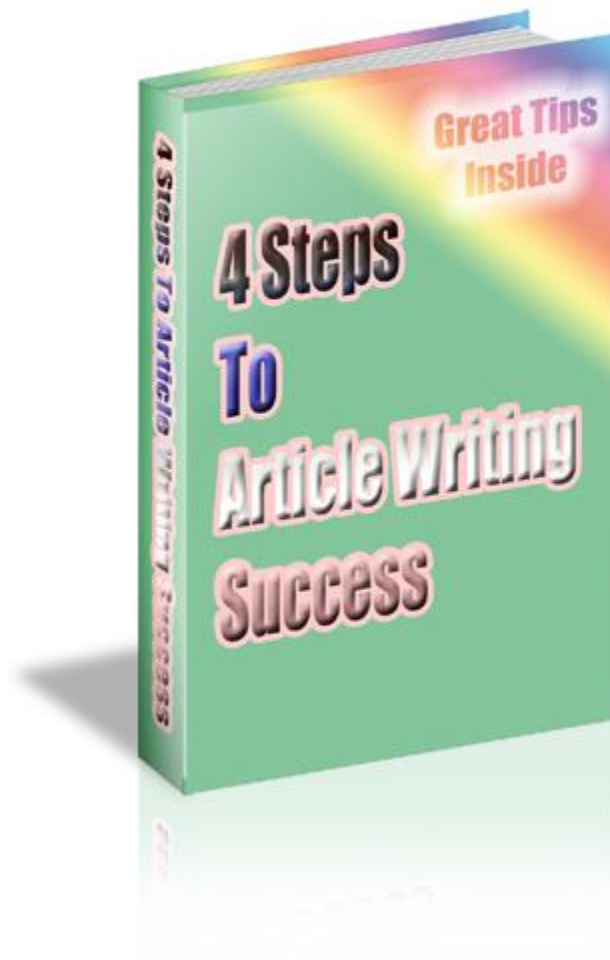


# 4 Steps To Article Writing Success



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# Introduction

There is no question that article writing is one of the best ways to put money in your pocket. And the ways to do this are numerous to say the least.

- Traffic generation to your site through syndication
- Freelance writing
- Guest blogging

That's just a short list. There are many ways to take an article and turn it into cash.

But the whole process starts with the article itself. A bad article isn't going to be worth anything regardless of whether you're submitting to directories for syndication, writing for pay or writing for another site in order to establish a name for yourself.

The article **MUST** be of quality.

And that's where a lot of people drop the ball because they end up stumbling along the road of what is essentially a four step process.

- Article Topic
- Title
- Structure
- Call To Action

In this report, we're going to briefly go over each of these so that you'll have a foundation for your article writing that **SHOULD** be solid enough to profit from. Naturally, you will have to work on your writing. But without a guide, you're writing in the dark.

This report will make sure that doesn't happen.

Let's begin

## **Step 1 – The Topic**

Most article writers end up behind the 8 ball before they even get started. The reason is because they choose a topic that is not marketable.

Now this will matter regardless of what road you take to generating an income.

For example, if you choose the syndication route, other sites aren't going to pick up your article if there is no interest in the topic.

If you're choosing the traffic generation route by putting your articles online with the intention of having people read them and go to your site, if the topic is one that few people care about, you're going to have very few readers. That means very little traffic.

If you're writing articles for the purpose of selling them as a freelancer, you're going to get very few buyers if you write about things that people don't care about or at least don't care about in large enough numbers.

Finally, if you're looking to be a guest author at a blog, but the topic you write about isn't popular, how many blogs do you think you're going to find that actually publish articles ON your topic? You won't find very many, that's for sure.

So you **MUST** start by writing about things that people care about.

Okay, so how do you find out what people care about?

The best way is to use any established keyword research tool to see how many people look for certain topics on a regular basis.

A perfectly acceptable tool, if you don't have money to spend, is Google's keyword tool located [HERE](#)

After you arrive, all you need to do is enter in a phrase related to the topic you want to write on.

For example, let's say you want to write about software pirating. You would type that phrase into the keyword tool to see how many monthly searches there are on software pirating.

I did that and came up with the following numbers.

		Sorted by Relevance ▾		Columns ▾	
	<input checked="" type="checkbox"/> Save all	Search terms (1)		1 - 1 of 1 ▾	
Keyword		Competition		Global Monthly Searches	Local Monthly Searches
	<a href="#">[software pirating]</a> ▾	Low		36	28

As you can see, there are only 36 searches a month on this topic. Sure, the competition is low, but there is also very little demand. You can't expect to make a lot of money from a phrase that has such little demand.

This is just a basic start but it should give you an idea of where you're going from here. You want BIG numbers. The bigger the demand, the more likely you are to make money from the topic you choose. It's THAT simple.

## **Step 2 – The Title**

After the topic, the next step is the title. This is another area where article writers really drop the ball.

The reason is because a lot of people who write don't believe that the title is really that important. It's the meat of the article that really matters. And in a way, that's correct. If what's inside isn't good, the article doesn't accomplish what it's setting out to do.

But...nobody is going to READ the article if the title doesn't get them to WANT to read it.

And with all other things being equal, that's what separates a good article from a bad one...the title.

Bad titles are all over the place but they're so hard to pick out because they're subtly bad. What do I mean by subtle?

Here's an example of a subtly bad article title.

“How To Polish Silverware”

Okay, so what's wrong with it? It certainly tells the reader what they're going to find in the article itself. It's direct and to the point. How can this be a bad title?

Here's how.

It's BORING

Tell me honestly. Does THAT title get YOU excited? It sure doesn't do anything for me.

But...what if we tried something like this?

“How To Get Your Silverware Looking Like New”

Now THAT is an article title that generates excitement. Think about it. People who have dirty silverware want to clean it. Sure...but...wouldn't they RATHER have it looking like new if they had the choice?

I mean if you're into silverware (I guess there are some people who are) you want it to look its best. Well, cleaning it MIGHT be sufficient, BUT...getting it to look like new is a deal breaker.

THAT is what silverware owners REALLY want.

When you sit down to write a title, think about what YOU would want to see to get YOU excited.

Now, that doesn't mean you lie about what's in your article. Lying is a no-no and to be avoided at ALL costs. But you want to paint your article in the best light possible.

Take this title.

"How To Bake A Chocolate Cake"

Again, this is boring as hell. But what if we did this?

"A Mouth Watering Chocolate Cake Recipe"

Think that won't get people interested in reading your article?

Use adjectives. Paint pictures.

In short...don't be a bore.

## **Step 3 – The Structure**

This is another area of article writing where writers just drop the ball. How do they do this? Well, they basically start writing and don't stop until they're done writing. But along the way, they had no direction or focus.

In short...their article is ALL over the place. Following it is like trying to follow a road map that has been shredded to pieces and you're sitting there with glue trying to piece it back together.

Good luck with that!

Articles need structure. But not just ANY structure. They need a structure that is easy to follow and digest.

Why?

The average reading level of the adult population in the US is about 8<sup>th</sup> grade. That's your audience. That's who you're writing for.

Not only that...the average attention span of most people these days is close to nil. You have to give them what you want to give them in small chunks so that they can digest them easily. Otherwise, they will tune you out.

Notice that the writing in this report is in very short paragraphs of usually no more than three or four lines? There's a reason for that. It has to do with how people comprehend things as far as quantity.

So, structure is important. Without going into a big long spiel on the subject, this is essentially what you want to do.

- Structure articles into 3 to 5 paragraphs tops.
- Paragraph 1 is your intro paragraph.
- Paragraphs 2 – 4 contain the main points of your article.
- Paragraph 5 contains your summary or conclusion.
- Keep paragraphs short...3 to 5 lines tops.

That's it in a nutshell. If you do these 5 simple things, you'll find that your articles are very easy to read and digest.



## Step 4 – Call To Action

Our final step is the call to action. This is what you want your reader to do after they're done reading your article.

The mistake a lot of article writers make, when creating a call to action, is to drop a standard bio at the end of the article.

For example, they will do something like this.

“Dr. John Doe is a respected PhD in the field of psychiatry. He is a graduate of Yale and has worked for the US government for the past 15 years. If you'd like more information on Dr. Doe's work, you can visit his site at [www.url.com](http://www.url.com)”

I hate to break this to you. Nobody cares about who you are or what you've done with your life. The only thing they care about is what you can do for them.

How can YOU help THEM?

If you don't make that clear in your call to action, you won't get people to your site to purchase whatever it is you want them to purchase.

Now...this call to action for Dr. John Doe will perform much better.

“Can't shake your depression? Tried everything and NOTHING works? Visit Dr. John Doe's site and discover how YOU can cure your depression in as little as 7 days...GUARANTEED.”

THAT is what readers want to see...a solution to their problem. They don't care who you are. They just want their problem to go away.

If you get nothing else out of this report, get this much. You MUST give people a good reason to want to go to your site.

That you're a PhD in psychiatry isn't going to cut it.

Here is a simple blueprint for a call to action that works wonders.

- Remind them of their pain
- Give them a site to go to
- Tell them what they're going to get when they go to the site

It's really THAT simple.

If you do these three things, you will find that your articles will bring more visitors to your web page than ever before.

## **Some Final Words**

I would like to say that one of those four steps is more important than the other. But the truth is, if you screw up even just ONE of them, your article is going to suffer greatly for it.

Think of an article as a sports team. Sure, no one player (unless you were Michael Jordan) is irreplaceable but the loss of a key member is going to hurt the team somewhat.

Now, when your team is only composed of 4 members, such as our 4 steps to article writing success, what happens if we lose one of them? You've essentially lost 1/4 of your team. That's a substantial loss.

Think about it.

If the topic isn't one that's popular, there will be very few people to read it. Even if everything else is good, you're still dealing with a limited number of readers and therefore, limited earning potential.

If the title doesn't grab somebody's attention, it doesn't matter that there are tons of readers out there interested in the subject. The title will keep them from even reading the article if it doesn't excite them.

If the article is poorly structured, people will stop reading midway through. How far they get will depend on how poor the structure is. If they stop reading, that means they don't get down to the call to action. That means they don't make it to your site.

Finally, if the call to action is weak, the reader simply won't follow it. That means everything that came before it was for nothing.

So as you can see, every piece of your article is important.

Now, a full blown course on article writing is beyond the scope of this report. So, I have included a link to a great resource that really goes into depth into this subject.

You can pick up a copy below.

<http://www.warriorforum.com/warrior-special-offers-forum/635503-online-wizards-guide-article-writing-syndication-steven-wagenheim-ken-strong.html>

If you'd like to be an affiliate for this product and earn 70% commission on each sale, you can sign up to be an affiliate at the link below.

<http://www.warriorplus.com/affiliate/offer/19756>

Once you master the art of article writing, you will find that you will command audiences like you've never been able to before.