-quality [article directory](#) over the years. PR4
2. [Suite101](#) – Another monstrous article site. PR7

3. [Helium](#) – An up-to-date article site. PR6
4. [ArticleDashboard](#) -Another staple in article directories. PR5
5. [ArticleBase](#) -This article directory has grown to a PR6 with lots of content and praise from article syndication experts.
6. [GoArticles](#) -This one claims to be the largest, but I'm pretty sure #1, #3, and #4 give it a run for it's money. PR4
7. [WebProNews](#) -You have to be selected to get into this one but it's well worth the trouble. Old and respected. PR6
8. [SearchWarp](#) -Free to submit and serves a lot of articles. PR5
9. [Buzzle](#) -A strong article directory. PR6
10. [Isnare](#) -Also a submission service, iSnare is another strong article directory at PR6.
11. [American Chronicle](#) -Actually part of a network of article sites. PR6
12. [ArticleCity](#) -Pretty much your standard article directory. PR5
13. [IdeaMarketers](#) -A giant, this is much more than a simple article directory. It is a newsletter builder and management system as well as a "home base" for authors. PR5
14. [Site Reference](#) -This is a content portal with article submission built-in. PR5
15. [Article Alley](#) -A standard article directory. PR5
16. [TheWhir](#) -Another strong article site. PR6
17. [Articles Factory](#) -Mid-level article site. PR4
18. [SelfGrowth](#) -Won't find this one in auto-submission software. Must become an "expert" first to then get access to submit articles. PR6
19. [Amazines](#) -Pretty standard. Nothing fancy here. PR3

20. [Article Snatch](#) – It's pretty popular, but is a "no-follow" directory.
PR5

In addition, you can download and install a [free article submission software](#) program that will mass-submit your article to many other directories in addition to those highlighted above.

However, before you do so, there is something that you will need to do. That is, you will have to open an account with the vast majority of these directory sites, although a handful will allow you to submit your work without an account. Opening dozens or hundreds of accounts in this manner is a time-consuming and somewhat tedious task, and, because you will be submitting exactly the same article to each site, it is probably not going to help you a great deal as far as direct search engines rankings are concerned. On the other hand, every article that is published will create a one-way link back to your site, and the more of these you have, the more the search engines will come to view your site as an authority.

Using this mass submission software is therefore not entirely without merit or purpose, but it will take some time to get all of your accounts set up, and, unfortunately, that is unavoidable if you want to use the software.

One thing that you can do which will help you to shortcut the process is to download and install the free version of [Roboform](#). This will remember all of the major details that you need to complete on every account application

form and that in itself will save you a mass of time.

As an alternative to this free mass submission problem, you could consider using a paid mass-submitter such as [Article Post Robot](#).

This program will submit your article 520 article directories and, because it works in a very similar way to the free article spinner that we looked at earlier, each of those article submissions will be unique.

Another paid program that does something broadly similar is [Unique Article Wizard](#), and again, using either of these programs will provide a huge boost to the effectiveness of your article marketing campaign through the major directory sites.

Neither is especially cheap, but having used both of them, I can say without any fear of contradiction that they will both increase your profitability dramatically and very quickly.

Once you are in a position to do so, I would seriously recommend that you consider investing in one or the other, because doing so will definitely raise your profitability level by a significant margin.

Convert your articles to video



Videos are fast replacing articles on the internet and the average internet user spends hours watching videos. Video creations are the best way to attract a vast amount of traffic to your website. Most people prefer to watch a video as opposed to reading articles.

Video creations work well as the human mind takes in pictures and not words so from a marketing point of view videos are far better. Unfortunately there are still many website owners that are hesitant to create videos due to the expense of software or they just don't have the technical knowledge or time. There are also many people that do not like speaking into a

microphone as they feel their voice doesn't sound good or they just simple don't know how to produce a video creation.

Well there is now a video creation service which allows you to convert your existing articles into video articles which is highly effective and one can do this in just a few minutes. The software requires no technical learning. All you need do is add your URL's into the video and then you can create an unlimited amount of slides and then just add your background as well as your background music. The software also allows you to convert your video to 5 different formats and well as a host of other options.

Once your video creation is completed you can then mass submit the video to video sharing sites and then your URL link will be pasted in hundreds of different locations which means you will be exposed to a substantial amount of traffic which will automatically increase your profits.

Statistics have shown that seven out of ten people watch videos and within the next year online business will be investing around thirty percent on video advertising as video creation services are the next big event on the net.

Videos are the future of article marketing especially in the line of links, building credibility and building their brands. Videos will increase traffic and at the same time generate sales and leads. At present more people want their web content delivered by video instead of texts. This means that this is a great option that you want to consider.

There is a new cool cost effective technology available to convert articles to video step by step. It is called [Article Video Robot](#). It is a paid program, but you can start off with a FREE trial. If you decide to order the paid version, I got a 50% discount coupon for you. Just enter this coupon code when ordering: "**D8DB1E62**" [through this link](#).

I will show you exactly how to do so with this program. If you follow these steps, you can take an article and have a working video with music, backgrounds and automated voice renderings of your article completely up and running in less than 3 minutes.

The neat thing is you do not need any camera or anything along those lines. Everything can be done completely online. If you can cut and paste, then you can convert articles to video easily. Once you log into the site, follow these simple steps.

- Copy and paste your article into the online screen.
- Your article will automatically be split into paragraphs. You can also customize each individual paragraph to be converted into a video slide in the next step.
- Using advanced text-to-speech technologies; you can choose who's going to read your articles. No more hiring expensive voice-over artists and waiting days to have your articles read. Let the program read them for you with a click of the mouse. You will be amazed how human like these voices sound.

- Choose a common background image for the entire movie. Choose a background color or picture that will show behind your video. You can select one of the tiled backgrounds or you can upload your own image! In addition, pick from more than 5,000 Royalty-Free stock photos in the image library for you to apply as you like!
- Choose a music from our Royalty-Free music library (over 100+ themes to choose from) or upload your own music! This is the background score of your movie. Choose the music you would like to have as your background.
- Add your contact information and website URL. The Author's box will help viewers of your video to contact you and check out your website after watching the video. You can even add your own photo and logo for branding your videos.
- Preview your newly created video
- Submit your newly created to the top 17 of the top video websites instantly with the click of a button.

Now sit back and watch your traffic double to your site. Video is the way to go to supplement your article marketing and with the new technology available you can't afford NOT to take 3 minutes of your time to take an article and convert it to video. Try it and you will definitely be surprised how easy it is to convert articles to video.

Final Action Plan For Success



This is what you should be doing every week. If you want to succeed, if you want to be the top article marketer you deserve to be, the kind of person we've been talking about all along...

Follow this action plan every week and you will be well on your way to earning \$100 - \$200 a day within a month.

Step 1 - Find 5 products to promote

You will need to find 5 decent products to promote that fit the criteria we talked about in the above sections. Clickbank.com is a good start to find products to promote. There are new products being added daily.

Make sure they pay you enough for your time. Don't promote a product that pays you peanuts

Another great idea for the bum marketing method, one not many bums are taking advantage of (apart from Travis) is promoting residual income affiliate programs.

In short, affiliate programs that pay you every month, like web hosting. We love residual income affiliate programs. Here is how they work. You promote a product one time. A customer buys the product. Every time they come back to buy another, you make more money. Promote a product once and are paid for as long as that customer stays a customer.

For example: If you promote an autoresponder company such as Aweber and make a sale, you will make that same amount of money every month for as long as that customer stays with that autoresponder service.

Residual income affiliate programs are the wave of the future.

If you want a list of some good affiliate programs that pay this way go to....

<http://www.lifetimecommissions.com>

This is a website directory full of residual income affiliate programs.

Step 2 - Find at least 30 keywords for each product

This is, without a doubt, the **most critical** phase you'll go through in your article marketing journey. So pay close attention to this step. Your success depends greatly on how well you perform this step.

The real goldmine is in your keyword list. So take time to correctly select the right keywords. Once you master this step, you'll be way ahead other bum marketers.

If you wish to invest in a solid keyword research software, we recommend using Keyword Elite. It might seem a little pricey but it can really help you ALOT in your keyword research efforts.

If you want to find more keywords, even better, but start with 30 first to see if the product will be worth it. There is nothing worse then writing 50 to 100 articles to promote a product and then realize the product doesn't covert to sales.

Sometimes, this is going to happen. It is not a big deal if you have not invested a lot of time or effort in your article writing.

This is very frustrating and it is going to happen on occasion, that's life. Some products will convert better then others.

But the very minimum articles we write for a specific product is 30.

If we write 30 articles and we make very little sales, then we know not to keep going.

The great thing about article marketing is it's a perfect way to test if products are winners for free while making money. If a product is a winner, there is nothing stopping you from advertising with Google Adwords and Ezine advertising.

Step 3 - Write the articles for your keywords

Now is the time to write your articles. You know you have a great product; you know it will convert, so there is nothing stopping you from making great money except your willingness to write a LOT of articles - Great articles.

We've given you many tips above to make this easier and more profitable for you.

If you wanted to outsource the article writing you could do that as well. There are places that write articles for as little as \$5 or even lower.

If you go to <http://forums.digitalpoint.com> and sign up to that forum, and go to the services for sale section, you will find many, many people offering article writing services for as little as 2 or 3 dollars a pop.

Another excellent resource is the [Warrior Forum](#) where you can also get great services.

If you do decide to hire people to write articles for you, here is a tip.

Never pay upfront. Pay after the articles are completed.

Step 4 - Create your landing pages and submit your articles

Ezinearticles.com will no doubt in the future change the rules for what is acceptable as the landing page people click on in your article byline.

In the future Ezinearticles.com will probably not allow you to redirect their readers straight to a signup form for an opt-in email list. They probably won't even let you send readers straight to a sales letter or affiliate page via redirect.

So, you will have to let the reader get directed to a page on your website.

But instead of just having one page site, visitors can click on and either sign up to your free opt-in list or click straight over to the affiliate website. And on the side of the page in the navigation area, you would put links to other articles you've written.

This is likely where you will make your most money, but getting people to opt-in to a list is equally important, because you can always market your product to them later through your own email promotions.

To build a mailing list, you need an autoresponder account. And the only one we recommend is Aweber. It is the most reliable autoresponder service and ensures your emails gets delivered to your subscribers.

When a reader can see that there is more content to read on the topic, they will read those articles as well and get even more excited about the product you are promoting.

If you do a good job of writing articles, they will believe you have quality content to offer, and they are more likely to trust whatever products you have to recommend to them.

This is pre-selling at its best. Many people really hate giving away their email address straight away just to get more information, so give it to them free repeatedly, and they will eventually WANT to give you their email address.

There is already too much junk mail out there, so more and more people want something tangible immediately. They do not want you to bombard them with crap, so just don't do it. Do as I say and make money the right way.

Once you have created your landing page, submit your articles MANUALLY to Ezinearticles.com and Goarticles.com. Those are the only article directories we use.

Step 5 - Double up on your keywords

By now you should have written 150 articles and submitted them to the relevant article directories. Now it's time to track your results.

It's really important to track your results so you know which keywords or articles are working well for you so you can increase your efforts on those.

You can login to your Clickbank account to check your tracking stats based on the different links you've set up in Step 3.

If after a few weeks, you find a certain product is doing really well, double up.

Like we explained before, create a second Ezinearticles.com account and write the same articles again under this different person's account.

Also go and look for other keywords you can write articles on.

Milk it for all it's worth.

Do all of this for 4 weeks straight and if you are not seeing \$100 or more a day in your Clickbank account, we will be surprised. This system WILL work if you try it. It is not another "tactic", it is THE magic key you have been looking for, a way to be lazy and make money. Who doesn't want to live life like that?

Conclusion



As long as you write articles in the way that has been highlighted in this book and submit them in the manner indicated, you will make a handsome profit from writing articles.

In fact, there is not really any simpler way that I know of making money online than by writing and submitting articles in the way that has been suggested in this book.

Understand too that making money by writing and publishing articles is a cumulative numbers game.

The more articles you write and have published, the more your sites will enjoy visitors and therefore, by natural extension, the more money you will make.

And, over time, that momentum will build as well. When you have your first one hundred articles published, you know that, no matter how much those

articles have made for you.

Another factor about making money from articles is that, whilst they may not always be the quickest way of driving visitors to a monetized site, they are one of the longest lasting ways of doing so. Once your articles start being seen and noticed on the article directory sites, for example, then you can realistically expect to see visitors arriving on your site from those same articles for many months afterwards.

In fact, I still have articles that drive visitors to my sites more than a year after they were first published, and that is with no additional marketing or promotional efforts whatsoever.

And, one final word. If after reading this, you think that it is all very well, and that it sounds tremendous but you just cannot write, so it cannot work for you, don't despair!

Outsource the initial writing work using a site like [Elance.com](https://www.elance.com), where you will

generally be able to pick up unique articles for \$5.00 or so.

See, even if you can't write to save your life, you can still make a handsome profit from articles!

Can you automate your article marketing?

The only problem that many internet marketers have is the time you have to put in for article marketing to be effective. Most experienced internet marketers know that the more time you put in, the more you get out, but newer marketers, especially, want to find shortcuts.

So, can you find shortcuts for article marketing? Is it possible to short cut your way through keyword and article research? Is it possible to automate the tedious work of writing article after article from scratch and then submitting them to hundreds of article directories manually?

The answer is – YES! As many guru article marketers know, there are software available to make keyword research, article writing and submission easier by automating it.

If you have the right software tools and loads of Niche PLR articles, you can jump start your article writing by automating a lot of tedious tasks, like creating hundreds of unique articles and submitting them to hundreds of top article directories with the press of a button.

