

Lesson #23

The 31-Day Guide To Article Marketing Part 2 of 4

By

Paul Evans

<http://www.Nicheology.com>

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Day 9: How to Write Articles That Keep Your Readers Hanging On Your Every Word (Part 2)

As you discovered in the last lesson, a bland article won't keep your readers reading. Here are three more tips to keep your readers engaged, excited and reading... all the way down to your byline!

- **Use analogies and metaphors.** You can make an abstract, intangible or little-known concept both concrete and easier to understand by offering analogies. Doing so will also make your writing more memorable and engaging.

Example: Placing links on your sales pages can lower your conversion rate.

Rewritten to make it more memorable: Placing links on your sales page is like poking a hole in a bucket full of water. And that leaky sales page is going to cost you dearly in lost customers, sales and money!

- **Sprinkle in some colorful language.** Instead of just saying something is fast, slow, red, big or any other descriptor, elaborate.

Example: Her hair looked awful.

Rewritten Example: Her strawberry blonde hair looked like it was styled after a troll doll.

- **Engage the reader's senses. Engage all five of your reader's senses whenever possible.**

Example #1: "When you're on a diet, the last thing you want to smell is freshly baked apple pie and warm cinnamon rolls..."

Example #2: "Supposedly this jacket is windproof, but I could feel the icy wind wrapping its cold fingers around me..."

→ **Offer examples to illustrate your points.** Finally, you should offer examples in your articles, just as I've done throughout this report. 😊

If you use the tips I've shared in this lesson and the previous lesson, you'll be able to write articles that engage your readers and keep them reading all the way down to your byline.

And in the next lesson, you'll discover the secrets of getting your readers to click... click... and click some more on your byline!

Day 10: How to Craft a Byline That Gets Attention... and Clicks!

The byline is the "author's bio" or the "resource box" that appears at the end of your article. But don't let those common names fool you.

This "author's bio" isn't really about you. Instead, it's about your readers. And that's because it's really just a little ad that encourages your readers to click on your links.

You see, your readers don't care about you.

They don't care if you knit in your spare time, jog three miles a day and have two cats. They only care about themselves and their problems.

So that means –

Anything you say in your byline should somehow be relevant to their problems and the solutions you can offer them.

As such, your byline basically needs to be a short ad that makes a promise (or shares a benefit) and gives the reader a reason to click on your link.

Let me give you a couple examples:

Poor Example: Jack lives in New Jersey and enjoys tweaking his blog in his spare time. Click here to learn more.

Note: Learn more about what? There is no benefit there. Plus the byline is about Jack and NOT about the reader. Readers won't click the link... but you can bet they'll be clicking their back buttons!

Better Example #1: Find out how a 34-year-old former pig farmer made \$108,482 in his first six months online... and how you can too! Click here to discover his amazing money-making secrets for free!

Better Example #2: Now you too can amaze your friends with your home-cooked gourmet meals! Click here to get 35 of my best recipes, absolutely free!

Better Example #3: Who else wants to learn how to paint masterpieces like a famous artist? Free video shows you how - click here to view it now!

Better Example #4: Here's a diet pill that's so powerful it's been banned in three countries! Click here to get your FREE report that reveals a legal way to get your hands on this amazing little pill!

Note: This one offers a benefit and arouses curiosity.

In sum: Your byline is very similar to your article title, in that you need to alert your reader to a big benefit and use trigger words whenever possible. The difference is that you're also calling your reader to action, by saying something like, "Click here to [insert benefit]!"

You could write a great article, title and byline just with the information you know right now. But starting with the next lesson, you'll discover how to write eight specific types of articles, including:

- How to
- Presell informative
- Presell promotional
- SEO
- Tips
- Story/Inspirational
- Product review or comparison
- Press release

We'll start with the "how to" article tomorrow.

Day 11: How to Write a Standard "How To" Article

The "how to" article is one of the more common types of articles. And that's because it's useful for many different purposes, including these two:

1. Embedding product and service recommendations directly into the article.
2. Creating a useful but incomplete article as a way to get people to take advantage of your free or paid offer.

Generally, the "how to" article is written as a series of steps. So your article outline will look something like this:

Template:

Introduction: summary of what the article is about and the benefits the reader gets from reading the article.

Step 1:

Step 2:

And so on...

Conclusion: Sum up the article, reiterate the benefits of following the steps and encourage the reader to take action

Let me give you an example outline of a "how to" article about copywriting. In this example, there's a recommendation embedded in the 4th step as well as suggestions for product recommendations in the byline:

Title: How to Write a Cash-Pulling Headline

Introduction: Give readers an overview of what they're about to learn.

Step 1: Profile your target market.

Step 2: Determine the main benefits of your product.

Step 3: Draft dozens of headlines.

Step 4: Start testing your best headlines. (In this step you could recommend a split-test script readers could use to test their headlines.)

Conclusion: Summarize the article in a sentence or two and then encourage reader to start writing and testing his own headlines.

Byline: Promote a free or paid offer such as: an ebook about writing headlines; software that helps create headlines; a copywriting course.

Here's another example of a "how to" article about what to do if you catch a puppy having an accident. It's useful but incomplete information, since it gives readers a solution to puppy accidents... but doesn't tell readers HOW to housetrain the puppy.

Title: The Puppy Training Secret That Makes Housetraining Easy

Introduction: Accidents happen. Housetraining goes faster if you do the right thing. Here's how...

Step 1: Say no

Step 2: Take the puppy outside immediately

Step 3: Praise puppy when he finishes his "business" outside

Step 4: Clean up the mess inside (insert affiliate link for Nature's Miracle enzymatic spray)

Conclusion: Sum up article and reiterate that this procedure makes it easier to housetrain a puppy. Let readers know this is just a part of housetraining (this is a lead in to the byline).

Byline: Offer free report about how to housetrain a puppy.

In sum, create a step-by-step article with useful but incomplete information (as show in the examples above). Then include a promotion in your byline and, depending on where you distribute the article, perhaps in the article body as well.

Next up, you'll discover how to write a "presell informative" article!

Day 12: How to Write a Presell Informative Article

This is one of the types of articles where you need to know what you're selling BEFORE you write the article. And that's because the whole point of the article is to educate the prospect about the topic while pre-selling a product or service.

One of the best ways to create a presell informative article is to create an overview of the product you're trying to sell. You may touch on some of the main topics in the product. But you tell your readers WHAT to do but not how to do it (which means they need to purchase the product to get the details).

Let me give you an example...

Think back to Day 11 where you learned how to write a "how to" article (and we used a copywriting product as an example).

Let me show you how to turn that "how to" article into a presell informative...

Title: How to Write a Cash-Pulling Headline

Introduction: Because this is a presell article, you'll want to devote most of this first paragraph to the benefits of writing great headlines, since this whets the reader's appetite for the product (and builds anticipation for the article itself).

Step 1: Profile your target market. (Give readers an overview of profiling but don't go into great detail.)

Step 2: Determine the main benefits of your product. (Give readers an overview of this step, perhaps even provide tips, but don't go into detail.)

Step 3: Draft dozens of headlines. (Here you may share a few headline templates and let the reader know that the product includes dozens more.)

Step 4: Start testing your best headlines. (Talk about the benefits of testing and give an overview of how to do it.)

Conclusion: Summarize the article in a sentence or two and then reiterate the benefits of writing great headlines. If you're writing this article for your blog or somewhere else that allows you to create a promotional article, then use this last paragraph as an ad for the product.

List the benefits of the product and create a specific call to action such as, "Click here to find out how [Name of Headline Course] can boost your conversions and sales!"

Byline: Promote the headline-writing product.

In other words, what you're doing is giving your readers an enticing sample of what they'll learn inside the course.

Tip: Instead of offering a broad overview of the entire course, you can instead take one main topic, go into detail and then encourage readers to buy the course to learn the entire process.

For example, you could create a detailed article about how to profile the target market - indeed, you could even take an excerpt right out of the product (if it's your product). Then you encourage readers to purchase the product in order to learn the rest of the steps.

If the product you're selling is a step-by-step "how to" product, then this works best if you choose to write articles about the initial steps. That way you give your readers useful information that they can take action on immediately, but they need to buy your product in order to complete the process.

If you'd like to sell a little more directly, then you'll like Day 13's presell promotional article...

Day 13: How to Write a Presell Promotional Article

You're beginning to see the differences between these articles. The "how to" article shares information. The presell informative article is like a how to, except that it builds anticipation for a specific product. Now we come to the presell promotional, which is a direct pitch for a product.

Tip: Many article directories won't accept promotional articles, so it's best if you place this sort of article on your blog or email it directly to your list.

Here's an outline for this type of article.

Title: You need to create title that lists the main benefits and perhaps arouses curiosity. For example:

- Who Else Wants to [insert benefit]? (Who Else Wants to Lose More Weight In Less Time?)
- Now You Too Can [insert benefit]! (Now You Too Can Land JV Deals With Your Niche's Biggest Superstars!)
- How to [insert benefit]! (How to Write Sales Copy That Doubles or Triples Your Income!)

Paragraph 1: Here you talk about the pain of the problem. You may even share a story about someone who had this problem, since stories help readers connect on an emotional level.

Example 1 (story opening): Joanne paused at the top of the stairs to catch her breath. Ever since she gained 50 pounds, she could hardly walk a few minutes without getting winded..

Example 2 (getting prospects to feel the pain of the problem): It's heart-crushing when your child comes home crying - again - because of a schoolyard bully..

Paragraph 2: Next, you let your readers know there is a solution, you introduce the solution and you let them know how

they'll benefit. Here you might include a short, bulleted list of benefits.

Example 1: Introducing "Weight Loss Made Easy!" [Then talk about the benefits, perhaps by offering a bulleted list of the top 3-5 benefits.]

Example 2: Imagine sprinting up a flight of stairs without getting winded or breaking a sweat. Imagine being proud to take your shirt off at the beach. Now you can, once you know the secrets of weight loss... [Introduce product and talk about benefits/]

Paragraph 3: Here you can either provide more benefits or offer proof of these claims.

Paragraph 4: Finally, your last paragraph should sum up the main benefit of the product and create a call to action. That is, you tell your reader what you want them to do next - and you give them a good reason to do it.

In this case, your call to action is directed at getting your reader to click on the link.

Example 1: Click here now to find out what thousands of others know about [enter benefit].

Example 2: Click here now to get a 25% discount - but worry, offer ends [date]!

Note: Since you're most likely posting this on your own blog, you don't need a byline.

We've talked about three article types that can help you presell a product. In Day 14 and 15 you'll learn how to use your articles to pull in traffic from the search engines!

Day 14: How to Optimize an Article for the Search Engines (Part 1)

An SEO (search engine optimized) article is designed to pull in traffic from Google and other search engines. However, you can also use it for any of the other purposes we mentioned previously, such as preselling a product. And that means you can even take your existing articles (such as your "how to" article or "presell informative" article) and use the following tips to create an optimized article.

There are two steps in creating SEO articles:

1. Choosing your keywords
2. Writing the article around those keywords

Today you'll learn about Step 1. Tomorrow you'll learn about Step 2.

To find out what words your market is already typing into Google and other search engines to find information in your niche, you need to use a keyword tool like [Google's Keyword Tool](#), [WordTracker.com](#), or your favorite keyword tool.

All you have to do is enter your niche's broad keywords into the tool and it will create a list of hundreds of related keywords.

Example: If you enter a phrase like "weight loss," you'll get keywords such as:

- Natural weight loss
- Weight loss pills
- Fast weight loss

Those three are pretty competitive, meaning plenty of other webmasters are trying to rank for those same keywords. As such, you need to seek out longtail keywords.

These tend to be four to five word phrases that aren't searched as frequently.

However, they also have less competition – and that means you can rank well for them in the search engines.

Examples of actual weight-loss related longtail keywords include:

- Drinking water and weight loss
- Smoothie recipes for weight loss
- What are some good weight loss tips

Tip: There are two ways to determine how much competition a keyword has. One, you can do it the manual way - just search for the keyword in Google (using quotes around the word) to see how many other websites include those words.

Secondly, keyword tools like Wordtracker.com do this for you by giving you a KEI (keyword effectiveness index) number, which gives you an idea of how often the word is searched and how much competition it gets. High searched, low competition words get the best rankings. You're looking for a value of at least 100 - but higher numbers (like 400) are even better as they're easier to rank well for.

You should be able to compile a list of dozens of longtail keywords using this strategy.

Go ahead and start compiling your list right now, because tomorrow you'll start writing articles around those words!

Day 15: How to Optimize an Article for the Search Engines (Part 2)

Now that you have your list of longtail keywords, your next step is to create articles around these keywords. As mentioned before, you can take almost any type of article and optimize it for the search engines. For the example below, I've used a typical "how to" article.

Here's how it works...

In order to SEO an article, the keyword needs to appear approximately two to three times for every 100 words of content (this is a 2% to 3% keyword density rate). That means, ideally, the keyword should appear in the title of the article and in each paragraph there after.

Example: Let's suppose you're writing a "how to" article and you're optimizing the article around the words "Christian homeschool curriculum." Here's what your article might look like:

Note: Assume each paragraph is 100 words, so you'll want to use the keyword phrase two or three times in each paragraph.

Title: Christian Homeschool Curriculum Secrets

Introduction: Are you looking for a Christian homeschool curriculum? Then you're reading the right article! [Now summarize article as usual.]

Here's what you need to know about creating a Christian homeschool curriculum...

Paragraph 1: Christian homeschool curriculum for science (*Note: Use the keywords as a subheading in your article, and then explain and offer tips. Do the same for the following paragraphs.*)

Paragraph 2: Christian homeschool curriculum for math

Paragraph 3: Christian homeschool curriculum for history

Conclusion: Now you know how to create a Christian homeschool curriculum.. [Summarize what they just read in the article.]

Byline: Here, as usual, you create a short ad that points to a product, your blog or your squeeze page. If you're creating a link to your own website or blog, then use your keywords as the anchor text.

One final note: Even though you're using these articles to help you pull in traffic from the search engines, remember that ultimately a human is going to read them. As such, the tips I gave for writing engaging articles (Lesson #8 and #9) still very much apply.

Next up, you'll discover how to write a "tips" article.

Day 16: How to Create a "Tips" Article

A "tips" article is exactly what the name sounds like, as it's an article that shares at least three niche tips with your readers.

Tip: If you're going to explain your tips in-depth, then stick to around three tips. If, however, you are mainly listing tips - or if your tips don't require much explanation - then your article may include up to ten (or even more) tips.

Below is an example outline for a tips article.

This article shares five tips, so if it's a 600-word article, then you can figure 100 words for each tip and a total of 100 words for the introduction and conclusion combined. Adjust the word count and/or the number of tips depending on how in-depth you want to go.

Title: Five Fat-Burning Tips Every Dieter Ought to Know

Introduction: Build anticipation for the article by letting readers know what the article is about. You may open with a story or some other "hook" to get your readers interested.

Tip 1: Skip the sugary snacks

Tip 2: Drink more water

Tip 3: Shave 500 daily calories easily

Tip 4: Lift weights to boost metabolism (May include a link to a paid video that shows beginners how to safely lift weights.)

Tip 5: Do cardio to burn fat

Conclusion: Summarize the article and the benefits of using the tips.

Byline: A short ad to get people to click through to your offer, blog or squeeze page. For example, "Discover 101 MORE tips to lose weight - FREE! Click here to claim your free Dieting Secrets report now..."

You'll note that this article includes both a recommendation for a paid product within the article itself as well as a byline at the end of the article.

If you're posting this on your blog, you can weave a link into the content as shown above. However, if you're submitting this to a place like EzineArticles.com that frowns on links within articles, then skip the article link and just include a strong byline at the end.

Next up, you'll discover how to write inspirational "story" articles that engages your readers' emotions!

To Be Continued...