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12 Top Tips For Up And Coming Article Writers

By Ken Hill

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1. Make your articles available on your site.

You'll have an easy way to get more sales by showing your visitors that your are an expert on the topic your visitors are interested in.

2. Use lots of white space. Keep your sentences and paragraphs short and to the point.

3. Write for your target audience.

You'll have a better chance of attracting people to your site that are interested in purchasing your products.

4. Use numbered lists.

Your numbered lists will help you to effectively share your tips with your readers while making your article easy to read.

Use your numbered lists to share points on your article's topic, list your directions when writing a how to article, or to deliver the content of your article if you wanted to write a list article.

You can also use numbered lists to share resources related to what you talk about in your article along with your descriptions of those resources.

5. Use the active voice.

With the active voice the subject does the action while with the passive voice the subject receives the action expressed by the verb.

For instance:

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Active voice: The dog bit the mailman.

Passive voice: The mailman was bitten by the dog.

Use the active voice to keep your sentences from being awkward or confusing and to liven up your article.

6. Make your writing more personal by using the word "you" a lot within your article.

A simple way to accomplish this is to write your article to one person.

You'll naturally use the word "you" a lot within your article, and your readers will feel like you're talking directly to them.

7. Don't be afraid to share your personality with your readers.

You could inject a little bit of humor into your article, or share an opinion, story or anecdote that relates to the topic of your article.

8. Offer a subscription to your e-zine or a freebie in your resource box.

Writing articles will help you to get your site promoted on relevant sites and e-zines at no cost to you.

Maximize the profit you get from writing your articles by giving your readers a subscription to your e-zine, or a freebie that they'll find valuable enough to go back to again and again.

9. Once you've written your article, wait a couple of days, and then reread your article.

You might be able to add new points that you might have missed before, add more detail to information you covered in your article, or reword parts of your article that are unclear.

10. Use current topics whether online or in the "real world" to get ideas for your articles.

Your articles will be cutting edge and newsworthy, and will have an excellent chance of being published by e-zine publishers and webmasters.

11. Always check and double-check your articles for errors.

Use your spell checker and go over your articles for words you might have omitted, run-on sentences and for faulty punctuation.

Also look for words used incorrectly; for instance, if you used "effect" when you should have used "affect" or if you

used "there" when you should have used "their."

12. Submit your articles to article directories, article announcement lists, and to e-zine publishers.

Your submissions, although time consuming if done manually, will help you to successfully get your articles published.

Be sure to submit your articles to my article directory at <http://www.netpromarketer.com> and to visit <http://www.netpromarketer.com/directoriesandlists.html> where you'll find a list of article directories and article announcement lists.

For a handy listing of e-zine publishers that want article submissions check out <http://www.ezinelocater.com>.

Also search other e-zine directories for publishers that want article submissions and submit your articles to e-zines that you are subscribed to that accept article submissions from their subscribers.

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How to Be an Editor's First Choice

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There are writers who editors like, and those they'd bet their careers on. How can you be that writer who the editor will call on every time she needs an important assignment to be done? Are you a hot favorite or a pass-on-for-another-freelancer who keeps querying but receives no response? Here are the qualities that will endear you to an editor.

1. Giving more than you promise

When an editor asks for two samples, give her three. If she trusts you with an assignment, don't wait for the final deadline, but send it in a day in advance. If she's asked you to provide notes, make sure you give her everything she needs so that she doesn't have to ask for anything more. If you make an editor's job easier, she'll love you for it. And she'll be willing to trust you again with more assignments.

2. Constantly coming up with fresh slants

There may not be too many new topics (unless you're writing about technology; then you just can't

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complain), but there can always be new slants. An editor likes writers who can reduce her brainwork, and make her look good in front of her superiors by coming up consistently with great ideas.

3. Having all the answers

It's important to know about your subject. That's why so many well-paid writers advise you to specialize. So, if an editor calls you to discuss your query, and poses follow-up questions, you better have the answers. Because an editor's never going to trust you with an assignment unless she's sure you know what you're doing. And not having answers to her questions is a sure-shot sign that you don't.

4. Coming up with clever titles, and great sidebars

The most important thing I've learnt so far is to visualize your article. See how it appears on the page. Granted, it's usually not going to come out like you'd imagined it, but for a minute forget that you're a writer, and think like a designer. See the beautiful fonts and the shaded box on the side? That's how the editor sees your article. Now it's your job to bring that visual to life with your words.

5. Understanding the core audience of the magazine

If you're writing for a magazine for home PC users, your editor's not going to appreciate ideas on network security, however wonderful they may be. Similarly, when writing for a small business owner, you'd want to treat that person as a little smarter, even if he might have the same knowledge base as that of a home user. His computing decisions are more important. That's why you should always be familiar with the reader's knowledge level. That'll help you make the distinction between good ideas, and great ones.

6. Making boring subjects come alive

Editors love writers with a dash of style, attitude and chutzpah. If you can give even a serious subject a touch of humor, you'll soon be a hot favorite. This is especially true with technical, business and trade magazines. Their subject matter tends to be boring. It's your job to not only inform the reader, but also to entertain him.

7. Having the whole package

If you can write great prose, but not meet deadlines, you're replaceable. If you can get great interviews and dig up little-known statistics, but make the fact-checker's life hell, you might not be seen as a great catch. If you come up with the best ideas, but can't provide equally interesting sidebars, there's probably someone who can. But if you give the editor all those things and more, she has no reason to look beyond you.

8. Knowing the magazine

I wouldn't go as far as to say that will never sell something to a magazine you haven't read (I have), but I will say that you're not going to get rich doing it. If you don't want to go broke buying all the prospective magazines, get yourself a reliable Internet connection and visit the magazine's Website. No editor will stand a query that looks like it's been sent to a million others.

Editors often like to work with a select group of freelance writers, who've earned the editor's trust over

time. By following the tips above, you'll soon ensure an impressed editor and many lucrative assignments as well.

Mridu Khullar is the editor-in-chief of www.WritersCrossing.com, a free online magazine for writers. Sign up for the free weekly newsletter to get a complimentary e-book with 400+ paying markets. Also check out her e-book, "Knock Their Socks Off! A Freelance Writer's Guide to Query Letters That Sell," available at <http://www.writerscrossing.com/queries.html>



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