



# Article Writing Secrets

Brought to you by  
Allan Wilson

<http://www.nichearticles.com>

### **Legal Notice:**

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials.

Any perceived slights of specific people or organizations are unintentional.

**Congratulations!**

**You can receive free  
Reseller Rights to this ebook!**



**This means you can sell the book  
and keep all the earnings  
yourself.**

**Simply register for Resell  
Rights at**

**<http://www.articlewritingsecrets.com/resaleregister>**

**and you'll be sent the info you  
need!**

# Introduction

Writing articles to make money. It's one of the hottest topics on the internet. And it's true, articles are an awesome and easy way to make money online.

Some folks feel intimidated about the thought of putting pen to paper, but I'm going to tell you about some easy ways to write quality articles. You'll be cranking them out in no time.

What good are articles? Well, with them you can...

- generate free traffic to your website (where you're selling something)
- send traffic to websites you are promoting as an affiliate (via your link, of course!)
- provide quality content on a basic adsense site
- use several of them to quickly create your own e-books and sell them on their own mini sites, or even sell resell rights to these e-books.

## **Turning Your Articles into Income**

When folks are curled up in bed with your book, you have some literary license. You can talk about scenery and feelings and pave the way for character development.

But when people are reading on the internet, they're wanting fast facts. They don't want additional fluff. Easy to understand information. That's the goal.

When you want to learn something, you want to learn it as quickly as possible. Everyone looks for a shortcut so they can start applying what they've learned. That's why you want to be brief and to the point in your articles for the web.

## **The Fastest And Easiest Way To Write Great Articles**

Now, with as many tip websites as there are and as many online forums, there's no need to come up with all the content off the top of your head.

Now here's something vitally important - you must never take another person's words for your article. Not one sentence. Not one phrase. It's illegal and can get you jailed.

But you can certainly learn from their content and write your own article. Find three or four articles on your topic, read them carefully, and write your own article in your own words based on what you've just learned.

### **Where To Find Good Info**

If I wanted to write an article on "unschooling", I'd search Google for "unschooling forums" or "unschooling discussion boards".

All I then do is look for what folks are talking about, read their responses and use them to help write my own article.

If you find a great info-product on Clickbank for gardeners, do a search for garden forums. See what kinds of questions folks are asking and write an article to answer.

You can also find Frequently Asked Questions at [FAQ.org](http://FAQ.org) and [Groups.google.com](http://Groups.google.com).

Remember, you're keeping your article short and to the point. Use helpful tips throughout.

I remember one article I read about searching for a fitness club. One of the tips went like this. "In order to find the best fitness club for you, you must go out and look for one."

Well, duh! For crying out loud, that's idiotic. Of course you have to look for one. That's a piece of totally useless information.

Steer clear of stating the very obvious. Give unique, helpful suggestions. That's what your readers want.

## **Writing Your Article Title**

Like a headline, this is what gets folks to decide to read your article or pass it by.

People want articles with helpful tips they can use immediately. Your title must convey what you're offering in your article.

"Reaching Your Goal" - kind of boring  
"Making It" - too abstract, this could be a title for baking cakes or any number of things

"7 Proven Steps to Reaching Any Goal That You Can Implement Right Now!" - much better

You can use personal anecdotes in your article. These add flavor and help hold your reader's interest. People love a story!

## **Editing Your Article**

Any professional writer will tell you how difficult it is to proof your own work. Because you know in your head exactly what the page is supposed to say, it's easy for your brain to skip over little errors.

You can read your article aloud to help check for flow. But also have another pair of eyes look over your work and see if the article makes complete sense.

Don't forget to check for spelling errors. Too many of these and your article will likely not be accepted/published.

**For the best Private Label Rights article re-writer program...**

**Check out**

**<http://www.SecretArticleConverter.com>**

**With this program, you can change Private Label Articles into usable, unique content.**

**It's inexpensive, and it works!**



# **Earning Money with your Articles**

You have your 5 articles on Reaching Your Goals ready. Your resource box includes your name, autoresponder link (so they could sign up for your free course on goal setting), and your affiliate link.

Now it's time to start submitting articles. Don't skip this vital step! I can't tell you how many articles sat on my computer for months because I was "too busy" to submit them!

<http://www.freelancemom.com/submitarticles.htm>

<http://eclaunchsite.com/ECLarticlesubmissionsites.htm>

have a ton of places to submit articles

In your autoresponder series, don't forget to give folks the opportunity to buy another product!

As other people begin to promote your articles, your name will end up in numerous search engine results!

Go for two tier affiliate programs when you can and reap the benefits of others' work!

Those five little articles ended up giving you tons of free advertising and residual income!

Now don't stop there! Find another niche and info product, write and submit some additional articles, and watch your income grow!

# Articles and Adsense

Adsense is definitely the talk of the town. It's been the impetus behind automatic website generators and portal sites galore.

Right now, many marketers are leaning in the direction of providing valuable content (your articles) on their adsense pages. The thought is, no search engine in their right mind would ban or delete a valuable content site.

Put your adsense boxes on every page of your content site.

When it comes to Adsense, you have to think like your website visitor. What is it they are looking to buy? Don't stick something on your site about "making money with your gardening passion" because the advertisers with Adsense are selling garden tools and equipment, not money making opportunities.

You need to make your content fit into the Adsense ads for the best results.

Now, write articles! 10, 20, 50 - keep writing and promoting your content site.

Advertise your website in the resource box.

For example

"For a complete checklist on the best shade loving plants, visit [slp.com](http://slp.com)"

By following this format, you should make money from Google Adsense fairly quickly. Plus you're building tons of quality content over time and you will have hundreds of articles all over the Internet working for you around the clock! That means your site will do better in the search engines due to all the incoming links!

This is one of those money machines that will make you money on demand pretty much for the life of the Internet.

# Using Articles To Profit From Affiliate Programs

**You don't even need a website!**

To combine articles and affiliate programs, all you have to do is create a free autoresponder series, then advertise it directly with ezines, etc.

## **Select 3 Affiliate Programs**

To make this work and not be a one hit wonder, you will need to select **THREE** affiliate programs to join. The criteria to selecting these programs are a little different than going out and selecting the affiliate program with the biggest commission, even though this does play a role.

Of course, all the affiliate programs you promote will have to be on the one subject. For instance, say your first affiliate program is an ebook on Mini Sites, then your second affiliate program you sell could be a members only site based on Mini Sites and your third affiliate program could be a service where someone creates a network of Mini Sites for your customers.

The first affiliate program you promote will be one which pays a larger than normal

commission on the first sale. Do not accept anything less than 40% commission for your first affiliate program. The reason for this is because we want to make a profit on the first affiliate program. By selling any product that does not make you at least \$20 per sale, you will not profit straight away. The main aim of this is to really build up your Opt-in Mailing list.

If you break even, don't be discouraged. Breaking even is an amazing result, and if you have built your list up, then you will be profiting for years to come.

So for your first affiliate program, choose a product that sells for around \$40 to \$50 and where you still get at least 40% of the total profits.

Your second affiliate program you join will be in the category of what we call "Residual Income".

This is an affiliate program that pays you every month someone stays signed up for the product or service. For example, if you were to promote a web hosting company, and they charged \$25 a month, you would get around \$10 a month for as long as that person stays signed up for web hosting.

These are great programs to promote because all they require is a little hard work up front and you're set for months, even years.

That's why I recommend promoting this type of program once you have a large list of names to email to.

Of course you will still be promoting your free course to other people, but this is a way to make back end sales from your current list. Don't think if you've advertised to these people once, that's all they are good for. It takes some folks several times to respond to a message, so keep reminding them of what you have to offer.

You can find a large list of Residual Income affiliate programs at

[LifeTimeCommissions.com](http://LifeTimeCommissions.com)

Now your third affiliate program will also be a program that you will promote to your current subscriber list. This program should pay you a large lump sum of money. This type of program will have a lower conversion rate, but you should be making \$80 to \$150 commission per sale.

If you would like to find a directory of affiliate programs, visit

[AssociatePrograms.com](http://AssociatePrograms.com)

### **Create A Free Report Series**

Don't overlook this step! It's vital to your affiliate success. I will go as far as

saying that if you create a responsive Opt-In list, 75% of your work is done for you already. That goes for anything you're doing online.

This free report will be promoting the first affiliate program you chose from step 1. It should be priced around \$40 or \$50 and pay you around \$20 to \$25 per sale.

Creating your free report is easy. Either find 5 articles on your subject that you're allowed to use, or create 5 articles yourself. They don't have to be long, only around 500 words. Then send them out to your prospects over 5 days using your autoresponder. Make sure these reports are full of useful information, not just blatant advertising. You do however get a chance to advertise to them directly later.

How I create an autoresponder series is by writing 5 to 10 articles on the topic of my affiliate program. For instance, if I were writing a report on search engine ranking, I would create the following articles.

1. The Tools Of The Search Engine Specialist
2. Meta Data, Yes Or No?
3. How Mini Sites Can Generate Thousands In Extra Visitors
4. Getting Listed In Yahoo! The Easy Way
5. Creating Keywords Relevant To Your Site
6. Search Engine Ranking On A Budget
7. The Biggest Search Engine Myths



And so on..

One tip I have for writing articles is to jot down points, and use those points to build your article. For instance, when writing *"How Mini Sites Can Generate Thousands In Extra Visitors"*, I would jot down points like this.

- \* Choosing A Domain Name
- \* Finding Cheap Web Hosting
- \* Using Keywords Throughout The Web Site
- \* Submitting To Search Engines
- \* Tracking Hits
- \* Doing This All Over Again

I would then write 100 to 200 words per point and voila! There's your first article/report for you to use.

Now when sending out your free report with your autoresponder, it should be set up something like this.

When the person signs up, they get part 1, then for the next 4 days they get parts 2, 3, 4 and 5. In these messages, you will get a chance to advertise to them in the first and last sections of your message. Here's an example of an autoresponder message you can send out.

Hi [[firstname]],

I would like to thank you for requesting our free report "How To Become A Super Affiliate And A Digital Information Millionaire On A Budget".

My name is Your Name, and I recently quit my job and I'm now working from home as both a Super Affiliate And A Digital Information Marketer. In this free report, I am going to show you how you also can work from home selling your own and other people's products, for amazing profits.

Not only that, I'm going to show you how you can do it ON A BUDGET with the power of Mini Sites.

And I will show you exactly what product I'm selling as my own, but did not create. It really is a great business to be in.

This course is written in plain English, and is very easy to read, however, if you have any questions or comments, then please feel free to contact me at

[email@addresshere.com](mailto:email@addresshere.com)

<http://www.websitehere.com>

P.S, [[firstname]], for a very limited time only I'm offering to everyone who buys Master Reprint Rights to Killer Mini Sites from my site, [www.websitehere.com](http://www.websitehere.com) a special bonus of SIX MONTHS worth of email consultation FREE.

That's right, ask me any questions anytime.

Not only will you get your own product/business to market online, I will help you do it in the process.

-----  
-----

Part 1, Becoming A Super Affiliate On A Budget With Mini Affiliate Sites

-----  
-----

Earning a good income from Affiliate Programs is not as hard as everyone make's it out to be.

The figure's are that 95% of all affiliates never earn enough to warrant a check. And of those 5% only 1 to 2% earn enough to live off their commissions.

That's not good news for the "average" Joe Affiliate is it?

But I'm telling you now, it does not have to be that hard. All you need is a simple formula that work's over and over again. It really is that simple.

-----  
-----  
*The 5 Step's To Becoming A Super Affiliate On A Budget*  
-----  
-----

\*\*\*\*\* Step 1 \*\*\*\*\*

*1. Create A 1 Page Free Report Web Site With A Simple  
Subscribe Form*

*Before we get into creating your Mini Affiliate Site we need to select an Affiliate Program to promote. If you already have one you want to promote, move on, if not read on :)*

*When selecting your first Affiliate Program for your Mini Affiliate Site, I suggest you go for a product with a rather large price tag, so you can make profits from day one. Of course the big money comes from you backend, which we will talk about later.*

*I alway's suggest you promote a product you have used and trust before anything else.*

*Don't just promote an Affiliate Program because of the commissions, as that's a sure fire way to fail.*

*If you're looking for a directory of Affiliate Programs to join instantly, I suggest you look at Allan Gardyne's AssociatePrograms.com.*

*Setting up a web site now has never been easier. A few years ago, domain names sold for \$35 for 1 year, and webhosting was about the same for 1 month. Now it's so very*

*inexpensive.*

*You can purchase domains names for \$13.50 at 000domains.com and even cheaper at godaddy.com.*

*The last time I checked they were selling dot com, net, org names for only \$8.95.*

*As I speak, there's a new hosting company that specialises in hosting Mini Sites. They are [www.bizminisites.com](http://www.bizminisites.com) and for only \$9.95 you get 3 months of quality web hosting.*

*If you would like an example of a very effective Mini Site have a look at the following sites.*

*<http://www.philwiley.com/>  
<http://www.track-your-ads.com/>*

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

*You can find a lot of really good web site templates at [www.freesitetemplates.com](http://www.freesitetemplates.com).*

*That's it for Part 1 today. You will get the second, third and fourth parts in a few days.*

*If you can't wait until then, you can always visit our site <http://www.websitehere.com> and get all the information you need.*

*Best Regards  
Your Name  
[email@here.com](mailto:email@here.com)  
<http://www.websitehere.com>*

As you can see, I've got my web site address and special offers throughout the report. But I was telling people to go to my website. If you don't have a web site, you would put a little advertisement for your affiliate program at the start and at the end of your reports.

If writing emails to keep in contact with your list seems overwhelming, check out the Instant Niche Email program at <http://www.instantnicheemails.com> . With a little work, you can have a year's worth of messages created in less than a day. Plus you can use the software for as many niches as you like.

If your prospect hasn't purchased from you after your free reports have been sent out, don't worry. The next part is where you will get most of your sales. Considering there are so many other affiliates promoting the same or similar product you are, you have to make them want to buy from you.

How do you do this? Easy- you overdeliver by giving them more than what they expected. I offer them something else if they purchase from the affiliate program I'm promoting. For instance, I give away consultation free, where I help them with any problems they might have.

Here's an example of using a report to get readers into the buying mode.

*Hi Firstname,*

*I have a secret for you that will hopefully make you very excited.*

*As you know, Killer Mini Sites is selling from my web site for \$22.70, \$79.95 and \$249.95. If you're confused about*

the different options, let me explain.

For \$22.70, you get a copy of the book Killer Mini Sites and you can resell the book to your web site visitors for \$24.95. But remember, this option is full of my Affiliate Links, where I'm earning money from your hard work.

For \$79.95 you get a fully branded copy of Killer Mini Sites that you can sell for \$24.95 with your Affiliate Links that will earn you residual income constantly.

For \$249.95 you get a fully branded copy of Killer Mini Sites that you can sell for \$24.95, you also get to sell the customization rights for \$79.95 and the big profit puller is you can sell the MASTER RIGHTS for a massive \$249.95 per sale.

But, here's the best bit. I'm offering, for a very limited time only, the MASTER RIGHTS to Killer Mini Sites for ONLY \$150. I'm slashing \$100 dollars off the price and I'm throwing in FREE Consultation with me via email any time you need help.

That's right, you get your own Internet Publishing Business complete with website sales letter and branding utilities, and FREE consultation that I sell elsewhere for \$147.00.

To be honest, I don't know what you're waiting for, this offer will not be around for long.

You can purchase the MASTER RIGHTS Today by clicking the link below. Remember, this link is for the \$150 MASTER RIGHT option.

<http://www.clickbank.net/sell.yourlink>

I can tell you now, the book is selling like hot cakes and if you purchase today, I will give you my secret tactic that makes 1 in every 45 people purchase this product.

I will also show you how to get unlimited email leads for you to advertise to constantly without spamming.

If this is not a big enough motivator to purchase today, I don't know what is.

If you would like more information about the book, which in

*itself is amazing, visit my web site at*

*<http://www.websitehere.com>*

*or email me at*

*email@here.com - This is my home account, you email will get priority status.*

*To your success and may your clicks come often*

*Your Name*

*<http://www.websitehere.com>*

*P.S, If you don't order today, please email me and tell me what's stopping you so I can sweeten the deal.*

This got an amazing response. It was sent 2 days after the free course was over. The pull here was that I will give them \$100 off the price of the product, plus still give them free consultation for 6 months.

The options are limitless.

Of course this would not be the end of your contact with them. If the prospect still hasn't purchased the first affiliate program you're promoting that's OK. The lifetime value of a prospect is a lot more than just a one time sale.

That's why you selected three affiliate programs to promote. Instead of trying to get the prospect to buy the one product over and over again, offer them something fresh. With this in mind, I recommend offering them a residual income affiliate program, like a membership site.

Then create another report and start all over again. An Opt-in list is a continuous stream of money.

Of course, when people purchase from you, they should be taken off the prospect list, and added to your customer list. This list is your most important asset. It's 10 times as important as your prospects list because these people showed they were willing to buy from you.

Some affiliate programs don't allow you to see the email addresses of people who buy from you, so that's why when you're giving away your special offer in conjunction with your affiliate program.

Ask them to send you an email when they have purchased, then you will give them whatever bonus you were offering.

*(Remember, when your prospect buys something from you, they become a customer, so do not forget to take them off your prospects list.)*

With these people, you will want to give them other special deals not available to your prospect list. The first email sent to them should be thanking them for their purchase, and letting them know how they can receive their free bonus and how they can contact you at anytime.



The second email sent to them should be sent a few days later giving them another free bonus they were not expecting. I love it when people do this for me, and I suggest you do this for your customers.

The third email you send them should be sent out about 7 days after they purchase from you. This email should offer them a backend product, for instance your residual income affiliate program. If you can, see if you can talk to the affiliate program manager and get a special discount rate on the product, or maybe the first month for \$1, just for your customers. I doubt any affiliate program manager would reject a sure fire way to make even more money.

In the mid to long term, this will build a nice on going lifelong income for you.

About 7 days after your third email was sent, send them another discount product, but make sure this product is in the high commission range. This is where you will make most of your income.

The information business is truly the best business to be in. I get excited when I'm writing books and thinking about the possibilities. It's great meeting new people and making new friendships.

Make sure you keep in contact with your

customer base and offer them free reports and other special offers every month or two. Just make sure you don't over do it.

There are not too many autoresponders that can handle this sort of work load for a cheap price, however, I have found one that will do this and more. It's called Aweber.com and you can get a free trial for 30 days. Then after that it's only \$19.95 per month. They give you unlimited autoresponders and other great options. You won't find anything else like it. If you're after a residual income affiliate program to promote, I recommend these people.

Considering you have no web hosting bills like nearly everyone else on line, you can afford to pay a little bit more for your autoresponder.

Now how many businesses do you know of that can run on a mere \$19.95 investment every month?

You could also produce free reports every month, and advertise them to your current list, while still advertising your first affiliate program report. Imagine having an around the clock sales machine sending out free reports to thousands, while promoting your affiliate programs and building a name for yourself.

## **Advertise Your First Affiliate Program Via Your Free Report**

This is the easier step, yet the step most people have trouble with. Creating an excellent free report is A LOT harder than advertising your free report. It's just a matter of coming up with a list of good ezines and discussion boards to advertise on. Signature files are a surprise add-on here, but they really do work.

You will need to generate a list of ezine publishers so you can send them articles to use for their ezine.

Ezine advertising would have to be my favourite option, as it's quick and easy. The only hard part is writing the ad copy for your ads, and finding ezines to advertise in.

Two of the top ezine directories are [topezineads.com](http://topezineads.com) and [directoryofezines.com](http://directoryofezines.com). There is a cost to use these, but they will be your lifeline until you generate a list of ezines yourself.

The whole aim of this advertising campaign is to generate leads for your free report, so you really want to advertise anywhere you think people might be interested in your report. Since you're not going for a direct sale straight off the bat, this somewhat allows you to be a little less worried about

how targeted your audience is.

If you're running low on money, I recommend classified advertising. It's so inexpensive that I advertise Internet marketing products in humour ezines and still pull a good response rate for the amount of money I put in.

You can get classified ads for around \$2 per ad, which is extremely cheap. I highly recommend [Partneon.com](http://Partneon.com) and [Twodollarads.com](http://Twodollarads.com) for any classified advertising you're going to do. Of course if you search through ezine directories you will find a lot of other places to advertise cheaply.

Writing classified ads has turned into somewhat of an art form. There are literally hundreds of books on the subject of writing successful classified ads, yet most over complicate it too much.

So what makes a good classified ad?

1) An attention grabbing headline

FREE REPORT  
SECRETS REVEALED  
HOW TO

2) A promise

Become A Millionaire Overnight  
Earn \$1200 In Two Weeks

FREE REPORT: Secrets Of The Super Affiliates  
Revealed

How To Become A Super Affiliate On A Tight  
Budget

3) A call to action

For More Information

Be Quick Or You Will Miss Out

FREE REPORT: Secrets Of The Super Affiliates  
Revealed How To Become A Super Affiliate On  
A Tight Budget For More Information, Send A  
Blank Email To Your@autoresponderhere.com

Once you've found a few good ezines, keep  
advertising with them. After you think  
you've got the most out of their classified  
ad section, start using sponsorship ads.

While this will be quite a steep climb in  
costs compared to classified ads, the  
results will be quite dramatically  
different. Top sponsorship ads can cost  
anywhere between \$15 to \$300 dollars  
depending on where you're advertising.

I recommend using top sponsorship ads if you  
don't want to spend a lot extra on  
purchasing a solo ad. However if you can  
purchase a solo ad for an extra \$50 or so, I  
would definitely go for the solo ad.

Sponsorship ads also give you an idea of how  
well the ezine pulls and whether or not it's  
worth the time and money to buy a solo ad.

Don't get carried away with figures when you purchase a solo ad. When I first started out, I advertised a product directly via my solo ad. The ad went out to 12,000 people and going on the figures of 1% buying my product, I thought this Internet Marketing thing wasn't that hard.

I did my research, I was told this ezine was good, which it is, and I went for it. The commission I was going to receive for every sale was \$20. So 120 were supposed to buy, time \$20 per sale came to \$2400.

How much money did I actually make from this ad? \$20! That's right, I only made \$20. Why?

- A) Because I advertised the affiliate program directly
- B) I did not know the affiliate program had been advertised about 10 times before
- C) I didn't even have a way to capture email addresses

It was a total flop and I was very put off from trying again.

That lasted about 4 hours! That night I was re-reading the information that got me into this mess to start with. I followed exactly what the affiliate program manager said to do, and it didn't work. Luckily for me, at that time I stopped listening to affiliate managers and started thinking for myself.

Have a look around any ezines you've joined, and try and remember if you read any of the ads. If so, which ones and why? Did you sign up for what they were offering? If no, Why? This is the best way to find ezine ads that work. If you read the ad and signed up for what they were offering, other people probably did, too.

Another method of free advertising I like to use is discussion board posting.

Discussion board posting is very effective, especially if the message board is inside a members-only site where you pay to join.

The idea here is not to spam the message board, but to actually add some content. Only answer questions you know a lot about. Don't try and be an expert on a topic you're not. I'm not an expert at copywriting, so I very rarely give people expert advice on this. I help people with basic questions, but no more unless I really know what I'm talking about. This is the best way to ruin your reputation before you're even lucky enough to create one.

Here's a sample posting which I think is the perfect

*Posted by **Elizabeth Sinclair** on Sat, Oct 27, 4:11 pm, in response to Ebook Covers.... Recommendations, please!, posted by Julie Jordan Scott*

*I have several free ebook cover templates at*

<http://www.onlinewebcreations>. All you need to do is add your own text. Otherwise, you can check out my Ebook gallery to see the custom ebook covers I have created.

Thanks,  
Elizabeth

The reason this is a good post is simply put is because it answers the person's question while still advertising their web site, without it looking like a blatant plug. The answer told the person exactly what she wanted to know.

Here's the post it was in response to.

*Ebook Covers....Recommendations, please!*

*Posted by Julie Jordan Scott on Sat, Oct 27, , 3:24 pm*

*Happy Weekend One and All!*

*I am looking for an Ebook Cover Designer. I know that many folks here are ebook authors or are ebook cover designers.*

*I am in the market for some covers and am looking for recommendations.*

*Please share any positive recommendations, or email me with cautions.*

*Thanks a bunch, everyone, all of a sudden I am on warped speed here in Bakersfield.....*

*With Purpose and Passion,*

*JULIE JORDAN SCOTT*

(That was taken from <http://www.ablake.net> message board, which is highly recommended.)

I must admit, I don't use the following



advertising method as much as I should because it can really boost traffic over time.

Signature files are little blurbs of text either after a post in a message board or at the bottom of your email. The most notable use of a signature file would have to be hotmail.com. Hotmail originally relied on its own customers to promote their service as each email message they sent contained a direct link to Hotmail's sign-up website.

This viral marketing strategy generated hundreds of thousands, very possibly millions of new users for their free service.

The idea of signature files is to make them as short and as compelling as possible. Let's say I just finished writing a post to a message board and I was just talking about affiliate programs.

This is what I write after my message board post to advertise my website.

"Discover How To Generate Thousands Without A Web Site Or A Product Of Your Own"

And I would link that to my sales page. A good idea is to also use a separate tracking system to track how many hits your message board postings are receiving.

If you were answering a question on creating a well written sales letter, you could use your signature file to promote an affiliate program like [instantsalesletters.com](https://www.instantsalesletters.com) . It's that simple.

# **Writing Articles To Generate A Monthly Viral Income**

Here's the idea.

We've all been taught to create free viral ebooks to either promote our products or affiliate products and submit them to free ebook directories. This was sound advice, but I've found an even better way to make this work.

Create your own free ebook directory full of your own free viral ebooks!

Think Clickbank.com but with free ebooks on all subjects that you own, promoting affiliate programs 24/7.

People go to this site, download the free book they want, they pass it around, and there ya go, automated affiliate income.

But how do you go about creating these free ebooks so they produce the best sales possible? I've found by creating an FAQ list (frequently asked question) on a certain subject and then converting it into PDF, my affiliate sales have soared.

I'm not trying to heavily sell them in the book, they are getting very useful free information and I then point them to a paid

resource to get more information if they want to.

I also ask them to pass the book around as much as they like.

Want an example of an FAQ list? Go here

<http://www.faqs.org/faqs/body-building/hardgainer-faq/>

This FAQ list is quite big and detailed. Your free books only need to be 5 or so pages long.

Here is an article I wrote on creating a viral ebook. It really doesn't have much to do with the business idea in general, but will give you an idea of what I'm talking about at least:

"... but if you want more information on creating Ebooks, You can find it at <http://www.7dayebook.com>. It's a one off fee for \$27 and it comes in Ebook format ironically enough."

Now, back to my explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more then a week's work part time if done correctly. IF you do

it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, let's get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give

it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

**1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.**

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, if you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 Insider Secrets To Sports Betting  
How To Bet With Other Peoples Money

A good way to come up with ideas is to look at what others are already selling and mimic that. You don't need to recreate the wheel here, so PLEASE don't make things harder than they have to be.

## **2) Get the tools you need to succeed**

You are going to need a few tools here.

### A) A domain name

I register all my domain names with <http://www.namecheap.com> for under \$9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

Here's an example for you people promoting sport betting affiliate programs.

<http://www.sportsbettingaffiliates.com>  
<http://www.sportsoddbetting.com>  
<http://www.betforfree.com>

etc....

### B) Webhosting

Let me say first, you get what you pay for. This has never been more true than with webhosting. YOU NEED a good reliable webhosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales and a lot of them.

### C) Autoresponder

You will need this so you can contact your prospects who don't purchase straight away. This is where you will give away your free course to entice them to give you their email address so you can contact them periodically.

#### D) Credit card processor

Clickbank.com is your fast and easy answer. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper then getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

#### E) Ebook Software

You will more than likely want to create your book in PDF format so everyone can read it. (PC and mac users alike)

#### F) Graphic Design Software

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting my hump to create my Ebook covers and website graphics I use folks who are more gifted in this area. Check into various marketing forums for good



recommendations.

### **3) Outline your book chapters into articles**

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book took me over 6 months, but now most of my books take me less than a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

### **4) Write your content**

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

**For the best article re-writer program...**

**Check out**

**<http://www.SecretArticleConverter.com>**

**With this program, you can change Private Label Articles into usable, unique content.**

**It's inexpensive, and it works!**

The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when you're writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

## **5) Create your sales letter**

This is where you will be selling your book and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if you're new to the whole thing. The best way is to mimic successful sales letters.

If for some reason you think you can't do this by yourself, you have 2 options.

1) Use software that helps put together your sales letter

and

2) Hire a copywriter

If you want to hire a professional copywriter, you're looking at thousands of dollars, plus royalties from your book sales.

Remember that you're selling this book with reprint rights, which means when they buy the book they can sell it as well. This is a

huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

## **6) Plug in your free 5 day autoresponder series**

The best way to write your free 5 day course that your prospects get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize urgency. You want to make these prospects that don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy; more than likely they weren't really interested or were freebie seekers from the start.

## **7) Advertise!**

Depending on your topic, you will want to target different people. However, no matter what topic you're selling on, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippos but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

The key is to target people in your market and then the Internet Marketing crowd.

## **Other Ways To Profit From Articles**

Being an affiliate is a hard enough job at the best of times, but have you ever tried to get your article published in a large ezine publication? It can be a nightmare sometimes. It's even harder if you try and work your affiliate link into the article.

Articles are a great way to get free exposure for your web site and your affiliate program. Hopefully your web sites goal will be to get Opt-In email addresses and you have some sort of free report system working.

However, I have been testing an idea for quite awhile now that I think really works and I guarantee you that you will get your article published 100% more than you do now. This works especially well if you're running an Opt-In mailing list which I recommend you do.

Ezine publishers receive hundreds of articles for publishing a week, so why should they publish yours? You might think you have the best article ever written, and you might, but ezine publishers have to make money too you know. My idea not only will increase your chances of getting published but you will also be helping ezine publishers make more money, which in the long run they will remember and will be more receptive to your articles in the future.

Here's the idea.

When you write your article, try and work an affiliate link into it. Make sure it's in context and not just a blatant advertisement as that's why most ezine publishers refuse to publish affiliate members articles.

As I was saying, write your article and in that article put a link to an affiliate program you're promoting in context in your article. It helps when doing this that you can say that you honestly use that product or service. I guarantee you a personal endorsement in your article will double the sales you would get with out an endorsement.

The twist here is that the affiliate link you put in will be changed by the ezine publisher. You will be letting the ezine publisher change your affiliate link in your

article so they can earn commissions from your article and therefore increasing the chances of getting your article published. This has never failed for me and I'm sure it won't fail for you.

So how do you make money from this? Well if you have your own autoresponder free report series set up, you can use that in your article by-line. You would make more sales from this than from commissions from the article. Your goal in any affiliate exercise is to get as many Opt-In email addresses as possible and as cheaply and quickly as possible.

Make sure your article by-line is something that catches the reader's attention. Here's a by-line I used when promoting an article on Mini Sites. You can see I use a tracker to show how many people click on my link.

*"Your Name" has been helping people succeed online for over X years. Visit his web site to find out how you can create mini sites that sell like crazy. Go to his website at <http://www.websitehere.com>*

However, if you wanted to promote your free autoresponder report series I would use something like this,

*"Your Name" has been helping people succeed online for over X years. Find out how to earn a full time automated income with*

*affiliate programs on a budget by sending a blank email to your@autoresponderhere.com*

(I have many variations of this by line)

This is the most effective way to use your article. Going for the one off sale is ridiculous and risky to your online business.

## **Best Places To Submit Your Articles For Massive Exposure**

There are many pieces of software that will submit your article to directories, or you can hire a high school kid to do it for you.

You can also hire services like Submityourarticle.com and Phantomwriters.com to submit your articles for you, but this gets very costly if you are writing lots and lots of articles at once.

Really, it's no big deal to do it yourself.

Here are list of article directories I submit my articles to.

<http://www.GoArticles.com>

<http://www.EzineArticles.com>



<http://www.ArticleCity.com>  
<http://www.Isnare.com>  
<http://www.Ideamarketers.com>  
<http://www.ArticleCentral.com>  
<http://www.ArticleHub.com>  
<http://www.ArticleWarehouse.com>  
<http://www.AuthorConnection.com>  
<http://www.Zongoo.com>  
<http://www.ContentDesk.com>  
<http://www.Article-Emporium.com>  
<http://www.ArticleHub.com>  
<http://www.ReprintArticles.com>

## Yahoo Groups

[groups.yahoo.com/group/aabusiness/](http://groups.yahoo.com/group/aabusiness/)  
[groups.yahoo.com/group/aageneral/](http://groups.yahoo.com/group/aageneral/)  
[groups.yahoo.com/group/aainet/](http://groups.yahoo.com/group/aainet/)  
[groups.yahoo.com/group/articles4you2use4prom  
otion/](http://groups.yahoo.com/group/articles4you2use4promotion/)  
[groups.yahoo.com/group/articlesubmission/](http://groups.yahoo.com/group/articlesubmission/)  
[groups.yahoo.com/group/articles\\_archives/](http://groups.yahoo.com/group/articles_archives/)  
[groups.yahoo.com/group/article\\_announce](http://groups.yahoo.com/group/article_announce)  
[groups.yahoo.com/group/article\\_announce\\_list  
/](http://groups.yahoo.com/group/article_announce_list/)

[groups.yahoo.com/group/epub](http://groups.yahoo.com/group/epub)

[groups.yahoo.com/group/ezonezone](http://groups.yahoo.com/group/ezonezone)

[groups.yahoo.com/group/Free-Content/](http://groups.yahoo.com/group/Free-Content/)

[groups.yahoo.com/group/Free-Reprint-Articles](http://groups.yahoo.com/group/Free-Reprint-Articles)

[groups.yahoo.com/group/freeezinearticles](http://groups.yahoo.com/group/freeezinearticles)

[groups.yahoo.com/group/freelance\\_promotion/](http://groups.yahoo.com/group/freelance_promotion/)

[groups.yahoo.com/group/FreeWrites](http://groups.yahoo.com/group/FreeWrites)

[groups.yahoo.com/group/freezinecontent](http://groups.yahoo.com/group/freezinecontent)

[groups.yahoo.com/group/Free\\_eContent/](http://groups.yahoo.com/group/Free_eContent/)

[groups.yahoo.com/group/hersmallbusiness](http://groups.yahoo.com/group/hersmallbusiness)

[groups.yahoo.com/group/I\\_Need\\_Content/](http://groups.yahoo.com/group/I_Need_Content/)

[groups.yahoo.com/group/netwrite-publish-announce](http://groups.yahoo.com/group/netwrite-publish-announce)

[groups.yahoo.com/group/PromoteYourArticle/](http://groups.yahoo.com/group/PromoteYourArticle/)

[groups.yahoo.com/group/publisher\\_network](http://groups.yahoo.com/group/publisher_network)

[groups.yahoo.com/group/qc\\_reprint\\_articles](http://groups.yahoo.com/group/qc_reprint_articles)

[groups.yahoo.com/group/ReprintArticles-Paradise](http://groups.yahoo.com/group/ReprintArticles-Paradise)

There are more directories and other places to submit your articles, but the above list is great for getting started and will get your article the exposure it deserves.

## **Final Words**

Any way you look at it, writing articles can be a very profitable online business venture. And being able to quickly generate your own helpful articles is a huge PLUS in today's world of internet marketing.

Several membership sites for PLR articles are springing up now. If you want articles written cheaply, check out

<http://www.secretarticleconverter.com/go/100>

You can get 100 private label articles sent to you each month for nine bucks (plus they are giving out 25 free PLR articles right now).

You can even receive free private label articles at:

<http://www.NicheArticlePackages.com/freestuff>

Put them into Secret Article Converter, and  
create your own article empire!

**For the best article re-writer program...**

**Check out**

**<http://www.SecretArticleConverter.com>**

**With this program, you can change Private Label Articles into  
usable, unique content.**

**It's inexpensive, and it works!**