

Issue #12

How To Get Free Traffic With Ezine Article Mastery!

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Introduction

This is a jam-packed, "double-issue" finale ... 59 pages of meaty information on becoming an ezine article MASTER.

If you've spent any time reading marketing forums, blogs, newsletters and even traffic-generation products, then you already know that **article marketing is an important part of your overall marketing strategy**. But...

While everyone tells you to write articles, no one tells you how to do it!

Until now...

Inside these 31 lessons you'll discover EXACTLY how to:

- Choose an article your niche members want to read!
- Outline and research a good article that's informative and accurate!
- Write an engaging article that gets your readers hanging on your every word!
- Create a byline that gets plenty of clicks!
- Get wide distribution for all your articles!

And more!

By the time you've completed these lessons (and applied what you've learned)*, you'll have several articles spread all over the web getting clicks and driving traffic to your blog, squeeze page or offers!

*Tip: I created this course with the intention that you'd read a lesson and then immediately follow the steps and instructions in that lesson. If you do that, by the end of this month you'll have several articles created and distributed that are pulling traffic, sales and subscribers to your sites!

Let's get to it...

Day 1: What is the Purpose of Your Article?

Before you can jump in and start creating articles, you need to know the purpose of your article. That is, how does the article fit into your overall marketing strategy?

Let's go over five of the most common article marketing strategies:

- 1. Using articles to drive traffic to a squeeze page.** Here you use articles to help you build your list. Once you have people on your list, then you can use an autoresponder series of messages to build a relationship and sell various products and services to them.

The best way to drive traffic to your squeeze page is to create a byline at the end of your article. This byline isn't an author's biography, but rather a short ad that offers a freebie if the reader clicks through. For best results, choose a freebie that's highly related to the article that the reader just finished reading.

Example #1: If the article is about organic pest control, then you can offer a free report on your squeeze page that teaches people how to make herbal sprays to get rid of pests.

Example #2: If your article is about housetraining a puppy, then the freebie might be a report or video that expands on the housetraining strategy outlined in the article.

- 2. Using articles to drive traffic to a blog.** Instead of using your articles to build your list, you can use the articles to send targeted traffic to your blog.

The best way to do this is to create a two-part article. You place Part 1 of the article in article directories, on social networking sites and other third-party sites. Your byline should encourage people to click through to your blog, where they'll find Part 2 of the article they just finished reading.

Tip: Build curiosity and/or anticipation for Part 2 at the end of Part 1. For example, your article may list a six-step process, with three steps in Part 1 and three steps in Part 2. You can remind your reader that if he

just reads Part 1 of the article, he won't have all the information.

You may also list a benefit to help build anticipation and curiosity. For example: "In Part 2 you'll discover the single tip that brought \$24,629 into my Paypal account in just 48 hours!"

- 3. Using articles to drive traffic to a sales page via your byline.** Here you write an article that's highly related to the product you're trying to sell. Then you use your byline to encourage people to click through to the sales page.

Example: If you're selling a book on housetraining, then your article might be an overview of how to houstrain a puppy.

- 4. Using articles to pre-sell articles from within the actual article.**

Instead of selling or pre-selling from within the byline, in some cases you might include product links within the actual article.

Example: Let's suppose you're writing an article about how to houstrain a puppy. When you get to the part about dealing with and cleaning up accidents, you include a link for an enzymatic spray that helps eliminate odors.

- 5. Using articles to build backlinks.** Finally, some people use articles just to build one-way, incoming backlinks to their site. They still write a good article and byline just in case a human reader sees it, but mainly they're interested in the search engine optimization benefits of getting a link pointing to their site.

So, which method is right for you?

At some point you'll probably use all of them as part of your overall marketing strategy. And that's why this 31-day guide shows you how to write articles suitable for all of these purposes.

Starting tomorrow, you'll discover how to choose products to promote from within article. Stay tuned!

Day 2: How to Choose a Product to Promote

Yesterday you discovered the five main ways you can use articles to drive traffic to your site, get backlinks and pre-sell products. Now if you choose to use your articles to sell (or pre-sell) affiliate products, then your next step is to choose a suitable product. And that's what you'll learn how to do in this lesson.

Many new article marketers write an article first and then go looking for a suitable product to promote from within that article.

That's a mistake.

Instead, what you want to do is:

**Find a hungry market and an in-demand product FIRST...
and then write an article that fits that product like a hand to a glove.**

The best way to find an in-demand product is to find out what people in your niche are ALREADY buying. Here's how:

- ➔ **Enter your broad search terms in Google** (like "houstrain a puppy" or "online marketing"). Review the top sites in your niche to see what they're selling. If you see multiple sellers promoting a similar product, you can bet it's an in-demand product.
- ➔ **See what's being advertised in paid venues.** If people pay money to advertise a product, the product is probably selling. Check out the sponsored results in search engines as well as classified ads in niche publications.
- ➔ **Go to the [ClickBank.com](http://www.clickbank.com) marketplace**, enter your keywords and see which products are listed first. Those products at the top of the results are your best-selling products.

Tip: The Clickbank marketplace provides you with a number that's referred to as the "gravity." Basically, this is a number that reflects how many others are selling it. The more people who are selling it, the higher gravity. You want to choose a product with other sellers but not TOO many sellers. In other words, one that's proven to be popular but doesn't have too much competition. To that end, look for products with a gravity number between 50 and 120.

→ **Go to [Amazon.com](https://www.amazon.com)** and do the same thing as you did in the Clickbank marketplace. Again, those products listed at the top of the search results are the in-demand products.

If you are selling downloadable information products, then you can choose your products from the Clickbank marketplace. If you're selling physical information products, you can go with a trusted affiliate program like Amazon.

If, however, you're selling any other type of products (such as physical products services, workshops, etc), then you'll need to find a reliable affiliate program. You can do that by searching the directory of affiliate centers like [CJ.com](https://www.cj.com), [ShareASale.com](https://www.sharesale.com) or [LinkShare.com](https://www.linkshare.com).

If you can't find what you're looking for on those sites, then Google your product name followed by the either "affiliate," "associate" or "affiliate program."

Example: You may Google "organic gardening affiliate" (without the quotes).

Now that you have an in-demand product to promote, you can start writing articles that are related to this product.

In just a few lessons (days) from now I'll show you exactly how to do it. But first, I'll show you how to use your articles to promote a free offer!

Day 3: Promoting a Free Offer

Last time you learned how to choose an in-demand product first, since it's easier to sell a product that your market is already buying (as opposed to writing an article and then trying to figure out what to recommend from within the article).

However, the alternative is to use your article to promote a freebie or drive traffic to some other non-product page.

For example, you can use an article to promote:

- **Your blog.** As mentioned before, you can entice people to click on your link by giving them "Part 2" of the article on your blog.
- **Your squeeze page, where you offer a free report, video, audio, software, tool or other resource in exchange for an email address.**

Your article and freebie should be highly related. So an article on setting up a WordPress blog might promote your free WordPress themes and plugins.

- **A physical freebie, where you request a mailing address so that you can send prospects something in the mail, such as a DVD.** For example, your article on grooming a show dog might encourage people to request your free DVD, which shows people exactly how to shampoo, clip, trim and groom a dog.
- **A downloadable freebie with no subscription required** (i.e., direct download). Same as the other freebies mentioned above, except that the prospect doesn't have to give you their contact details.
- **A page on a third-party site**, such as a [Squidoo](#) lens, [HubPages](#) hub or a video on [YouTube](#). If you're setting up a network of highly related pages, you may link your articles to your off-site niche pages occasionally.
- **Access to a free teleseminar or webinar.** As usual, the article should be highly related to the freebie. So if your article is about affiliate marketing, then your free teleseminar might be about how to build a list and sell affiliate products through the list.
- **Your affiliate program.** You can also use articles to help you attract affiliates and joint venture partners. For example, you can write an affiliate-marketing article about how to choose high-converting affiliate products to promote, and then mention your affiliate program

Between today's lesson and yesterday's lesson, you've learned how to choose and promote both paid and free offers.

Over the next few days you're going to learn how to outline, research and write an engaging article. After that, you'll learn how to write very specific articles for all the specific purposes we've talked about.

In short: Hang on to your hat, because we're just getting started!

Day 4: Tapping Into an Infinite Number of Article Ideas

You've already found out that if you're promoting a particular product, page or offer, your article should be highly related to that product, page or offer. That's because if the person is interested in your article, they'll be interested in reading more on the topic.

But what if you're not promoting a particular page?

Example: What if you're goal is to get backlinks? Or what happens when you run out article ideas to help you promote a particular offer, product or page?

No worries.

In this lesson you'll find out how to come up with a nearly infinite number of article ideas any time you want.

Here's how...

➔ **Find out what your market wants to read about.** One of the best ways to do this is to find out what type of information they're buying. If they're willing to buy it, then they'll be happy to read about it for free.

Tip: Go to the Clickbank.com and Amazon.com marketplaces, enter in your broad niche keywords (like "rose gardening") and take note of the products at the top of the search results - those are your best sellers.

Then look at the sales pages or the table of contents of these products to get ideas for specific articles. You can get at least one article idea (usually more) for every sales page bullet point or for every chapter listed in the table of contents.

➔ **Use keyword tools.** Enter your broad keywords (like "dog training") into a keyword tool like [Google's Keyword tool](#). Then look for keywords like articles, tips, how to, etc.

Example: "miniature pinscher housetraining tips." These words will let you know what kind of information your market is actively searching for in the search engines.

➔ **Browse niche forums and blogs.** You can find these sites by entering your broad keywords in Google alongside search terms like forum, discussion, board, and blog. For example, "dog training forum."

Next, browse these venues looking for "hot" topics. On forums, these are topics that get a lot of views and discussions. These are also topics that tend to come up repeatedly. On blogs, these are topics that garner lots of discussion (and even discussion across multiple blogs).

Either way, viewing forums and blogs to see what's being discussed should give you dozens of article ideas. You can even take a major topic you see on a forum (such as "how do I make \$1000 a month online?") and break it into a series of articles, perhaps sharing one major method per article.

- **Check out article directories.** Another way to find hot topics is to see what's popular in the article directories. For example, if you read any article in any category on EzineArticles.com, you'll see a link to the "most viewed" articles in that category.
- **Ask.** Finally, you can survey your market and ask them what information, secrets and solutions they'd like to read more about. If you don't already have a subscriber list or regular blog readers, then go on niche forums to ask what types of information your readers want.

Five simple tips. But if you use them all, you'll NEVER run out of article ideas and you'll never have to guess what your market wants to read.

Once you select a topic, your next step is to start researching your article. You'll discover how to do that in the next lesson!

Day 5: How to Research a Topic to Produce High-Quality Articles

In order to write a good article, you don't necessarily need to be an expert in the topic.

Instead, you need to be an expert at researching the topic. And by the time you finish this lesson, you will be!

It's simple. Here's what you need to do:

Step #1: Approach it from multiple angles.

Since you're an online marketer, you'll probably do most of your research online. But don't forget that you can go offline too.

Read niche publications. Go to the library and pick up a few niche-related books. Talk to a few experts in your niche.

Once you get online, then you'll want to use multiple search terms to uncover different sources.

Example: If you're looking for information on housetraining a dog, then you might search for a variety of similar phrases such as:

- Housetraining a dog / puppy
- Housebreaking a dog / puppy
- Potty training a dog / puppy
- Paper training a dog / puppy
- Kennel training a dog / puppy
- Litter training a dog / puppy
- Walking a dog / puppy
- Teaching a dog/puppy to go outside
- Teaching a dog/puppy to eliminate outside
- Dog/puppy accidents

See what I mean?

That's just one main topic, but I've listed ten different searches. Likewise, you should search for your topic in multiple ways to uncover as many viewpoints as possible.

Tip: In addition to searching in Google, you can search directly on sites like Wikipedia.com, on the blog of your favorite niche expert, on EzineArticles.com, etc.

Step #2: Choose multiple, credible sources.

Just because it's written on the Internet doesn't mean it's true. And that's why you should only deal with credible sites (like WebMD.com for medical information, AKC.org for dog breed information or other authority sites in your niche), or any information created by authors you trust (like the known experts in your niche).

Be sure to find at least three credible sources saying the same thing before you believe it to be true.

Tip: Once you start writing, shut your browser windows so that you no longer have access to your sources. That way, you're writing about the topic completely in your own words.

Step #3: Read all you can on the topic.

Once you've found multiple credible sources, read all you can on the topic. Don't just stop when you hit three credible sources – keep reading until you thoroughly understand the topic.

Tip: Not only will this step help you become a "mini expert" on the topic, it will also likely spawn ideas for even more articles.

Step #4: Outline.

Now that you have all your research lined up, your next step is to outline. You'll learn how to do that in the next lesson!

Day 6: How to Quickly and Easily Outline Your Article

You've chosen your topic and researched it using multiple, credible sources. Your next step is to create an outline.

Obviously, the structure of your outline is going to largely depend on the type of article you're writing. For example, the outline for a "tips" article is a bit different than the structure for an "inspirational story" article.

Nonetheless, here's a general overview of how to create your outline...

Step #1: Pick your format.

Before you can write your article, you need to choose its purpose and then the format. We'll talk about these specific types of articles later, but for now here are two examples:

- The purpose of your article is to pre-sell a product, so you write a product review.

- The purpose of the article is to send people to your blog, so you choose a tips-style article.

Generally, you should have two to seven tips/topics in your article.

- If you're explaining a complex concept, stick with just one or two concepts.
- If you're mainly offering tips (with minimal explanation), you can offer up to seven or more.
- If you're offering a "step by step" article, then you'll likely have somewhere in the range of three to five steps.

Step #2: Decide approximately how many words in your article.

Most articles range from 300 to 600 words. Here's a good example of how you'd allocate the words in a 400 word step-by-step article:

- Introduction: 50 words
- Step 1: 100 words
- Step 2: 100 words
- Step 3: 100 words
- Conclusion: 50 words

Step #3: Outline the article.

Now you can outline your article based on the topics you want to cover and the total word count you've allocated for each topic. Here's an example of a three-step article about search engine optimization:

- Introduction: 50 words telling readers about the benefits of SEO and the three steps they're about to learn.
- Step 1: Choose your keywords (100 words)
- Step 2: Write content around these keywords (100 words)
- Step 3: Get links (100 words)

- **Conclusion:** 50 words summarizing what the reader just read and reminding them of the benefits of taking action on this information.

Tip: If you're not writing a tips or steps article, then figure on a short introduction, a short conclusion and three to five paragraphs in the middle.

Now that you've done your research and created your outline, you can start writing. Your next step is to create a compelling title, which you'll learn about in the next lesson!

Day 7: How to Create an Attention-Getting, Eyeball-Grabbing Title

Some people slap a title onto an article almost as an afterthought.

That's a big mistake! And that's because the title is the most important part of your article.

If the title doesn't grab your potential reader's attention, he's not going to bother reading your article!

Side Bar: Just think about your own reading habits. For example, think back to the last time you visited an unfamiliar blog or article directory. Chances are, you skimmed through the titles of the articles and only clicked through to read those that sounded interesting.

The same goes for your prospects. They might skim your article title in a list of 100 article titles on a site like EzoneArticles.com, or they might be skimming Google search engine results, or perhaps they're skimming your blog.

Point is, your title's #1 job is to get attention so that the person starts reading your article!

So, how do you write a title that draws eyeballs to your article?

Simple: **By offering your reader a benefit, making them a promise and/or arousing their curiosity.**

Tip: It also helps to include "trigger words" in your titles, such words and phrases like: you, free, amazing, secrets, discover, how to, reveal, announcing, new, news, tips, guaranteed.. etc.

Let me give you a few specific examples to show you what I mean.

First I'll present you with a bland, boring title. Then I'll spice it up by presenting a benefit and/or arousing curiosity...

Example #1:

Bland title: Dog Training Tips

Better title: Three Dog Training Secrets Your Dog Trainer Doesn't Want You to Know!

Note: This one uses the powerful trigger word secret, which also elicits curiosity.

Example #2:

Bland title: Housetraining Your Puppy

Better title: How to Quickly and Easily Housetrain Your Puppy in Just 48 Hours from Now

Notes: This one uses trigger words (how to; quickly and easily) plus it offers a big benefit (housetrained in just 48 hours).

Example #3:

Bland title: Tips for Beginning Marketers

Better title: How a Newbie With No Money Made \$19,274 in 24 Hours

Note: This one arouses curiosity. You could also add "And How You Can Too" to make the title even more compelling.

Example #4:

Bland title: Ten Tips for Affiliate Marketers

Better title: Ten Fast Ways to Triple Your Affiliate Marketing Income

Note: This one made the benefit more clear. Namely, that the reader can triple his income.

Example #5:

Bland title: Restoring the Stingray Corvette

Better title: Transforming an Old Stingray Corvette Into a Showroom-New Car That Turns Heads and Wins Awards!

Note: Here again, this example sharpened the benefit (which plays to the reader's ego).

In sum: What is the MAIN benefit the reader will get when they read your article? Whatever it is, see if you can include it in the article title.

Go ahead and swipe my examples and tweak them to fit your article.

Next up, you'll learn how to write articles that keep your readers' eyes glued to the screen!

Day 8: How to Write Articles That Keep Your Readers Hanging On Your Every Word (Part 1)

As you already discovered in the lesson on outlining, your article should have:

- An introduction that tells people what the article is about.
- About three to five paragraphs in the middle where you share your information.
- And then you end with a conclusion that summarizes the article and encourages people to take action.

However, if you just plug your information into those three parts of the article, you're going to end up with a bland article.

For example: (Bland Article)

Housetraining your puppy isn't hard, but you need to be consistent.
(A couple more lines of introduction...)

Here's how to housetrain your dog in three easy steps.

Step 1: Take him out on a schedule. (Explain.)

Step 2: Praise and reward appropriately. (Explain.)

Step 3: Clean up any accidents promptly. (Explain.)

As you can see, it's easy to housetrain your dog. You just need to be patient and consistent. Your carpet will thank you!

BIG YAWN!

Sure that sort of article gives your reader the information they're seeking, but you'll be lucky if your readers don't nod off and fall asleep before they finish the article!

What you need to do instead is write something that keeps your readers "hooked" and excited all the way through.

That way they'll reach your byline and click on your links! Plus they'll be excited to read everything else you've written... meaning they'll read your blog, sign up for your newsletter and buy your products!

Here's how to do it:

➔ **Offer information that's useful but incomplete.** Let me put it another way: If you solve your reader's problem completely, he doesn't have any reason to click on your link! And that's why you should provide useful but incomplete information.

One of the easiest ways to do this is to provide an overview article that tells your readers what to do, but not how to do it.

Example: An article on search engine optimization might tell the reader to "choose your keywords," but it doesn't explain how, exactly, to do that.

- **Be creative with your opening.** Instead of jumping right into a summary of what the article is about, you can hook your readers by opening with a question, fact or a story.

Example Story Opening: "When Marie stepped on the scale that morning, she broke into tears..."

Example Question Opening: "What does brushing your teeth have to do with heart health?"

Example Fact Opening: "Ninety five percent of businesses that start up ultimately fail."

- **Use cliffhangers.** You know how a good book leaves every chapter right in the middle of the action, so that you feel compelled to read on? You can do the same thing in your article. Simply open with a story, but don't share the ending until the end of your article. And if you want people click your link, you may not satisfy your reader's curiosity until he clicks through!

Here's how to leave a cliffhanger in the middle of an article:

Example: "In just moments I'll tell you the simple trick I use to boost my conversion rate 212%. But first..." (At this point, you continue on with the article.)

At the end of your article, you satisfy the reader's curiosity by sharing the tip. You might say something like:

Example: "Back to the profit-boost tip I promised I'd share with you..."

Speaking of cliffhangers and building anticipation: This is only Part 1 of this particular lesson! Next time you'll discover three more tips you can use to boost your readership and keep your readers' eyes glued to your article!

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!

Day 17: How to Write Story Articles

So far we've talked about fairly straightforward types of articles, such as the tips article or the presell promotional. In this lesson you'll discover how to write a "story" article, which can be used to inspire readers, share information in a memorable way, share a case study (social proof), or even presell a product or service.

Story articles work well for the following reasons:

- They engage your reader's emotions and allow the reader to identify with the main character in the story. This works especially well if you're trying to presell a product or service.
- People like stories... so they'll keep reading, all the way down to your byline.
- You can use stories to make a point. And a point made with a story is far more memorable than just offering tips or examples in a straightforward way.

Here's an example of an inspirational story article that's used as a presell for a product. (Note that this is a fictional example.)

Title: How a Former Kindergarten Teacher Made \$48,837.21 in Just 24 Hours

Introduction: Talk about how this former teacher barely scraped by on \$17,000 a year. And that as much as she loved teaching, she couldn't survive on that wage. In other words, make the reader identify with the pain of living paycheck to paycheck.

Body (about 2-4 paragraphs): Now tell the story of how this teacher used her summer vacation to create a product and a website. Explain how she had no technical knowledge, but how she followed a step-by-step product-creation and marketing course to learn the ropes. Give a brief overview of the steps she took.

Then share her success, such as what happened on launch day, how much money she pulled in, etc. Share her relief at being able to pay all her bills, go on a vacation, etc.

Conclusion: Finally, wrap up the article by noting that if a kindergarten teacher with no tech knowledge can do it, anyone can do it. Create a call to action telling readers that they can duplicate this teacher's success if they follow the link.

Note: If this article is posted in an article directory that doesn't allow promotional material, then your article needs to be just inspirational without being promotional. That means you can't include a call to action in the final paragraph.

Byline: If you post this article on your own blog, then no byline is needed since your conclusion creates your call to action. Otherwise, reiterate your call to action here and include a link to the product.

In sum, while you can use story articles for a variety of purposes, they do work well to presell a product (since you can engage your readers' emotions and offer proof that the product works).

If you'd rather use a more direct way to sell a product (without actually creating a hard sell pitch), then you'll love tomorrow's lesson!

Day 18: How to Write Product Review and Comparison Articles

Back on Days #12 and #13 you learned how to write presell informative and presell promotional articles.

You can also presell a product (or service) by doing product reviews or product comparisons.

Here's the key to making this work: You need to list both the product flaws as well as the strengths. That's because your readers know that the product isn't perfect.

So if you write a "review" that doesn't include any negatives, your readers aren't going to entirely trust you. And that means your conversion and click-through rates will plummet.

Instead, be honest and share the product weaknesses too. Your readers will appreciate your honesty and they'll feel you're trustworthy. And that means more sales for you.

Here's an example of how to do a product review:

Title: The Truth About [Product Name]

Introduction: Give a brief overview of the product and what it does for the customer (e.g., the main benefits of the product).

For example: You can quickly and easily improve your conversion rate using this headline-writing software.

Body of the article: Here you list the pros and cons of the product. You may list strengths and in the first paragraph and weaknesses in the second paragraph.

Example strength: The software is intuitive and easy to use. In just five minutes I created a headline that I later tested and found to double my conversion rate!

Example weakness: This product is not without its problems, however. For starters, the software doesn't work on Mac computers.

Conclusion: Finally, you wrap up in one or two paragraphs by clearly stating whether you recommend the product or not. If you do recommend it, then provide a link along with a call to action. (Example: I strongly encourage you to get a copy for yourself by clicking here...)

Tip: Why would you write a product review about a product that you don't recommend? Because it builds trust with your readers. So while you won't make any money for this product since you're not even linking to it, you WILL make money the next time you do recommend a product. And that's because people buy from those they know, like and TRUST.

Byline: No byline required if this is posted on your blog. Otherwise, you can use the byline to reiterate the call to action. Alternatively, you can point the byline to your squeeze page, where you encourage people to join your list to receive more product reviews.

If you're doing a product comparison instead, then your outline will look something like this:

Title: [Product name 1] Or [Product name 2] - Which One is Right for You?

Introduction: List the two products and let the readers know up front which one you feel is better. Then tell readers to read on to discover why you think this product is superior.

Body of the article:

- Paragraph 1: Product 1 strengths
- Paragraph 2: Product 2 strengths
- Paragraph 3: Product 1 weaknesses
- Paragraph 4: product 2: weaknesses

Conclusion: Mention again which product you think is superior and list the overall reason why it's superior. Alternatively, you may recommend both products, but for different audiences.

For example: If you just need to lose 10 pounds, then go with [Product 1]. Otherwise, I highly recommend you choose [Product 2] because...

Finally, provide a call to action along with a link for BOTH products. However, if you wouldn't recommend the inferior product at all, then say so (and don't provide a link).

Byline: No byline required. Otherwise, create a byline as described in the product review article template.

In sum, your readers are actively seeking out product reviews and comparisons in your niche. You can make money by providing this valuable service.

Next up, you'll learn how to write a press release...

Day 19: How to Write a Press Release Article

A press release is a little different than the other articles we've talked about, since your intention is to get the media to reprint your release.

As such, your press release shares "news" and shouldn't be directly promotional.

Tip: Alternatively, you can create a "tips" or "how to" article and send it to print publications that accept these sorts of submissions.

Let me give you a sample press release that is adapted from a tips article.

FOR IMMEDIATE RELEASE

[Your name, address, email address and phone number]

Headline

Example: Number of Dogs Suffering from Heat Exhaustion
Skyrockets as Mercury Climbs

City, State, Date - [press release opening paragraph]

Note: The opening paragraph should give the "who, what, where, when and how" details. That is, someone who just reads the first paragraph should have a good idea of what the article is about. In this example, the first paragraph would talk about

how heat exhaustion affects dogs and how to recognize its symptoms.

[Body of release]

Note: In continuing with the dog example, you might now provide 3-5 tips about how to keep a dog cool and what to do if the dog shows symptoms. Here you should also include a quote from yourself or your company. For example: "Jack Johnson from yourdomain.com says that one of the best ways to keep your dogs cool is to [add tip here]"

[Conclusion]

The final paragraph would summarize the main point of the article.

[Byline]

Different media accepts different types of bylines. In some cases, you only be able to provide your name and web address. In other cases, you may be able to provide a call to action (such as "visit yourdomain.com for more summer safety tips for your dog...").

To find out what you can do, read back issues of the publication to see what they allow.

The best way to get published is to read issues of the publication and model your release after those that are already printed.

So if you want to get published in your local paper, then spend 30 minutes or so reading as many past issues of the publication to see what kind of releases and articles the editor prefers.

Tip: While you can submit press releases to certain article directories and place them on your blog, you'll also want to submit them directly to the proper editors of publications in which you'd like the release to appear. You can also submit it online using PRWeb.com.

If you've been writing an article for each lesson, you should have at least eight articles ready to go. Tomorrow I'll give you tips on submitting and posting these articles, and then you'll soon discover dozens of places to distribute them!

Day 20: Rewriting Articles Before Submitting to Multiple Directories

There may be times when you want to rewrite an article before submitting it someplace else. In this lesson you'll learn how to rewrite your articles quickly and easily.

Here are just few reasons you might want to rewrite an article:

- To turn a "how to" article into an article that's optimized for the search engines.
- To turn an optimized article into an article that's optimized for different keywords. For example, an article optimized around the keywords "flatten your belly" could be instead optimized for "flatten your stomach" or even "lose weight around the middle."
- To turn a presell promotional article into a "tips" article so that you can submit it to EzineArticles.com.
- To turn one article into five or six different articles, simply by expanding on the tips in the original article.
- To create two articles – one to post on a third-party site, and the better article to post on your blog.

Obviously, your purpose for rewriting the article is going to affect the process of rewriting. Nonetheless, here's how to rewrite an article to turn it into a slightly different version of an article on the same topic.

Tip: You can also use these tips to rewrite PLR (private label rights) articles to create unique content. See Day #30's lesson for more tips on how to rewrite PLR.

Step #1: Change the title. This one is self-explanatory. If you're using new keywords, then be sure to include those keywords in the new title.

Step #2: Rewrite the introduction. Ideally, you should write a completely new introduction. So for example, think up a new story and include that in your introduction. Then tell your readers what they're about to learn.

Step #3: Add or change the examples. If you have a "tips" or "how to" article, then add in new examples and/or replace the existing examples. This is an easy way to make the article fresh while still keeping the basic structure and the same tips or step-by-step process.

Also:

- If you have a "tips" article, then you can add tips, delete tips and/or reorder the tips to freshen the article.
- If you have a "how to" article, then you can elaborate on some of the steps to freshen the article.

Step 4: Rewrite the conclusion. Finally, create an entirely new concluding paragraph. However, the purpose is the same in that you should summarize the article and, when applicable, call the prospect to action.

Note: If your current byline has a good click-through rate, then you don't need to change your byline at all.

It only takes a few minutes to rewrite articles. Indeed, you can take one article and turn it into four or five (or possible more) new articles in about an hour!

Now that you have all these articles, you probably want to get start getting eyeballs on them. You'll learn how to do that starting in tomorrow's lesson...

Day 21: Submitting to the Top 20 Article Directories (Part 1)

Today you start submitting your articles to the top article directories!

You can get internal traffic from these sites, external traffic from the search engines, and links back to your site. You may even have publishers reprinting your articles, meaning you have a chance to get more traffic, links and exposure!

Below you'll find the first half of the top 20 articles. Tomorrow I'll share with you another ten directories.

Tip: You can submit manually if you'd like. Once you set up your accounts at each of these places, it only takes a few moments to copy and paste an article. However, you can find several software solutions that will help you submit to many of these directories (as well as directories not mentioned here). Check out tools like UniqueArticleWizard.com or ArticleProSoftware.com.

1. www.EzineArticles.com

If you only submit to one directory, submit to this one. That's because it not only gets a lot of internal traffic, Google also adores it. And that means you can rank well for your longtail keywords.

Please note, however, that all articles are reviewed by Ezine Articles editors. As such, be sure to follow their guidelines carefully or risk having your article rejected.

2. www.IdeaMarketers.com

IdeaMarketers is not just an article directory – it also allows certain service providers to advertise their services. As such, it's a good place to submit articles if you're in a service business (like consulting or copywriting).

3. www.WebProNews.com

This site is good if you're writing business-related articles. However, this site also doesn't accept every article that's submitted, so read their guidelines first.

4. www.Buzzle.com

This site continues to gain in popularity, traffic and Google Page Rank (PR), which is good if you're trying to rank well for your longtail keywords.

5. www.GoArticles.com

This one is quickly becoming a favorite among article marketers since it's easy to submit your articles and it seems to get a lot of love from Google.

6. www.Helium.com

Helium considers its writers "stakeholders," and thus it shares revenue with you on the articles you write. The more traffic your article gets and/or the more popular (highly rated) it is, the more you can potentially earn. This is a good site if you're looking to build your brand and establish name recognition or establish yourself as an expert on a certain topic.

7. www.isnare.com

Isnare is an article directory in its own right. However, you can also use Isnare to submit your article to other sites and directories.

8. www.Amazines.com

This article directory gets a lot of traffic relative to other directories.

9. www.ArticleAlley.com

Here's another directory that gets a good amount of traffic and is consistently ranked in marketer's top 20 lists of favorite directories.

10. www.ArticleCity.com

Good traffic, good Google PR, and it allows you to submit articles in bulk.

Note: At the time of this writing, the bulk article feature is temporarily disabled due to spam.

Go ahead and register for accounts at these ten sites now and then start submitting your articles. Tomorrow you'll get the second half of the list.

Day 22: Submitting to the Top 20 Article Directories (Part 2)

Yesterday I shared with you the first half of the Top 20 list. Here's the second half...

11. www.ArticlePool.com

This one gets plenty of traffic and has a good PR, yet it's still a fairly small directory. And that means you have a chance to get more exposure.

12. www.a1articles.com

Good traffic, good Page Rank and top authors get listed in a premium place on the front page (which is good exposure for you).

13. www.ArticleSnatch.com

This site is considered an authority site by Google, so it's a good place to submit your search engine optimized articles.

14. www.ArticleWarehouse.com

Here's another directory that's currently small but growing. Get exposure now before too many new authors discover this site.

15. www.ArticleDashboard.com

I'd consider this a "Top Ten" site. If you only submit to a handful of sites, be sure this one is on your list.

16. BusinessKnowHow.com

This is a niche site that accepts submissions for business-related articles.

17. www.ArticlesFactory.com

Like many directories, recently submitted articles are listed on the front page of this site. Since it's a smaller site, your articles will stay on the front page a little longer (thus getting more exposure).

18. www.ArticleManiac.com

Another solid directory with good traffic and PR.

19. www.WebArticles.com

Another niche directory (focused on family, crafts, parenting and similar).

20. www.article-idea.com

Pretty typical article directory. Please note that your articles must be over 400 words long, however.

There you have it – the top 20 article directories. Take a few minutes now to register for accounts on these sites and start submitting your articles.

In the next lesson you'll start learning about other popular places to distribute your articles!

Day 23: Using Your Articles to Create Squidoo Lenses

Squidoo isn't an article directory. Instead, it's a social media site that allows users to create a lens (a page) around the niche topic of their choosing. And because Google gives this site a lot of love, you can use it to get your content ranked well in the search engines.

Here's how to use the site...

Step #1: Register for your free account.

This is a social site, meaning other users want to get to know you. As such, take the time to fill out your profile and add a picture. In addition, you get to link to all your other social site pages (like Twitter and Facebook) as well as to your website.

Step #2: Write your (SEO'ed) articles.

Usually, it's not enough to put just one 400 word article on your page. As long as you have the room, you can put multiple, highly related articles.

For example, let's say you're creating a weight loss lens. You can put a 500 word article on nutrition, a 500 word article on cardio exercise, a 500 word article on supplements and a 500 word article on strength training.

As already mentioned, you can and SHOULD optimize your lens for the search engines. Indeed, you can optimize each lens for multiple sets of keywords.

Also, Squidoo allows you to create multiple links leaving your Squidoo lens and pointing to your own website (or another website). If you're pointing to your own website, then be sure to optimize your links by using your keywords as your link's anchor text.

Tip: Create an informative "how to" or "tips" lens, and do any promotions indirectly (e.g., weave recommendations into your solid content). The reason is because other people will rate your lens, and lenses with good "how to" information will always get rated higher than those that look like promotions. The higher your ratings, the more internal traffic you'll get.

Note: You should create a "call to action" on your lens where you specifically ask people to rate your lens.

Step #3: Promote your Squidoo page.

To help with your site rankings, you can promote your Squidoo page. You don't want to do this to the exclusion of your own website.

However, if you're doing something like bookmarking your own site on Digg.com or StumbleUpon.com, then you can take a moment and bookmark your Squidoo lens too. Or you might mention your Squidoo lens on your blog, for example.

Step #4: Get active on the Squidoo network.

Finally, get active on the Squidoo network by building your network of onsite "fans." The more fans you have, the more people who're likely to drop by and rate your lens... and that means the more traffic you'll get.

In addition, be sure to comment on other people's lenses, especially those that are related to yours. You can even link to your lens in your comments, which will help drive traffic to your lens.

Go ahead and get your Squidoo lens set up today. Tomorrow I'll show you another site where you can set up a similar page!

Day 24: Using Articles to Create Hub Pages

HubPages is very similar to Squidoo, in that you can set up a page around a niche topic and interact with other HubPages users (AKA "hubbers"). And like Squidoo,

HubPages gets a lot of love from Google, so you can use this site to rank well for your longtail keywords.

There is one difference, however: HubPages.com is more strict about your outgoing links and about what it considers "spammy" Hubs.

As such, you need to focus on create informative articles such as high quality tips or "how to" articles.

Don't use this site to post presell articles, press releases, product reviews or other promotional pieces.

The steps in creating your Hub Pages are similar to creating a Squidoo lens, so refer back to yesterday's lesson for more information. Here's the process:

Step #1: Register for your free account.

As usual, fill out your profile so that other Hubbers can get to know you.

Step #2: Write your (SEO'ed) articles.

Like Squidoo, your HubPages hub is set up in a Google-friendly way. For example, the name of your hub becomes the file name as well as the title for your page. And that means you can rank well for your longtail keywords if you sprinkle them throughout your page.

Tip: HubPages only allows two links pointing to the same website. Be sure to follow their publishing and linking guidelines or risk getting your account suspended.

Step #3: Promote your Hubs.

Here again, you don't want to spend time promoting your Hub Pages when you could be promoting your own site. But you can certainly promote your hubs alongside your own site.

Step #4: Network with other Hubbers.

Finally, you can and should build a "fans" list by networking with other Hubbers. Focus on networking and developing relationships with those who have hubs in your niche. You can exchange links with these folks, comment on each others' hubs and rate each others' hubs. All of this will increase your respective traffic and ratings.

Tip: You can and should link your hubs to one another. You may also create a mini network of links by linking together your hubs with your lenses, your blogs and your other third party pages (such as your [Twitter.com](https://twitter.com) account).

Get started immediately by creating your first hub today. Tomorrow you'll learn how to combine article marketing with forum marketing!

Day 25: How to Combine Article Marketing with Forum Marketing

In this lesson you'll discover the RIGHT way to use articles on niche forums.

The reason I emphasized the word "right" is because a lot of beginning marketers just join a forum, post an article and hardly ever visit the forum again (except to perhaps post another article).

However, many forum communities view this type of "drive by" posting as a type of forum spam – and at best they'll delete your post and at worst they'll ban you from the forum.

But here's the thing...

Just buzzing through and dropping an article into a forum won't do much good anyway (especially if it's not an article that's optimized for the search engines). And that's because forum marketing works best when you build a reputation on forums.

Remember, people do business with those they know, like and trust – and you can build up this familiarity and trust by becoming a valued member of a forum.

Here's the RIGHT way to post articles on forums...

Step #1: Find busy niche forums and become a member.

You can find forums in your niche by searching in Google. Just enter your niche keywords alongside words like forum, discussion, discussion board and similar.

Example: Search for: "rose gardening forums" or "dog training discussion" (without the quotes).

Register on your niche's busiest forums (those that get lots of daily posts and have lots of members). Fill out your profile so that other forum members can learn a bit about you. Also be sure to create a "signature file" – you can just use your regular article byline if you'd like.

Tip: Be sure to read the forum's terms or service to make sure that signature files are allowed.

Step #2: Lurk and read.

Every forum has certain rules and etiquette, both written and unspoken. In addition, every forum community has certain influential members, certain topics they don't want to discuss, etc. The only way you can learn about these things is by lurking (reading without posting) for a few days.

Step #3: Start posting.

Once you have a feel for the community, you can start posting. Don't post your articles yet. Rather, you want to work to build your reputation as a thoughtful, contributing member of the forum. As such, you should primarily focus on answering other people's questions during the first couple weeks.

Tip: You can save yourself time by answering questions using excerpts from articles you've created. For example, you might answer a question like this: "I just recently blogged about that topic. I'll post a relevant excerpt here to answer your question..."

If it's allowed on the forum, you can then link to your blog post so that forum members can read the entire post. However, be sure you answer the question in full on the forum. Don't just link to your blog post, or it will likely be considered spam.

Step #4: Post your articles (where they're allowed).

As mentioned, you can post article excerpts as answers when you first join the forum, although you should predominantly just answer questions directly when you're new (as this will help you build your reputation).

However, once you've built a good reputation (after about a month), then you can post articles directly on the forum. Don't post your promotional or presell articles, however. Instead, post your "how to" and "tips" articles, and ask for discussion and feedback.

Tip: Some forums have sub-forums especially for the purpose of posting articles. If your forum doesn't have this feature, then you can post your article directly on the main forum board... but only IF articles are allowed on the forum (double check the written rules as well as the "unwritten rules").

Go ahead and follow Step 1 right now to seek out (and register on) forums in your niche. And then get ready for the next lesson, where you'll learn about one of the BEST places to post your articles!

Day 26: Posting Articles on Your Own Blog

If you follow the instructions I've provided so far for distributing your articles, you'll bring in lots of traffic and get backlinks. But now you'll learn how to post your articles on one of the most important sites. Namely, your own blog.

Here's how...

Step #1: Install your blog.

The easiest way to get your own blog up and running is to go to WordPress.org, download the latest version of the software, and follow the instructions for their quick and easy install process.

Tip: As easy as it is to install WordPress (WP), you can do it even faster than five minutes. If your host has Cpanel installed, then log in and go to "Fantastico de Luxe." In about a minute and with just a couple clicks you can install a new blog on your site.

Step #2: Customize your blog.

Your blog is functional now, but you can improve both its form and function by customizing it. Go to Google and search for "WordPress themes" to find a design that you like. If you have a specific theme in mind, search for it using keywords (such as dog WordPress themes or fitness WordPress themes).

Tip: To install your theme, upload it into your WordPress Content (wp-content/themes) folder either using cPanel's file manager or using FTP software. Then log into your WP dashboard, click on "appearance" and choose to activate your new theme.

While you're in your dashboard, go through the other menu options to customize the blog to your preferences (such as by creating categories and deciding how the front page of your blog will look).

Step #3: Start posting.

Now you're ready to start posting. Ideally, you should optimize at least some of your posts for the search engines, since Google likes the way WP displays its posts. However, you can post all of your best content on your new blog, including all eight of the article types we've talked about.

Tip: When you first launch your blog, populate it with about half a dozen posts, and then commit to posting to it a 3-5 times per week for the first month and at least once per week thereafter. That way your blog looks "busy" to those who visit your blog while it's still young and it doesn't ever look abandoned.

That's it! That's all it takes to start blogging. Tomorrow you'll discover other ways you can blog with your articles.

Day 27: Posting Your Articles to Your Secondary Blogs

Yesterday you discovered the quick and easy way to install your own blog, which is where you should post your BEST articles. However, this isn't the only blogging you should do. That's because there are plenty of third-party sites that allow you to create a blog that they host.

That means you'll not only get links back to your main site, but your articles will get more exposure through search engine traffic as well as internal blog community traffic.

Below you'll find the best places to host a third-party blog.

Note: Some third party blog hosting sites don't allow commercial blogs of any sort, so read the terms of service first.

1. [Blogger.com](#)

This is Google's blogging platform. So as you might suspect, these blogs get indexed easily in Google.

Note: This platform seems to have an automatic bot that scans blogs for certain words and links, and then "flags" the blog as a possible splog (spam blog). If this happens to your blog, all you have to do is click a link to alert a human editor to review your blog. Just be sure to click the link right away, otherwise your blog will be deleted within a week or so.

2. [WordPress.com](#)

WordPress.com doesn't allow spam or "*unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites.*"

As such, if you create a blog on this site, you shouldn't point every article back to your site. Instead, post articles on the site and include your name for recognition and branding purposes. Occasionally (every five or six articles) you can include a link to your site. In addition, don't post promotional or presell articles.

3. [LiveJournal.com](#)

Like WordPress, LiveJournal's Terms of Service prohibits commercial content. As such, use links sparingly and don't post promotional or presell articles.

4. **Niche Blogging Communities**

Run a search in Google for your keywords alongside the phrase "blogging community" or "blog hosts" to find niche blog hosts. For example, "dog blogging communities."

If you enjoy posting to and creating a mini-network out of third-party blogs, you can even more blog hosts by running a search for just "blog host" or "blogging community."

Tip: Always keep a separate copy of all your third-party blog posts. That way if the site ever goes down or gets hacked, you'll still have all your content, which you can post elsewhere.

The above blog hosts are communities just for blogging.

However, there are other sites where you can get a blog and post your articles (even though these aren't strictly blog communities). You'll discover these sites tomorrow...

Day 28: Posting Your Articles on Social Media Sites

Social media sites are places where people can share information while networking with people who have similar interests. We've already talked about four such sites: Squidoo.com, HubPages.com, blogging communities and your niche forums.

In this lesson you'll learn about even more sites where social networking is just as important as sharing information.

Below are five suggestions for places where you can post your articles, get traffic and grow a network of friends in the process. In some cases, you may even be offered an onsite blog...

1. [MySpace.com](http://www.myspace.com)

While a wide variety of people use this site, there are a lot of music-loving users. So if you're in a music niche, be sure to join MySpace and post your content on the onsite blog.

Tip: Use the search feature to find people with similar interests and invite them to be your friend.

2. [Facebook.com](http://www.facebook.com)

This site is similar to MySpace, although this one tends to have a lot of users who're looking to connect with people they already know. Indeed, you can do the same. That is, invite your newsletter subscribers, blog readers and other people to connect with you on Facebook.com. Then share your articles on your page.

3. [Yahoo! Answers](http://answers.yahoo.com)

This isn't a social networking site like the previous two. Rather, it's a content sharing site with a very strong social component. And because of this, you can and should build a network of "friends" on the site.

To use this site, browse or search your niche categories to find questions you can answer. Then use your articles or article excerpts to answer the questions. You can leave a link to your blog as the "source" of your answer.

Tip: Only leave links to non-commercial pages such as your blog, otherwise you risk having people flag your answer or rate it as a bad answer.

5. [Ning.com](#)

Ning.com isn't just one social networking site. Rather, it's a place where you can join niche social networking sites or start your own networking site. I suggest that you both join relevant sites as well as create your own. Then post your articles on the onsite blogs.

6. Niche Social Networking Sites

Finally, you can find other niche networking sites where you can create an account and upload your articles.

Simply go to Google and search for your niche keyword sites alongside the word "social networking" or "community".

Example: A search for "dog social networking" will turn up a site like [dogster.com](#), a search for "real estate networking" returns sites like [ActiveRain.com](#), and a search for business sites will show [LinkedIn.com](#) or [Ryze.com](#).

These five types of sites will keep you busy for days as you register for your accounts and start posting content. Remember: They're all social networking sites, so don't just post your articles and disappear. You'll have much more success if you network with others.

Back on Day #19 we talked about how to write press releases. Tomorrow you'll learn how to distribute these releases...

Day 29: How to Distribute Your Press Releases

Back on Day #19 you discovered how to write a very special type of article: Namely, the press release. And I mentioned how you can submit your release directly to your local media, such as newspapers, niche publications, etc.

Tip: To submit a release directly to your local media, address your release to the editor of the appropriate department. For example, if you're submitting a business press release to a newspaper, then find the "business editor" (or similar). Read carefully, as some editors only accept releases in certain forms (such as by snail mail or fax).

Submitting a release directly to local media is a good way to increase your chances of getting published. But you can also get wide exposure and even backlinks by using online distribution services such as:

- www.prweb.com – This is one of your best services, especially if you're interested in getting backlinks and plenty of exposure.
- www.pr.com – Offers both a free service and a paid distribution service.
- www.prlog.org – Offers both free and paid services.
- www.prnewswire.com – Alongside PrWeb, this is one of the more well-known online distribution services.
- www.Pressbox.co.uk – UK-based online distribution service. Also offers press release writing services.

Those are the top sites. Here are ten other distribution sites that I offer to you without comment:

- www.pr9.net
- www.pressrelease.com
- www.addpr.com
- www.ecommwire.com
- www.prwebdirect.com
- www.betanews.com
- www.1888pressrelease.com
- www.prleap.com
- www.theopenpress.com
- www.free-news-release.com

Go ahead and submit your press releases to one or more of the following sites today. Tomorrow you'll discover how to create unique articles out of your PLR content...

Day 30: Rewriting PLR Content to Create Articles

So far, you've learned how to write unique articles from scratch.

However, you can save yourself a little time by rewriting quality PLR (private label rights) content. If you start with a well-researched article, you won't have to do any research yourself – all you have to do is rewrite the content to make it unique.

If you refer back to Day #20's lesson, you'll recall that I've already given you several tips for rewriting content, such as:

- Create a new introduction.
- Add tips, elaborate on tips, reorder tips and delete tips.
- Add in your own examples to make the article unique.
- Rewrite the content to make it more engaging, such as by adding in metaphors and analogies.
- Completely rewrite the conclusion to make it unique.

All of these steps and tips apply to rewriting PLR content to make it unique. Here's what else you need to know about PLR content...

- ➔ **Find PLR content online.** You can find PLR content in your specific niche by running a search in Google for your broad keywords alongside the words "PLR" or "private label."

Example: weight loss PLR.

- ➔ **Do your due diligence.** Before you purchase PLR content, run a search for the PLR seller's name, website and email addresses to make sure he or she has a good reputation online. That's because some shady people unlawfully sell the private label rights to other peoples' content. Even if you unknowingly buy illegal PLR content, it can still land you in court. As such, do your due diligence first and stick with reputable sellers.
- ➔ **Look beyond articles.** Even though you want to create articles, that doesn't mean you need to create these articles out of other articles. Indeed, you can create your articles out of ANY kind of PLR content.

Example:

- Take a chapter out of a short report and turn it into an article. All you have to do is write an introduction, write a conclusion and perhaps add your own tips or examples.
- Take a chapter out of a full-size PLR ebook and turn it into multiple articles. Again, just write an introduction and a conclusion and add your own tips or examples.
- Transcribe a PLR video or audio and turn this information into articles. Be sure to clean up the "ums or ahs" if they are included in the transcript. (TIP: Most transcribers will take out these "noises" that don't add to the content.)

One final note...

Many of the top article directories (like EzineArticles.com) won't accept PLR content. As such, you'll need to completely rewrite it if you're submitting it to that directory. Otherwise, if you're just polishing it a bit, then you can post it on your own blog.

Tomorrow you'll learn how to save yourself time by letting someone else do all the hard work...

Day 31: Outsourcing Article Writing and Distribution

By now you've discovered how to write articles, distribute them all over the Internet, and get clicks, sales, readers and subscribers using your well-crafted byline.

In short, you're an article marketing expert now!

But as you start pulling in cash for your article marketing efforts, you might not be so keen on creating and distributing the content yourself.

Maybe you prefer to work on your campaigns rather than on your content. If so, then it's time for you to outsource your articles.

Here's how...

Step #1: Search for a freelancer.

Your first stop is on the well-known freelancing boards as well as business forums where freelance writers tend to congregate. Here are some of the top places to begin your search:

- www.elance.com
- www.guru.com
- www.getafreelancer.com
- www.warriorforum.com
- www.wahm.com
- www.craigslist.org

Next, you can search in Google for a freelancer. One note, however: Freelancer writers label themselves several different names, including article writers, ghostwriters, writers, content creator and freelancer writers. So be sure to search for all these names.

Next, ask your colleagues and business associates for their recommendations.

Finally, don't forget to look offline. You can check with the English department at your local university to uncover talented student writers. You can also place classified advertisements in the campus newspaper as well as in your local newspaper.

Step #2: Screen the candidates.

You'll likely uncover dozens of possible freelancing candidates using the suggestions in Step #1.

However, now you need to narrow this list by doing your due diligence, including:

- Review the freelancer's portfolio (samples) to see if he or she can write the type of articles you need.
- Check the freelancer's references to see if they still recommend the writer.
- Search Google using the freelancer's name, aliases, email addresses and websites. Look for an established history of providing good service

online (e.g., look for someone who's been established for at least six months or more). Be wary of those with complaints of any kind or those who show unprofessional behavior on forums and elsewhere.

- Check Elance.com or other freelancing board feedback (where applicable). Again, you're looking for someone who has a long history and a good reputation.

Once you've found someone you'd like to work with, then...

Step #3: Select a freelancer, sign agreements and start small.

Draw up agreements that outline things such as scope of the project, payment and deadlines. Then start small, perhaps as few as five articles just to see if you work well together with your freelancer. As you gain each others' trust, you can start working on bigger projects together (e.g., you can request 20 articles at a time or more).

In sum: Yes, it does take some time up front to find the right ghostwriter for the job. But this investment will pay for itself many times over in quality articles completed on deadline. And it will save you plenty of money in lost fees and time taken by shady freelancers.

Conclusion

Congratulations, you're now an article marketing expert! Just look at what you've learned over these past 31 days:

- ✓ You discovered the many ways you can use an article, such as to promote a paid product, promote a freebie or even just to get backlinks for search engine purposes.
- ✓ You learned how to research, create an outline and write an engaging article.
- ✓ You found out how to write eight specific types of articles, including SEO articles, tips articles, presell informative articles and five others.
- ✓ You found out the top 20 article directories plus dozens of other places you can distribute your articles.
- ✓ You found out how to save yourself time by rewriting PLR content or hiring a ghostwriter.

And more!

In short, you now know how to turn your article content into CASH!

My hope is that you've been completing the steps in each lesson as you've read the lessons over this past month. If so, then congratulations because you're already getting clicks and traffic.

But if not, then please get started immediately. Return to Lesson #1 to refresh your memory, choose your topic, outline and then write and submit it according to the instructions I've given you. The sooner you start, the sooner you'll see results.

Now let me leave you with this bit of motivation...

Just think: If you write just one article per day, in another month you'll have about 30 articles working hard for you. If you write just three or four articles per day, at the end of a month you'll have 100 articles or more!

Just imagine how much traffic and money those articles will bring you...