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10 Tips For Writing Powerful Articles

By Michael Pollock

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Writing articles is a great method to create exposure for yourself and your Internet business. In fact, I'd suggest it's the best marketing tool you can use.

Webmasters and newsletter publishers are always looking for good content. Further, aside from your time investment, it's completely free advertising.

Here are 10 practical tips to ensure your articles get published and read by others.

1. Write to serve.

Before writing an article, ask yourself what problem it will help others solve. Some of the more common issues people deal with revolve around a lack of something, whether it's time, money, self-confidence or just joy in life. How will your article help with these issues.

2. Grab their attention early.

If possible, intend to "hook" your reader right from the get-go. Ideally, your title should be the hook. When creating the title, ask yourself if it would make you want to read the article. Your first paragraph should also serve as a hook, as well as a general introduction to the article content.

3. Write to one person only.

Forget the fact your article will be read by many people and write to only one person, just like I'm doing with you

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now.

4. Keep the flow logical.

Don't bounce around from one idea to the next. Each paragraph should logically follow the next. Although there may be different ideas expressed in each paragraph, they should dovetail off each other.

5. Use quotes to support your main idea.

Quotes from famous people are a great method to reinforce your ideas. They help you make your point and add credibility to your overall message. I use the quote

library found at Motivation Mecca <http://www.joshhinds.com>
or Uinspire at <http://www.uinspire.com>

6. Keep your paragraphs short.

Ideally, 4–6 lines per paragraph is what you want to shoot for. It looks and feels much more appealing to the reader to see "bite-sized" paragraphs.

7. Inspire action in your article.

If your article is, in fact, intended to solve a common problem, give people practical suggestions for taking action. Remember the formula "insight + action = growth."

8. When possible, tie your message to everyday activities.

A good example of this is "life is like a box of chocolates." Make it easy for your reader to relate to your ideas. That will also make it easier for your reader to apply your ideas in their life.

9. Summarize the article in the final 1–2 paragraphs.

Briefly summarize the main points of your article, how people can take action from the information and what results they can achieve.

10. Don't forget the resource box.

Provide a brief resource box following your article. It should tell a little about you, your business, how you serve others and how to contact you. Be sure to include your URL and email address with an invitation to contact you or visit your site.

Using these 10 tips should help you write powerful articles

that get published and read. Above all else, remember this.
A writer writes. So – first – be a writer in your own mind.

Michael Pollock is a popular on–line writer and PersonalCoach. He empowers proactive people to create lives that are inspired, power–full and prosperous. It's your life. Make it great! Visit <http://www.successfulifecoach.com> or subscribe to his weekly newsletter "It's Your Life!" by sending a blank email to ItsYourLife–subscribe@topica.com

5 Powerful Article Writing Tips

By Terri Seymour

Writing articles is one of the most powerful, if not the most powerful methods of building your reputation and your online business. Not only do you get unlimited exposure, but it is free as well!

If your article is well–written, you will probably get listed on numerous websites as well as in several ezines. This will establish you as someone who knows what they are talking about and will more than likely bring you many visitors and subscribers.

People will start to come to you when they need information or products or advice. This is a great way of establishing your online presence.

Writing articles is not as hard as you may think. You do not have to be a professional writer to produce an effective article. Below are some tips to help you get started.

1. Don't worry about big fancy words.

People are looking for easy to understand, down–to– earth articles to help them learn. They are not interested in being impressed with encyclopedia language skills.

2. Advertise in your resource box, not the article.

Do not use your article as a big sales letter for a product or program. Give your info in the resource box. I would recommend you just try to get people to sign up for your newsletter or free report/course in your resource box. Save the selling for later.

3. Make yourself accessible if someone wants to get in touch with you.

People want to know that they can get in touch with you if they have questions about your article, website, etc. Always make it easy for them to find you.

4. Provide basic, real, useful information as well as resources to go along with the info.

When writing your article, try to list some useful resources that your readers can utilize along with the information you give them. This will further give people a reason to want to stay in touch with you or

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your website.

5. Write from the heart!

Do not be afraid to let your personality shine through in your writing. This will make people more apt to trust you and will also make them more comfortable. Write as if you were talking to a friend and let the real you shine through. I think people appreciate this more than trying to sound like something you are not!

Do not let your doubts stop you from writing articles to build your reputation and your business. I did for awhile, but then took the plunge. My first article did surprisingly well and yours can as well! ;-)

Terri Seymour owns and operates

.

Learn to publish and promote your own ezine.

Sign-up for the FR~E MOE Ezine Publishing Ecourse

You can contact Terri at

5 Powerful Article Writing Tips

10 Quick Tips To Writing Profitable Articles

Free Articles - Tips For Finding The Best Ones

How To Write Articles That Get Read

Using 'Power' Words when Writing Articles

Self Improvement PLR Kit

Article Cash

The Great Big Book of Internet Marketing

Article Submitter

How To Find A Topic For Your Ebook



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