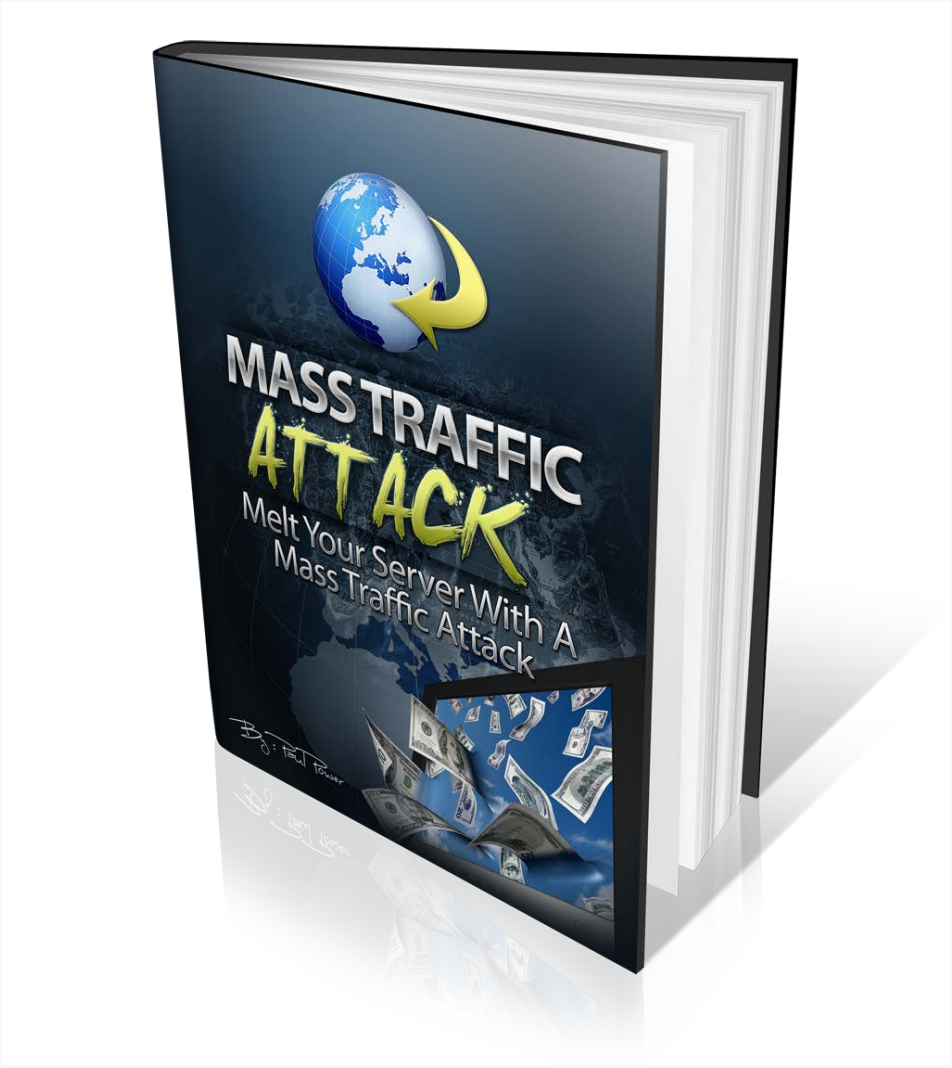

MASS TRAFFIC ATTACK

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Introduction

Welcome to MASS TRAFFIC ATTACK. Congratulations on taking the right decision to invest in this ebook. By doing so you have shown yourself to be one of the 'doers' and not the 'talkers', and your reward will be learning how to drive as much free traffic as you want, when you want, to *any* of your web sites. The method we are going to look at in great detail in this ebook is what is known as an evergreen method.

What this means is that this is not some short lived fad as many free traffic systems are.
This method of getting free traffic has been working since the early days of the internet and it works even better today. Regardless of what new developments may take place online it will continue to work just as effectively into the future. I am, of course, talking about article marketing.

"But I don't have a clue how to write"
"I have no idea what to write about"
"No-one will be interested in what I have to say"
"I'm dyslexic so my articles will look poor" "I have no idea where to submit my articles"

Does that about cover the initial objections that popped into your mind?

Because those were just a few of the reasons why I delayed writing articles for a long time - which cost me a lot of money.

The main purpose of this ebook is to answer those questions - and others, to show you just how easy it is to write articles. Literally anyone with a computer can do it. It doesn't make any difference whether you have ever previously written a word in your life. As with anything else in life, taking action and actually getting started is the hardest part. Your first article will take the longest to write. Once you have done one and seen how really easy it is, the second one will be much quicker, the third faster than the second and so on.

Before the internet if you wanted to be a writer you had to have qualifications. It was necessary to know how to research a subject. These days you don't have to be an authority, or even have particular knowledge of a subject, to be able to write an article about it. That's the beauty of the internet. All the information you could possibly need is already there. The only thing that you need to do is organize the information that is already out there, and change the format into something more appropriate.

As we will see, none of this need take a long time. With a little bit of practice you'll soon be writing great articles in 20 minutes or less. When you think that every single article has the potential to bring in hundreds, thousands of dollars over time you can see just how exciting this is.

No doubt at this stage you're a little skeptical. Every one is looking for a “magic traffic wand” that will instantly drive loads of traffic to their site. Some piece of software, you click a button, and 10 minutes later you have made thousands of dollars in sales. You do know that this doesn't exist don't you? I have personally tried several traffic methods, some free, some quite expensive.

I can honestly say with hand on heart that if I was only allowed to use ONE method, that would be article marketing. There is nothing more effective, indeed it is as close to a “magic traffic wand” as you can get. Sure, there's a little work involved. If you have never written an article before then there is a bit of a learning curve. Not much of one however, and I'll give you a “template” to use for writing successful articles.

In this ebook I am going to cover absolutely everything you need to know to get started. I am assuming you have never written an article before, and you have no idea where to start. All aspects of articles and how to use them in marketing are covered in detail. However, the most detailed chapter of all deals with Organization and Preparation, and getting your mind set right. Why?

Writing articles is actually the easiest part of this process, the most difficult is convincing yourself that, yes you can indeed do it. So I have spent quite a bit of time on that.

Once you have finished reading this ebook, you will be armed with everything you need to know. However, if after all of that writing articles still doesn't appeal I'll show you some methods of getting articles written for low cost, and even some nice effective, little-known ways of short cutting the process.

To make this ebook as user friendly as possible, all the Chapter headings in the Table of Contents are hyperlinked to the relevant chapter. In fact this ebook works in a similar manner to a web site; click on the chapter headings (and the chapter subsections) to go straight to that page.

Taking action is the key to success. Nothing has been left out of "*MASS TRAFFIC ATTACK*". Neither has anything been "held back" for a future "upgraded" product as is unfortunately so often the case with many products. 99% of everything you need to make a success of this is contained within this ebook.

The other 1% is up to you!

So let's get started.

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Chapter 1 - Why Write Articles?

So why should you write articles if you have a web site? There are 5 pretty good reasons to do so:

1. **Finding paying customers** - the reason why most people go online is to find free information. By giving them what they want, high quality gratis content, they are more likely to check out your paid products too
2. **Free publicity** - it literally costs you no money at all to submit as many articles as you want to the most widely read article directories. The potential exposure is massive
3. **Quickly become perceived as an expert in your field**. The more articles you write, the more your name will become known. When people then visit your site they are more likely to buy from you, because you are seen as “the expert”
4. **High search engine ranking** - every article you write will contain anchor text links back to your site. Each of those links will push your site up in the search engine rankings, making it easier to find. (Don't worry if you didn't understand that - I'll explain everything below!)
5. **Joint ventures** - the more exposure you get, the more interest other marketers in your field will notice you. This opens up possibilities of being asked to write articles or even ebooks for them, which would have a massive potential for you.

These can be condensed into just 2 main reasons:

1. Traffic
2. SEO (Search Engine Optimization)

Traffic, if you didn't already know, is the amount of visitors coming to your web site. SEO, whilst a massive subject in itself covers how high your web site ranks in the search engine results. So when you type words into Google, Yahoo or Bing each search engine returns the results that it thinks are the most relevant to the terms entered. Whole books have been written about SEO and I'm not going to get too deep into it here. However, broadly speaking, your position in the search engine results depends on 2 things - content and backlinks.

By content we mean quality, unique content. Not something that's been copied and pasted all around the internet. Whilst this ebook is about article marketing, all the principles here apply to content that you put onto your own web site. So don't forget to bear that in mind.

Backlinks, if you didn't already know, are links from other sites back to your own web site. Virtually each backlink you get from another site is counted by Google as a “vote” for your site. The more backlinks, the more “votes”. Not all votes are equal however. Votes from an “authority” site, a respected, well-established site will count for a lot more than votes from an obscure blog.

The great news is that the sites where we are going to submit our articles to - article directories, are hugely respected by Google and the backlinks we will leave on these sites carry a massive amount of value.

Indeed in many cases, and for some quite common search terms, the articles themselves are right there at the top of Google's search rankings. So that's a double whammy - do this right and you can not only get your own web site high in the search engine rankings, but also your articles. This really is a win-win-win situation for so little work.

Imagine how much traffic you would get if your site was on page 1 of Google!

That's why the two aspects of Traffic and SEO are so closely linked together.

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Chapter 2 - Organization and Preparation

I know you're itching to get stuck into the practical methods of writing articles and article marketing, but it is all too easy to read an ebook such as this and then take no action. It can all seem so much work. Well you can relax, by the time you have reached the end of this ebook you'll know everything you need to know in terms of how to construct your articles, where to submit them and how to make money from them.

However many of us do struggle with actually getting started. If you have never written an article before then it can be very easy to say "*this sounds great, I'll make a start next week*".

Does that sound familiar?

In this chapter I am going to deal with getting your mind space right, avoiding procrastination and getting yourself organized. By the way this advice applies to all of your business ventures, not just article marketing. Unless your own mind, your own workspace and your own computer are organized, you will struggle. This section is absolutely vital; I suggest you read through it carefully and put into practice all the principles that apply to you.

The Right Mind Space

Let's deal with getting your own “mind space” right. I am sure you have read about the importance of having a positive mental attitude, goal setting, the Law of Attraction and so on. This is not the place for a detailed examination of the “mental” part of various “selfhelp” principles; numerous very good books abound on the various aspects of that subject. All I will say here is that what you expect, or what you wish for - you will get.

Back to getting your mind right. Expect failure - that's what you will achieve. That's true for anything in life, not just your business but that also applies to your social and family life. If you come into *any* part of internet marketing, not just article marketing, with the attitude of *“well I'll give this a try but I'm not really expecting anything”* then guess what? That's EXACTLY what WILL happen - I guarantee it.

On the other hand, expect to be successful and you will be. Believe me, it really is just as simple as that. It is vital that you get your mind space right, and it is truly a question of mind over matter. In article marketing your most important tool is not your computer but the space between your ears!

So let's get into the detail. Let me ask you a question

"What single word do you think is the biggest enemy standing between you and online success?"

Money? - no, compared to the costs of starting a traditional offline business the cost of setting up one on the internet is laughably cheap. And article marketing is free.

Knowledge? - again no, that is easily acquired. Anything you don't know to succeed online, such as technical skills can be learned from ebooks like this. Writing articles is quick and easy

Contacts? - none of the very successful online marketers were well known when they started. Through the use of things such as forums it is very easy to build up a network of online contacts these days. You'll be astounded by how few articles you actually need to write before you build up a following of *your own* and you are seen as the expert.

The single word is actually **procrastination**.

Overcoming Procrastination

Procrastination is the act (or actually the “non-act”) of putting something off until later - tomorrow, next week, sometime soon, never. It is by far our biggest enemy. Whole lives have been wasted by this very real problem. Businesses never started, families never begun, vacations never taken, relationships never started all because of this.

Imagine if there were no procrastination in the world or in your own life - you'd do every task there and then without regard to the consequences.

Thinking of starting an online business? - you would take action on it immediately

Thinking of asking that guy/girl for a date? - you wouldn't hesitate

Thinking of taking that vacation you really need? - in less than 5 minutes you would have bought the tickets

Thinking of writing 5 articles to promote your site? - you start writing, an hour and a half later you're drinking coffee, all articles done

Of course taking action immediately without thinking things through can lead to negative consequences. That's why procrastination is actually human nature, it is literally in our genes. What's the main reason we procrastinate?

Fear of failure.

We fear that if we take a *"leap into the unknown"* we are moving outside our *"comfort zone"* and that's why it's completely natural for us to delay taking action. Our inbuilt self-defense mechanism kicks in - "*What if I lose my money?*", "*What if I get rejected*", "*What will others think?*". It is far easier to maintain the status quo; inaction is less risky than action.

Most of us suffer from this, more than we would care to admit. Picture this scenario:

> You sit down at your computer in the evening determined to put in a couple of hours' work. But before you get started you check your emails first, there's a few there that need a reply from you. Having done that you check out a few websites, then see if there's anything new on Facebook. An hour has now passed. You go get a coffee and promise yourself you'll just quickly have a look in on a couple of your favorite forums.

> Two hours later, your husband/wife has gone to bed, you're tired and you need to be up early in the morning for work. Frustrated at your lack of progress, angry with yourself that you got sidetracked you go to bed, promising yourself that "tomorrow will be different". Some people are like this for *years*, wondering why they can never make any money online.

I know all about the above scenario, it caught me out most nights for a long time. If you recognize anything in yourself from that example the first thing to do is NOT beat yourself up about it, as I used to do. Procrastination, in whatever form it takes, is actually a natural defense mechanism. Your mind thinks it is protecting you from danger, i.e. from a potential change in your life or lifestyle with all the "*hazards*" that suggests!

We are naturally more comfortable with what we know; the environment in which we grew up. Over time our mind has conditioned us to accept that this is how things are supposed to be.

Seriously, that's true.

I was stunned when I first found out about that. I actually thought the reason I procrastinated was because I was lazy. Nope. Without going into the complicated psychological reasons as to why we delay things, I just want to get across 2 points:

1. Virtually everyone procrastinates at some point
2. It's not your fault

OK, having established that this is simple human nature, what can we do about it? After all, to succeed in internet marketing, indeed any business, we are going to have to overcome this one way or another.

Procrastination often happens when we don't have an exact plan of what we want to do. How often have you sat down at your computer with just a vague idea of "*doing a few things for my online business*"? That is a sign of not having a detailed plan. Planning is one of the key features to running a successful business.

There is a well-known expression

"Plan your work, then work your plan"

That is it in a nutshell. Unless you know *exactly* what you want to achieve every time you sit down at your PC - every morning you wake up, one week from now, one month from now and so on, you are always going to struggle. As well as planning, you need to clear the clutter both from your workspace and your computer.

Firstly, let's clear the clutter from your *mind*, but remember unless you clear the physical as well as the mental clutter you won't make much progress. Don't forget that all these things work in combination with each other. If you are a particularly bad procrastinator (and I was one of the worst) then these things have combined in the past to work against you. It's now time to turn the tables and make them work *for* you.

This is also where the idea of setting clearly defined goals will help you. If your dream is to own a villa next to the beach, or a particular car then put a picture of those things on your office wall where you can see them.

This will strongly focus your mind on what you want, as well as reminding you at a subconscious level what you will get (your reward) if you do those tasks you have been putting off.

Here is my 9 point plan for kicking procrastination into touch.

1. Make an exact plan of what you need to do, detailing every single step

2. KNOW exactly what tasks you must do every time you sit down at your computer (if at any time you don't know this, then there is a gap in your plan and you need to go back to it and refine it)

3. Some days we feel motivated to work, others we don't. One good way I have found of getting myself “in the mood” or “in the zone” to really do write some articles is by listening to music beforehand. This is a simple tip but it is highly effective - put together a playlist of music with a **positive** message, or music that uplifts you and listen to that. It doesn't matter whether your musical tastes are Mozart, Madonna or Motorhead - pick something that is positive to you. Songs like *Survivor - Eye of the Tiger*, *Bon Jovi - It's my Life*, *Queen - Breakthru*, *Beethoven's 9th Symphony*, *2 Unlimited - No Limit* all work well. Heck, move around to the music if that gets you psyched up, whatever works for you! We will all have our own favorites whatever type of music we listen to

4. Stand up and do a bit of stretching, move your body around. This will get your creative talents flowing

5. As well as knowing exactly what tasks you want to do, you must also clearly define exactly for how long you will be working. So for example you could say, *“I'll start working at 7pm and finish at 9pm”*. Psychologically it's important that you don't leave it open ended. By defining an “end time” you are giving yourself a deadline to work to and most of us work better with deadlines. As an added bonus, your husband or wife will be a lot happier with you doing this, rather than working until you go to bed. If you finish your tasks earlier, then see if you can't do one of tomorrow's tasks as well.

6. If you are a particularly bad procrastinator then do the quickest and easiest tasks first. Yes, I know the “expert” advice generally given out is that you should do the most difficult one first - I too have read all the self-help books. I tend to think that if you pick an especially difficult task first there is a great chance of giving up halfway through. That's the voice of experience. My own view is that if you do the easy tasks first, you will have a greater sense of achievement at having actually completed something. This will spur you on to complete the next one and the one after that. Instead of going to bed frustrated that - yet again - you have hardly done anything, you will finish the day very much upbeat and pleased with yourself at ticking items from your list.

7. Divide all larger tasks into smaller tasks, or mini-tasks. You would be surprised at how many seemingly small tasks can be broken down even further. For example suppose your goal was to write an article, that's all. Well, an article consists of a title, probably 6 paragraphs and an author's bio box. So what you thought was one single, medium sized task is actually 8 different mini-tasks. Worst case scenario - even if all you do is the title and nothing else, you have at least completed one of the 8 tasks. Which is psychologically a whole lot better than not having completed the single task of “*write an article*”.

8. Every time you complete a task, reward yourself by taking a break. Do that AWAY from the computer, never go playing games or surfing the web on your break. It's far too easy to get distracted and you won't get back to your jobs again easily. Grab a tea/coffee/coke/beer/water, whatever and go somewhere else.

9. Once you have completed your tasks, then go over the tasks that await you in your next "working session" - whether that is the next day, in a couple of days time, or in the afternoon. Make sure that you know EXACTLY what you will be doing then. If you need to, take the time to make your plan, and make amendments where necessary

If procrastination is a particularly bad problem for you, then follow those 9 points and you will soon see changes. This won't always be immediate; it does take time and effort to change our habits. Naturally some days it's easier than others. So keep at it, don't beat yourself up if you slip back into the old ways, we all do it.

Just come back stronger the next time.

The biggest tool that you have in an online business (indeed any business) is your own mind. We're now going to take a look at the other tools at your disposal - your workspace and your computer.

An Efficient Work Space

It is just as important that your working environment is organized. Clutter is one of the biggest enemies you can have; if you can de-clutter your mind then de-cluttering your workspace should be easy. Let's first of all take a look at your workspace.

Now, everyone's work area will be different. Some people will have their own dedicated office away from the hustle and bustle of normal family life, others will have to make do with part time use of a kitchen table. In my time online I have used both methods and I know which one works better!

While accepting that everyone's situation and work environment will be different, there are still things that you can do to organize your work time better:

- Set clearly defined working times, don't leave things open-ended
- Ensure, as much as you practically can, that interruptions are kept to an absolute minimum
- Clear your workspace of anything unrelated to your online business

Deciding on clearly defined working hours is something that we covered in the previous section about procrastination, so I won't repeat it here. But don't neglect this, not only will it adversely affect your home life, you will find yourself working much more efficiently if you have self-imposed deadlines.

It's far better to begin a task at 7pm and stop working on it at say, 10pm, ready to complete the next day than to work through until 2am. Do a little every day rather than working all hours for a few days and then doing nothing for a couple of weeks. Consistency is the key here; better to create good habits than bad ones.

Keeping interruptions to a minimum - this is vital. It's far too easy when working on a computer to get distracted anyway, so do what you can to avoid them. Try and arrange for your partner or children to not disturb you during working hours. It's not always easy. Unfortunately your family can think that because you are working from home that you are not really “working” so you are always available to get involved with household chores.

Work something out with your family so that everyone is happy. It can be things like leaving you in peace in your office during certain hours, or if you normally answer the telephone then your partner will do that for you. Use common sense.

Some tasks need more concentration than others. If you are doing some repetitive work such as submitting articles, or making minor changes to a web site, then it's not the end of the world if you lose your train of thought. However, especially if you are writing you will need to be more focused about that, and sudden interruptions can cause you to have to start again from scratch.

From experience, writing articles whilst relatively easy, do demand a higher level of concentration, so plan ahead for those. There is nothing worse than being in a writing mood, and having to break off due to a minor interruption. This is also why it is especially important with larger tasks such as these, that you break them down into smaller ones - write the headline, then the opening paragraph and so on.

The point about having an uncluttered workspace free from anything not related to your business is an important one. You must remove any possible distractions that could cause you to lose concentration. If there is a pile of bills on your desk waiting for your attention, either deal with those first or remove them completely out of the way.

It's difficult to sit down and write articles when there are other things competing for your attention.

So, in short, work clearly defined hours, minimize interruptions and keep a clear desk space.

An Organized Computer

Now to dealing with your computer. Whilst almost everyone will agree with the previous points about having an uncluttered work space, quite often they will wonder what the fuss is about when it comes to organizing their computers. After all, there is no physical mess or untidiness on a computer as such is there? When you're done for the day, you just close everything down and your computer looks the same from the outside doesn't it?

Well, getting your digital “tools” organized is just as important as keeping your “physical” tools - your office work space - clear from clutter. Generally speaking those with untidy desks with papers strewn all over the place will have an equally untidy computer. For a long time I was guilty of that myself!

If you are by nature a very tidy person in your home and office, then you're probably the same with your computer so the following advice may not apply to you. However, you should still read it because you may learn something new.

There are two aspects to organizing your computer. The first is to keep everything in a clear, logical manner so that you can quickly retrieve files and information without having to spend minutes and hours searching for them. Simply by organizing your computer, and how you use it, will save you a lot of time each and every day. The second aspect is to remove the distractions that exist on our computers, and cause us to “play around” when we ought to be working.

The first, and most obvious thing to do, is to keep all your business related files together. If you haven't already done this, in the 'My Documents' folder create a new subfolder called 'Business'. Alternatively, if you prefer to use your Desktop, create the Business folder there.

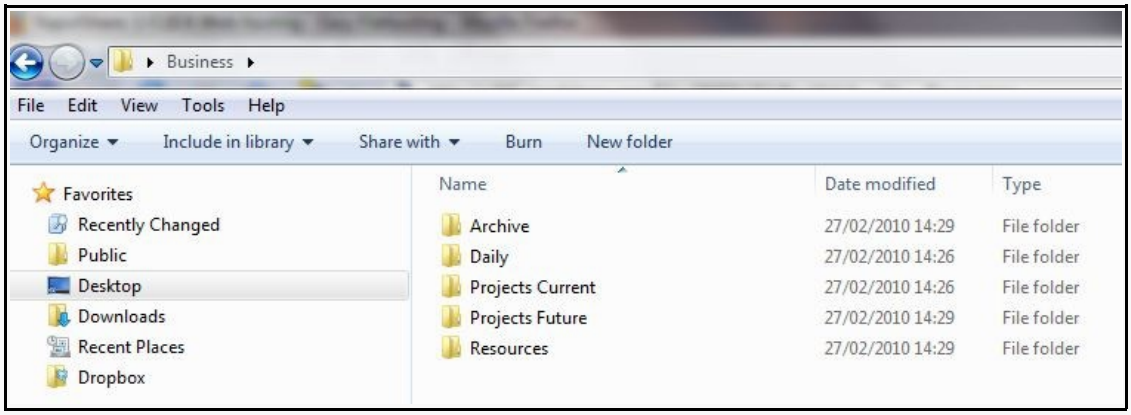
I personally prefer to use the Desktop for this because I find it easier to access. If you would rather use the MyDocuments/Documents folder that's fine. OK, nothing radical so far, in fact I would be stunned if most people reading this hadn't already done something similar.

However, if you have struggled to get yourself properly organized the next part will be of interest to you.

Create the following sub-folders:

Archive
Daily
Projects Current
Projects Future
Resources

All the files that you use will be inside this 'Business' folder.



Let's go through them one at a time.

Archive - This is stuff that you want to keep “just in case”. See after this section when we look at going through your folders to clear out the junk

Daily - The most important folder. Everything new gets created in this folder. Every existing file, every article you work work on, you should move into this folder, and open it up from here. If you download files off the internet, download them into this folder. Now, here's the big thing. BEFORE you close down your computer at the end of your working day, you MUST empty this folder and move every single file into one of the other categorized folders. In practice this will either be into 'Projects Current', 'Projects Future' or 'Resources'. Or if you have created some non-business related stuff, i.e. personal files then move them into your Personal folder. Keep your Business and your Personal files separate. If any files, for example images of you that you want to use on a web site, fit into both Business and Personal then keep TWO copies of those files in TWO separate Business and Personal folders. This is important to keep you organized

Projects Current - These are all your current projects, obviously. Ideally you should only have one project ongoing, but we all know the real world doesn't work like that. Create a separate subfolder for each project; to make things easier use abbreviations. For example when I was working on this 'MASS TRAFFIC ATTACK' project I used a subfolder called FTF. Everything to do with this project - ebook, notes, web site, affiliate promotion tools was kept in this one folder.

Projects Future - In here you would keep notes of projects you would like to do in the future. Maybe you bought an ebook about something that's given you an idea, but you don't have the time to do it now. Again, create subfolders inside this main folder with the different project names. Make a note in Microsoft Outlook to periodically check this folder to see if you are ready to start one of these projects. However, you should be ruthless with this - don't allow this folder to keep growing. If you lose interest in a future project, or something better comes along, either delete that project completely or move it to the Archive folder.

Resources - This is where you keep all those training manuals, courses and videos you have bought over the years (if that's the case!). Anything else you need to refer to as a reference goes into here. For example I once bought a huge graphics pack, I keep that in this folder for when I want to use a particular graphic on a web site. Anything to do with your business, anything that may be useful to your business, that isn't a 'Project' goes into here.

Get used to using those 5 folders and you'll be amazed at how quickly you'll be organized, and how much easier it is to get work done. It's a simple method but one that has worked very successfully for me over a long period of time. Of course you need to work this method in conjunction with a “To Do List” or “Task Manager”. That is something we will look at in greater detail at the end of this chapter.

Before you can get started with the 5 folder system, you may need to do some serious spring cleaning on your computer's hard drive. I say 'may'; that's for those of us who are naturally disorganized - if you're a naturally tidy person then this doesn't apply!

Go through all your various documents - in your Documents folder, on your Desktop and anywhere else you have created files. Anything that's nothing to do with your online business goes into your Personal folders. Everything else needs to go into one of the five folders we've just discussed.

If you don't recognize a particular file, open it up and take a look. It may be some free ebook you once downloaded titled “Newest Traffic Tactics for 1997”. Don't worry, that's happened to me too! Get rid of it, delete it.

Should you have a lot of this kind of unnecessary clutter you'll actually find it very therapeutic “throwing” this into the virtual trash can, and you'll also gain a lot of space.

Removing Distractions

Some people are incredibly focused; they seem to have an almost natural ability to determine which tasks need doing and then single-mindedly complete them. Unfortunately, most of us are not like that, and I include myself in that number. When you are running an online business it is all too easy to get distracted. Sure, computers are great, without them we'd be stuck with having to run offline businesses, and using the internet is a great way to make money.

The problem is that there are so many distractions that computers and the internet can cause. Even without going online there are any number of great computer games we could play - *"I'll just play the next level before I get down to work"*. Once connected to the internet a whole new world of distractions can open up. There's interesting web sites to be visited, forums to check on, Facebook, Twitter and all the social networking sites.

Add in email and instant messaging and we're still barely scratching the surface of all the potential distractions. That's the problem, we all have interests outside of internet marketing and a social network of friends we'd like to catch up with. In fact, this is just another form of procrastination, delaying what we should really be doing.

Sometimes we justify to ourselves that it's OK to look at news sites (*"I need to know what's going on"*), financial sites (*"just check my portfolio"*), or even Internet Marketing forums such as the Warrior Forum (*"it's OK, it's business related, maybe I'll pick up some new ideas"*).

No! No! No!

Because a quick "5 minute check" becomes an hour, becomes 2 hours and you've lost your initial enthusiasm to work. Separate your work time from your play time, or you are just not going to succeed. You need to take an honest look at yourself, and make a list of all the computer related things that stop you from getting on with your work.

Here's a list of a few potential distractions:

Computer Games
Web Sites unrelated to your business
Social Networking Sites such as Facebook
Email
Instant Messaging (Skype, Windows Messenger)

It may be that none of those are an issue for you, and you are quite able to separate your 'work time' from your 'play time'. That's fine. Then this advice is not for you. If however any of those can and do distract you from getting on with your work, then here's a list of things I suggest you do:

- Computer Games - uninstall them. Yes really, I've done it myself

- Browsing Web Sites - only open up web sites that you need to look at for that particular task you are working on. If you are especially prone to getting distracted by the attraction of “web surfing” then close your browser down as soon as you have finished checking whatever it was you needed to check

- Social Networking Sites - the ONLY occasion when it is OK to have Facebook, Twitter etc open during work time is if, and ONLY if, you are using them for something related to marketing. If not then close them down

- Email - this is of course vital to our businesses. Set aside a time when you will deal with BUSINESS emails, when you have finished doing that, then close down Outlook, Gmail or whatever you are using.

- Instant Messaging - unless you need to have a business related chat with someone then don't open them up. Skype is a work killer; it's all too easy to get into long and unnecessary discussions. If you need to chat with someone then schedule a time, but do not allow yourself to be interrupted

- One final tip - only have those programs or windows open that are related to the task you are currently doing. If you're not doing anything that needs an internet connection, close your browser window. If you have finished with that Word Document - hit the "X" in the top right hand corner!

If you are particularly disorganized (and be honest with yourself) then please don't continue reading this book until you have read the above section again, and applied the practical tips. This is very important; I can tell you from experience that until you organize your own work space and computer you will get nowhere fast with your online business.

Before I finish this chapter I just want to share with you a couple of tips that I use to make sure I get things done on time. I mentioned a few pages ago about using a "To Do List" or a "Task Manager". You could use the "Tasks" part of Microsoft Outlook, many people do and that works well for them. However, they tend to be pretty organized folks in the first place, and this section is aimed at those of us who are maybe not quite so organized!

I DO use Outlook, mainly because I am pretty mobile; I go out a lot and I travel quite a bit too so I synchronize all my Outlook stuff with my smartphone. So it's pretty handy for keeping track of things when I'm on the go. One tip I'd like to pass on if you're going to use Outlook - don't use the 'Tasks' section for your tasks!

It's too easy to make a list of tasks that you want to do and they appear in front of you day after day, you haven't actioned them yet and the list of overdues gets longer and longer. Yep, been there and done that. Instead of using 'Tasks' list all your tasks in the Calendar part of Outlook as appointments with a start and end time. That will greatly focus your mind on getting them done at the intended time.

I'll see you in the next chapter - AFTER you have applied everything from this chapter you'll be ready to write your first article!

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Chapter 3 - Writing Great Articles

In my experience, the most important thing about writing any great article is NOT to think of it as “writing”, but to imagine instead that you are directly “speaking” one on one with somebody. This will come as great news to all the “non-writers” out there! Many of us are uncomfortable with the concept of writing; “article writing” conjures up images of well-known, highly-paid journalists penning their weekly piece in newspapers and magazines.

What makes a great article depends on 2 things:

1. How well you have researched the subject
2. Understanding the correct structure for the best articles

If you have never written an article before, or if your stomach turns at the very thought, then reading the above 2 points aren't probably going to help that much!

Relax.

Before I got started writing articles I must have read just about every book on the subject. Almost all of them went way over my head; they seemed to be aimed at existing writers not complete novices like me.

So that's why when I decided to put this guide together I have assumed 2 things

1. You have never successfully written an article before
2. The very thought of it causes you, if not terror, then certainly downright anxiety

If that isn't you, that's OK, you have a bit of a head start on everyone else! Anyway, let's take a closer look at the 2 factors I mentioned - structure and research. Once you understand these 2 components you'll have everything you need to confidently write your first article. After that all the others will follow.

Structure

It isn't difficult at all to write an article. However like most things there are “rules to follow” if you want people to read your words and, more importantly, click through to your web site to get more information. I have lost count of the number of articles I have seen that blatantly disregard these rules.

The content is just a collection of words that don't follow on from each other and there is very little attempt made to try to get the reader to find out more. No doubt these are the same people complaining that “article marketing doesn't work”.

Here are the various components of a well-written article:

1. **Headline** - should be attention grabbing and contain your keyword phrase
2. **Opening Paragraph** - introduction to your article, explain what you are going to write about. Aim to cover "x" number of points in your article
3. **Main Body** - 3,4,5 paragraphs. Cover 1 point per paragraph.
4. **Conclusion** - this *starts* in the final paragraph and *continues* into the Author's Resource Box (or Bio Box). Basically summarize what you have just written
5. **Resource Box** - the most important part after the headline (if your headline sucks then no-one will read your article anyway). Here you are allowed to insert a link back to your site, which is the whole point of writing the article in the first place.
6. **Word Count** - aim to write around 400 words
7. **Keywords** - your main keyword phrase should appear 2-3 times, your secondary keywords should appear no more than twice
8. **Teaser** - the primary aim of your article should be to act as a teaser for more information from your web site.

Don't worry if there are some parts of the above you haven't fully understood or if some of those terms are new to you. Everything above will be covered in greater detail in the next few chapters. Also bear mind those are not hard and fast rules; I often break them myself. However never forget point 8 - you are writing articles to get the reader to click the link to visit your site.

Research

There's really two aspects to research for articles; one is keyword research to make sure your article can be found. We will be covering that in the next chapter. The other part is actually gathering research material for your article. This is what we shall cover here.

In a later chapter I'm going to walk you through a “live example” of how to put together an article on a subject that you know nothing about. For now I just want to open your eyes to the massive amount of research material available to you for free. There are literally hundreds of resources out there that you can use to get information.

Here are just a few to get you started:

Google

Ezine Articles

Go Articles

Wikipedia

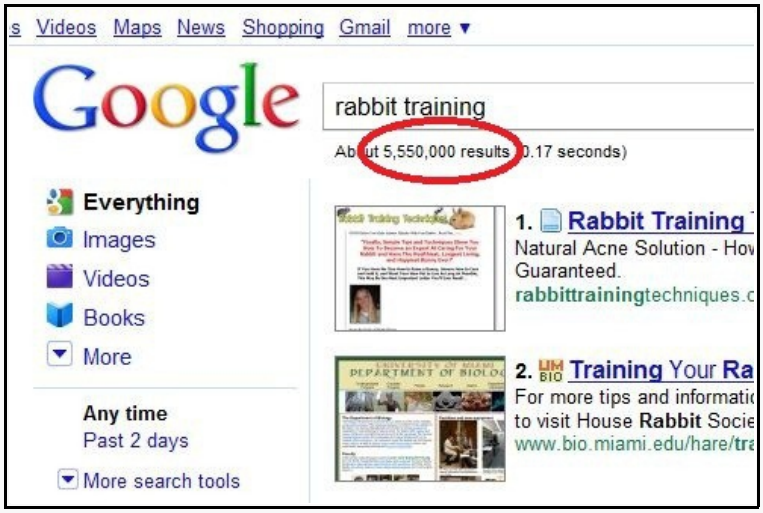
Yahoo Answers

Google Scholar

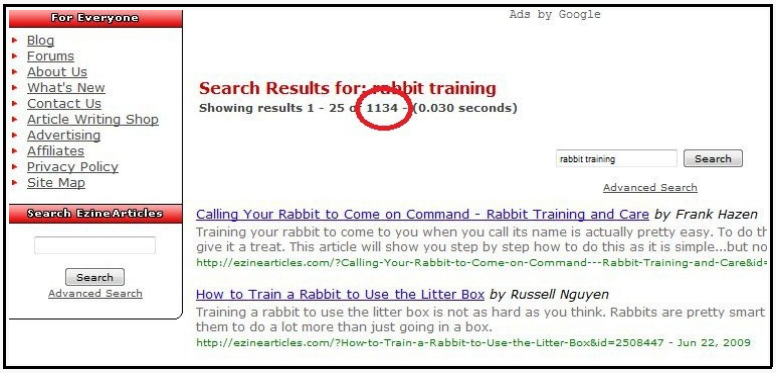
Of course if you are promoting a particular branded product, the best source of information is from the product's main web site itself. We'll take a look at an example later in the ebook. For now let me just show you the power of the above sites as research material. I'm going to enter in the keywords “rabbit training” into the search boxes for each site.

Zoom into the images if you need to.

Google - 5,550,000 Results

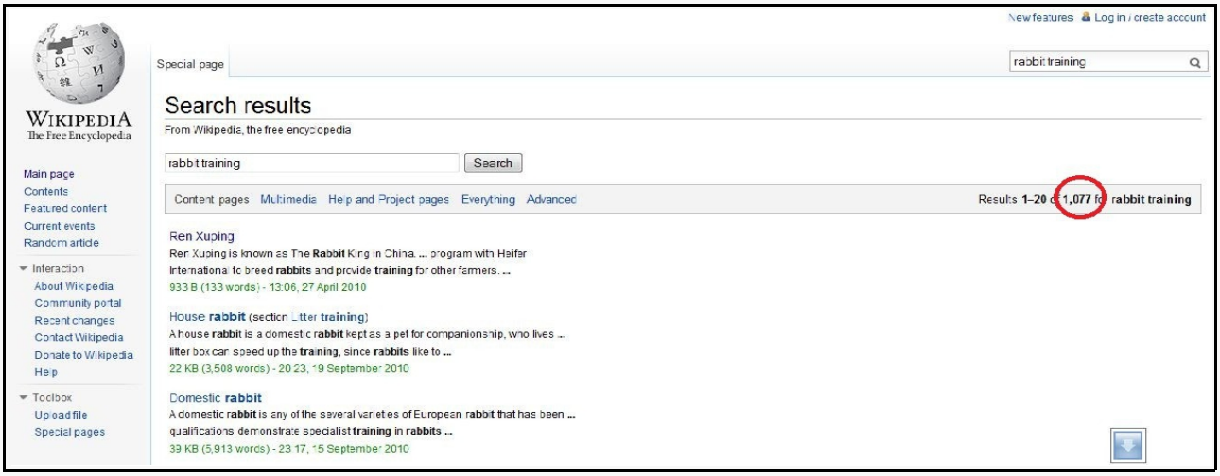


Ezine Articles - 1,134 Results

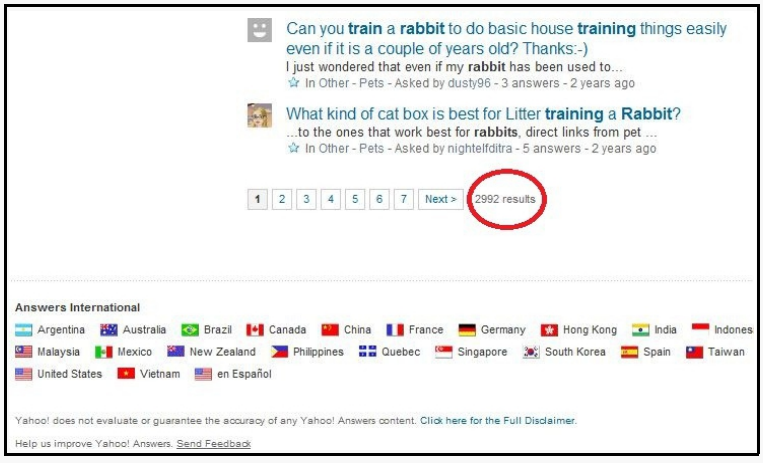


Go Articles - 208 Results

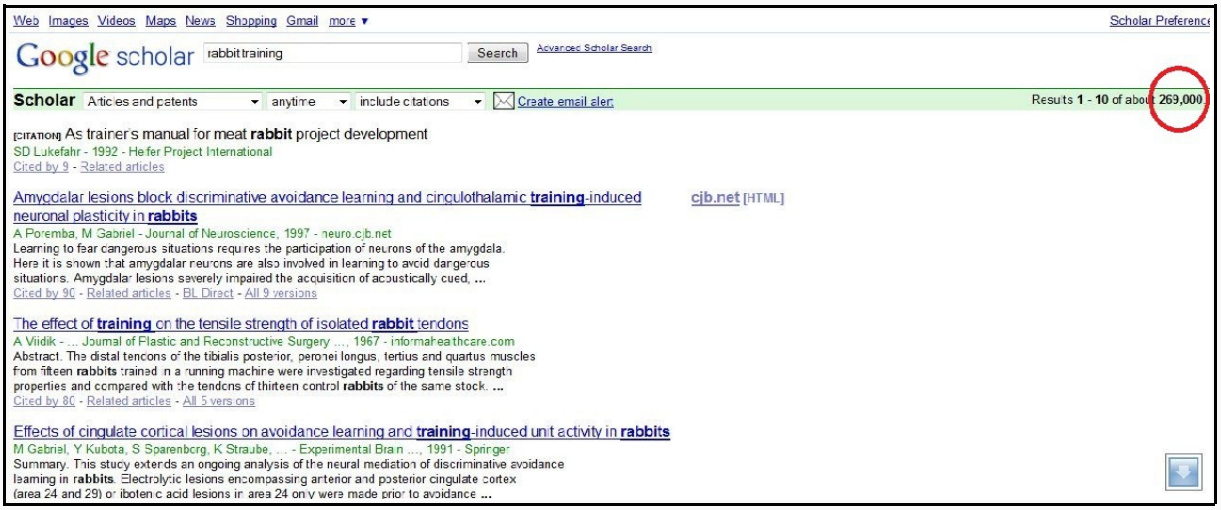
Wikipedia - 1,077 Results



Yahoo Answers - 2,992 Results



Google Scholar - 269,000 Results



No doubt some of that information will be duplicated or irrelevant to your search term but with literally *millions* of results just from those few sites, you have more than enough material to last a lifetime - just on that one keyword phrase!

Imagine having to write an article 20 years ago without access to the internet as a tool. I can only guess but I envisage it would have involved several trips to the local library and an investment in "Encyclopaedia Britannica"! Even that would have only given you access to a fraction of the information available.

So use what is out there. Truly you can never run out of content to use as research material. In fact it would be impossible to use even a tiny percentage of it. You might be asking yourself why bother doing any research? Two reasons come to mind:

1. To give you specific ideas of what to write about
2. To gather material to include in your articles

In fact for the vast majority of my article research I don't even bother with Google; I just browse the article directories and see what topics other people have written about. This usually gives me a lot of ideas.

Another great resource you can use to get ideas of specific subjects to write about is to browse forums related to that niche. Simply go to Google, type in

"keyword" forum

and go through the results. Having just tried that now "*rabbit training forum*" brings up almost 1.2 million results, and "*rabbit forum*" gives me 3.4 million results. Go through a few forums (obviously not all 3.4 million of them!) and see what questions people are asking.

You'll find some questions get asked over and over again. Then check the answers. Keep a Notepad file open while you're doing this and you'll soon have tens of subjects for potential articles.

One final thing, and this is VERY important. Never ever simply copy and paste someone else's content. Sooner or later you'll get caught out, at best you'll get banned from article directories and look a fool; at worst you'll find yourself facing a lawsuit over breach of copyright. It's simply not worth it, especially when it's so easy to write your own original articles.

Quite apart from that, imagine how you would feel if you found that someone else had copied all the articles you had painstakingly written? Right.

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Chapter 4 - Keyword Research

In this chapter we're going to take a closer look at the importance of keywords in writing your articles. After all there isn't a lot of point in spending time writing and no-one gets to read your work is there?! That's why this part is vital. It doesn't have to take long, and indeed it can be extremely rewarding knowing that, in contrast to most other article marketers, you're doing this properly.

Positioning Articles With Keywords

So what are keywords?

Essentially they are simply words or phrases that people use to search for information online. You'll also hear the term “keyword density” used a lot. This is usually expressed in percentage terms and just means how many times a particular keyword is used every 100 words. The reason why keywords are important is that the main way in which people search for information online is to go to a search engine such as Google, and enter their search terms, or keywords, there.

If you don't write articles with the correct keywords in mind, i.e. those that people are actually using as search terms, it means that no-one is ever going to find your article.

Why? Because no-one is searching for it.

The ideal keyword density is somewhere between 1% and 3%. In a 400 word article this would equate to using your main keyword phrase no more than 3 times. Less than that and no-one will ever find your article. Any more than that and the search engines will, quite correctly, assume you to be keyword spamming so will disregard your article.

So let's take a look at how you can find the best keywords to use for your particular article.

Basic Keyword Research

This is actually pretty easy to do, even for a complete novice. Since Google is the most popular search engine, it makes sense to start there. They have an excellent free tool which you can find here:

Google Adwords Keyword Tool

Bear in mind these 3 things when doing your keyword research:

1. Number of Searches - This is simply the number of times per month that a keyword phrase is being searched upon. In the Google Adwords this is called *"Global Monthly Searches"*. When a phrase has a high number of searches, it naturally means many people are looking for it. Obviously that makes it a better choice for you.

2. Competing Sites - After you have found a keyword with good monthly search volume, go to Google and enter it into the search box. Make a note of how many results come up. Anything over 500,000 means a lot of other sites are competing for that term. On the other hand a figure below 50,000 obviously means that there are far fewer competing sites.

So it naturally follows that the less competition you have, the better your chances of getting to the first page of the search results. This should be your primary aim and will give you a massive increase in traffic.

3. Is Money being spent? - Not all keywords or traffic are profitable; there are a number of niches where money just isn't being spent. So how can you find this out in advance, before you've sat down and written 30 articles about a subject?

That's easy.

After you have entered your search term check if any paid ads (Pay Per Click) have appeared, either at the top of the listing or down the right hand side. If there are any ads, it means that web site owners are paying money for the same keywords. So when they are *paying* money it stands to reason they are also *making* money from those ads.

So if you carefully examine the above areas of keyword research, you should have a decent list of keywords that you can use to position your articles well. Don't forget that your aim is to get good, profitable keywords with a decent number of searches per month, and low competition.

Making Your Articles Keyword Rich

Once you have obtained your keywords, you need to include them in your articles. As mentioned before, there is a big difference between enriching and stuffing. The search engines are clever enough to see when someone is trying to fool them.

Insert your keywords in such a manner that they flow smoothly through the article, and follow the 1% to 3% keyword density rule closely. The general rule of thumb is to use one short 2-3 word keyword phrase, and two so-called "*long tail keywords*" of 4 or more words.

Follow these simple rules and your articles will soon appear for the keywords that you're targeting.

So having taken care of that we can now focus on our articles.

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Chapter 5 - Writing Attention Grabbing Headlines

The headline is arguably the most important part of your article. It has one job and one job only - to get your reader to read the rest of your article.

How can it do this?

By grabbing their attention and arousing their curiosity. Think of when you buy a physical newspaper or magazine. Or even, come to that, when you go to an online news site. Which articles do you decide to read? What makes you want to read a particular article and not another?

One word answer - the Headline.

When someone searches for your article and finds it in the listing, that's the very first thing they see. This is why your headline is so important. If they don't like it, they ain't gonna read it, pure and simple. So it is critical that you get this right. Here's a great “secret” tip to help you write a good headline.

Go to the largest article directory, Ezine Articles, and type something into the search box that interests you. Then click on one of the articles that comes up in the results. Scroll down past the article itself and close to the bottom of the page you will see a section

"Most Viewed Ezine Articles in the ***** Category (60 days)"

Most Viewed EzineArticles in the Pets Category (60 days)

1. What to Do When Your Pet Pees Or Poops in the House - Some Simple Clean Up Methods
2. What Not to Say to Someone Who is Grieving the Loss of a Pet
3. Important Facts About Frontline Spray!
4. Free PetSmart Coupons
5. How to Make a Hands Free Dog Leash With Paracord
6. Stackable Rabbit Cages - A Convenient Housing Idea For Your Pet Bunnies Or For the Rabbit Breeder
7. Salmonella Poisoning in Dogs, Cats and Humans
8. Yes There Are Halloween Costumes For Your Extra Large Dog
9. Top 5 Breeds of Hunting Dogs
10. Formicarium - The Modern Formicarium Is a Great and Enjoyable Ant Farm Solution

Now stop and think about this for a minute. These are the *most* viewed articles in a particular category for the last 2 months. So that means that the headlines from these articles had the best click through rate. Which means they must have been doing something right. So study those carefully and see if you can adapt your headline to one of the "most viewed" ones. Of course you don't have to "adapt" a headline from within the same category as your article, just use something that appeals to you.

Also consider that we since we know that the sole aim of the headline is to attract the reader's attention, think of what has grabbed *your* attention in the past. What worked on you will certainly work on others. Here are a few types of headline that you can adapt to suit your own articles:

1. **List** Type Headline - *"8 Top Tips For Learning Rabbit Training"*
2. **Question** Type Headline - *"Do You Want To Learn Rabbit Training Like An Expert?"*
3. **Command** Type Headline - *"Start Your Rabbit Training Before It's Too Late!"*
4. **Expert** Type Headline - *"Rabbit Training - All You Need To Know"*

Notice I have my keyword phrase "rabbit training" in EVERY headline. This is absolutely crucial. If you don't have your main keyword in the headline then you are wasting your time writing the rest of the article! Don't forget, all that you have to do is attract the reader's attention in your headline to get them to read the rest of it.

Correctly written, the rest of your article will then build up more interest, and subconsciously force the reader to click the link back to your site!

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Chapter 6 - How To Write Killer Content

Having written a headline to grab the reader's attention it's now time to write the main body of our article. Remember that just as the purpose of the headline is to get the reader to read your article, the main function of the article itself is to persuade the reader to read right through it to your resource box.

There are 2 main things that your main article body must achieve:

1. Maintain the reader's interest throughout

2. Act as a “warmup” or “presell” for the backlink in your Resource Box

Bearing all that in mind, there are a few points that you should consider:

1. **Keyword Relevancy -** since most traffic will come via the search engines, it is worth remembering that the user will have something particular in mind. The more keywords they are using, the easier it is to know what they want. Someone typing in *“how can I toilet train my rabbit”* is looking for *exactly* that. Somebody else typing in just “rabbit” could be looking for anything - information on buying one, help with a problem, an image of a cartoon rabbit to use in a presentation. Anything. So try to give your reader exactly what they want and make your article relevant to the keywords you are using.

2. **Keep your reader interested -** As per the above point, if your article is 100% relevant to what your reader wants then you obviously have no problem keeping their interest. If that's not the case then it is up to you to arouse their interest. The best way to do that is to give them valuable content, i.e. stuff they didn't know before. This can be in the form of hints and tips, advice, warnings or "secret" information.

One format that I have found very successful is what I call the "5 Paragraph Plan" which I cover in Chapter 10 when we take a look at an example of how to write an article when you know absolutely nothing about the subject. The way this works is to write about 3 different aspects, or have 3 points in your article. The "5 Paragraph Plan" looks like this:

- **Paragraph 1** - Introduction (tell them what you are going to tell them)
- **Paragraph 2** - Point A
- **Paragraph 3** - Point B
- **Paragraph 4** - Point C
- **Paragraph 5** - Summary (tell them what you have just told them)

Aim for 4 sentences per paragraph and that will comfortably get you 400 words, which is about the right length for such an article. If you think about it paragraphs 1 and 5 are pretty much the same, just slightly rewritten. That means all you need to worry about are 3

paragraphs containing 3 different points in a total of 12 sentences. I think that puts article writing in perspective - anyone can write 12 sentences!

I'm not saying to use that format every time, I certainly don't. But if you are struggling to write something about a particular subject you should find that pretty useful. Of course you could write 6 or 7 paragraphs instead of 5 and just include more points. That's up to you. However I think including just 3 points works pretty well, if you have more to write on the subject then either put that in *another* article, or use it as content on your own site.

And after the main body of the article, comes the most important part..... the resource box, or bio box.

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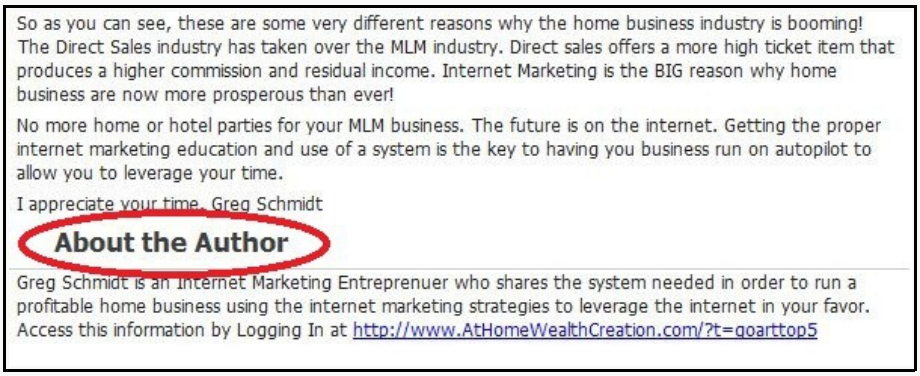
Chapter 7 - Getting Clicks From The Resource Box

The author's Resource Box is the end of the article. More importantly, it is also the place where you are allowed to put your backlink(s). This is why I keep repeating that this is the most important part of your article. On some sites such as Go Articles there is a titled "About the Author" section directly below the article body:


So as you can see, these are some very different reasons why the home business industry is booming! The Direct Sales industry has taken over the MLM industry. Direct sales offers a more high ticket item that produces a higher commission and residual income. Internet Marketing is the BIG reason why home business are now more prosperous than ever!

No more home or hotel parties for your MLM business. The future is on the internet. Getting the proper internet marketing education and use of a system is the key to having you business run on autopilot to allow you to leverage your time.

I appreciate your time. Greg Schmidt

About the Author

Greg Schmidt is an Internet Marketing Entreprenuer who shares the system needed in order to run a profitable home business using the internet marketing strategies to leverage the internet in your favor. Access this information by Logging In at http://www.AtHomeWealthCreation.com/?t=goarttop5

So in this case the information in the Resource Box would be separated from your main article. You should however still try to make your article lead into the Resource Box despite the big "About the Author" heading that Go Articles automatically put there. This means that the information you put there logically follows on from your article.

On other sites (for example Ezine Articles) there is no titled heading “About the Author”, the article body just seamlessly moves into the resource box:

Besides that you should have are spares; spare battery and a spare memory card. The Blackberry is technology at its very best, giving you so many applications and features, you might need more than a day to discover them all. If you're a frequent traveler, phone user and all of that then a single battery just wouldn't do it for you, since a full battery doesn't give you enough for a full day. Always have a spare battery with you for safe keeping and in the case of emergencies. If you're a photo enthusiast who spends a lot of time taking pictures, making videos or a music junkie who stores way too many songs on your phone, then you'd need a spare memory card as well. You wouldn't want to have to delete old pictures to make space for new ones right? So have a spare and transfer them to your PC when you've got the time.

If you are looking for affordable and reliable Blackberry Accessories, visit http://www.Everything4Blackberry.com/

Article Source: http://EzineArticles.com/?expert=Rowena_Fernandez

So in these cases it is very easy to make your Resource Box appear as part of the article. By the way the above example is a perfect example of how NOT to do a Resource Box! Do not copy it! Although it's not as bad as the usual “*click here for more information*” type Resource Boxes that seem to abound on Ezine Articles.

Remember, the sole point of the resource box is to get people to actually click one of your backlinks; therefore it should be a call to action. A word here on backlinks - check the terms and conditions for each article directory but most will allow you to place **TWO** backlinks in your Resource Box. As per the example backlinks in the image above, you should use one for your anchor text - “Blackberry Accessories” above, and the other should contain your full web site URL, or address.

What is anchor text?

It is the keyword phrase that you want to rank for your web site in the search engines. Remember earlier in this ebook I mentioned that the search engines see each backlink as a "vote" for your web site? Well it of course also depends what your backlink says - this is anchor text. In the screenshot on the previous page the anchor text is "Blackberry Accessories".

How do you add anchor text into your Resource Box?

I'll show you that in the example in Chapter 10, it's pretty easy, just a copy and paste job. So back to your Resource Box. It must contain a clear path of action as to what YOU want them to do next, i.e. click on the link to visit your site. As with most things there's 2 ways to do this, the right way and the wrong way.

This is the **wrong** way:

"To get more information visit http://www.yoursite.com."

Hardly inspiring is it? Would that make you want to click on the link to find out more? Nope, me neither. It's lazy and it isn't really giving the reader a good enough reason to want to click on that link.

This is an example of the right way:

"If you want to learn a whole lot more, grab my FREE ebook that'll make you virtually an expert at http://www.yoursite.com."

You get the idea - give them a REASON to click on your link. When you add a free incentive, the call to action will appeal to the reader all the more. Naturally, it doesn't have to be a free ebook. It could just be a special offer, a discount, a bonus, a free newsletter, etc. Use your imagination, the possibilities are endless.

The main thing is to get them to click your link and visit your site.

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Chapter 8 - Establish Yourself As An Expert Author

Once you have got over the initial hurdle of writing your first article, it will get a lot easier. You'll soon be writing several articles a day - if that's what you choose to do. The next step up is to gain recognition as an “expert author”. The main article directory Ezine Articles (and we'll be taking a look at the directories shortly) will offer “Expert Author” status once you have submitted a certain amount of quality articles.

Other directories have similar policies. This entitles you to use their “Expert Author” logo on your site. Yes I know, it sounds a little bit *“prizes for everyone”* and somewhat meaningless but you would be surprised by how many readers see you in a different light. You'll get emails totally out of the blue asking for your advice about the subject you wrote about.

Here's a slightly funny, but true story.

One of my first ventures into internet marketing was an affiliate site promoting 10 different blood pressure pills. No idea why I went into that, I have no personal or family experience of high blood pressure - thankfully.

I wrote about 30 different articles doing reviews on these pills, getting the information I needed from the manufacturer's web site. (In fact I'll be using one of those as an example article in Chapter 10). Now since I am not a doctor, and due to the nature of the product I was selling, I went out of my way to stress that in every case people should seek advice from their own physician.

I got *loads* of traffic, sometimes over 100 visitors a day which I thought was pretty good for a very niche market, and for my first attempt.

After a few days I started getting emails - "*we really look forward to your articles*", "*that's an interesting review, helped me out a lot thanks*", that sort of thing. Hmm, OK so far. Then I started getting emails along the lines "*what do you think of such and such new drug that's just come out*", "*would you recommend new Drug ABC that's just been released here in New Zealand*", etc.

The interesting thing is that even though I hadn't set out with that intention, within literally a fortnight I was seen by some as an "expert" in that field. (For those of you wondering what my replies were they were *always* the same - "*ask your family doctor and not me!*"). Obviously since I have no medical qualifications whatsoever I really didn't want to be seen as an expert on blood pressure.

But the point I hope I am getting across to you is this - look how easy and how quickly you can be seen as an authority in a particular field. That's the power of article marketing. Naturally you should avoid “tricky” niches such as medical ones if you don't have the qualifications. However most subjects aren't like that, there isn't much to go wrong.

Pen Names

Something you might want to consider is whether you should use your own name or a “pen name”. Many famous authors have done just that. Lewis Carroll's real name was Charles Dodgson, and Samuel Clemens was better known as Mark Twain. If you are looking to write articles across many different niches this is something you may want to consider - use a different name for different niches. All the article directories allow you to do that.

If you are looking to establish your name in a particular niche in your own right then obviously you would want to use your own name. This is otherwise known as branding and is obviously important in such cases. You want people to recognize your name when you write an article; indeed you want people to click onto your article just because it's you. That can happen pretty quickly.

However there are various circumstances when you would be better to use a pen name.

Here's a few examples:

1. **Changing your gender** - not literally of course! If for example you want to write about dating and you are a man, you may have greater success if you "position yourself" as a woman. The marketing angle of "*Hey guys if you want to catch a hot girl like me all you have to do is read my ebook*" is not a new one. On the other hand if you're a woman writing about sports you may find you'll create greater empathy if you use a male name.
2. **A more appropriate name** - your name may be difficult to pronounce for your audience, it may not be what you consider to be memorable, or it may not sound "right" for your target market. Calling yourself "*Maximilian T. Fotherington*" may be a good choice if you are writing about English stately homes, probably less so if your aim is to persuade urban teenage rappers to buy your dubbing software. Horses for courses.
3. **Safety** - if you're writing about a "controversial" subject it may be better to take refuge behind a pen name
4. **Privacy** - if you are well known in your field you may not want readers to make the connection between that and your articles, especially if they are about a totally different subject

Finally, before choosing a name be sure to enter it into Google to see what comes up. You don't want to share your pen name with an infamous serial killer, drug dealer, porn star or politician :-). Neither do you want to pick a name that another author, particularly in the same field as you, is using.

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Chapter 9 - The Best Article Directories

So which article directories are the best for submitting your articles to, and how many should you use? Remember the 2 main reasons why you are writing articles - firstly to get traffic and secondly, to get the link back to your web site to help with your search engine rankings. Earlier in this ebook I wrote that each link back to your site is seen as a “vote” by the search engines.

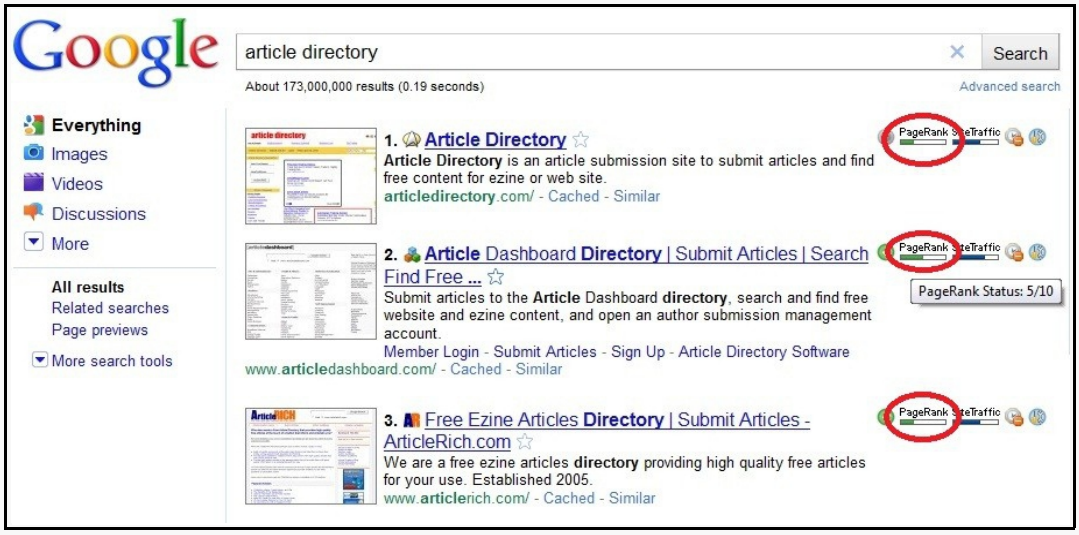
However some votes are worth more than others, some sites are seen as more important, more authoritative than others. Google determines the importance of a web site by its Page Rank, or PR, method. Each site is ranked from 0 to 10, the higher the PR the more important it is. So a link back to your site from a PR5 site counts a lot more than even 20 links from various PR0 sites.

Determining Page Rank

If you go to Google and type in “pagerank checker” you will find many free tools that act as plugins to your web browser and give you that information. My particular favorite is one called Link Extender, which you can find here:

Link Extender

This displays the Page Rank in Google search results:



as well as installing a toolbar that lets you view the same information on each individual site. So, we want to use article directories with a higher PR.

Almost everyone knows about, and will advise you, to use the following two:

Ezine Articles

Go Articles

There are however another 2 “lesser-known” directories that I have had great success with. I strongly recommend you give them a look:

Articles Base

Buzzle

Sign up for accounts at all 4 of these, and submit your articles there. Remember to read their terms and conditions. Ezine Articles in particular are quite choosy about what they will permit in their articles as regards content, links, etc.

If you want to submit to more directories than the above 4, and in all honesty I don't think it's necessary, make sure you choose directories with a Google PR of at least 3. If you search for “article directory” you will see that there are literally thousands of them, so ensure that it is worth your while.

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Chapter 10 - What To Write When You Know Nothing About The Subject

It's OK writing articles when you know something about the subject in hand. The words will flow fairly easily and your knowledge will stand out.

But what happens if you want to promote a particular product and you feel you don't know enough about it to write a series of articles? Well that's where the “5 Paragraph Plan” from earlier in the ebook comes in:

- **Paragraph 1** - Introduction (tell them what you are going to tell them)
- **Paragraph 2** - Point A
- **Paragraph 3** - Point B
- **Paragraph 4** - Point C
- **Paragraph 5** - Summary (tell them what you have just told them)

Rather than talking about theory, let's look at a real life example of an article I wrote some time ago. It's about Plendil, a pill for reducing high blood pressure, a subject I know almost nothing about.

Plendil - What You Need To Know

If you're suffering from high blood pressure problems, there is a good likelihood that at some point your doctor will prescribe the drug Plendil. There would seem to be many success stories about its effectiveness, which is all fine and good but is it actually going to work for you? No doubt this is something you have been asking yourself so let's examine the evidence and find out a little bit more about this medication before we take the plunge.

Some facts about Plendil

First of all you will often find it referred to by its generic name, Felodipine. Plendil is manufactured by the pharmaceutical company Astra Merck and is used as a treatment for hypertension (high blood pressure) and angina (chest pain). This drug is part of a group of drugs commonly referred to as calcium channel blockers that go to work by relaxing the body's blood vessels. It is usually prescribed in 3 different sizes of tablet - 2.5mg, 5mg and 10mg. The recommendation is that it is not kept refrigerated, just in an airtight container where damp and excess heat cannot get to it.

Is it safe for me to take this with other drugs?

Always seek your doctor's approval before mixing Plendil with other medications. Never take this drug together with beta blockers for the very simple reason that this combination can actually reduce your blood pressure by a dangerous amount, and you will then find yourself with too low a blood pressure reading. Avoid taking Plendil together with either Digoxin or Cimetidine; such a blend can cause what would have been potentially minor side effects to become much worse.

How should I take Plendil?

The important thing to remember with this drug is that because every patient reacts in a different way it is difficult to give anything more than general advice. Discuss everything with your doctor, and take the treatment in accordance with their instructions. However on a non-specific level, the following is good advice. Do not take it together with grapefruit juice, neither crush nor chew the

tablets because this will reduce their effectiveness. There is no restriction as to when you can take it, some medications require you to only take your dose on a full stomach - with Plendil it doesn't matter.

Summary

In conclusion there is no doubt that Plendil has a good reputation in fighting high blood pressure. It is easy to take - the fact that you can take it either with or without food means that the impact on your current lifestyle will be minimal. Naturally the usual safety warnings apply, as is the case with all prescription drugs. All in all though, if you are looking for an effective solution to high blood pressure problems there is sufficient evidence showing that Plendil will fit the bill.

About the Author

Paul Power is a keen researcher of blood pressure treatments including Plendil. He runs a successful website dedicated to exposing the truth about various drugs being used to fight blood pressure problems. To get a lot more great free tips, special discount deals and much more, go to Paul's site at http://www.yoursite.com/

That is a review article about the drug Plendil. It is aimed at those people suffering from high blood pressure and who have heard about Plendil and are looking for more information. Notice that there is some very specific information contained in there. I got ALL of that from the manufacturer's web site.

Remember that I mentioned to aim for 4 sentences per paragraph? The eagle-eyed amongst you will have spotted that the first paragraph contains only 3 sentences, whilst others actually contain 5. It's not a hard and fast rule, merely a target. Sometimes you can't find enough to write to put in that extra sentence, other times 4 sentences aren't quite enough to make the article flow properly.

Notice I've also used titles for each paragraph. That is something you may want to try. I don't always do that but in many cases I have found it just makes your article more reader friendly. It also has the bonus of dividing up your article into different sections.

There were 3 things I wanted to do with this article:

1. Give some general *"technical information"*
2. Answer the question - *"can this drug be taken with other prescription pills?"*
3. Answer the question - *"how should this drug be taken?"*

Let's look at it more closely.

First Paragraph - introduction and telling the reader what you are going to tell them. Introduce the problem *(if you're suffering from high blood pressure.....)*

Second Paragraph - Point A, give "technical information". Doing this adds credibility to an article and makes it look as though you know the subject. That's why I included it. All that information was taken direct from the manufacturer's site and rewritten, so I know it is accurate. Because I am NOT an expert on the subject I didn't expand on those technical details. If however, the technical specifications of a product DO mean something to you then by all means expand on them, indeed make a whole article out of them.

A good example may be if you're writing about a new mobile phone such as the iPhone 6 in a

couple of years time :-). If you understand what a particular technical specification means, or why it is an advantage compared to other phones, then go ahead and write more about it.

Third Paragraph - Point B. Here I write about whether Plendil can be taken together with other medication. I got all the information from the manufacturer's site.

Fourth Paragraph - Point C. Again, with information found on the manufacturer's site I wrote about how best to take this medication and simply expanded that to cover 4 sentences. Not difficult this is it?!

Conclusion - basically a quick summary of the 3 previous paragraphs with a recommendation to buy if the reader fits the criteria

That's a formula that works pretty well if you're struggling to write something. Do a quick search on the subject you're writing about, find 3 points you can make, expand on them, and it won't take you much longer than 20 minutes to write a quality 400-500 word article.

Another style that works pretty well is the “style”, i.e. “12 reasons why you must do..... ”. If you're doing that I would write a couple of introductory paragraphs, add my list in bullet form, and have a couple of summary paragraphs. Spend a bit of time browsing articles on Ezine Articles and you'll see what I mean.

Finally, let's take a quick look at the Resource Box I used. Rather than scrolling back a few pages I'll just copy it here:

About the Author

Paul Power is a keen researcher of blood pressure treatments including Plendil. He runs a successful website dedicated to exposing the truth about various drugs being used to fight blood pressure problems. To get a lot more great free tips, special discount deals and much more, go to Paul's site at http://www.yoursite.com/

Far better than “click here for more information”, don't you think? You're probably wondering how to create the anchor text for the Plendil link above. That's easy, all you need do is insert some HTML code, change the relevant part, and copy and paste it into the Resource Box section when you submit your articles.

Here's the code:

Anchor Text goes here

There are 2 things you need to change. First of all enter your web site address between the 2 quotation marks, but DON'T delete the quotation marks themselves. The second thing is to replace the text above - Anchor Text goes here - with your own anchor text. This part doesn't require quotation marks.

So that's a real live example of an article written from scratch; I knew absolutely nothing about the subject before I started. Take a look at the main web site, look at other articles on the subject, select a few points you would like to write about. That's all there is to it!

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Chapter 11 - Your Secret Weapon - How To Rewrite Articles

There will be occasions when you don't have the time or inclination to write several articles about a particular subject. You may have several sites that you want to promote and whilst you're comfortable with writing a few articles, you don't have the time to write several hundred. Researching for a single article doesn't take that much time but, let's be honest trawling through several hundred web sites to find material for several hundred articles is pretty time-consuming.

So what can you do?

One thing is to pay someone to write those articles for you. We'll be covering outsourcing in a couple of chapters time. However if you're looking for something in between writing everything yourself and paying someone to write everything for you, here are 3 options:

1. Rewriting someone else's article/content
2. Combining content from several articles and rewriting that
3. Rewriting Private Label Rights (PLR) articles

The first one I would completely reject; I just included it for reference because I have seen some so-called marketing experts recommend this method. If you are rewriting a single article, unless you are very good, you run the very real risk of being accused of plagiarism at best, and breach of copyright at worst.

The other reason is that it is actually not that easy to rewrite a single article; far easier to take material from several sources and combine that into one, new, unique article. So we'll disregard that method and just focus on the other two.

Combining and Rewriting Content

There are of course several sources you can use for finding content. Personally most of the time I don't need to look much further than Ezine Articles. You will find literally millions of articles written about tens of thousands of topics. So make that your first port of call. Let's go through a quick example so that you get the idea. Keeping with the “rabbit training” theme, if we go to Ezine Articles and type that in we get over 1,100 results as we saw earlier in the book.

I won't put up another screenshot here but I'll just list a few of the article titles that come up:

- Calling your rabbit to come on command
- How to train a rabbit to use a litter box
- How to litter train your pet rabbit
- 9 proven training rabbits tips (this title isn't a typo, that's exactly what it says - despite the poor use of grammar it comes up as number 4 in the search results)
- Training techniques to use now
- Taming the aggressive rabbit
- Teach your rabbit its name
- Rabbit chewing problems and solutions
- How to solve rabbit urine problems
- A harness for your rabbit
- Introducing rabbits to dogs
- Rabbit litter training

and so on, that's just the first 12 results.

Immediately we can see patterns there and get some great ideas of our own. In fact doing this is a great way of “brainstorming” when you run on low on ideas.

Let me give you just one example for a great article idea. You'll notice that there are 3 different articles about litter training. So that would be perfect for taking different ideas from all 3 and combining them into just one article. In fact what I would do is create a list type article.

Assuming there are 3 different tips in each article, combine them all into one. Call it something like “9 things you never knew about rabbit litter training”, write a couple of paragraphs as an introduction, put the 9 different tips into a bulleted list and then expand on them a little. Of course you could also do the reverse. Find 2 or 3 list type articles for your subject and change the format to a standard “text only” type article.

Rewriting PLR Articles

If you haven't come across Private Label Rights (PLR) before then you have been missing out. These are products, usually but not only ebooks, that you buy PLR to, which then gives you the right to change the content as you see fit. Articles are perfect for this. It is possible to buy “bundled packs” of hundreds or even thousands of PLR articles across many niches.

You then have the right to use them as they are, or rewrite them. Most marketers make the fatal mistake of NOT rewriting them and then wonder why the results are poor.

You should ALWAYS rewrite PLR articles for 2 simple reasons:

1. You won't be the only person using that article
2. The quality of the articles is not always the best

OK point 1 is self-explanatory I guess. You may be wondering if the the quality isn't so great, why use PLR articles at all. Let me clarify that a little. By “not the best quality” I mean simple things like spelling or grammatical errors. You have to remember that many (not all) such articles are written by people whose first language is not English. This keeps the cost down.

However, these things are easily fixed in less than a minute. The content itself is usually fine, i.e. the information is accurate. The main reason why I love to use PLR articles is that it is far easier to correct/amend an existing article than it is to start writing with a blank screen.

Doing an actual rewrite is a fairly quick process. I'll give you a quick example. At the top of the next page is an actual PLR article from my collection - exactly as I received it.

Golf Holidays to Get Away From It All

If you have been working too hard for too long and just need to get away and play some golf, you will want to check out golf holidays package vacations from your travel agent. These travel arrangements are often referred to as "stay and play" plans because you stay at a certain hotel and receive rights to play at a certain golf course while you are there. When making these arrangements, make sure there are not special requirements that will make playing inconvenient or impossible for you. Some of these plans require you to limit your arrival dates and departure dates or have other unacceptable limits so read the fine print.

You can take golf holidays to all sorts of locations depending on your personality and desires. For instance, you can choose to golf in a course located near or in a major city, taking in museums or theaters when not golfing. Or you might choose to visit a golf course in an area of rugged natural beauty such as the mountains. While there, you might take a day to fish instead of golf. Whatever your needs, you can find golf holidays packages to meet your needs.

Are you going to take your own golf clubs with you when you travel on golf holidays? You probably would prefer to use them rather than the clubs that can be rented at the course to which you are traveling. If you choose to take them with you, you will need to think about the arrangements a bit. For instance, do you have a really high quality golf club bag which will protect those expensive golf clubs. If not, you'd better get one. You won't be able to carry your clubs on if you are flying, so you'll need a bag that can take airport luggage handling and still protect your clubs. So get a good one.

When picking a destination for golf holidays, pick the course you wish to play on first, and then find out about lodging at hotels, resorts, or stay and play package plans. Make sure the tee times that are set for you when choosing a stay and play package are going to work for you. People who are staying at a golf course's own resort generally get first serve when choosing tee times. If it's really important to you to get the tee time you desire, it may be worth it to you to stay at the resort instead of a less expensive hotel. Either way, you are sure to find refreshment and restoration when taking golf holidays.

In all fairness that's actually a pretty good article. No spelling mistakes or grammatical errors that I can see :-). So all we need to do now is just rewrite it a little. Here's a few things you can do when rewriting:

- Use synonyms i.e. use different words that have the same meaning such as replace "obviously" with "naturally"
- Change the word order of the sentence e.g. change "You can take golf holidays..." to "Golfing holidays can be taken..."
- Remove content altogether
- Add in your own content
- Change part of the article from "text format" to "list format" or vice versa

Let me give you a perfect example of the last point from the above article. These 4 sentences from the 2nd paragraph are just crying out to be made into a bulleted list. I have highlighted the list items:

> You can take golf holidays to all sorts of locations depending on your personality and desires. For instance, you can choose to golf in a course located near or in a major city, taking in museums or theaters when not golfing. Or you might choose to visit a golf course in an area of rugged natural beauty such as the mountains. While there, you might take a day to fish instead of golf.

So this is how the new rewrite might look.

> The great thing about golfing holidays is the wide variety of locations available. This means that any non-golfing companions can keep themselves entertained whilst your on the golf course. Or even if you fancy taking a few hours' break from the greens. Here's a few ideas for a "golfing combination holiday":
>
> - Major city - visit the local sights such as museums, theaters, etc
> - Mountain resort - go hiking, climbing, rafting, etc
> - Seaside resort - sit on the beach, go fishing, etc

It looks totally different to the original but it is essentially saying the same thing, just in a slightly different format. Think about how you could further rewrite what I have written - the possibilities are endless.

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Chapter 12 - Software To Help You

When it comes to article marketing there are various tools to help you out. Broadly speaking they fall into two categories:

1. Article Spinners
2. Article Directory Submitters

Article Spinners

Many wild claims are made about so-called article spinners. The most exaggerated ones claim to write complete articles for you. Sadly, as yet there is no such program that can do that. If there were I would have bought it a long time ago, and paid almost any price for it. Any programmer that succeeds in this will surely make a LOT of money.

However there are article spinners that while not being able to create quality content via the click of a mouse, are able to REWRITE your content. This is mostly done by using synonyms, i.e. replacing words with those of the same meaning. I have tried a few of those, yes they do work *to an extent*; the only problem is that there is usually a database of synonyms to set up before you begin.

Quite a large learning curve in other words.

I would never use an article spinner on a PLR article, I just think it's much quicker to do it manually. However, there is one set of circumstances where a good content spinner would be useful. That is if you wanted to submit several slightly different version of one article to many article directories. You would do this to avoid Google's so-called *"duplicate content penalty"*.

It is rumored, but never successfully proven, that if you submit your identical article to many (and by that I mean over 100) article directories a lot of the backlinks are not counted by the search engines. Many respected marketers take the opposite view, that the *"duplicate content penalty"* doesn't exist.

My own view is that I have never found this to be a problem. Usually I will only submit to the 4 main article directories mentioned previously. If I'm not happy with the traffic I'm getting from there I might submit to another 10 or 20. But you will find marketers submitting their identical articles to several hundred directories. The thing to do is monitor the traffic you are getting. If you want more, submit to more directories.

Article Directory Submitters

If you are submitting your articles to just 1 or 2 directories, that doesn't take up too much time. You need to sign into your account, add your article title, main body and resource box. Two or three minutes of copy and pasting per site and you're done. However, suppose you want to submit 20 articles to 100 article directories. That would take you several hours.

This is where software such as directory submitters can come in very handy. You create an account with various directories, set up your user name and password and copy that into your software. You need only do this once. Then you copy and paste your articles into the software and hit submit.

The directory submitter will then go through your list of directories submitting each article in turn. It's not quite 100% automated in that you will have to click to confirm your submission on some sites, but it is a massive time save. Very highly recommended if you're going to be submitting a lot of articles to a lot of directories.

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Chapter 13 - Outsourcing Articles

There are many good reasons why you might consider paying someone to write your articles for you. This would be especially true if you reach the point where you want several hundreds articles per month. With the best will in the world, you just won't have the time to do anything else if you're writing that many articles.

However I would always recommend that you do some article writing yourself, just so that you get a feel for it. With this kind of experience behind you, you will recognize a good quality article and a bad one. So if you are paying someone else to write your articles you will be able to tell them exactly what you want. If you never write ANY articles then you just won't have that knowledge.

Personally I write about 25% of articles myself. There are some sites that are far too important for me to rely on somebody else. Then there are less important sites, such as adsense ones where I just wouldn't have the time needed to write lots of articles. It's a personal choice.

There are many places where you will find people willing to write articles for you. Let's take a look at a few.

Where to find your Article Writers

There are 3 web sites that stand head and shoulders above all the others. They are

www.elance.com
www.rentacoder.com
www.guru.com

All 3 of these sites have been around a long time, thus are well-established. They are used by the most respected internet marketers and, more importantly the most reliable writers, programmers, graphic designers, etc.

Elance is more of a general site for all sorts of tasks; Rentacoder started off as a way of bringing software writers and developers together, but today you will also find people there willing and able to write your eBook or sales letter for you. Guru is pretty similar to Elance in that you can find almost every kind of professional expertise on there, they have over 160 different categories.

Let's have a closer look at Elance. It works in a similar manner to the well-known auction site eBay. It caters for simple projects such as having a few articles written for a few dollars, right through to complex projects requiring several months and costing hundreds of thousands, even millions of dollars.

You have the option of 'posting' your project, outlining what it is you want, together with both your deadline and budget.

When you check back a couple of days later you should find several 'bidders' who are ready to complete the task for you. At this point it is just a question of choosing which one of the 'bidders' you want to go for. Just as you would check a seller's feedback on eBay, you can check a 'customer rating' for that particular person's previous jobs and make an informed judgment.

Let's say you have 2 people quoting the same price for your article writing job, both can complete within your deadline, the first one has done 3 previous article jobs similar to yours. The second writer has over 200 such article jobs to his name. Naturally in that case common sense obviously says you should go with the more experienced writer.

What you will find is that the most reputable workers will be only too keen to point you in the direction of their portfolio of previous work, together with testimonials from happy customers, usually on a web site.

A word of warning though, don't be tempted to always go for the cheapest quote. The article writer who is 25% cheaper than all the others may be cheaper for a very good reason. Check his experience, check his feedback and check his portfolio. Feel free to send a message within Elance if you have any questions or concerns.

This is also a good opportunity to check their English communication skills. If you feel uneasy about dealing with this person, then find someone else; there is no shortage of reputable writers on Elance. The best advice I can give is - go with the more experienced person, even if it costs a few dollars more. Those extra few dollars are worth the peace of mind knowing that your job is being done thoroughly and professionally. This is especially true for your first few jobs via Elance.

Rentacoder and Guru work in very much the same way; again you can either invite offers for bids on your project and decide on a service provider, or you can search through the different categories to find a specialist to undertake your task. Both sites are well respected from both sides; the internet marketing community and the developers/writers community. It is a tried and tested system that is now a firmly established vehicle to outsourcing.

Another place you may want to try out is the Digital Point Forum, link is here:

http://forums.digitalpoint.com/

If you look in the "Copywriting" section you will always find a large selection of article writers offering their service. It's not as a formal as the other 3 sites, but you may prefer that format when starting out.

So, that's a pretty comprehensive introduction to the world of outsourcing your articles. However, let me repeat what I said at the start of this chapter - do write your own articles **first** before paying others to do so.

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Conclusion

That concludes this ebook and the MASS TRAFFIC ATTACK method. Don't be fooled by its simplicity, it is an extremely powerful system. Yes, a lot of it is common sense but as the saying goes the thing about common sense is that it's not so common.

This system really is ideal for both marketers who are yet to start their first venture, or those with a little more experience. Article marketing is the key to getting masses of free targeted traffic.

Read this book from beginning to end a couple of times.. After that it's down to you. I have provided you with a traffic system that works, time and time again. It is the very same system I have used, and will continue to use myself. It works!

Now it's time to make it work for you!

To your success

Paul Power

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