

Article Writing **SUPER SECRETS**



**LEARN HOW YOU CAN BUILD
A COMPLETE BUSINESS EMPIRE
BY WRITING ARTICLES
THE "PROFIT PULLING" WAY!**

My lawyer made me do it. :)

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Liz Tomey

Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She's successfully run this business since 1998.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers. These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

The [Marketing For REAL People](#) newsletter is also published by Liz where she focuses more on teaching no BS marketing techniques rather than pushing the "product of the day". This newsletter allows her to help Internet marketers push their business to new levels.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

- <http://www.TomeyMarketing.com> - This is Liz's main site. You can see exactly what she's about and any and all products and services she has created along with incredible free learning tools including video tutorials and many helpful articles.
- <http://www.MyOriginalEProducts.com> - Limited resale rights offered each and every month. Don't compete with Tom, Dick, Harry, and the 10,000 other people who own the same old resale rights products. Make money by being one of the few to promote high quality resale rights products!
- <http://www.JointVentureSeeker.com> - Last year JV partners brought in over 85% of my sales. Now you can learn exactly how to get JV partners to put money in YOUR pocket!
- [UndergroundMarketingStrategy.com](http://www.UndergroundMarketingStrategy.com) - Now you can get several marketing strategies that will show you how to make money online. This site is devoted to teaching you proven ways to make money online, so that you can create multiple streams of income.

Liz lives in Gates, TN with her husband and 5 (yes, F-I-V-E) kids. She runs her business along with her husband full time from her home.

She enjoys any sports her kids are in, playing outside with her kids, dates with her husband, traveling anywhere warm, and "playing" in her many flower gardens.

Table of Contents

1.0 Article Marketing (page 6)

- 1.1 The Expert Use of Articles in E-Commerce Today
- 1.2 How Article Marketing Works
- 1.3 The Pros of Article Marketing
- 1.4 The Cons of Article Marketing

2.0 How to Write Your Own Expert Articles (page 10)

- 2.1 The Principle Behind Your Articles in E-Commerce
- 2.2 Formatting Your Winning Article
- 2.3 Age-Old Question: How Many Words per Article?
- 2.4 Types of Articles You Can Write
- 2.5 Article Writing Tips
- 2.6 Common Article Writing Mistakes You Must Avoid
- 2.7 Creating Your Resource Box

3.0 Creating Articles without Writing a Single Word! (page 17)

- 3.1 Outsourcing Article Writing to Ghostwriters
- 3.2 Using Shortcuts via Purchasing Private Label Rights
- 3.3 Making Use of Interviews
- 3.4 Other Known Ways of Churning Articles without Writing

4.0 Distributing Your Articles for Maximum Exposure (page 21)

- 4.1 Conveying Free Reprint Rights to Your Articles
- 4.2 Submitting Articles to Article Directories
- 4.3 Submitting Articles to Popular Membership Sites
- 4.4 Compiling Free Reports for Viral Marketing
- 4.5 Using Blogs as Distribution Vehicles
- 4.6 Gaining an Edge with Forums in Article Marketing
- 4.7 Looking Out Directly for E-zine Publishers
- 4.8 Other Effective Article Distribution Strategies

5.0 Exploding Profit Centers in Your Articles (page 29)

- 5.1 Offer Re-branding Rights to the Articles
- 5.2 Selling Private Label Rights to Your Articles
- 5.3 Compile Your Own Paid Digital Product with Your Articles
- 5.4 Compiling Short Reports as Bonuses
- 5.5 Other Profit Centers You Can Build into Your Articles

6.0 In Closing (page 33)

- 6.1 Article Marketing Tips
- 6.2 Is Article Marketing For Everyone?

Chapter 1: Article Marketing

1.1 The Expert Use of Article Marketing in E-Commerce Today

In the history of Internet Marketing, which is indeed still a short history, Article Marketing has always been one of the most effective ways to market a business or website at little or no cost. This still holds true today, and will most likely be true for many years to come.

Article Marketing is viral in nature. One article is written, and it travels from your computer to multiple article banks, providing back links to your website. From there other website owners copy the article, with the authors information in tact, and publish it in their newsletters or on their websites. They may even use your article as part of a compilation for an informative ebook.

The important thing is that the article becomes viral – spreading far and wide. This accomplishes many things. As already mentioned, this provides you with back links to your site that help with search engine optimization. Since your author's information, or resource box as it is called, is at the bottom of the article, this gives your website a great deal of exposure, and increased traffic.

Article Marketing accomplishes a couple more things that are vital in ecommerce today. First, writing and distributing articles helps to establish you as an expert on the topic in question. Second, it helps to build a 'relationship' with people who read your articles, which in turn builds trust.

Successful Internet business owners typically write and distribute at least one article per week to the various article banks. They may use articles that they wrote for their newsletters as well for distribution, after the newsletter has gone out to subscribers. If the business owner does not write well, or doesn't have the time to write their own articles, they typically hire a ghostwriter to create the articles for them.

The articles that are distributed by successful people are informative and well written. They are not sales letters disguised as articles. They are informative vehicles that are used to get readers to visit their websites, providing helpful information, with the author's information at the bottom, including a link to the website.

1.2 How Article Marketing Works

The fact that Article Marketing works has been established – time and again – by a large number of Internet Marketers in wide variety of niches. However, those

who have not ever attempted article marketing tend to think that it is harder or more time consuming than it actually is.

It starts with writing the article. This can be done by the business owner, or by a ghostwriter. The typical cost of a ghost written articles, between 300 and 500 words in length is usually less than \$10.00. It is important that the article is informative and related to your niche. The article should not be a sales letter at all.

At the end of the article, you include your 'resource box.' A resource box is simply information about the author, and it usually includes a link to the authors related website, a link to subscribe to a newsletter, and possibly even an email address to contact the author. If your article is ghost written, you are still the author.

Below the resource box, you type a statement giving others the right to reprint the article for free, as long as the article is not changed, and your resource box remains intact. This gives others permission to make your article viral for you.

Once the article is ready, you should distribute it to as many article directories as you can find, and also send the article for consideration to ezine publishers within your niche. You can find lists of ezines in the various ezine directories that are available on the Internet.

There is software that can be used to submit your article in a shorter amount of time. One example of software is Instant Article Submitter at <http://www.instantarticlesubmitter.com/> . There are also services who will submit your article manually for you, which is highly recommended since many article directories do not allow and will not accept articles submitted with software. A highly recommended article submission service is We Submit Articles at: www.wesubmitarticles.com.

Overall, you will find that submitting the articles yourself is a time consuming task. If you can hire someone else to do that work, you will have more time to concentrate your efforts on producing more viral articles, or on other marketing tasks.

1.3 The Pros of Article Marketing

There are many advantages of article marketing. The most obvious advantages, of course, are that article marketing is highly effective, and it is free, unless you must pay someone to write your articles for you, in which case it is very low cost.

Writing and submitting articles allows you to build a large number of back links to your site in a relatively short amount of time, without having to provide outbound

links in exchange for those inbound links. This helps boost your search engine rankings by increasing your search engine optimization.

If you have a flair for writing, you can easily express yourself in 300 to 500 words and produce quality articles in a very short time, all at no cost. This also helps to establish you as an expert within your niche. When you establish yourself as an expert, you are also building trust with those that read your articles, and this in turn, of course, creates more sales.

Articles are viral. Viral marketing means that you do something once and it spreads, providing you with the benefits for a long time to come. That's how article marketing works. You write and distribute the article one time, and it serves you with back links, increased traffic, credibility, and trust for a very long time.

If you distribute articles on a regular basis, you will find that it serves to increase your back links, your traffic, your credibility, your trust, and ultimately your sales for an even longer time.

As long as you are producing quality, informative articles within your niche, you can't go wrong. While your articles should not be sales letters disguised as articles, you can use articles to pitch products, as long as the information is informative and useful to the reader, even if they do not purchase the product.

1.4 The Cons of Article Marketing

While the advantages of Article Marketing are numerous, the disadvantages are very few. In fact, you will find that the advantages far outweigh the disadvantages in the long run, and all of the disadvantages can be worked around.

The first disadvantage is that you need writing skills. If you don't have writing skills, you must hire a ghostwriter to write your articles for you. This means you either have a learning period that you must go through, or you must pay for this service. The good news, however, is that hiring a ghostwriter to write a quality short article usually costs less than ten dollars.

Even if you can write your own articles, you will find that writing articles can be time consuming. If you have the time, that's great. If you don't, you should strongly consider outsourcing the work to a ghostwriter. It is important that you choose the right ghostwriter of course. Some charge outrageous – unaffordable – fees, while others charge very low fees. Those who charge low fees don't always produce quality work. The key is to find a low cost ghostwriter who will turn out quality work.

The only other disadvantage of article marketing is the time it takes to actually submit the articles. Software can be used, but it is typically frowned on by most of

the quality article sites around the Internet. They prefer manual submissions, which can take a full day if you hope to submit to a large number of sites. Sometimes, it takes longer.

Again, there is a way around this. You have a couple of choices. You can use article submission software, and then submit to the top article sites manually, or you can hire a service that will do manual submissions for you. The second option is highly recommended. The cost for submission services varies from \$5.00 per article up to \$20.00 per article.

As you can see, the advantages do indeed outweigh the disadvantages, and all of the disadvantages do have a solution. Article marketing is and will remain the most cost effective form of marketing in existence for a very long time to come.

Chapter 2: How to Write Your Own Expert Articles

2.1 The Principle Behind Your Articles in E-Commerce

The objective of article marketing, as with any marketing endeavor, is to get traffic to your site and make sales. Article marketing accomplishes this quite effectively. In fact, article marketing is one of the most effective forms of marketing in existence, and this has been so since the beginning of Internet Marketing.

The purpose of article marketing is also to build trust and credibility with your readers by providing them with quality information that they can use. The key is to provide good information, but not to provide everything there is to know on the topic in one article, or in any articles that you submit.

By doing this, you are not doing your readers a disservice. You are leading them to get the rest of the information from your website, for which you will provide a link in your author's resource box at the end of the article.

A typical article that is submitted is between 300 and 500 words in length. From there, the reader should be directed to your website for an additional 300 to 500 words, which in turn links them to a sales page.

You can also promote products directly in your article content, as long as the information remains informative and does not come off as a sales letter. Writing a sales letter and trying to pass it off as an article will not help you at all. If anything, it will make you look unprofessional, damaging your credibility in the process.

The same is true for your resource box. It should not be a sales pitch. It should be actual information about you, about a paragraph long in length, with a link to your website at the end informing the reader that they can learn more about the topic in question from your website.

Remember, the idea is to establish yourself as an expert in the field, to inform the reader, and then to direct them to your website for more information. The selling is done at the website, not in the article!

2.2 Formatting Your Winning Article

If you can write, that is wonderful, you are well ahead in the game when it comes to article marketing. The question is, can you format your article in the right way to produce the results that you want?

A good article starts with an outstanding, attention-grabbing headline. However, the headline cannot be 'hype.' Following the headline, you should have a sub headline, which also should not be hype. Headlines are very important, especially in the Internet World.

Remember that there is no 'cover' to judge your article by, other than the headline. The headline must compel the potential reader to read the article, and the sub-headline should serve the same purpose, stating what the article will be about.

A good article will be between 300 and 500 words in length, divided into no less than three paragraphs. You should avoid paragraphs that only contain one sentence as well, unless that sentence is just a few words long and needs to stand out for effect.

The opening paragraph should let the reader know what the article is about, and what they will learn in the following text. Do you remember writing a thesis sentence in high school or college? It is much the same thing for articles. Make a statement or ask a question, then prove it or answer it within the text of the article. It is important that each paragraph leads the reader to read the next paragraph. You want them to reach the bottom.

The final paragraph should wrap up your article, summarizing what has been conveyed in the body of the article. Following the final paragraph, you should provide a resource box, which is in effect information about the author – you – and should include a link to your website, where the reader can learn even more about the topic.

Finally, you want to let readers know that they are free to reprint your article, as long as it stays intact and includes the resource box. This is how your article will become viral.

When you have finished writing your article, put it away and read it again the next day. Too often, writers become fixated with their own writing, and the information is not as good as it might be with a more objective point of view. Don't be afraid to ask a friend to read over the information, and ask for criticism.

2.3 Age-Old Question: How Many Words per Article?

How long an article that will be used for article marketing purposes should be is a source of controversy. Some say 600 words, others say 750 words. Some believe they should be even longer. Which expert is right? Which is wrong? How long should the articles be?

First, let's take a look at ezine publishers, keeping in mind that their publications are typically delivered via email to a large number of people. This means that

they try to keep the size of the newsletter down. Typically, ezine publishers do not want articles that are longer than 750 words.

Because you want your articles to be viral, and you want ezine publishers to pick them up and publish them, the articles that you submit to the article sites should also not be longer than 750 words. Now that we have established the maximum length, let's take a look at the minimum length.

While there are no required minimums, without a doubt, an article that is less than 300 words long really isn't worth reading. Most ezine publishers won't publish it because it most likely does not have enough information to be of any value to their readers. So, your article should be no shorter than 300 words, and no longer than 750 words.

Typically, between 300 and 500 words is optimal. You can get your point across without giving everything away, and direct the reader to your website for more information on the topic in question.

While this range is on the shorter end, it is a good size for an article because readers don't want to read on and on and on. Because you have such a small number of words to work with, you must make sure that you use your words wisely to get your point across, while capturing the readers attention, and getting your point across at the same time.

Just remember that the ultimate goal is to get the reader to your website, where you can provide them with more content, as well as a sales letter to sell your product or service.

2.4 Types of Articles You Can Write

What type of article should you write? Were you even aware that there are different types? There are! In fact, there are five types of articles: the tips article, the story article, the personal experience article, the facts article, and the recommendation article. Let's take a look at each type.

The tips article is of course an article that provides the readers with tips on a particular subject, such as how to quit smoking or how to design a website that converts well. The tips may be numbered, or laid out with bullets, and the title should include the number of tips that will be covered, such as ten tips to help you stop smoking now.

The story article is exactly what it says. It is used to tell a story that is not necessarily the writer's own personal experience. The story may be true or it may be fiction, but it will almost always be about somebody else. The trick is to keep the reader reading!

The personal experience article will be about you and an experience that you have had that relates to your niche market in some way. For instance, 'How I stopped Smoking' would most likely be a personal experience article.

The facts article is simply an article that informs, using proven facts for content. For instance, "What Smoking Does To Your Body" would be a facts article, because you have medical science and research to draw from to provide content and back that content up with scientific proof.

Finally, there is the recommendation article. You must be very careful with a recommendation article. These are used to promote a product, but the content of the article must be informative in nature. For instance, if you are recommending a patch to help one stop smoking, the article cannot be 'salesy' in nature. It must inform. For example, you might discuss the problem of skin irritations with such patches, and use facts or your own personal experience to show that a particular patch doesn't cause the irritation that others do.

Many writers often combine different types of articles into one article. You can do this as long as you don't run over 750 words in length. The important thing is to choose the article that you need to convey your message and get readers to visit your website.

2.5 Article Writing Tips

Writing articles isn't as hard as you may think. If you understand the rules of proper grammar, and you have a word processor or word processing software that includes a spell checker, writing articles becomes quite easy in fact. Here are some tips to help you out.

1. Don't make it harder than it really is. This is the first mistake that most new article writers make. Think about what you want to say, then just start writing. Don't worry about spelling or grammar, just write until you have said all that you wanted to say. Editing comes after the information is down on paper – or on your computer screen in a document.
2. Don't get stressed over your topic. You already know what it is that you want to sell. Look at your product or service from a customers point of view. Visit forums where your customers participate and find out what their questions are. Base your articles on those questions, answering the questions.
3. Don't make your articles too long or too short. Articles should be between 300 and 750 words, with the optimal length between 300 and 500 words. Use the word counter on your word processor, and don't go over or under these words.
4. Do not submit your article the minute you finish it. Put it away and come back to it later. Read it over and make sure that you have said what you wanted to

say, and then have someone else read it. Ask for constructive criticism, and really pay attention to what your test reader has to say.

5. You are writing an article, not a sales letter. The article should inform and lead readers to your website. The selling is done at the website. Articles that are obvious sales letters lose the readers respect and damage your credibility.

6. Stay Focused. Make sure your article stays on track. If you find yourself writing away from what you originally intended your article to be about, make a note about the new article idea you have accidentally found, and get back on track with your original plan.

7. Finally, write like you talk. Write like you are talking to a close friend. Don't try to use words that you have to look up in the dictionary. Use your everyday language, and your personality will shine through. Allowing your true personality to shine through in your articles is the first step to building a relationship with your readers.

2.6 Common Article Writing Mistakes You Must Avoid

While article marketing is easy, and effective, there are mistakes that you must avoid if you are to do this successfully. Making some of the following mistakes can cost your credibility. In the world of Internet Marketing, your credibility is all you really have to fall back on! Protect your reputation and your credibility by avoiding the following pitfalls:

1. Do not allow your article to become a sales letter. The readers are not stupid people, they recognize sales letters and ads when they see them, and trying to pass such off as an informative article will lead to your failure – very quickly.

2. Don't make your article too short. Your article should be no less than 300 words long. Anything less does not count as an article and probably will not be taken seriously. Alternately, do not make your article too long. 750 words is the maximum length for a good article.

3. Check your spelling and grammar! Poor spelling and grammar has been the downfall of many hopeful Internet Marketers. There are many word processing software titles on the market that will help correct any spelling or grammar mistakes you might make. Check and double-check spelling and grammar before submitting your article!

4. Avoid a sales pitch in your author's resource box. This space is for information about the author, and should be used as such, with a link for more information on the topic included at the end of the author's information. Don't turn the author's resource box into an advertisement.

5. Avoid hype in your headlines, sub headlines, summaries, and in the article itself. Also avoid stating facts that you have not researched. You can bet that someone who actually knows the facts will read the article, and they will call you out on facts that are not stated correctly!

6. Do not plagiarize! Plagiarism is the act of copying work word for word, or even paraphrasing. Do your research, then write the article based on what you have learned, or quote and acknowledge your sources. You will never get ahead by stealing someone else's work!

2.7 Creating Your Resource Box

Whether you write your articles yourself, or have a ghostwriter write them, you will need to create a resource box. A resource box is a paragraph that is placed at the bottom of the article, which provides information about the author, with a link to the authors website for more information.

A resource box may also be called an author's biography, about the author, or the author's information. It should be short and to the point. Long resource boxes come off as ads, bore the reader, and may cost you a reader or a sale – or several. Experts recommend resource boxes that are no less than five lines, and no more than seven lines in length.

The resource box should state the author's name, a little about their background – the background that gives them the expertise to write the article in the first place preferably, and a link to their website.

Here is an example of a great resource box:

Joe Doe has been a practicing consultant to some of the world's finest writers for the past 15 years. He specializes in copywriting and editing. Joe also publishes an award winning weekly newsletter for copywriters, which can be obtained for free by sending a blank email to [subscribe @ joedoe.com](mailto:subscribe@joedoe.com) . You can learn more about copywriting at Joe Doe's Copywriting Site located at <http://www.joedoessite.com> (example URL - not real)

Everything is covered in the resource box above. We've covered who wrote the article, the experience they have in the field, promoted the award winning newsletter, and invited the reader to the website to learn more. No hype, no advertising, other than letting readers know about a free newsletter that can only benefit them.

Please note the website address in the resource box. It isn't written as www.joedoessite.com , it is written as <http://www.joedoessite.com> , which makes it clickable. Readers don't mind clicking, but most won't even know how to copy and paste. Those that do won't bother to in most cases, so make it clickable.

If your resource box has all of the elements in the one above, you will have a winning resource box. Remember: Your name, your background that makes you an expert in the field, an offer of something free (preferably a newsletter), and a link to the website for more information. Those are the key elements of a great resource box!

Chapter 3: Creating Articles without Writing a Single Word!

3.1 Outsourcing Article Writing to Ghostwriters

Whether you have writing skills or not, it may make more sense for you to outsource your article writing to a ghostwriter, or to several ghostwriters, depending on your needs. If you need hundreds of articles in a short amount of time, you may need more than one ghostwriter.

There are many reasons to outsource writing, but unfortunately, finding a good, affordable ghostwriter is not always easy. You can post a bid request for the work at one of the freelance sites, such as www.elance.com or www.rentacoder.com , but you may not get a great writer.

One of the major problems that buyer's experience at these sites is the fact that in order to get a low price, they typically have to hire someone who doesn't speak, or write, English very well. This doesn't mean that the ghostwriter isn't any good, it simply means that they don't know English very well.

Another problem that is common at these freelance sites is plagiarism. If you purchase articles from a writer at a freelance site, you must run each article through CopyScape at www.copyscape.com to ensure that the work was not plagiarized.

Your best bet is to find a ghostwriter that you can work with exclusively for all of your writing needs. Most of these writers are quite expensive, but there are a few that produce quality articles at a reasonable price. One such company that employs writers and charges reasonable rates can be found at www.writingandtranscriptionservices.com. Here, you can get 300 – 500 word articles written for under ten dollars.

The key to working successfully with a ghostwriter is to be very clear about what you want. Providing the writer with a list of topics or titles for the articles is very helpful, and enables the writer to produce what you are looking for. A good writer will have a very short turn around time for your articles, depending on how many you require, and how much research must be done on the topic.

Most ghostwriters will require a deposit up front for clients that they have never worked with before. This deposit is usually equal to one third or one half of what the total fee is. However, once you have established a working relationship with the writer, they will usually not require a deposit, and you will simply pay for the work once it is completed.

3.2 Using Shortcuts via Purchasing Private Label Rights

Private label rights articles provide you with a quick way to get some content submitted to the article sites. However, it is important that you realize that some work needs to be done to the articles before they are submitted.

First, realize that you are not the only person purchasing the private label rights. When multiple people start submitting identical articles, with different authors names, it can become a problem. Your best bet is to make your private label articles unique.

In most cases, you have the right to change the private label articles as you see fit. You can do a total rewrite of the work, or you can just change a few things that will make it different from what the other owners of the same articles have.

Start with the headlines and sub-headlines. Change them completely. Don't detract from what the article is about, however. Make sure the headline still reflects what the article is about, just make sure that it is different than what it originally was.

Next, change the first and last paragraphs. Again, you don't have to change the meaning of them, just change the words, even if you just change a few words in each sentence. Making these changes won't take more than just a few minutes. Replace one word with another word that is completely different, but has the exact same meaning.

Be on the lookout for links within the article. Replace these with your own affiliate links, or even with different product links if you so choose, as long as the links you are placing in the content still relates to the content it will be fine.

Finally, read the article through. Is there anything that you would naturally say differently, or even better? If so, make those changes. With those changes, the article is no longer a private label rights article, it is uniquely your own!

3.3 Making Use of Interviews

Have you ever done an interview? If so, you have content for an article – or possibly even several articles. Interviewing other experts in your niche is a great way to produce content that your readers will appreciate.

Interviews used as article content is also a great way to get the reader to your site. When you use interviews as article content, make sure that you don't print the entire interview. Instead, use portions of the interview, with your own paragraphs of information tossed in. Then, at the end of the article, invite readers to enjoy the interview in its entirety at your website.

Give your interview content article credibility. Let readers know how the interviewee can be reached, and give background details about this person within the content of the article as well. Readers want to know what qualifies this person to speak about this topic. Do not add this information into the resource box – that is reserved for you, the author of the article.

When you conduct interviews, record them, then have the recordings transcribed. This can be done at very reasonable rates, and you will definitely want the interview in print, as well as in audio format. One of the lowest priced services for transcribing that produces high quality work can be found at www.writingandtranscribingservices.com .

Write your questions before the interview, and really think about what your listeners or readers want to know from this person. Do not rush in unprepared. Also seek out experts that will greatly interest your readers as well.

Make sure the person that you interview gets a copy of the article as well. This person may have a list of subscribers, as well as their own website, where they will most likely announce your article. It's about them, after all, and they can only benefit from letting their customers and readers know about it. This in turn benefits you by getting more traffic to your site, more people opting into your list, and ultimately, more sales.

Again, interviews make great content for articles. Readers are always interested in what experts have to say about topics that greatly interest them, and Internet Marketers have found that providing readers with these types of articles produces a lot of sales.

3.4 Other Known Ways of Churning Articles without Writing

There are many ways to produce articles without writing a word. Having articles ghost written is one way, buying private label rights articles is another option, and interviewing experts is yet another way to produce article content.

Another way to produce articles without actually writing is to ask someone who does write if you can 'borrow' their writing for your article. You will, of course, give the person credit, just as if it were an interview, stating the persons name and credentials within the text of the article, then fill the content up with quotes from the other writers article or articles.

This is a win-win-win situation. You get an article created, without writing. The other writer that you are quoting gets free publicity, and the reader gets the information that they want or need. Everybody wins.

You can also use works that are in the public domain for your articles, as long as they relate to your niche. You do not need permission from the author to use their work, but it is important, for your credibility sake, that you not try to pass the work off as your own. Quote it. Let readers know where you found the information.

Do surveys, and use the results as article. This requires just a little writing, but compiling the results and turning it into a fast article doesn't take very much time at all. You can conduct surveys through Survey Monkey at www.surveymonkey.com .

Use information provided by the Government. Works written by United States Government Authors are automatically in the public domain. The government does quite a bit of writing – on a wide variety of topics. Visit any United States Government website, and you will quickly become overwhelmed with the amount of information that you are free to republish.

As you can see, with a little research and ingenuity, you can create and distribute articles, in a legal fashion, without writing a single word – or at the very least by writing only a few words.

Chapter 4: Distributing Your Articles for Maximum Exposure

4.1 Conveying Free Reprint Rights to Your Articles

The purpose of writing and distributing articles is to get traffic to your website, establish yourself as an expert, and ultimately to increase your sales. Just writing and submitting articles isn't enough, however. You must give your articles the ability to become viral.

A viral article is one that you write once, and distribute to the various article sites on the Internet. From there, ezine publishers, blog writers, and website owners who publish information in your niche will find the article and publish it on their websites, blogs, and in their ezines.

From those websites, blogs, and ezines, other people who also have a media in which to portray your work will pick it up and publish it as well. It just spreads and spreads. The sky is the limit.

Five years from now, you could be surfing about the Internet and come across an article that you wrote and distributed just today. Will you be surprised to find that the website owner only recently published your article on their site? If you conducted a search for that same article, at that time five years from now, you may be astounded as to how widely the article traveled!

However, the article won't go anywhere unless you give it the ability to become viral. This is easily done by including a notice at the very bottom of the article that gives others permission to reprint the article, free of charge, providing that the article remains unchanged, and the author's resource box is included in the reprint.

It's that simple. One small sentence at the bottom of your articles can change the entire scope of your business, simply by allowing the article to spread like wild fire. Without that notice, others won't be certain that your article is available for reprints, even if they find the article at an article site. If they are in doubt, most people won't use it at all to protect themselves from copyright infringement accusations.

To ensure that your article becomes viral, make adding the reprint permission statement to the bottom of your articles a required element of the article itself!

4.2 Submitting Articles to Article Directories

Once you've written your article, you should put it away for a while then read over it again. However, once you know that your article conveys your message in the way you wanted it to, you are ready to start submitting it to the article sites. These sites may be called article banks or article directories – and each one has it's own rules for submission.

First, be prepared. Most of the sites will require you to register, which is free. You should probably make a document that you can copy and paste from with your name, address, telephone number, email address, business name, and website address, as well as the username and password that you would like to use. You can also use software, such as Roboform at www.roboform.com .

Be sure to read the submission guidelines for each site before you submit your first articles. Some allow any number of article submissions, while others will only allow one or two article submissions per week. Some article sites will not allow submissions that are done with software. It is important to follow the guidelines, or you have the potential for getting banned from the site completely.

Most of the article banks will publish your article in its entirety on their site, while others will only link to your article, which must be on your own website. You will again need a copy and paste file, or Roboform to fill out the forms for submission on each site. You will find that typing in the same information over and over becomes quite tedious.

It's much easier to copy and paste or have software fill in most of the information for you. Then, you simply copy and paste in your headline, sub-headline, the body of the article, and your author's resource box information. Some of the sites will store your author's information for you, and you may need to alter this for different articles that are related to different products or websites.

You will receive a lot of email after you submit articles. You may want to consider getting a separate email account for this mail, but make sure that you can access that email account, because when you register for the first time at these sites, you may need to confirm your registration.

Below, you will find a comprehensive list of some of the better article sites on the Internet. There are literally hundreds of sites, but these are the ones you should start with.

Article Blast

<http://www.articleblast.com/index.php>

Article City

<http://www.articlecity.com>

Article Finders

<http://www.articlefinders.com>

Article Hub

<http://www.articlehub.com>

Articles Factory

<http://www.articlesfactory.com>

Connection Team

<http://www.connectionteam.com>

Constant Content

<http://www.constant-content.com>

E-Calc.net

<http://www.e-calc.net>

Free Zine Site

<http://www.freezinesite.com>

Go Articles

<http://www.goarticles.com>

How To Advice

<http://www.howtoadvice.com>

Idea Marketers

<http://www.ideamarketers.com>

Marketing Seek

<http://www.marketing-seek.com>

Morgan Article Archive

<http://morganarticlearchive.com>

Simply Search 4 It

<http://articles.simplysearch4it.com>

The Ezine Dot Net

<http://www.theezine.net>

Valuable Content

<http://www.valuablecontent.com>

Certificate.net

<http://certificate.net>

Xongo

<http://www.xongoo.com>

4.3 Submitting Articles to Popular Membership Sites

Aside from article directories, there are other places where you can submit articles as well. These places include private members sites. In most cases, you will need to be a member of the site to be allowed to submit articles, but there are some sites that do not require membership.

By submitting your articles to private members sites, you may find that your articles become more valuable to you and your profits. While using article banks is effective, the competition for attention to your article will be less rampant at a private members site. This basically means that your article will be read more often, and used by others more often.

Membership sites will each have their own guidelines for submission. Make sure that you read the guidelines and adhere to the rules before making a submission so that you don't get banned from the site.

Many membership sites will have a special section of their websites for the submissions, while others will allow articles to be published as messages in their forums. However, to access the forums, you must be a member in most cases. Always keep your eyes open for an opportunity to submit an article. Sometimes the submission link is in very small letters.

Some membership sites even syndicate articles that are submitted on their member's websites. All the member has to do is add a small snippet of HTML code to the web page that they want the submitted articles to appear on. This means even more exposure for you!

One membership site that does not require membership for article submission is Sure Fire Wealth at www.surefirewealth.com. As long as the article is an actual article, and not a sales letter disguised as an article, your material will be most welcome here, and members have the option of having submitted articles syndicated on their websites.

4.4 Compiling Free Reports for Viral Marketing

Everybody loves free reports, and you are going to like them even more. You can actually use other people's free reports for your article content. This does give

the author of the free reports free promotion, but it also helps you to produce content quickly and easily, which of course gives you promotion as well.

The idea is to compile the information contained in free reports to create an article – or even a white paper – for viral marketing purposes. You can use snippets of one free report, or snippets from several related reports for your article. You could even turn free reports into a series of articles.

Free reports on just about any topic can easily be found. You can do a search in Google with the words free report and words that describe your particular niche. Note that the difference between a report and an article is that reports are generally more than 1000 words in length, and in many cases, more technical in nature. They are not simple 'how-to' information. Instead, they usually present facts and figures related to a niche.

This serves several purposes. When you take this information that is more technical in nature, and break it down for your readers, not only are you providing valuable content for your readers, but you are even further establishing yourself as an expert in your field. This tells your readers that you stay up-to-date on the latest information within your niche, and you can be counted on for good information, even if it isn't information that you wrote yourself.

Again, just be sure that you give credit where credit is due. Do not use the entire contents of a free report in your article. Just use the parts that relate as closely as possible to the scope of your article. Then, make sure that you quote your source, and even let your readers know where they can obtain the full report for themselves.

4.5 Using Blogs as Distribution Vehicles

Everybody is blogging these days! Kids, teens, moms, dads, and even grandmas are blogging. Due to the popularity of blogs, and the ease of use, even businesses blog. It could be the business owner blogging, in the case of a small business, or it could be someone hired to blog for a major corporation, such as Microsoft. Everywhere you look, there's a blog.

You can use blogs in a couple of ways to help your article marketing endeavors along. The first way is to publish your articles on your own blog. Setting up a blog is easy. Most web hosting companies include blogs in the web hosting package, or you can choose a hosted blog, such as that found at www.blogger.com.

Make sure that your blog has syndication or RSS abilities, and allow your blog readers to syndicate your articles! This is a vital point in using blogs for the distribution of articles.

Simply get your blog set up, set up any categories that you want to have, and start copying and pasting your articles in. Make sure that you use pingback features so that blog directories are updated each time you add content to your blog. Also visit <http://pingomatic.com> to have several services ping your blog at one time as well. This will help increase traffic to your blog.

The second way to use blogs to help your article marketing is to visit other people's blogs that relate to your niche. When you find a topic that you have written an article about, add a comment, with a link to the article (preferably to the article posted on your own blog), inviting other readers of the blog to read the article.

In most cases, it would be considered bad form to post your entire article on someone else's blog. Make sure you simply link to the article instead of posting the entire article, and make sure that the article really is very relevant to the topic at hand.

4.6 Gaining an Edge with Forums in Article Marketing

Forums are valuable tools for anyone who is doing business – online or offline. Forums benefit business owners in multiple ways. They are used to find products that need to be created to fill a gap in the market, to let people know about products that are available, to learn or to teach, to find topics to write articles about, and even to distribute articles that have been written.

Many forum owners invite members of the forum to submit articles, and they provide a special place on the forum for this very thing. You need to take full advantage of this!

Before you participate in any forum, or even submit articles to a forum, it is very important that you read the guidelines and follow the rules. Just posting articles in inappropriate places on a forum will get you banned. This act also makes you look desperate and unprofessional.

It is a good idea, as well, to be active in a forum that you want to regularly submit articles to. Again, make sure that you do not post inappropriate things during your participation. For instance, most quality forums do not allow advertising, and many do not allow you to use affiliate links in your posts. Most, however, will allow you to use a signature file at the bottom of your posts.

As stated earlier, forums are also used to find topics to write about within a niche. Usually, people don't want to read what you write about – unless you are writing about something that they need or want to know. The only way to find out what they want to know is to either ask them, which can be done with a survey, or to listen (or read) to what they are saying. Forums is the place to find out what people within your niche want or need to know.

You can find forums on the Internet on just about every topic imaginable. Simply go to Google, and type in your niche and include the word 'forum' at the end. You may be amazed at the forums that are in existence!

One of the most popular forums on the Internet today is the Warrior Forum at <http://www.warriorforum.com/forum/> This forum has been active for more than six years, and they do allow article submissions.

4.7 Looking Out Directly for E-zine Publishers

Ezine publishers are people that you definitely want to know – especially the ezine publishers that publish ezines that fall within your niche. These people are vitally important in your article marketing endeavors, and you need to start building your own database or list of ezine publishers.

You can start by visiting the various ezine directories and subscribing to ezines within your niche. You should definitely subscribe and read one or two issues before you start submitting articles. Some ezine directories, such as The Directory of Ezines at www.directoryofezines.com , even provide information about whether or not article submissions are accepted, where they should be sent, and guidelines for the articles. This is valuable information.

When you decide that you do want to submit your articles to particular ezines, contact the ezine publisher directly. Even though an ezine publisher may accept article submissions, they typically give preference to those that are submitted by someone with whom they have some type of relationship. Just submitting articles with no other form of contact does not make a relationship.

Instead, write a personal email. Tell the publisher how much you enjoy the ezine, and include what you like the most about the ezine. Let the publisher know that you have articles that their readers may be interested in, and ask them if they would like you to submit them. If you can pinpoint a particular topic within the niche to discuss with the publisher, you will find that you get your foot in that door more easily.

Be very careful not to overwhelm ezine publishers with your articles. These are busy people that get tons of email. Instead, send an article once a week or even once a month. Also, ezine publishers like exclusives. They like to publish the information first. Once a week, write a quick article exclusively for one ezine, and submit it to the publisher letting them know that it was written exclusively for their ezine.

4.8 Other Effective Article Distribution Strategies

There are many ways to get your articles into circulation, and you would be wise to use them all. These methods include distributing articles to the article directories or repositories, sending your articles to your list of ezine publishers, using a blog to publish your articles, using other people's blogs to promote your articles, submitting your articles to private members sites, and submitting articles to forums that allow articles.

However, there are a few more ways that you can distribute your articles. Keep in mind that the purpose of the article is to get traffic to your website. With that in mind, most people forget to put their own articles on their own websites. Websites need content, you've written content – make sure that content makes it to your site.

Another way to distribute your articles is in the form of an ebook, which is essentially a PDF file, where you have compiled all the articles that you have written on a specific topic. The ebook should be free, and you can list it at various ebook directories around the Internet, and allow others to give your ebook away as well.

Use your articles as part of an email series or email course. Again, the series or course should be free. Simply set up an autoresponder for the series or course and put a sign up box on your website. This will not only help your article distribution, it will also help you build an email list.

Put all of your articles, in text format, in a folder, compress the folder, and upload it to your website. Now, on every single email you send out, include a signature file that lets people know that they can download this file, for free, and use the content as they see fit, as long as the content is not changed, and the authors information remains intact.

Articles can be used in many creative ways, if you think about it. Always be on the outlook for ways to distribute your articles to others, and don't let any opportunities pass you by.

Chapter 5: Exploding Profit Centers in Your Articles

5.1 Offer Re-branding Rights to the Articles

While most article marketers concentrate on ensuring that those who use their articles do not alter them and that the authors information is always included with the article, you can choose to take a different road. Allow your readers to change the links within the article, and within the resource box to their own affiliate links.

Right now, you are probably thinking “That’s just crazy! What would be the point if my articles will no longer contain my own affiliate links!” The point is that in the author’s resource box, the link to your website remains unchanged. You are still the author of the article, and you still get the recognition.

As you can see, you still benefit by getting the recognition and the traffic to your site, but you benefit even more because now ezine publishers and website owners are more compelled to use your articles, simply because they benefit from them as well.

This works well if you have affiliates promoting your product, or affiliates that are signed up under you when you are promoting someone else’s product as well. In fact, it motivates them to use the articles, and it gets you more commissions.

However, in many cases, it will be more appropriate to allow your affiliates to replace the links within the article as well as the resource box – meaning that they replace your authors information with their own. This will depend on what you hope to accomplish with your article in the first place.

Another option is to allow affiliates to replace all links within the article and the resource box with their own affiliate links, but to leave the rest of the authors information as it is, giving you recognition as the expert. You still benefit with increased commissions, and you benefit later on because you are keeping your foot in that door as an expert in the field.

5.2 Selling Private Label Rights to Your Articles

You can profit from articles in a variety of ways. You can write and distribute articles to drive traffic to your site where sales are made. You can allow your affiliates to use your articles and replace your links with their own affiliate links. You can also compile your articles and sell them as a complete information product.

Another way to profit from your articles is to sell the private label rights to them. In this way, you do not benefit from the links in the articles, since those will be changed by the people who buy the private rights. You also do not benefit from the recognition as an expert. Instead, you simply benefit from the profit gained from the sale of the private label rights.

Ideally, you would bundle a specific number of articles in one file. The articles in each file should be on the same topic, and the folder should be compressed. You would upload this compressed folder to your site, and link to it from a web page.

If you produce a large number of articles on a regular basis, it is a good idea to start a monthly membership site, where members pay a monthly fee, and you continually upload new batches of private label rights articles.

If the articles are of high quality, this can become a very lucrative business for you. You don't even have to write the articles yourself. You can have ghostwriters produce the articles, and choose topics based on what your members request.

You will need to create a private label rights license, which will need to be included in each file of articles. You will also need to publish the license within the members area of your members website as well.

You may not even have to create a members website at all. Instead, you might consider contacting the owner of a private labels rights membership site and sell your batches of articles outright to them. However, you should get an arrangement with such an owner before you write or produce articles that are intended for this purpose.

5.3 Compile Your Own Paid Digital Product with Your Articles

After producing reams and reams of articles to promote your website, you will find that those old articles still have a lot of mileage left in them. One of the ways that you can use your old articles is to compile them into a digital product of your own, which can be sold.

Information products result in billions of dollars that are spent globally each year. You can get your piece of that pie by taking old articles that are still relevant today and compiling them into PDF format to create an ebook. Then, you can create a website with a sales letter to sell that ebook. After you've done that, simply go to ClickBank at www.clickbank.net, get signed up and allow affiliates to sell your ebook for a percentage of the profits.

It really is that simple.

You can also create membership websites using your articles for content. However, if this is what you plan to do, it will be better if your articles are not available elsewhere as free content. If they are, this will lower the value of the membership site. However, your old articles can be rewritten and made new again with just a little time and effort.

You could incorporate your articles into Power Point, and then turn the Power Point into a CD presentation, and sell the CD's. Don't for one minute picture yourself sitting at home, burning CD's, packaging the CD, and running back and forth to the post office. You can hire a fulfillment company that can handle all of that for you at a reasonable cost. Just remember that the content must be fresh, or freshened up, and of value to your customers.

These are just a few ways to turn your articles into digital products that you can sell. The important thing is the work is of the highest quality, and that it is a digital product that your market needs. Just throwing together some articles, putting them on a website, and calling it a members site isn't enough. There must be value in the site for the members.

5.4 Compiling Short Reports as Bonuses

Anytime you sell a product, you will have competition. You must find a way over and around the competition to get the customer to make a purchase from you. One of the best ways to do this is to offer the customer more than your competitor is offering – within the same price range.

You can create multiple, valuable bonuses by compiling short reports. These reports can be created from articles that you have written or had written for you in the past. They can also be totally fresh content that is designed specifically as a bonus for the product you are trying to sell.

Ideally, the short reports will relate to the product that is being sold. They may be how to reports, such as how to get the most out of the product in question, or other reports that relate to the product in some way. They could also be related reports that actually advertise a high ticket backend product as well.

Such bonuses can be used to increase the value of your own product, or to increase the value of a product for which you are an affiliate. If you do not own the product, just let your prospects know that as soon as they make a purchase, you will be sending them a link to download their bonuses. Then, when you are notified of the sale, follow through on your promise.

Short reports, which you will call exclusive reports or special reports when talking with your customers, can be compiled into PDF format and delivered that way. Also, you should include your contact information within the report, along with

your website address, and give your customers permission to share the reports with others.

Creating short reports in this manner is free, unless you have to pay a ghostwriter, and adding these reports as bonuses will only serve to increase your sales. After all, you are offering something that your competition does not have. This is your creation, for your customers only.

5.5 Other Profit Centers You Can Build into Your Articles

Never forget that the bottom line is always to increase your profits. This is also true in article marketing, and many Internet Marketers earn an astounding amount of money simply by writing articles.

Articles can drive customers to your website, where a sale can be made. They can be used to build confidence and trust, and to establish yourself as an expert, which in turn increases sales. They can be compiled into a file and sold as private label rights articles. They can be compiled into digital products and sold.

But there is one more way to profit from your articles. You obviously want to advertise your website, within your author's resource box, but what can you do within the article itself to monetize from it?

Remember that the object is to make money. Does it really matter whether that money comes from a sale of your product or a sale of someone else's product, as long as it ends up in your pocket? Not really!

Use your competition to earn money. Sign up for their affiliate programs, and promote them within the text of your articles. Sign up for programs that are directly related to the content of your article, even if they are not in direct competition with you. Don't be afraid of the competition – use them to your advantage!

When including affiliate links, make them attractive. You will discover that obvious affiliate links are usually ignored. If this means that you must direct the reader to a specific page of your website, and then have them click through to the affiliate products sales page, then do so. You can also use software that cloaks and/or shortens affiliate links as well.

The important thing here is to not allow your article to become an ad or a sales letter. Make sure it is informative, then recommend an affiliate product that fits in with the topic of the article. You may be pleasantly surprised at how much your overall profits increase, and how quickly that happens.

Chapter 6: In Closing

6.1 Article Marketing Tips

Article marketing is some of the most effective marketing you will ever do. You will be astounded at how well it actually works – if you do it right. Here are some tips to help you get started on the right track when it comes to affiliate marketing:

- 1.** Don't assume that you can write. Not everyone can write in a way that compels potential readers to read. Write an article and ask others to read it. Ask for constructive criticism, and insist that your friend or relative reading the article be honest with you. If you can't write, or you don't express yourself well in writing, hire a ghostwriter.
- 2.** Write more than one author's resource box, and test different versions of it to find out which one works best. This may require extensive testing to determine whether it is the text of the article that promotes the click-through, or the text of the author's resource box.
- 3.** If your articles are not getting you the traffic that you desire, you are probably doing something wrong. Before you take the time and effort to submit another article, fix the problem. Change your author's resource box. Look at other articles that are published within your niche and see how yours compares. Figure out what is wrong and fix it!
- 4.** Use software to submit your articles if you must, but submit to the better article repositories manually. If possible, pay a submission service to submit articles for you. Many article repositories ban software submitters.
- 5.** Write and submit articles on a regular basis. Create a schedule and stick to it. If you can submit one article per week, that is great. If you can submit every two weeks, that is fine as well. Submitting monthly also works. However, if you need back links fast, or exposure fast, submit one article every single day for the first month, then cut back to a less demanding schedule.
- 6.** Always check and double-check your spelling and grammar before submitting an article. Submitting articles with incorrect spellings and poor grammar only serve to damage your credibility!

6.2 Is Article Marketing For Everyone

While anyone in any type of business can participate in article marketing, it isn't necessarily the right marketing vehicle for everyone. It can be a time consuming

endeavor, and many simply don't have the time for it because they are running a business that is already somewhat successful.

Article marketing is best left to those who can write. Writing a 300 to 500 word article does not take a lot of time. In fact, after you've done it a few times, you will find that you can produce such an article in fifteen or twenty minutes – if you have writing skills.

If you cannot write, you must have the means to pay a ghostwriter, and you will most likely have to try out several ghostwriters before you find one that works well for you. This does cost money, and writers won't wait to be paid until you get paid. They expect to be paid when they finish the writing job – not after you monetize from it.

Article marketing is also for those who are looking for free or low cost ways to market a business. Article marketing is one of the most effective low cost or free ways to market a business on the Internet, and that is not likely to change any time soon.

If you can write and submit your own articles, article marketing won't cost a thing. However, if you cannot write, you will have to pay a ghostwriter. If you don't have the time required to submit articles properly, you will have to pay a service to do this for you. However, paying a ghostwriter and paying a submission service is still quite affordable.

If you have never tried article marketing, and you aren't sure that you are cut out for it, the only way you can find out for sure is to actually do it. First, see if you can write an article. It may take an hour or two the first few times. If you can, you've won half the battle.

Next, actually go and submit the articles yourself, and see if you are willing to put in the time required for that. If not, check the cost of article submission services and see if this is a marketing expense that fits within your budget.

By the time that you have written and submitted one article, you will know whether this is something you are cut out for. By the end of one month, submitting one article per week, you should have some idea as to whether or not article marketing is worth the time it takes for the market that you are in.

To your success!

Liz Tomey

<http://www.marketingforrealpeople.com/>

<http://www.TomeyMarketing.com>