

How To Write Free Articles

And

Market Them with a

\$0 Marketing Budget

**How To Write Free Articles
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Market Them with a
\$0 Marketing Budget**

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About The E-Book

How to Write Free Articles and Market Them With a \$0 Marketing Budget is a comprehensive guide to writing free articles on the internet and marketing those free articles using free online marketing resources.

In addition, you will be provided with the 2 most successful money generating ideas on the internet today.

By writing free articles and marketing them for free you can earn money with these 2 money generating ideas.

This is a quick and simple way to start your own online home based business.

What you need to assist you with this e-book:

1. A pen and paper – as you read the e-book, jot down the relevant sections that will help you write free articles.
2. Be online – it will help tremendously if you can visit the web sites that I mention in this e-book as you are reading it. This will mean you get a more interactive viewpoint while reading.
3. A watch or clock. In Chapter 3 I teach you how to write your first article in 2 hours and break the article writing down into sections. It would be helpful to have a watch or clock to check how each section is going.
4. Keep an Open Mind – writing articles on the internet is different to writing offline. Keeping your readers' attention is vital.

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Chapter 1

Why You Should Give Away Articles For Free!

Free articles are articles that people write and then distribute to others for free. They cost the reader nothing but the time it takes them to read the article.

Free articles are important for a number of reasons:

1. They give valuable information away.
2. They provide content for others to use at their web sites, in ezines or anywhere else.
3. They are what I call 'lead in' content that gives away valuable content for free today so that a reader may purchase from you in the future.

Let me give you an example. I have written an article called;

Secrets to a higher "Conversion Ratio"

which is about trying to obtain higher conversion ratios from clicks to sales for affiliates in affiliate programs. At the bottom of the article is a 'hot link' to my web site where a reader of the article can click the link, go to my web site and sign up for my free newsletter.

In my free newsletter I provide more interesting articles twice a month from myself and other writers. In those newsletters are ezine ads. If a subscriber clicks on one of these ads then buys something I will earn a commission.

So the point is, while initially I was giving away a free article, eventually I was earning some money. I am happy to give away the free article and free information today to earn some money later on. You should be too!

To answer the question 'Why Should You Give Away Free Articles?', it is because giving away free articles today gives you an even greater opportunity to sell information for money later on.

You have probably heard the saying it is 6 times easier to sell to existing customers than to new customers. Well, this applies to giving away free articles as well.

By giving away free articles you have already established a relationship with your visitor. It will be easier to sell to this visitor than to a new visitor because this visitor already knows you as they have already read your free article.

Let me tell you a little story about giving away things for free.

It has been proposed but not confirmed by anybody that at the peak of Napster's popularity, CD sales were increasing. Yet this seems implausible. How could CD sales be rising when Napster was giving away free music to millions of people?

Well the story goes that the Napster members were being exposed to more music than they normally would just listening to the radio, TV or their own CD's. By being exposed to more music they actually went out and bought more CD's. Napster was fuelling the sales of CD's. Not according to the record companies, but the word on the street was that this is exactly what was happening. Just ask someone you know who uses or used to use Napster if they bought more CD's. I bet they did!

This is the world we live in online, where we give away free information now to get paid later. The internet is a great medium for getting free information and always has been and always will be in the future. People expect to be able to get information for free online. It is a part of the culture that has been created by the internet.

You never go to a web site and expect to have to pay before reading or accessing anything from their site. It would be like going into a store and putting \$5 in a tin at the front door just for the entry fee! That would be just for browsing. You may not buy anything but you have spent \$5 just for browsing in the store. This would just not work. It does not work online either.

You have to give visitors (browsers) something at your web site and in your newsletter. You have to give them content because most people online want to read. That's right they want to read.

One of the best pieces of content you can give them are free articles. So let us move on and learn more about how to create great reading free articles.

What Topics Should You Write About?

Q. What have you done today?

A. Played a sport, did some cooking, looked after the kids, read a book, watched your favorite TV program, went to a sporting event, surfed the net, drank coffee at Starbucks, ate at a restaurant, saw a movie.

Okay, let's design topics you could write about around these things that you possibly might have done today.

Played a sport – if your sport was golf you could write an article “How I went From a 26 Handicapper to a 12 in 1 Year!”

Did some cooking – you could write an article entitled “3 Quick Meals You Can Make in Under 15 Minutes”.

Looked after the kids – your article could be “5 Ways to Entertain Toddlers”.

Read a book – your article could be “How To Stay Awake Longer When Reading in Bed”

Watched your favorite TV program – “How to Limit Yourself to Only 2 Hours of TV Watching Per Day”

Went to a sporting event – your article could be “How to Get Free Tickets to Sporting Events”

Surfed the net – your article could be “Which Search Engines to Use When Looking for Information on Polar Bears”

Drank coffee at Starbucks – your article could be “7 Things I Like About Starbucks Coffee”

Ate at a restaurant – your article could be “My Top Ten Restaurants in Dallas”

Went to a movie – your article could be “A Personal Review of Raiders of the Lost Ark”

The possibilities are endless and it can be as simple as starting with what you did today. You could then list all of your interests. Then list all the things you are good at. List all the things you like.

You may be thinking “How am I going to make any money writing free articles about what I did today?”. You would be surprised. Let's take one of the above examples.

“7 Things I Like About Starbucks Coffee”

Let's say you write this article and post it on your web site. People are interested in other people's independent experiences and opinions. On this same page you have an advert for B & D Gourmet Coffee.

(<http://www.bdcffee.com> are gourmet coffee experts). You see, after you wrote your article, you decided to join the affiliate program at B & D Gourmet Coffee which pays you money for coffee sold through your site.

By writing an article about the things you like about Starbucks Coffee you can earn money by selling coffee through an affiliate program at your web site.

We will get more into affiliate programs in a later chapter but for now just be aware that just about anything you think of, you can write a free article about and earn money from. And when I say anything, I mean literally ANYTHING.

Oh, maybe I was lucky. I just happened to pick the one example from above that had a brand name attached to it.

Let's look at another example;

“5 Ways to Entertain Toddlers”

There are affiliate programs at <http://www.babiesonline.com> , <http://www.clubmom.com> and <http://www.mommytips.com>, or you could write an e-book about looking after toddlers. Perhaps you could call it “How To Keep Your Toddler Happy and Healthy”.

Let your mind wander. There are countless topics to choose from. The more specific the topic the better because it may not have been written about yet.

Where can you find some free articles?

Go to <http://egroups.yahoo.com> and type 'free articles' in the search box. A list of egroups with free articles will be displayed. Here you can find free articles on dozens of topics.

I will give you a comprehensive list of article resource sites in a later chapter which provides numerous places to get free articles and to post your own free articles.

Summary

In chapter 1 you learned why it is important to write free articles on the internet. You learned that by writing free articles today you can make money later on.

You also learned about some of the topics to write your free articles about.

You have learned that most people are on the internet to read. Initially they are not interested in buying anything, just to learn. They are looking for educational information, research, or just to be entertained.

A sophisticated internet user wants to read something for free before they buy anything. The best way to give away small 'chunks' of information is in the free article format.

Free articles are also the most effective way to present these small 'chunks' of free information as well. This is because it gives the reader a taste of what else might be available. You have given them a bit, but not the whole lot. That is for later.

Our goal in writing free articles is to make money later on. But for now let's learn how to write free articles...

Chapter 2

The 12 Secret Strategies to Use when Writing Free Articles

Secret Strategy #1 - Use lots of White Space

On the internet people read differently to how they read newspapers and books. Generally people are in a hurry whilst they are on the internet. They do not have all day to browse and as such, they like to read in 'chunks' of information.

What this means is writing small paragraphs or even 'one sentence' paragraphs. This way a reader can quickly read the information.

With small paragraphs there is a lot of 'white space' in the background. Or if someone is using a different color background it could be a lot of that color (perhaps black).

By way of comparison, take a look at your local newspaper. It is mostly covered in writing. There is very little 'white space' in the background.

There are 2 main reasons for this:

Newspaper readers generally take their time to read the newspaper. If they read a story they tend to read the whole story. They also can be selective in which story they read. So if someone is only interested in sport they can quickly flip to the sports section and read there. They may read nothing else in the entire newspaper.

The second reason is advertising. The newspaper has to fit as much advertising as possible into the newspaper without it looking like one big advertisement.

On the internet, people usually visit one site at a time and read one piece of information at a time. They do not have lots of different articles like in a newspaper. They may have a number of 'windows' open on their computer, but they cannot read each window at the same time.

The solution is to space out the article.

Write in shorter sentences and shorter paragraphs.

And use more 'white space'.

Just like I am doing here!

If you are reading this on the screen it is much easier to read.

You can read more quickly.

Your eyes are moving more rapidly.

But compare what I have just written to the following block of text which would not be out of place in a newspaper.

By cramming in a lot of text in one paragraph a reader can quickly get bored reading on the internet. The internet user likes to move quickly and take quick actions. They are generally well-educated people and often know what they are looking for. By spreading out the information they can quickly scan it and concentrate on the most important parts. But if the information is packed into long paragraphs they will do one of two things. They will either print out the information on paper so they can read it like a newspaper, or they will go somewhere else. If they go somewhere else then you have lost your reader and they may never come back. When writing articles on the internet think about your reader first. Think about whether the information you are presenting is easier to read in shorter paragraphs rather than long paragraphs.

So what did you think of this paragraph? More difficult to read? Most people would say yes. This is because it 'seems' to take a long time to read when it actually does not.

People have limited time. Get your message across quickly and easily and they will enjoy your article. Use lots of white space, or lots of background.

Secret Strategy #2

Grab your readers attention by asking questions (?) and using Exclamation Marks (!)

Writing long sentences and long paragraphs with no exclamation marks and asking no questions is the quickest way to disaster when writing articles on the internet.

According to Google, there are billions and billions of web sites out there. How are you going to get noticed?

Be different from the rest. When writing an article you can use a question as your heading.

For example, if you were writing about kangaroos in Australia you could have the heading say:

“Do you really find kangaroos in down town Sydney?”

The question will need to be answered. If the reader is interested in the topic they will read the body of the article to find out the answer. If they are not interested in the topic they will not have read the article no matter what you wrote.

You only want people who are interested in your topic.

Then through the course of the article you could answer the question.

In a couple of places throughout the article you could use exclamation marks.

“Back in the 19th century one really could see kangaroos in the suburbs of Sydney!”

and, “But today it would be VERY RARE to see kangaroos anywhere near the center of town!”

This ensures your reader’s attention stays on the topic and does not stray.

By using exclamation marks in a couple of lines spread throughout the article your reader is suddenly sprung awake again – an exclamation mark gets their attention.

But be careful not to over do it. Using questions or exclamation marks too often will look silly. Use them sparingly to grab the attention of your potential readers.

At the end of the day you want your reader to read the whole article and as they have numerous sites they want to visit today, you need to keep your reader on their toes.

Secret Strategy #3

The Headline

Get it wrong and the whole article is not worth reading!

The headline or heading of the article is probably the most important part of the article. If it does not promote interest or action then chances are the article will not be read.

Put a lot of thought and effort into your headline.

If your first attempt at a headline does not look good enough change it and try something else. In fact, try between 3 and 7 headlines for every article you write and select the one you think fits best.

If the headline does not get the visitor's attention straight away then they will move on and not even read your article. For example, use 'The 7 Secrets to Successfully Breeding Cane Toads' rather than 'How to Breed Cane Toads'.

As I mentioned previously, a question is a good way to use a heading.

But also an exclamation mark at the end of the heading could be useful.

Using numbers such as below is also eye catching:

"10 Tips for Better Gardening"

"12 Ways to Improve Your Financial Situation"

"The 3 Key Methods to Operating an Online Business"

Using numbers means people know how many items they are looking to read. They know that the article is likely to be in a 'bullet type' format with short paragraphs to each number.

But it also creates an interest. People think to themselves 'I would like to know what those 12 items are.' It encourages the reader to read the article.

Use exciting words in the heading, for example use one or a combination of the following;

- Free
- Exclusive
- Fantastic
- Secrets

- Tips
- Success
- You
- New
- Techniques

The following four headlines use some of these words:

“The 8 **New** Techniques for Training Dogs”

“A **Fantastic** New Design for Your House”

“The 7 **Tips** to Help you Succeed on the Internet!”

“Are **You** Sleeping Peacefully at Night?”

Use words that make your article interesting and exciting. Stand out from the rest.

Let’s look at an example of an article that stands out from the rest:

*****Begin Article*****

<Headline>

Does this Headline “Grab” Your Attention?

<Body of Article>

If you are reading this first sentence then the answer is yes.

You see, the objective of the headline is to get the reader to keep reading.

Whether it’s an article, a sales letter, an ezine ad or just the subject heading in an email, the objective of the headline is to get the reader to read more than just the headline. To read the next ‘bit’.

So what makes this headline an attention grabber?

Let’s look at 4 points within this headline that makes it “grab” the readers attention.

1. Ask a Question

If you ask a question in your headline then the reader is inclined to want to answer the question themselves. The reader is intrigued. This prompts the reader to read on. Asking a question is one of the best ways to 'grab' the attention.

2. Use Inverted Commas

Use inverted commas around a single word as I have done, or around a group of words or the whole headline. The inverted commas themselves actually highlight something that the reader can latch on to. If you had 10 headlines and 1 had inverted commas around it, then it's more likely it would be the most read headline.

There is another benefit to using inverted commas around the whole headline. It often means that in an alphabetical list of headlines you will be near the top. This is because inverted commas come before the letter "A".

3. Capitalize the First Letter of Each Major Word in the Headline

Capitalizing each 'major' word in the headline grabs the readers attention. However do not capitalize every word. Do not capitalize words such as 'a', 'the', 'of', 'to', 'on', 'in' and 'an' unless they are the first word of the headline. It's just not necessary.

Take a look at the 'headline' above for point 3. The words 'the', 'of' and 'in' are not capitalized. Let's see what this headline would look like if they were:

Capitalize The First Letter Of Each Major Word In The Headline

It just does not impress as much. There is no distinction between the words. The 'major' words do not stand out as much.

However, in the headline under point 3 the following groups of words stand out more because they are separated by the not so important words:

Capitalize

First Letter

Each Major Word

Headline

4. Use powerful words

“Grab” is a powerful word. So is “Free”. Even “Powerful” is a powerful word for that matter. Try and have at least 1 and maybe 2 powerful words in your headline. These powerful words will draw in the readers attention and prompt them to keep reading.

Use these 4 techniques to help you write better headlines. Get the headline wrong and there is no use writing the article, the ezine ad or the sales letter.

Get the headline right and you are half way to making the sale or obtaining a new ezine subscriber.

*****End Article*****

This article is a good article because it uses the 4 techniques that the article talks about. By using techniques that work, you stand a better chance of writing a good article.

However, make sure you keep totally on topic and it must relate completely to the article.

Do not try to be clever and use an eye-catching headline that has nothing to do with the article.

This is the quickest way to turn your readers off. They will also begin to dislike you and your work because they will think of you as misleading them.

The whole idea for writing articles for the internet is to get your reader interested in your work and to build a relationship with the reader.

Building trust and reliability is a must. By building a relationship with your reader you build trust and they are more likely to communicate with you in the future.

They are also more likely to buy from you!!

Secret Strategy #4

What should you put in the First Sentence?

Behind the heading the first sentence is the next most important part of your article.

The first sentence has to be as inviting as the heading as this is the main drop off point where readers can decide not to read on.

From the heading the reader may have decided to read the article. If the first sentence does not continue that initial interest you are in trouble.

If you did not ask a question in your heading then think about asking one here.

If your heading had the '10 Tips to Success' then in the first sentence tell people you are just about to give them those 10 tips.

What follows the first sentence is the body of the text so the first sentence must be the precursor of what is just about to come.

Sometimes the first sentence might be some sort of conclusion that has already been assumed.

Then the body of the text can proceed with providing the reasons for why this conclusion is made.

Get the first sentence right and keep the readers interest from the headline flowing through to the first sentence.

Once they have read the first sentence they're hooked. They WILL read the whole article.

Secret Strategy #5

Using Bullets or Numbers

If your subject area is something that you can use bullets or numbers for then use them. It is much easier to read an article that has a number of parts to it.

- 1.
- 2.
- 3.

OR

- Bullet 1
- Bullet 2
- Bullet 3

By making it easier for your reader to read your article they are more likely to read it.

You can use bullets to quickly outline a number of points that may be important in your article. Your readers can scan through these.

Let me give examples of both.

You have a good heading and have done the first couple of paragraphs. You then need to quickly outline the main points of interest in the article.

For instance you could do this with bullets:

- Write a great heading
- Ask a question
- Include exclamation marks (!)
- Get your readers attention early
- Use bullets or numbers
- Conclude with a strong message

On the other hand if you were explaining the 'Top 10 Tips for Fishing for Marlin' it would be like this:

1. Use a big enough boat.
 2. Learn about the different types of reels.
- etc. down to 10.

Remember what we learnt earlier about using lots of white space and writing in little 'chunks' of information?

Using bullets or numbers is the perfect way to write short paragraphs because there is a natural split between each paragraph. People can easily glide through your article by reading each 'chunk'.

Secret Strategy #6

Outline the Benefits to your Reader

Why are they reading your article?

Your reader will want to know what they can achieve by reading your article, so portray the benefits of what you are writing about.

Write in a positive frame of mind. 'How I Made \$10,000 in the Property Market in 1 Month!' rather than 'Investing in Real Estate'.

The heading 'Investing in Real Estate' could be an interesting article. But as a potential reader of this article, I really do not know what is in it for me. It might be good but I do not know as it does not inform me of any benefit.

The heading 'How I made \$10,000 in the Property Market in 1 Month!' tells me immediately of a benefit. Here is this person telling me they made \$10,000 in one month in real estate. The first thing that comes to my mind is how can I make this sort of money in one month in the property market?

It is a potential benefit.

Will I read the second article? You bet I will! There might just be something in it for me.

That is the key. Is there something in it for me?

People are online looking for opportunities and they not only want good information but they want to know if there is anyway they can benefit from this information.

It does not have to be a financial benefit. It may be an educational or intellectual benefit that they gain. But they are still benefiting.

An educational benefit might be:

"How You can Learn to be a Better Father"

Instead of

"Being a Father"

This portrays the potential benefit of learning about some things that might make me a better father.

This will immediately create interest in your potential audience. Saying that by reading your article they will benefit in some way means they are more likely to read your article.

Secret Strategy #7

Do Not Waffle

This is never more important than on the internet. People get bored quickly and there are a million other articles they could be reading instead of yours.

Get to the point quickly – in the very first line!

Want to turn people off? Then waffle.

Write your article as if you are driving a Porche not as though you are driving a 1963 Chevy. You have to be quick out of the blocks and move on to a fast finish.

Get the benefits out quickly, write in short sentences and write in short paragraphs.

It is the tortoise verses the hare but unfortunately on the internet slow and steady does not win the race. People do not have the time.

Your potential readers have a million things to do today and reading an article that is waffling on and off topic with paragraphs that are barely related to the topic will not be tolerated by the reader.

You only have an instant to catch a potential readers attention and you can do that with a great heading.

The worst thing you can do is turn them off with a badly written article under the heading.

Please keep specifically on the topic. The more targeted and narrow the topic the better.

Write in specifics and do not generalise. Use facts to support your case. For example:

“2,845 people attended the premiere” instead of, “A large crowd was there for the opening.”

What works best on the internet is being a niche. By writing on specific topics you have a greater chance of being noticed.

On the internet you are appealing to a worldwide audience. In your home town there might only be 500 people interested in a particular subject but on the internet there might be 50,000.

By being specific you are targeting these 50,000 people. You do not care about the millions of other people online because they are not interested in your subject anyway. Just these 50,000 people. On the internet you have a good chance of many of these people wanting to read your article.

Secret Strategy #8

How long should Your Article be?

The top internet marketers have realised that if someone is going to read something they will read the whole article.

Testing has shown that people first get interested in the topic, then once they are interested in the topic they read the whole article.

The most important part is to grab their attention and outline the benefits to them. Then write your article as long as it needs to be to get your message across.

Whether your article is 1 page or 10 pages does not seem to matter. They will read it.

But as we have just learned previously, this does not give you a license to waffle.

Even if you are writing a long article (say 10 pages) you still need to make it seem like you are driving a Porche. That does not change.

My personal preference is for shorter articles of between 400 and 1,000 words. It seems that with this length I can get my message across quite easily.

This is what I like and it also suits what I write about.

If you are writing a particularly technical article about computer programming then a short article could be the worst thing you could do.

Only a long article explaining the many details of computer programming will work for this topic.

Keep the long article exciting and use the other techniques we have learned to keep on topic and specific about the subject.

Another thing to remember is that you are giving away your article for free. You do not want to give your reader everything you know in one long free article.

You could split it into many smaller articles and give away each one for free or you could use that one long free article as a precursor to your ebook that you have written. However your ebook is for sale and earns you money.

We will learn more about ebooks further on in this publication.

Secret Strategy #9

Target your Article and Target your Audience

This is VERY IMPORTANT.

Target Your Article

Make it on one topic only and stick to the topic.

Do not try to write about 2 or 3 things in the same article. Keep your focus on one topic only to keep the interest of your reader.

Writing about 2 or 3 different things will just confuse your reader. Instead of writing about 2 or 3 topics, write 2 or 3 different articles each on a particular topic.

The one big advantage of the internet is that it gives the small guy the same opportunity to succeed as the big guy (or big corporation that should be!). But only if you find a niche.

Target your article on one topic and make it a niche topic.

A niche would be this:

'9 Steps to Improving Your Golf Game Though Better Chipping'

Whereas a general topic would be: 'How to Improve Your Golf Game'

Target Your Audience

By targeting your subject you are effectively targeting your audience. Writing about a specific piece of information means that only people interested in that particular piece of information will want to read your article.

Your overall market is much, much smaller but you can capture a much larger percentage of it.

For example you could write an article about the great rivers of the world for example, the Amazon, the Nile, the Zambesi and others.

Or you could write about the animals that live on the Amazon river. Not only is it specific to just the one river but it is specific to just the animals that live on that river.

Someone interested in the Amazon river may not read your article on the great rivers of the world but they sure will read your article on the animals of the Amazon river.

Another advantage of targeting your audience is that they will not only read the current article before them but they will be interested in just about every other article you have written.

Secret Strategy #10

Conclude with a Strong Message

You must conclude with a strong message.

Your conclusion should either be a message that summarises your article or entices your reader to take further action.

The first way to conclude your article is to 'wrap up' your article by summarising what it says. Do this as quickly as possible and preferably in one sentence.

A concluding sentence "rounds off" your article leaving people feel like they have finished reading the article.

Have you ever read a newspaper article that was cut off halfway through the article because the editor placed another article or some advertising to close to the article? You don't get to read the whole article and there is no conclusion. It is as if it was not worth reading the article at all.

Conclude well and give your reader a sense of completeness to your article.

Keep in mind that this is not the last thing the reader sees in the article. Below the conclusion is the resource box but I will elaborate further on.

The second way to conclude your article is to get your reader to take further action. This could be to do something you have suggested within your article or encourage your reader to do more research on the topic.

You could conclude with a message for your reader to go to the search engines and look up the subject matter to get a better idea of what the article is talking about.

You could also tell your reader that there is more information about this subject on your own web site.

This means that you have given something a little extra for your reader in the article. You have given them a further benefit that they could take up if they wanted to.

Secret Strategy #11

The Resource Box

What is a resource box?

A resource box is a few lines of writing that you are allowed to put at the end of your article that allows you to market yourself. You have given a free article to anyone on the internet and now you are asking for something back.

It is the marketing at the end of your article that entices your reader to take further action.

An example of a resource box might be as follows:

“This article was written by David McKenzie of <http://www.mywebsitenamehere.com> who is an expert in writing articles for the internet. David has written a number of e-books which you can find at xyz.com “

In this example I would be selling these ebooks at my site. These ebooks would be on the same subject as the article.

If the reader enjoyed the article they could have a look at what else there is to offer with the ebooks.

With the resource box it may even be that you just get your visitor to go to your site to give them more free articles.

It is basically up to you what you put in your resource box. It is up to you to decide what to sell, or whether to give away further information.

It is your chance to get your reader more interested in what you have to offer.

We will cover Resource Boxes in more detail in a later chapter when we look at how to market your articles on the internet.

Secret Strategy #12

Be Humble and Be Honest

- Be humble.

Do not talk down to your readers. Write your articles as if you are talking to a friend in the street. Nothing annoys people on the internet more than people who are arrogant.

Write your articles in a personal way as well. Assume you are chatting one to one with your friend. Do not write as if talking to a large group.

- Be honest.

People have a huge fear of being taken in by a scam on the internet, and rightfully so.

I recently read an article that said the 3 biggest issues facing people on the internet were speed of access, security and trust.

It is a faceless society online and it can be difficult to know who to trust. You need to instill trust in your readers so that they know you are an honest person.

This can be easier said than done but it is imperative that you work hard at building trust. This can be done through your article writing.

Write in an honest way and tell the truth. Do not make up stories.

People cannot see you. They can only see your web site or the information you have written. They need to believe that you are an honest person but how do they know?

You have to work doubly hard to earn a good honest reputation online but it can be worth its weight in gold if you succeed. Earning an honest reputation on the internet will take time, but it will eventually flow through in your articles and your web sites. When you have established yourself as an honest person online people will flock to you.

People generally feel safe in their homes, at their work and at schools. But they do not feel safe online. They are always worried about the next scam-artist that is going to take their hard earned money.

By providing trust you will have broken down one of the greatest barriers to people buying online. And they will more than likely buy off you!

Conclusion

This certainly is by no means an exhaustive list of everything you need to know about writing articles on the internet but it will get you a long way down the track.

The internet is always changing and you need to keep researching and testing what works and what doesn't.

Try out these techniques for writing articles and see if they work. Change a few things around and see what happens.

On the internet there are no hard and fast rules.

Except for one.

Do not spend money wildly and blindly on anything to get your name out there. This is what 99% of the fallen dot com companies did and is no way to run a business.

Learn as much as you can about writing on the internet. It is very different to writing in the offline world. Read as many articles as you can and see which ones you find easier to read.

Test and research. Test and research again.

When you think you have figured it all out, then test and research some more.

Summary

In chapter 2, you have learned about the 12 secret strategies for writing free articles. Those are:

- Use lots of White Space – make the article easy to read.
- Grab your readers' attention by asking questions (?) and using Exclamation Marks (!)
- The Headline - prompt the reader to read past the headline.
- The 1st Sentence – keep the readers attention.
- Using Bullets or Numbers – this is good to summarize points quickly.
- Outline the Benefits to your Reader – what is in it for them?
- Do Not Waffle – you will lose your reader very quickly if you are not precise and to the point.
- How long should Your Article be? – my personal preference is between 400 and 1,000 words.
- Target your Article and Target your Audience – your article should be on one topic and it should target a niche audience.
- Conclude with a Strong Message – summarize the main benefit of the article or prompt further research.
- The Resource Box – your marketing message goes here.
- Be Humble and Be Honest – you do not have a physical storefront so honesty is your ticket to success.

Chapter 3

How to Write Your First Article in 2 Hours

Ready for your first article?

Start with the heading. This is THE MOST IMPORTANT part of your free article. You need to spend 30 minutes on this part. If you already have a good heading then great. If not then read on.

Let's work on how to get a great heading.

First write down your topic. Assume your topic is mountain climbing. Think of all the things you know about mountain climbing. (Note that I know nothing about mountain climbing!)

Now try to think of what benefits potential readers would get out of your knowledge of mountain climbing.

Benefits might include certain techniques, great mountains to climb, how to start with mountain climbing.

Potential headings for your topic mountain climbing could be:

"7 Techniques to Master the Art of Mountain Climbing"

"Learn How to Get Involved with Mountain Climbing"

"The 5 Best Mountains to Climb in North America"

"12 Tips for Better Mountain Climbing"

"Mountain Climbing: Feel the Fresh Air On Your Face"

"Secrets to Mountain Climbing and Abseiling"

"Learn How to Mountain Climb in Under 2 Weeks!"

"Have You Climbed Any of North America's Tallest Mountains?"

Each of these titles portrays a potential benefit to the reader. This is what you want to concentrate on when deciding on a heading.

Next let's decide approximately how long this article will be – let's say between 300 and 500 words. This sets the tone for how much you are going to write.

Now lets write the first sentence. We will pick the heading “Learn How to Mountain Climb in Under 2 weeks!”.

The first sentence needs to keep the reader interested. Here are some examples:

“Would you believe me if I told you that you could be mountain climbing in under 2 weeks?”

“I will show you how to be mountain climbing in under 2 weeks.”

“The following tips and techniques will enable you to be climbing mountains in less than 2 weeks.”

The first sentence keeps the reader’s attention and they are prompted to read the body of the article.

Next comes the body of the article. With a 300-500 word article this would be perhaps half a dozen short paragraphs about how to learn to mountain climb in under 2 weeks.

The next section is the conclusion. The conclusion could end like this:

“So now you have the tools and techniques required to conquer the mountains in 14 days. Go to it!”

“The mountain climbing approach as outlined above should have you climbing mountains in less than 2 weeks.”

That’s it!

Actually that’s not it. It is the end of the article but the most important content in the article is still to come...

The Resource Box.

We will go into full details of the resource box in chapter 4 but for now just keep in mind that the resource box is your advertising message. It is the chance to promote your ebook, affiliate program or newsletter.

To recap on your plan for writing an article in 2 hours:

Heading – 30 minutes

First Sentence – 10 minutes

Body of article – 40 minutes

Conclusion – 10 minutes

Resource Box – 30 minutes

The most important parts of an article are the heading and the resource box.
Devote 50% of the time to writing your article to these 2 areas.

Chapter 4

Marketing Your Free Articles With a \$0 Marketing Budget

If you are writing free articles you DO NOT want to be spending money marketing those free articles. Yet you still need to market them.

A few people will read your articles at your web site but you need LARGE NUMBERS of people to read your articles so you need to market them effectively.

In fact take the time it took to write your first article – 2 hours and multiply that by 3. You need to spend 6 hours marketing this one article. Spend 25% of your time writing your content and 75% of your time marketing it.

Luckily there are thousands of places on the internet to advertise your free articles. In fact for some subjects you probably would not be able to find all the free places to market your articles. There are THAT MANY!

The 6 best methods for marketing your articles online in no particular order are:

1. Newsgroup marketing
2. Classifieds marketing
3. E-zine marketing
4. Autoresponders
5. Signature files & resource boxes
6. Article Resource Sites

1. Newsgroup Marketing

Newsgroups are a great way to give away free articles and to get people to read your work. Newsgroups are basically groups where you interact with other online users to get information. Think of a topic and there is probably a newsgroup for it.

To find out more information about newsgroups go to <http://groups.google.com/googlegroups/basics.html>

People expect to get free information in newsgroups so what better way to market than to give them a free article you have written.

Before you start posting to newsgroups make sure you familiarise yourself with the posting guidelines. You can find an FAQ on posting to newsgroups at http://groups.google.com/googlegroups/posting_faq.html

There are a few important things to consider about newsgroups;

Firstly, do a search for newsgroups focussed on your subject. You want to target your audience properly.

If you post the wrong information to the wrong newsgroup you can get into a lot of trouble. Nothing annoys the participants of newsgroups more than people who are posting off topic.

Before posting an article, monitor the particular newsgroups for a couple of weeks to get a feel for the type of information that is being exchanged in each newsgroup.

When you are ready to post to a newsgroup make sure you use short postings and just give them the relevant details of your free article.

For example, if you had written an article about uploading photographs to the internet, your newsgroup posting could look something like this:

Subject: Free Article on Uploading Photo's to the Net

"I have written a short article about the tips and techniques of uploading digital photo's to the internet to get the best results. You can read the article here

After the 'You can read the article here' you would give the web page address or autoresponder address where your article can be accessed.

An article on this subject should only be posted to a newsgroup on 'photography' or 'photography on the internet' or something else similar. Remember to post to the right groups.

Also remember that you must be giving away free information in your article that is actually helpful to people. If the information does not help them in any way then why should they bother to read it?

Each time you write a new article you can post it at the relevant newsgroups. After you have written a few articles and people start to recognise your work they will shortly see you as an expert in your particular field. This will lead them to ask you questions and advice. They will be looking to you for the best information.

A Quick and Easy Guide to Posting to Newsgroups

Go to <http://groups.google.com>

Type in your topic in the search box and click search or just browse the groups looking for newsgroups related to your topic.

Monitor the newsgroups you have selected (say 12) for about 2 weeks to get a feel for each group.

After this period post a message to each newsgroup offering your free article.

Include a link in the body of your post back to your web site where your article is stored.

Repeat this process once a week with other free articles you have written.

Now you are on your way to successfully using newsgroups. By the way, you will stand out as 99% of posters on newsgroups are trying to sell something. You are just giving away a free article!

2. Online Classified Ads / AOL Classifieds

The 2 best places for online classified ads are <http://www.yahoo.com> and <http://www.aol.com>

Online classified ads are very similar to offline classified ads except that they are available world wide. Think of your local newspaper being available in hundreds of countries! That is the power of online classifieds.

Suffice to say online classifieds are huge but are mostly full of people who are selling goods and services.

To differentiate yourself from the crowd why not post a classified ad for your free article. A small percentage of people do this and they get great results.

It is another fantastic way to get people interested in your articles.

If you post that you are giving away free articles when everyone else are using classifieds to sell something then you will attract lots of traffic.

The best place to start with classified ads is with Yahoo. Go to their site and click on the classifieds section. You will quickly see that it is possible to spend many hours there just reading through the classifieds.

People love getting stuff for free, and if your article is something they are interested in they will click on your ad.

You are offering a free article so they are likely to read it. They are under no obligation to do anything other than read your free article. You could have a marketing message in your resource box for something that you are selling but this would not be evident from the classified ad.

Use classified ads to get people to read your article. Then you can sell them something later down the track.

This will also differentiate you from the competition because most people are NOT giving away free articles.

There are 2 important things to remember when posting classified ads:

1. Keep you ad as short as possible.
2. Make your ad exciting. Use 'Tips for Buying Real Estate – FREE Article' instead of 'Article on Buying a House'.

All you are trying to do with your classified ad is to get people to click on the link inside the ad or respond to the email address you give them.

If there is a link to a web page make sure that page is the page your free article is on. If you are getting them to contact you via email, just send them the free article. Nothing else.

3. E-Zine Marketing – Classified Ads on Steroids!

How many ezines do you think are out there in internet world?

I really do not know. However it has got to be tens of thousands, perhaps even hundreds of thousands.

Guess what?

Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

Here are 3 ways you can do it:

1. Ezine Ad Swaps

You can swap ezine ads with other ezine editors. The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues, thus featuring their ezine ad in your next 6 issues.

2. Pay for Ezine Ads

Negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads, ask them if they would like to receive some money to run your ezine ad. Odds are, they'll agree!

3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editor's article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

Once you get to 1,000 subscribers you can start to run paid ezine ads, but don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

My preference is to place classifieds in e-zines that only have 1 to 3 ads per issue. This way more sets of eyes will notice your ad rather than if you were part of 30 classified ads.

Some of the bigger e-zines use the approach of having many classified ads in the one newsletter but I think it can detract from the content of the newsletter.

Rates vary tremendously (from \$2 per thousand subscribers to more than \$50 per thousand subscribers) but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad and you run 3 ads per ezine.

If your ezine is a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

How Should You Write Your Ezine Classified Ad?

If you currently receive ezines you have probably seen some of these classified ads. They generally have a heading and 3 or 4 lines underneath.

An example of one may look like this:

"BECOME AN INTERNET INSIDER!
With the "Secrets of the Big Dogs," you'll make profits like
never before! Learn how to build, market, and promote
your business, working only 1-2 hours a day!
<http://www.roibot.com> "

Generally you want to have a great heading that captures the reader's attention. It could quite possibly be the heading of your article or you could modify it slightly.

A Quick and Simple Guide to Writing an Ezine Ad for your Article

Look at the heading of your article. If it is not a question or if it does not have an exclamation mark at the end then use inverted commas. Like this:

"How You Can Become Healthy in 60 Days"

The next part is the 3 line ad itself. This needs to explain in more detail what your article is about and how it can benefit the reader.

"If you are looking for a simple but extremely effective way of becoming healthy in 60 days then have a look at the following Free article:
<http://www.brisney.com> "

In the place of <http://www.brisney.com> would be the direct link to the page your article is located.

So now your ad looks like this:

“How You Can Become Healthy in 60 Days”

If you are looking for a simple but extremely effective way of becoming healthy in 60 days then have a look at the following Free article:

<http://www.brisney.com>

What about formatting the ad?

Most ezines are formatted to a maximum of 65 characters width. This is so the ezine is easy for people to read with their email software. Next is how to format your ad. It will look like this when formatted to 65 characters:

“How You Can Become Healthy in 60 Days”

If you are looking for a simple but extremely effective way of becoming healthy in 60 days then have a look at the following Free article:

<http://www.brisney.com>

But do not just write one ad for ezines, write 3 or 4 different ads.

If you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

4. Autoresponders

Perhaps the most misunderstood and under-used marketing tool on the internet are autoresponders.

What is an autoresponder?

An autoresponder is an automatic response email. When someone clicks on the autoresponder email address they send a blank message to the autoresponder email address. An email returns to them with the information they requested.

The person who set up the autoresponder put the information in the body of the automatic email. For instance, putting your free article in the body of the automatic email.

Then when someone sends a message to that autoresponder you get the article in your inbox.

Autoresponders are great for giving away free articles.

For example, I have written a free article about tips for affiliates and the autoresponder address is at_article@sendfree.com. You can click on this link and it will open an email message. You send a blank email to this address and back comes my article in your inbox. Try it now to see if it works.

There is another more powerful reason to send your articles by autoresponder.

By using an autoresponder for your article you get to capture the recipients email address. You can then follow up your recipient at a later date and ask them how they enjoyed the article. They may give you some good feedback. They may even go and visit your site.

By using an autoresponder you have developed a relationship with someone that may prove useful down the track.

Lets say you have your article in an autoresponder. What next?

You could put the autoresponder address on your web site, you could include it in a newsgroup posting or you could include it at the bottom of your email. Something like this:

“P.S. By the way I have written an article about landscape designing. If you would like to receive a copy of this article just send a blank email to XYZ@sendfree.com “

The email address XYZ@sendfree.com would be your autoresponder address. If you would like to checkout a free autoresponder service just go to www.sendfree.com.

If you are writing articles longer than 1,000 words post an announcement about a free article that you have and at the end of the announcement you have an autoresponder address that sends them a copy of your article.

To go through the mechanics of how an autoresponder works just read the following. When someone clicks on your autoresponder address these things happen:

1. The information is found stored on a web server and delivered immediately to the person who asked for it. It happens virtually straight away and you can request it any time of the day or night. The person receiving the article can read it on their screen or print it out. They could even just come back and read it later because it is already in their inbox.
2. The person who wrote the article gets an email from the autoresponder that gives the email address of the person who requested the article.

This enables you to send them another free article that you may have written or will write in the future.

Thus you develop a relationship. If they enjoy your articles they may be interested in purchasing something you might offer for sale at your site.

By giving away a free article by autoresponder, this could eventually lead to the sale of a product or service.

If you are looking for Free Autoresponders try these for starters:

<http://www.sendfree.com> (I use them)

<http://www.getresponse.com> (I use them)

<http://www.infoback.net>

<http://www.myreply.com>

5. Signature Files and Resource Boxes

Signature Files

A signature file or 'sig' is a message at the bottom of your email. It's a little paragraph including your signature at the end of an article or e-mail. With the sig file you have an opportunity to market yourself to people.

For instance I might sign off my email like this:

Regards
David McKenzie
<http://www.brisney.com>

This is a very small sig file, but it does one important thing!

It tells people that I am David McKenzie at <http://www.brisney.com>.

People are naturally curious and if they see that <http://www.brisney.com> is a clickable link they are likely to click on it thus taking them to my site.

You could be more adventurous with your sig file.

I write my own twice monthly newsletter and one of my sig files is as follows:

'For great ideas on promoting your business online subscribe to our Free twice monthly newsletter by sending a blank email to brisney@brisney.com. '

It is a short marketing message asking someone to subscribe to my free newsletter. This is quite a proper and ethical way to end your email or to have at the bottom of your article.

You could even have this as the P.S. under your sign off. This is also quite acceptable and people do not mind.

What other things could you put in your sig file?

As well as your web site and email address you could put your phone number or you could offer a free article.

This is another great way to get people to read the free article you have written.

People love getting stuff for free.

You might end your sig file like this:

Regards

David McKenzie

If you would like a free article on marketing your Affiliate Programs then visit:

<http://www.brisney.com/affiliate-tips.htm>

Someone can visit this site and read the article about marketing affiliate programs. When they visit your site they may also look around at what else you have there or they may join your newsletter if you have one or buy a product if you are selling one.

[Affiliate programs are programs which allow you to sell other people's products or services and receive a commission for the sale. I will describe them in greater detail later in this ebook.]

The one act of getting someone to click for a free article in your sig file could lead them to do many other things.

In your sig file you have to create an interest for your reader. Stating that you have a free article to give away will create interest. People will want to read your free article if it is interesting to them. If your article is on a page on your web site just make the link directly to that page where the free article is situated.

Resource Box

A resource box is similar to a sig file but occurs at the bottom of an article. It is basically a longer sig file of about 3 or 4 lines long.

First you have the text of your article and then underneath the resource box which 'finishes off' the article.

You can see an example of a resource box from one of my articles at <http://www.brisney.com/internet-writing.htm>

When somebody else wants to use your article in their ezine or on their web site, they have to include the resource box with the article.

As an example, the following resource box is for one of my articles entitled "A Thousand Words are Worth More than a Picture!":

A Thousand Words are Worth More than a Picture! - article by David McKenzie of <http://www.brisney.com>. For great ideas on promoting your web site or marketing your affiliate programs subscribe to our Free twice monthly newsletter by sending a blank email to <mailto:brisney@brisney.com>.

This resource box at the end of my free article does 2 things:

1. It tells people a little bit more about <http://www.brisney.com> and lets them know they can learn about affiliate programs.
2. Secondly it tells people how to receive a free newsletter twice a month. Not only did they get a free article but now they can subscribe and receive a free newsletter.

Although it need not have given away a free newsletter. It could have been selling a product or service or just getting the reader to visit a site.

There is one additional piece of information I put before the resource box but at the end of the free article and it is this:

“You may re-publish this article at your web site or in your e-zine as long as the following resource box is included at the end of the article and as long as you link to the URL and the email address in the resource box.”

In summary here is that article with the resource box at the bottom:

“A Thousand Words are Worth More than a Picture!”

By David McKenzie

In fact 10 words are better than a picture on the internet.

“In the offline world pictures often sell much better than words. But in the online world words often sell better than pictures. Especially when promoting your web site or affiliate programs.”

Text Sells!

When you are marketing your affiliate programs on the internet try using text instead of pictures.

Do a little test. If you currently have a picture link at the top of your web site, monitor the click throughs you are getting for two weeks. Then change the picture link to a clever text link and monitor the click throughs for another two weeks.

I would be surprised if the results were not better for the text link. I know in my own testing that text links do MUCH better than pictures. I also know from doing a lot of research that other successful affiliates have had similar results.

People have trained themselves to ignore banners and since most banners are pictures the banner click through rates have fallen through the floor.

But guess what?

Some banners are actually doing really well and cleverly designed interactive text banners are getting very high click through rates. Why?

Because the words are selling. The words are prompting the person to find out more information. The readers are keen to take further action.

People generally do not want to be sold to. They want to get to know someone first and they need to be able to trust someone.

Someone selling something with flashy pictures looks less credible. But text links are more believable.

Let me give you an example.

Often when I receive an email, there is some information in the email and at the end of the email is a text link. The text link could say something like 'For more great ideas click here'. If the information in the email was interesting to me then I want to know what the other great ideas are. I want to see what other content they have at their site.

As affiliates what you want to be giving your visitors is good content. Why divert their attention away with pictures. Give them more content and give them quality content.

To encourage them to read your valuable content use text links. Use interactive text banners, use text links in your emails and use text links on your web site.

For affiliates, text links work! For example:

"You may re-publish this article at your web site or in your e-zine as long as the following resource box is included at the end of the article and as long as you link to the URL and the email address in the resource box:

A Thousand Words are Worth More than a Picture! - article by David McKenzie of <http://www.brisney.com> For great ideas on promoting your web site or marketing your affiliate programs subscribe to our Free twice monthly newsletter by sending a blank email to <mailto:brisney@brisney.com>

If you would like a copy of this article emailed to you, click here - mailto:tl_article@sendfree.com "

At the end of the resource box there is another section asking people to click here if they want the article emailed to them. It's the autoresponder. Not only can they read the article now, but instead of copying and pasting themselves they can get a fully formatted text copy emailed to them immediately by autoresponder. It makes it easier for the readers.

Resource boxes are a very powerful marketing tool.

6. Article Resource Sites

This is the **Big Hitter** of getting people to read your articles.

Article resource sites are sites where people post their articles for other people to read. That is their purpose – to have people read articles other people have written. Many article resource sites have hundreds of authors on a range of subjects.

Not only can you benefit by reading other people's articles at article resource sites but you can also post your free articles there yourself.

People can read your free article at the article resource site and then click on the link to your site in the resource box at the end of the article. Thus, another visitor to your site.

There are thousands of places to submit articles and the following is a comprehensive list of what is available. If you are writing on a particular topic try to find article resource sites dedicated to that topic. Your topic may also be a sub topic of another group.

The best thing to do is search on the search engines for 'article resource sites'. You could then narrow your search for your particular topic.

When you are writing articles you want to be able to offer your articles to as many people as possible and the article resource sites enable you to do this.

Article Resource Sites – Comprehensive Listing of Sites

<http://www.addme.com/nlsubmit.htm> - weekly ezine features articles on website promotion, attracting traffic, search engine secrets, affiliate programs, keywords, starting and growing a business and more.

http://article_depot.50megs.com - excellent list of article announcement lists and article archive sites.

<http://www.articlecentral.com> - an extensive list of articles collected from hundreds of web development related sites.

<http://www.authorconnection.com> - a comprehensive article resource site.

<http://www.authorsden.com> - a comprehensive resource site for authors and readers.

<http://www.boconline.com> - hundreds of small/home business articles.

<http://www.businesspotential.com> - an extensive article resource list.

<http://www.dawndreams.com/articles.html> - lots of good articles.

<http://www.certificate.net/wwio/ideas.shtml> - submit articles to the World Wide Information Outlet.

<http://www.connectionteam.com> - articles on business development, self-improvement and health & wellness.

<http://www.epromoteonline.com> - lots of articles on internet marketing.

<http://www.ezinearticles.com> - free articles for ezines and web sites.

<http://www.goarticles.com> - an article search engine directory with articles listed by author.

<http://groups.yahoo.com/group/aabusiness> - a business article announcement list providing free content to hundreds of ezines, newsletters, magazines and web sites.

<http://groups.yahoo.com/group/aageneral> - is a general interest article announcement list providing free content to hundreds of ezines, newsletters, magazines and web sites.

<http://groups.yahoo.com/group/aainet> - an article announcement list for internet related articles including e-books, ezines, search engines, web design, web development and web sites.

http://groups.yahoo.com/group/article_announce - a general interest article announcement list.

<http://groups.yahoo.com/group/articlepublisher> - an article announcement list providing free content for publishers and webmasters.

<http://groups.yahoo.com/group/free-content> - articles for small business and online entrepreneurs.

<http://groups.yahoo.com/group/freezinearticles> - a general interest article announcement list.

<http://groups.yahoo.com/group/Free-Reprint-Articles> - articles for ezine and newsletter publishers, off-line publishers and webmasters.

<http://groups.yahoo.com/group/freewrites> - articles for ezines, publishers and webmasters.

<http://groups.yahoo.com/group/freezinecontent> - a general interest article announcement list.

<http://groups.yahoo.com/group/netwrite-publish-announce> - article announcement list for articles about e-books, ezine publishing, internet marketing and internet and online business.

http://groups.yahoo.com/group/publisher_network - articles for ezine and newsletter publishers.

<http://groups.yahoo.com/group/publishinyours> - an announcement only list to receive articles by writers to freely publish in your newsletters.

<http://groups.yahoo.com/group/ReprintArticles-Paradise> - general interest article announcement list.

<http://groups.yahoo.com/group/The-Article-Depot> - internet marketing related articles.

<http://homebizpotential1.netfirms.com/articles.html> - lots of articles on internet marketing, affiliate programs and ebooks.

<http://www.ideamarketers.com> - free content, articles and ezine builder.

<http://www.internetday.com> - extensive article resources site.

<http://www.makingprofit.com> - an extensive article resource site listed by author.

<http://www.marcommwise.com> - an extensive article resource site.

<http://www.marketing-seek.com> - an excellent article resource site and ezine directory.

<http://www.marketingtoolchest.com/articles> - hundreds of articles on marketing and promotion.

<http://www.netterweb.com/articles/> - comprehensive article resource list.

<http://www.opportunityupdate.com/articles> - a searchable interactive library of articles.

<http://www.selfgrowth.com> - articles on self-improvement.

<http://www.soaringprofits.com/articles.htm> - an extensive article resource site listed by topic.

<http://www.theinternetinsider.com> - submit your article to this regularly produced ezine.

<http://www.ultimateprofits.com> - extensive article resource site listed by author.

<http://www.webmasterslibrary.com> - extensive article resource site.

<http://www.webpromote.com> - weekly ezine with extensive list of articles.

<http://www.webreference.com/new/submit.html> - web authoring articles.

<http://www.wiredcourier.com> - articles targeted at website owners and marketers who are interested in finding ways to drive more traffic to their sites.

<http://www.womans-net.com/content.html> - extensive article resource site listed by author.

<http://www.zinos.com/cool/zinos/submitarticle.html> - good ezine directory and article submission site.

Summary

In chapter 4, you learned how to market your free articles online using the 6 most powerful free online marketing methods available. They are:

- Newsgroup Marketing – newsgroups are suddenly much more user friendly with Google.
- Online Classified Ads / AOL Classifieds – if you give away free articles when everyone else is selling something, you will stand out.
- E-Zine Marketing – with thousands of ezines with subscriber numbers of under 2,000 in each, there is a potential HUGE market for ezine ads.
- Autoresponders – they are a must in online business. A great way to disseminate your free articles AND capture the email address of the recipient.
- Signature Files and Resource Boxes – your marketing message to sell something or give away your free articles.
- Article Resource Sites – a place to post your articles for others to read. You also received an extensive listing of the most popular article resources sites.

Chapter 5

How To Turn those Free Articles into Money Making Machines

How do you make money writing free articles on the internet?

Writing articles is a way to get people to know you. After they know you then you can try to sell something.

There are 2 main ways to make money through writing free articles on the internet.

1. Sell an e-book.
2. Join an affiliate program and sell their product or service.

We will discuss both methods and how you can participate in them.

1. Sell an E-book

Once you have written a free article or many free articles you can then write an e-book and sell it on your site.

What is an e-book?

An e-book is an electronic book that you buy online.

An e-book is an electronic file that contains content for your readers. It can be a complete piece similar to a normal book. It can be a few pages long or a few thousand pages long. E-books can be on any subject matter; they can be written like poems, they can be instruction booklets or even recipes. They can even include animation and sound and video to go along with the text. The possibilities are endless.

What Should You Write About?

The first thing to do is select a subject for your e-book. This should be something that you have a good knowledge of or are expert in. You may be a keen hiker so you could write an e-book about various mountain trails that you have done.

How Do You Create An E-Book?

Once you have selected your subject it is now a matter of selecting the e-book compiler to compile your E-book. An e-book compiler is basically the software that helps you make your e-book. It provides the formatting that makes it easy for your readers to read your e-book.

The following two compilers are free:

- SbookBuilder:

<http://www.jansfreeware.com/jftools.htm#sbookbuilder>

- eBookIt:

<http://www.cottagemicro.com/ebooks/>

You could also use a commercial e-book compiler that costs money. If you want to use a commercial e-book compiler I would recommend the following:

- E-Book Pro Compiler:

<http://www.brisney.com/e-book-pro.htm>

There are many more commercial e-book compilers on the market and you can search for them at any of the search engines. Just go to one of the search engines and type in 'e-book compiler'.

Having said all that, my personal opinion is to use Adobe Acrobat. It is what I used to create this e-book.

You do not have to buy Adobe up front. You can use adobe on-line where you can sign up for a free trial and create your first 5 Adobe PDF files for free.

After that you can either purchase the Adobe Acrobat software or pay for it per month.

But why not try it for free first? If it does not work out then no money lost!

It is quite possible that Adobe Acrobat will become the standard for e-books in the future. Most people already have the adobe acrobat reader software on their computer as this is free.

Selling Your Own E-book

You can either sell your e-book directly where you have a merchant account and accept credit cards yourself, or you use a third party merchant account.

A merchant account is where you take care of all the billing and processing procedures yourself.

However, you can 'contract out' this service to a third party and pay them for providing these services. For some of these third party merchant account providers you only have to pay when you sell. You do not have to pay anything upfront.

Two examples of a third party merchant account are:

Ibill (Internet Billing Company)

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

Paypal <http://www.paypal.com> now have a full merchant account system as well. In fact, I prefer paypal. It is just so easy!

How much should your E-book Cost?

It really depends on how big your e-book is and the potential market you have. You could sell it for as little as \$3 for a small e-booklet or a couple of hundred dollars for a big manual. Generally prices seem to range between \$10 to \$50.

One of the key features of e-books is that they can be about very specific topics. In fact the more niche the market is, often the better it sells.

Marketing Your E-book

OK. We have come full circle. Because you want to market your e-book by giving away FREE articles.

Just write 3 articles from your e-book that you have written and using the marketing methods in this course you will be marketing your e-book.

In the resource box at the end of each of your 3 articles your marketing blurb about your e-book would be placed.

For instance if you wrote an e-book about surfing then your resource box might look something like this:

'If you enjoyed this article and would like to learn more about surfing the Monster Waves In Hawaii then take a look at our e-book at
'.....'

Importantly you are only getting people to click your link for more information. It is not until they get to your site do they find out you have written a great e-book on surfing in Hawaii for \$50.

Where Can you get your E-book Listed?

Ebook Connections

<http://www.ebookconnections.com>

Ebooks N'bytes

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

BookLocker

<http://www.booklocker.com>

Booksurge

<http://www.booksurge.com>

Infopost

<http://www.infopost.com>

Ebookshoppe

<http://www.ebookshoppe.com>

Bookzone

<http://www.bookzone.com>

Additional E-Book Resources

<http://www.fatbrain.com>

<http://www.1stbooks.com>

<http://www.ebooknet.com>

<http://www.writerswrite.com>

<http://www.iuniverse.com>

<http://www.bookmarket.com>

2. Affiliate Programs

What is an affiliate program?

An affiliate program is where you earn commissions on sales of goods and services directly or through your own affiliate network.

You can be a participant in an affiliate program where you sell other peoples products and services on your web site and make a commission for each sale.

Alternatively you can start your own affiliate program and get other people to sell your product or service on their web sites.

An example can best explain how they work:

Lets say I have designed an internet marketing course. On my site I set up an affiliate program that allows other people with web sites to sell my product at their site if I pay them a commission. Lets say the cost of my course is \$50 and for each sale an affiliate makes, I pay them \$20, keeping \$30 for myself.

Not only that but I let those affiliates sign up people under them to resell the product at their site. This is called the second tier. For those second tier people I am willing to pay them \$20 per sale as well. But I also pay the direct affiliates \$5 when the second tier affiliates make a sale.

1. Cost of Product \$50

Affiliate makes sale – pay them \$20

I keep \$30.

2. Cost of Product \$50

Second tier affiliate makes sale – pay \$5 to direct affiliate and \$20 to indirect affiliate.

I keep \$25.

Why am I willing to give away half of the cost of my product to these affiliates? Because one of my biggest expenses (marketing my product) is being done by my affiliates.

So what do writing free articles have to do with affiliate programs?

Well writing free articles gets the reader interested in what you might be selling. Instead of selling your own e-book you could be selling someone else's e-book or someone else's product or service via an affiliate program.

Let's say you were an expert in the stock market. You have written a number of informative free articles about investing in the stock market. You join an affiliate program that is selling some stock market software.

You sell this stock market software as an affiliate under their affiliate program at your site. When someone reads your article and clicks on your resource box at the end of your article they are taken to your web site. At your web site you are selling the stock market software.

If the stock market software is selling for \$100 and the affiliate program pays you \$30 per sale, each time someone buys the software from your site you make \$30.

So the person who bought the stock market software did the following:

1. They read your free article.
2. They clicked on the link in your resource box that took them to your web site.
3. They read about the stock market software.
4. They clicked on the link that took them to the stock market software owner's site.
5. They bought the product.
6. You got paid a commission.

This is another way to make money with your free articles.

Affiliate Program Links

1. Affiliate Program Directories

<http://www.associateprograms.com> – a searchable database of thousands of affiliate programs, a newsletter, a message board, articles and marketing resources.

<http://www.refer-it.com> – a comprehensive directory of affiliate programs with a fully searchable database. Also features regular news updates, articles and a newsletter.

<http://www.associate-it.com> – another fully searchable database of thousands of affiliate programs. It also includes resources for webmasters, a newsletter and many articles.

<http://www.2-tier.com> – an affiliate program directory that concentrates only on 2-tier affiliate programs. Also includes articles, an affiliate guide and a merchant guide.

<http://www.cashpile.com> – extensive directory with thousands of featured affiliate programs. Also includes a section for affiliates, a section for merchants and a newsletter.

2. Affiliate Resources

<http://www.brisney.com> – substantial affiliate resources including affiliate articles, reviews, marketing resources, affiliate resources, newsletter archives and a select number of high commission affiliate programs.

<http://bblmedia.com> – a comprehensive list of resources including affiliate programs, affiliate networks, marketing resources and a free course.

<http://www.affiliateblunders.com> – an extensive list of affiliate articles and excellent information on what to avoid with affiliate programs including affiliate blunders, merchant blunders and downline blunders.

<http://www.revenews.com> – a substantial affiliate resources site with news, articles and newsletter.

<http://www.affiliatehandbook.com> – an extensive list of resources including news, articles, press and marketing.

Webmaster Resources

<http://www.1stsearchranking.com> – search engine positioning articles, email course and newsletter.

<http://www.addme.com> – free web site promotion and search engine submission.

<http://www.ahbbo.com> – practical home based business ideas, articles and resources.

<http://www.bookcoaching.com> – articles and tips on book writing, publishing and promoting.

<http://www.demc.com> – one of the top ezines with hundreds of thousands of subscribers.

<http://digest.bcentral.com> – a daily moderated discussion list with over 100,000 subscribers.

<http://www.htmlgoodies.com> – free html tutorials on tags, programming, basics, scripts, frames and more.

<http://www.jimtools.com> – site submission, html, graphics, keywords and other tools.

<http://www.marketingtips.com> – extensive online marketing resources including internet marketing lessons and seminars.

<http://www.sitepoint.com> – a large collection of web design tutorials and articles.

<http://www.sitepronews.com> – a free newsletter and resource site for webmasters.

Summary

In chapter 5, you learned about the 2 best money generating ideas to use when writing free articles.

1. Write an Ebook

2. Join an Affiliate Program

The purpose of writing free articles becomes clear. It is important to give away free information in the form of free articles and it is just as important to market those free articles.

But the purpose of writing free articles, in the end, is to make money. This can best be done by writing an ebook or joining an affiliate program.

If you would like more information on ebooks I would highly recommend “A Guide to Self Publishing Ebooks” by Wayne Perkins. Click the link:

<http://hop.clickbank.net/?brisney/wphypno>

If you would like more information on affiliate programs then have a look at my ebook “The Facts You Should Know About Affiliate Programs.” Click the link:

<http://www.1sthomebasedbusiness.com>

Chapter 6

Using Indents, **Bold**, Underline and *Italics*

If you want to put some excitement into your articles any one of these or a combination of these can be very effective.

Stand out and you will be noticed. Lets look at each one...

Indents

Instead of using numbers or bullets, you can simply indent a particular paragraph in your article to make that sentence stand out more.

It sits on its own at a different starting point to other paragraphs. That gives the impression that it must be more important. It will give readers the feeling that they REALLY MUST read this section.

Using an indent really stands out, just like this!

An indent also can be important where someone is skimming over an article. Because the particular sentence of paragraph is indented the reader may only read that particular part of the article. If you make the indented paragraph important they may also read the rest of the article.

Bold

Bold can be used within the article itself or just within the heading. I personally prefer to use bold just for my headlines so they really stand out.

Contrast the following headlines of some of my articles using bold and not using bold:

How I got my Articles Read by 500,000 Subscribers!

How I got my Articles Read by 500,000 Subscribers!

7 Web Design Tips for Affiliates

7 Web Design Tips for Affiliates

Secrets to Using Popup Pages

Secrets to Using Popup Pages

Although it may seem obvious, it really is important to use bold in your headlines on your web site for your articles. The headline is the first thing people will read and making it stand out “even more” can only be beneficial.

It also may be useful to use bold somewhere in your article to highlight a specific word or phrase.

However, please remember that some of the article resource sites that you submit your articles to will not allow you to have the bold feature, so just use this on your web site.

Underline

The underline feature should be used just in the body of the article. If you use the bold feature in your headline then do not use the underline feature as well.

I have found the best way to use the underline feature is when you need to separate your article into sections and do not want to use numbers.

For example, you could be writing an article about German Grandfather Cookoo Clocks and you are talking about different time periods in which they were made. You could use numbers to highlight the different sections or the underline feature. For example:

1. 1854 – 1899
2. 1900 – 1935
3. 1936 – 1966

OR

1854 – 1899

1900 – 1935

1936 - 1966

Under each section you would have a couple of paragraphs related to each time period.

Using underline is just another way to separate important sections in your article so please consider it.

However, once again please consider whether to use this feature when submitting to article resource sites as some will not allow the underline feature. Better to just use it exclusively on your web site.

Italics

Italics are rarely used but can be very effective at highlighting a single word or a group of words.

Take a look at the following sentence:

If you are looking for *powerful marketing techniques* to help your online business become more successful then click here.

The 3 words “powerful marketing techniques” are in italics to make them stand out from the other words in the sentence.

Previously you have learned about using inverted commas to highlight words or phrases. Instead you can try using italics as they work just as well.

The aim with italics is to *capture* the readers’ attention with an important word or group of words.

Summary

In chapter 6, you have learned how to effectively use indents, bold, underline and italics in writing your articles. The reason for using each of these items is to highlight a particular word, group of words, sentence or paragraph.

Indents – instead of using numbers or bullet points use indents to highlight an important paragraph or sentence.

Bold – use bold in your headlines to make them stand out more.

Underline – use underline instead of numbers within the article to highlight separate sections.

Italics – use italics instead of inverted commas to highlight a particular word or phrase.

Chapter 7

How I got my Article Read by 500,000 Subscribers!

In chapter 1, you learned why writing free articles is important. In this chapter you will see how writing free articles can turn into an amazing viral marketing tool.

Viral marketing basically means producing something (an article, an ebook or something else) and then having many different people featuring that item on their web site or in emails.

I recently wrote an article titled “How I got my Article Read by 500,000 Subscribers!”

I wrote this article because a couple of weeks prior to writing it, one of my other articles featured on the <http://www.addme.com> online newsletter. At the time this newsletter went out to 500,000 subscribers.

Here is the article:

*****Begin Article*****

How I got my Article Read by 500,000 Subscribers!

By David McKenzie

Writing articles is a fantastic way to get free, targeted traffic to your web site. If you direct this traffic to products or services you are selling directly or through affiliate programs this is a great way to boost sales.

An article I recently wrote was featured in the <http://www.addme.com> weekly newsletter that goes out to over 500,000 webmasters and web site owners.

I did not submit my article directly with AddMe, so I assume they picked up my article from one of the dozens of article resource sites that I regularly submit to.

Since my article appeared in the newsletter I have received an enormous amount of traffic.

Guess what?

It's free traffic and it's targeted traffic.

You see, anyone that was interested in reading my article had

the opportunity to click on the link in the resource box at the end of the article. This was a link back to my web site. (Many people are curious as to what else you might be offering at your web site so will click the link just to have a look.)

Boy did I get a lot of people hitting that link!

This meant a lot of free, targeted traffic to my web site. It was free because I did not pay anything for it and it was targeted because only people who liked my article went on to click the link.

But that's not all it gave me.

With this additional traffic it gave me the opportunity of making extra sales. That's precisely what happened – lots more sales.

Also, because the traffic was targeted the conversion ratio of that traffic to sales was that much higher. Targeted traffic leads to a greater percentage of visitors buying your product or service.

Just by writing that article and having a large subscriber base newsletter featuring it meant extra sales for me.

So while others are struggling with search engine rankings, or worse still, PAYING for their traffic, I am happy to stick to this powerful traffic generating system: Writing Articles.

If you want lots of targeted, free traffic then write some articles on your chosen subject and submit them to the article resource sites.

Maybe a newsletter with over 500,000 subscribers will feature YOUR article!

*****End Article*****

As you can see the benefits of having an article featured in a large subscriber ezine are enormous.

The best thing about it was I spent absolutely no money getting this additional traffic and sales. I just wrote a free article and distributed it to the article resource sites.

Let's get back to that viral marketing issue.

When I first submitted the article to the article resource sites, maybe a few hundred people read it.

Next, when AddMe picked it up it was read by a few hundred thousand people.

Because it was featured in AddMe, other webmasters and web site owners will pick up the article and feature it in their ezines or on their web sites. This may mean many more thousands of people will read the article.

Now this could go on for many months. It could mean that in a few months more than a million people have read this one article.

Even if only a small percentage click the link in the resource box and only a smaller percentage end up buying anything from me it will still be a tremendous outcome.

Let's assume just 1% of people who read the article click the link and go to my web site. That's 10,000 unique visitors.

Then only 1% of those 10,000 unique visitors make a purchase at my web site. That's 100 sales.

If my product was \$20 per sale then that's \$2,000 in total sales to me.

This is from one marketing effort – Writing an article and submitting it to lots of article resource sites.

Now you can see the opportunities of this viral marketing technique.

Summary

In chapter 7, you learned where article writing can take you. Writing articles can be a very powerful viral marketing technique that can bring you lots of traffic and more sales.

People want to read good content. If you can provide it then other webmasters and web site owners will feature your content.

This content can go out to many thousands of people. With that many people reading your article you are creating the ultimate viral marketing tool.

Chapter 8

A Quick 2 Page Summary of Putting it All Together

OK. Lets run through it from the beginning.

1. Select a topic or topics. Find out what you have a particular knowledge about. The more specific the niche the better. Better to be about the Wattle Tree (which is an Australian native plant) than to be about Australian Native Plants.
2. Go through the 12 Secret Strategies for writing your free articles. To re-cap they are as follows:
 - (a) Use lots of White Space
 - (b) Grab your reader's attention by asking questions (?) and using Exclamation Marks (!)
 - (c) The Heading. Get it wrong and the whole article is not worth reading!
 - (d) What should you put in the First Sentence?
 - (e) Using Bullets or Numbers
 - (f) Outline the Benefits to your Reader
 - (g) Do Not Waffle
 - (h) How Long Should Your Article be?
 - (i) Target your Article and Target your Audience
 - (j) Conclude with a Strong Message
 - (k) The Resource Box
 - (l) Be Humble and Be Honest
3. Marketing your articles. I consider this part to be by far the most important. Get everything else wrong and get the marketing right and you will succeed. Get everything else right and the marketing wrong and you will fail. It is that important!

Although I did not place the 6 best marketing methods in any particular order before, I now will. Some marketing efforts just simply work better than others.

The 3 most important ones are:

Article resource sites
Autoresponders
Sig Files / Resource Boxes

The next 3, whilst still very important are not as effective as the first 3:

Ezine Marketing
Classified Marketing
Newsgroup Marketing

I kept one additional marketing tool I thought I would save for the summary chapter here. You see, only the people reading the WHOLE e-book will find this:

Go to any of the major search engines (google, altavista etc) and type in your subject. Then type in an advanced search for 'submit article'. You should receive many (perhaps even thousands) of sites where you can submit your free article to a web site or to an ezine.

4. Making Money. Learn as much as possible about selling your own e-books or joining affiliate programs. As a starter for affiliate programs I have written a free article about joining affiliate programs at <http://www.brisney.com/joining-affiliate-programs.htm>.

5. As a final inspirational message:

START TODAY!!

Thankyou

David McKenzie

Glossary

Affiliates – web site owners that sign up to affiliate programs where they can sell other peoples products or services on their web sites and earn a commission.

Affiliate Programs – programs set up where you can sell other people's products or services and earn a commission from the sales of these products or services.

Article Resource Sites – web sites where hundreds of authors have written thousands of articles on the internet. The article resource site is where the articles are stored.

Autoresponder – automatic email response that can send pre-produced information to whoever requests it.

Ebook – electronic book that you can buy online.

Ebook compiler – piece of software that helps compile an ebook.

E-zine – online newsletter usually distributed via email.

Google – one of the leading search engines on the internet. It allows you to search for things by category. <http://www.google.com>

Merchant Account – account that enables you to accept credit cards at your web site when selling goods and services.

Newsgroup – online services or groups where you interact with other online users to get information.

Niche – where you focus on a particular area by being specific as compared to being general.

Online Classified Ads – similar to classified ads in newspapers except that they are less specific to location.

Resource Box – signature file which is placed at the bottom of an article that may be a marketing message. It is usually about 3 or 4 lines long and may be selling something or giving something away for free.

Signature (Sig) File – small sign off file that you can place at the end of your email. For instance a sig file might be your name, your web site address and your telephone number.

Traffic – defined on the internet as visitors to a web site. To get a lot of visitors means to get a lot of traffic.

Yahoo – one of the largest comprehensive online directories of web sites.

Registration Form

Complete the following information and email it to me at brisney@brisney.com

Name:

Address1:

Address2:

City:

State/Region:

Zip / Postal Code:

Country:

Email:

Phone:

Once you have completed and sent back the registration information you will be added to the email list to receive free updates and information on this e-book.

Many thanks for purchasing this e-book, How to Write Free Articles and Market Them With a \$0 Marketing Budget.

Sincerely

David McKenzie

<http://www.1sthomebasedbusiness.com>

<http://www.brisney.com>

Book Comments

If you have any comments or questions relating to this e-book, please feel free to email me at brisney@brisney.com

Good luck with your online businesses.

David McKenzie
<http://www.1sthomebasedbusiness.com>
<http://www.brisney.com>

About the Author

David McKenzie is the founding editor of <http://www.brisney.com> which is a site dedicated to helping people make money on the internet. Its main focus is affiliate programs and writing free articles.

David is also the founding editor of <http://www.1sthomebasedbusiness.com>

David has written 2 e-books “How to Write Free Articles and Market Them With a \$0 Marketing Budget” and “The Facts You Should Know About Affiliate Programs”.

David has been operating <http://www.brisney.com> since 1999 and <http://www.1sthomebasedbusiness.com> since 2001.

David has a Bachelor of Commerce degree and is a qualified CPA. He also is a regular investor in the stock market with a keen interest in both fundamental and technical analysis.