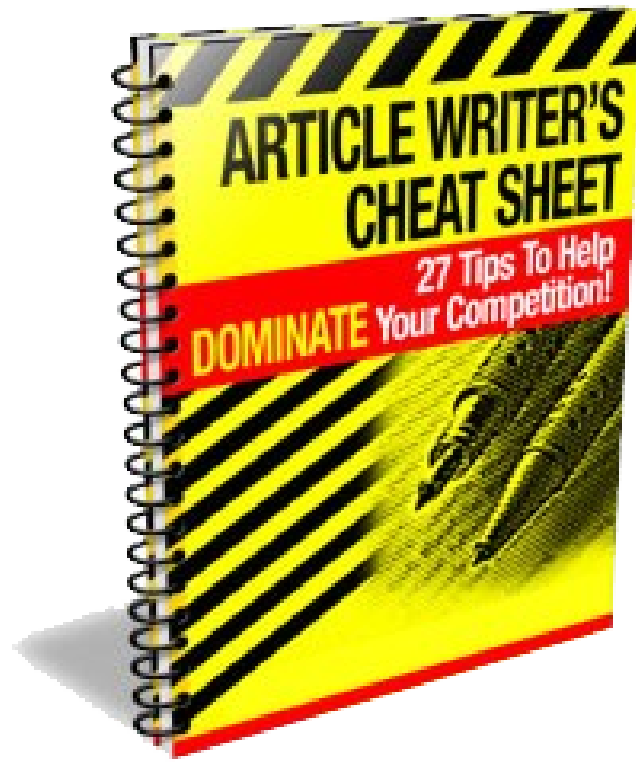


# Article Writer's Cheat Sheet



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## **Introduction**

Congratulations on getting your hands on my Article Writer's Cheat Sheet! While article marketing provides many benefits, the tips contained in this cheat sheet will help you maximize your efforts.

This guide will prove to be a handy reference and I recommend that you review it every so often to ensure you stay on track.

All my best,  
**Your Name**

## Overview: How To Write "Killer" Articles

Before I give you the overview, it's important to remember why we're writing these articles in the first place. We are not writing them because we love to write!

I mean, it's great if you enjoy writing, but that's not the focus. We ARE writing articles because we want web surfers to find our articles, enjoy our articles and **THEN CLICK** the link(s) we've provided in our Resource Box so they can come to our website and take action!

By "take action," I'm referring to opting-in to our newsletter, downloading our free "teaser" report, visiting the affiliate site we're promoting or BUYING what we have to sell!!!

Keep this in mind as you write each and every article!

OK, onto the "overview"...

**Please note:** Some of the concepts mentioned will "overlap" each other

## How To Write Articles The Directory Editors Will Love

I've never seen anyone else mention this, but it's important to note... It's important to give Editors what they want as they hold the "keys to the castle." If they don't like your article, or if they break the "Terms and Conditions" set by the directory, they won't publish your article and all your effort will have been for not. Here's 7 tips to keep the Editors happy:

1. Submit good, "original content" articles (500-700 words long)
2. Make sure your titles and body content are keyword-rich
3. Don't include "By: Author Name" in the title (save for Resource Box)
4. Make sure your article is informative... Not a sales pitch!
5. Format your article to 60 characters in width
6. Use a text editor to remove your word processor's formatting
7. Let your text wrap naturally. Only use the [Enter] key after completing a paragraph. Leave an empty line between paragraphs.

**Note:** While 500-700 word articles are optimal, articles between 400-1500 words will be accepted by most directories.

## How To Write Articles That Will Be Loved By Your Target Market

1. Write keyword-rich articles so they can be found by searchers
2. Do your homework to learn what problems your market has
3. Write interesting articles that give solutions to problems
4. Offer more information (for Free) in your Resource Box

**Pro Tip:** Internet Marketer, Jimmy D. Brown, coined a phrase that's perfect for Article Marketing... Make your content "Useful but incomplete." This way, they'll need to go to your site to learn more about your "solutions."

## How To Write Articles The Search Engines Will Love

1. Write keyword-rich articles so they can be found
2. Make sure your articles are "original content"
3. Submit your articles to "authority sites" (sites with high PageRank)
4. Consider LSI (latent semantic indexing) when writing

Now, I'll break it all down to "27 Tips Guaranteed To Give You A Leg-Up On Your Competition." We've covered some of this info already, though much will be new.

## 27 Tips Guaranteed To Give You A Leg-Up On Your Competition

1. Make sure you're submitting Original Content
2. Most Article Directories will NOT allow you to include any direct Affiliate Links, but this can be overcome by using Link Management software (see Resources section)
3. Editors like informative articles that share your expertise. Articles that include tips, strategies, how-to's, case-studies, reviews, opinions and commentaries are well-received
4. Articles which are considered "hypey," i.e. excessive self-promotion, a sales letter or even a press release won't be accepted.
5. You must use decent English, i.e. spelling, grammar, sentence structure, punctuation, etc. (It doesn't have to be Shakespeare, just above average)
6. Punctuation rules: Include one or two spaces after a period but be consistent. If doing the "..." thing, ALWAYS include (3) dots. If separating something with a hyphen, use two (example; "- -"). Never include a space before a comma or period
7. Articles must not contain information the editors deem illegal, immoral or promoting hate or violence

8. Articles must not contain information deemed unethical by the editors. Check each directory if unsure, each has it's own set of rules
9. You may not submit the same article twice to the same directory. Apparently, some authors were re-submitting articles after making only minor "tweaks" to them
10. The Title of your article should be in upper/lower case. It's best to capitalize the first letter of each word, although you can choose not to capitalize "minor" words like "to," "and," etc. but that's up to you
11. Don't put quotes around your Title. Even though this is a good idea for the headline on your site, the editors don't want them on your article's Title.
12. Don't put a period at the end of your article Title. If you do use any punctuation at all, say an exclamation point or question mark, use only one. The editors DON'T want... "Check this out!!!!!!"
13. No HTML coding is generally allowed in your Title... Don't use it!
14. In order to get lots of traffic to your article, make sure you select proper keywords for your Title. Your most important keywords should be placed within the first 3-4 words of your title
15. Author name must include First and Last Name or First Initial, Last Name (note: Most directories allow the use of pen names)
16. You're not allowed to include any type of title with your name unless it is of "Doctorate Level" (i.e. Dr., MD, PhD, etc.)
17. Article body should be 300-1500 words. Ideally, your articles should be about 500-700 words but anything in the 300-1500 range is OK
18. Do not repeat your Article Title & Author Name in the article body
19. While it's allowed, you'll find your articles get downloaded more if you limit the use of the words "I" and "me." Readers are more interested in "What's in it for me?" type articles than they are in knowing how great you are
20. You are typically allowed to use some HTML coding in the body text but this differs from directory to directory
21. Your body text should be formatted to be 60 characters per line. You should not have "hard breaks" between the lines of sentences. Hard breaks occur anytime you press the [Enter] key and are only allowed after the completion of a paragraph. (note: You should leave an empty line between each paragraph)
22. You can generally have up to (3) live links in your article body but these should be "resource" links and not point to sites you own.
23. Your Resource Box (or Bio Box), is the place where you can put self-serving links and a sales pitch. It should be about 3-6 lines long and should be written in the third person. (note: Generally you should include no more than two outbound links from your Bio). Also, write

- your bios in the "third person" as they look more professional and bring more traffic to your site(s)
24. DON'T use <mailto:> links or include an email address in your article. You can if you want, but plan on getting heavily spammed
  25. Not all directories allow "anchor text" links but you should take advantage of this feature whenever possible. By "anchor text," I mean the ability to hyperlink a Keyword Phrase back to your site. For example, you hyperlink the phrase "College Success" to point back to your site about College Success. This is powerful!
  26. It's highly recommended that you take the time to fill-in the "keyword" area of the article submission form as well as the "article summary" section. These two areas will help improve your chances of your article being found, so put a little thought into this. (I'd recommend you include 3-5 keywords/keyword phrases)
  27. Lastly, make sure your articles are listed in the proper category and or sub-category. This makes it easier for Ezine Publishers and Webmasters to find your articles. This, in turn will greatly increase your article's distribution

### **Top Ten Article Directories To Submit To**

1. [www.EzineArticles.com](http://www.EzineArticles.com)
2. [www.ArticleCity.com](http://www.ArticleCity.com)
3. [www.ArticleDashboard.com](http://www.ArticleDashboard.com)
4. [www.GoArticles.com](http://www.GoArticles.com)
5. [www.ISnare.com](http://www.ISnare.com)
6. [www.PromotionWorld.com](http://www.PromotionWorld.com)
7. [www.ArticleSphere.com](http://www.ArticleSphere.com)
8. [www.TheArticleZone.com](http://www.TheArticleZone.com)
9. [www.ContentDesk.com](http://www.ContentDesk.com)
10. [www.BigArticles.com](http://www.BigArticles.com)



## **Internet Marketing Resources**

While there are countless internet marketing products available, here's a few I've personally found useful in building my business:

[7 day ebook](#) – This product, by Jim Edwards and Joe Vitale is the one that started everything for me. If you'd like to create your own ebook(s), but don't know how to start, give this a look.

[Desktop Bucks](#) – If you're a beginning to intermediate marketer, you will find a "treasure trove" of information here. This site is the product of Armand Morin and Kevin Rohan and offers quality information in a variety of formats (including lots of videos).

As a customer of mine, you'll receive a free membership but please understand that I have no control as to how long this will be offered.

[Ultimate Lifestyle Workshop Audios](#) – This is an audio series produced by my main "coach," Matt Bacak, and his good friend Mike Litman. Both Matt and Mike have authored best-selling books and have sold millions of dollars of info products online. In this series, they dissect the information product market and give tons of real-world advice to help you succeed.

[Video Traffic Power](#) – This is a product of Jonathan Leger. It teaches Internet Marketers how to quickly (& cheaply) make "slide-show" type videos that can be uploaded to places like Google Video and YouTube. It's reasonably priced and the instruction is great! Following Jon's advice, I completed my first video in under 45 minutes and my second in about a half-an-hour.

Making these videos was a whole lot of fun and have brought me targeted visitors and subscribers... all this for free.

[33 Days To Online Profits](#) – This product comes on two CD-Roms and contains 41 videos totaling more than 3 hours of instruction. Basically, you watch over the shoulders of copywriting "superstar" Yanik Silver and Internet Marketer Jim Edwards as they teach everything from Autoresponders to Website Conversion.

The product isn't "cheap," but it does contain high-quality information from two guys who are making millions online. In my opinion, the best information comes as Yanik and Jim show how to write a cash-sucking sales letter! Learning to write compelling copy can make or break your online business and the instruction this product contains is solid and easy to follow.

[Resell Rights For Newbies](#) – If you don't have a product of your own, selling "Resell Rights" products may be the best way to start. This site is a product of Liz Tomey and John Hostler and offers free membership and lots of quality instruction in regards to resell rights products.

[Secret Affiliate Weapon](#) – While I've purchased, and studied, many affiliate marketing related products, I have learned the most from "super-affiliate" Ewen Chia. If you're just getting started with affiliate marketing, Secret Affiliate Weapon is a great place to start!

[\\$7 Secrets Method](#) – Here is a product, not a method, that is pure genius! Jonathan Leger teaches how you can write a short 20-30 page report and get it up on the web fast. In addition to the instruction, Jonathan gives you the scripts that will make your sales viral. Many, including myself, are currently using this method with great success and it's a measly 7 Bucks!

[Go Try This](#) – This is a Link Management script which installs on your site (they provide installation for a reasonable cost). It changes a long, ugly affiliate link into a shorter, professional one. Go Try This is very easy to use and powerful too. I suggest checking out the site to learn its many features.

[My Free Website Builder](#) - This is a full-featured Web Editor that is you can use to build profitable websites. It's easy to use and even includes a series of screen-capture videos which show you how to use it. Check it out!

## **About the Author**

Put your "About the Author" information (and links to your squeezepages/salespages/blogs etc.) in this area too!