

How To Profit From Article Marketing

Article Writing can benefit you in many ways. It can drive traffic to your site, it can establish you as an expert or "Guru", and it can pre-qualify your visitors. In fact, it's one of the most productive things you can do.

You don't even have to write the article yourself...

This special report details many methods and tricks you can use while Article Marketing.

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There are three steps to successful Article Marketing.

1. Decide what to write about (research)
2. Write, outsource, or find an article on this subject.
3. Promote the Article, ensuring you have a link back to your site included.


It sounds simple. And it is. Here's some more facts to encourage you.

→ **Fact: Articles drive traffic to your site.**

Articles, once submitted correctly, drive traffic in a number of ways. First, people who read your article will click through to your site directly to discover more. Secondly, the Article often ends up online, at multiple locations, and will get picked up by the search engines. Your Article also has a good chance of being used by eZine editors and list owners, and sent via e-mail.

→ **Fact: Articles can establish you as an Expert.**

If you have a string of Articles detailing, for example, Affiliate Programs, people will automatically begin to see you as an authority in this subject. You're not limited to Internet Marketing subjects of course. You could have Articles on fish-keeping, Golf, car maintenance, or any one of a number of niche categories.



Fact: You don't need to be an expert writer to succeed.

You can get ready-written Articles which are released with `Private Label Rights` (more on this later). This means you can call the article your own, edit it up, combine it with others, cut it - anything you like. You can also `Outsource` the writing very cheaply to freelancers who will ghostwrite the Article(s) for you.

In short you **should** be using Articles. Not many Marketing tasks will benefit you in multiple ways like this!

Researching Your Subject

Once you have a niche in mind, be it Internet Marketing itself or anything else, start using [Google](#) and other search engines to get a feel for the information that's out there. Often you will find yourself at Articles already written about the subject you are researching. A testament to how powerfully they are ranked by the Search-engines!

The best places to look on-line are Messageboards (also often called Forums or Bulletin Boards) where you can actually find the questions people are asking. Find a good question, and your article subject is chosen for you!

Another great place to look is on Usenet. This is a massive messaging system that predates the World Wide Web itself. Almost any topic under the sun has a `newsgroup` dedicated to it. You can download a `Usenet Client` which lets you access this, but you will be limited to the groups your ISP carries. Nearly all ISP's will carry the full compliment of Newsgroups excepting the illegal/pornographic ones. You can also use Google to search Usenet as [Google Groups](#).

Finally look to more general sites such as News sites (Google News, BBC News) for topical subjects, or Portal sites which will cover an extensive amount of information on specific subjects.

You are not limited to web-sites. Newspapers, books, journals and documentaries can be a good source of offline information.

Writing your Article

Once you have your subject it's time to create an article about it.

You can do this in three ways :

1. Write it yourself.

Obviously, you'll need some writing ability to do this. It's not important to have a degree in English but it is important that you get the information across. Articles are first and foremost there to pass on information.

Make sure you are providing quality content. Don't just blatantly link to your site, this is as bad as spamming. Article Spam is very real! Quality is more important than length.

But also, since you are doing this for a specific reason, do not give away ALL the information you have. After all you do want interested readers to click through to your site. You can for example provide 8 out of 10 answers in a "Top 10 Tips" format article. Or you can simply use something along the lines of "To discover more about xxxxx please visit www.yoursite.com" at the end.

If you are selling, for example, an eBook about Motorcycle Maintenance you could write an article on some common maintenance task (or a series of articles...) and at the end state: "For more detailed information on tuning your carburettor, please visit www.yoursite.com"

Or if you are providing a tool that allows people to create eBook Cover Graphics , then you could write an article on the *manual* way to do this, then state: "For an easier method to create your eBook Covers please try Instant eBook Cover Generator". This approach is effective because people don't like work. By explaining the manual route to something, they are more likely to opt for an automated solution :-)

A great trick with eBooks is to provide the first introductory chapter as an Article. You can only do this if you have written the book yourself or have Private Label Rights (See below). You may have to tweak the chapter for size, or to provide quality information, but it can prove to be effort well spent.

Always remember you are writing an Article with a specific purpose in mind (the click-through).

Finally it's also worth noting that Search Engines will count your link when it comes to ranking the page or site the article is on so it makes sense to provide it in the full "http://www.yoursite.com" format.

You can also use `anchor text` with your link to help the rankings. This is simply a piece of text that acts as the link. You create this in the format:

```
<a href="http://www.yoursite.com">Anchor Text</a>
```

For example, if the article is about Fly Fishing, use:

```
<a href="http://www.yoursite.com">Fly Fishing</a>
```

Some directories do not allow this type of HTML code in the articles they accept, so it may be worth checking first.

2. Outsource your Article

For a thorough guide to hiring and working with a "Ghostwriter" - please Click Here.

Today there are many sites on-line where you can outsource

your work. The most popular is [e-lance](#), but there are others such as [Scriptlance](#).

These sites allow you to post a `project` or `request`. People who think they can meet your request will then post quotes, and you can select someone who will do the work for you.

You could quite easily, for example, request 20 articles about Interior Design. Or request a single article about Flower Arranging. Sometimes multiple articles are useful if your goal is not so much to spread your links, but to have content your website.

Don't worry about the cost. This can prove to be much cheaper than you'd think. Often the people who will quote for your work live in countries with much lower wages than your own. Wealth is relative.

Please note it's worth checking the feedback of the people who quote for your work (most outsourcing sites provide this feature). The cheapest is not always the best, and especially with writing you won't want articles by someone who doesn't have English as a first language.

You are not limited to Articles here. You can get graphics, ebooks, web design services, audio, video - many tasks that perhaps you don't have the ability or the time to do yourself.

3. Private Label Rights

Today you can buy articles and complete products with "Private Label Rights" which basically means you are allowed to do anything with the content you wish.

There are also many Private Label Membership sites where, for a monthly fee, you get a regular supply of Articles or access to a growing database of them.

With Private Label Rights you can take a ready-built Article and add your own links. You can modify them for your own use. You can combine them, cut them, re-arrange them as you see fit. You can even use your name as the "author".

It's not just Articles that have Private Label Rights. You can get complete Books and Software in this form. With books especially you can simply take a section and use that as your Article, perhaps linking to the full book that you can sell.

An amazing membership site for a practically endless source of copyright free articles and full products is "[Info Go Round](#)". This site even has an in-built "Instant Site Creator" and "Instant Ezine Creator" that makes use of the content. With Info Go Round you can even provide your own texts, and in return **get your membership for free!**

[Click Here For More Information](#)

If you want to learn more about Private Label Rights read the report here: <http://www.netpreneurnow.com/privatelabelrights.shtml>

*(This page includes a very special link to **35 complete PLR Products**)*

Note: Please remember that:

(A) You want to provide quality information, and

(B) You want that click-through...

Especially when using Outsourcing or Private Label content you may have to edit the provided text slightly. Give the reader good, and useful, information but leave them hungry for more.

Promoting your Article

There are many ways to promote your Article from the free and

simple to the paid and time consuming. There are also situations when you don't want to promote your Article at all - if for example you only want to provide it on your own website for your own visitors.

If you are only going to use your Article at your own page you'll need to ensure it is in "HTML" Format. A utility such as "Article Page Machine" is ideal for this, available for free from our [Members Site](#) (free to join).

Here's the most popular and most useful promotion methods.

1. Article Directories

This is by far the easiest and most rewarding way to promote your Article. The reasoning is simple, this is the same place that *content users* will go to find the information they need. That includes webmasters and ezine publishers.

By placing your Article in popular directories it can get used by anyone, but the rules change from directory to directory. Commonly you will retain copyright, but allow publication, and stipulate that the `resource box` (your link or bio at the end) is included.

Quality and popular articles quickly spread across the web. They get sent via e-mail to newsletter subscribers, they get included in Blogs, and they get placed on websites. They often get archived as part of a newsletters online copy, and the copy in the Directory itself will also often get ranked in the search engines.

Sometimes automatically generated sites will pick up your article and use it, albeit for their own purpose. This still benefits you because at the end of day it's also your link that's out there on another webpage. Article Directories themselves tend to frown upon this "Article Scraping" and see it as their content being stolen.

We maintain a list of Article Directories at our main site that you can use. The link is :

<http://www.netpreneurnow.com/submit-article.shtml>

2. Direct Contact

Although more time consuming directly contacting webmasters and list owners can be more rewarding. It's simply going to have a better chance of being seen.

Please be polite and considerate whenever you contact other people on-line and try to address them by name, and at the correct e-mail. Simply view their site to see if they use articles at all. You'll probably find a contact address for submissions if they do.

If, for example, you have an Article on Knitting Patterns you wish to promote simply search google for "Knitting Patterns" and make a list of URL's, Contact Addresses and Contact Names for each site you think may be relevant. Then e-mail these people asking them to consider your article. You could send 10-20 requests a day with this method and quickly build up a sizeable distribution for your work.

3. Article Submission Services

There are now a number of sites who will, for a fee, submit your Article for you. They will either send it to many directories, or via e-mail to publishers, or a combination of both.

You simply enter your details, your article, and press a button. And make your payment...

It's not always the best way but it's certainly the quickest. The article is often blasted to directories that may not have any interest in your subject and to e-zine editors who will not look at it. These submission services are sometimes focused on "Internet Marketing" and home-business type Articles.

You can also pay someone to do the work manually for you at E-Lance or similar.

Lastly, you can get desktop software that will help you submit to many directories. This can save you a lot of time spent clicking on sites and entering information. In fact, they can pre-fill the information for you at each site - and in effect automate the entire process. You can use the software as many times as you want and submit multiple articles easily, without further fees.

"[Article Submitter Pro](#)" is one such tool and comes highly recommended. You can enter important details that will be pre-filled (such as the article itself, your name, your e-mail) then you just click your way through a massive selection of directories.

You'll find this software here:

<http://www.netpreneurnow.com/articlesubmitter>

4. Paid Advertising

Although Article Marketing is usually seen as a low-cost or free method to drive traffic there are sometimes good reasons to pay that little extra. For example, your article could double as your sales-letter - or even form a webpage of it's own. You can then use paid search-engine listings (e.g. Google Adwords or Overture) to advertise the Article.

You can also use general "Search Engine Optimisation" techniques to help get your articles listed highly. That subject is too much to go into in this report, but generally you'd try to get good keywords in the article, links back to the article (with the `anchor text` as mentioned above) , and good filenames/url's that contain your keywords.

Marketing using Articles is an extremely useful and profitable endeavour. Whatever you do on-line, this CAN and WILL help you succeed. I know from experience 90% of the people who download this special report won't put into practice what they have learned (or even get this far in the text!).

Get started right away and always remember the 3 important steps: Research, Write and Promote. Your articles could end up across the web on many sites and in thousands of e-mail accounts. What more you could ask?

Appendix A: Monetising your Article

Once you have a useful Article that has been promoted correctly you should start to get hits to your site. These will be pre-qualified visitors (the best kind) since they already know what to expect, and they are seeking the information you provide.

Don't leave them stranded on an empty webpage! You can make money from this traffic.

1. Provide a free download

...but make sure the download leads to further (paid) resources. For example, a branded book or report.

2. Use a lead-capture or name-squeeze page

Basically, request the visitors e-mail address for more information. Inform them they need to enter their details to get to the download or website. You can do this easily with most autoresponder services.

3. Go direct for the sale

This is sometimes the best route to take. Since the visitor is after what you are providing they may be willing to pay for it. If the article you have used is of the sample variety, or it cuts-off before the full information is given, they may be happy to purchase the

rest.

Appendix B: Further Resources

Here's some more Marketing Resources you may find useful at my main website, NetpreneurNow.com

[Bonus Downloads](#)

[Article Directory](#)

[Internet Marketers Interviews](#)

[Free eBooks](#)

[Latest Issue of "Netpreneur News"](#)

[Join Our Members Site \(free\)](#)

[Where To Submit Your Articles](#)

[And you can always find the latest updates and news in our Blog](#)

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