

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

3 Steps To Quickly Writing Ezine Articles

By Lisa Sparks

Come on, admit it: Whether you're a professional writer or not we all draw a blank when we want to write an ezine article.

I've found an answer to that dilemma that will get you writing in no time so that you can publish your ezine article and begin to receive that new wave of subscribers you've been hoping for. Here's how to get the lead out if you draw a blank:

1. Write your action steps first. Forget about the catchy headline and attractive lead paragraph for now. There's no use in cleverly leading a reader into an article that has no real value to them. So start where you build your credibility, right in the action steps. Of course you want to identify your subject and then tell them how to make their lives easier. For instance, plumbers are always going to have to fix pipes, it's the nature of their business. If you have an ezine to others in the plumbing industry, write about a new technique in the industry on sealing pipes or preparing them for the winter, etc.
2. Save the best for last. There's something called takeaway or take-home that should be in every one of your articles. It's your last chance to tell your audience, "I know my stuff." Try to put that key piece of information in the last paragraph of your article and you'll want it to be something your reader can do as soon as he or she finishes reading your article. If you're writing to accounts payable clerks, you'd tell them ways to get each department to get approvals on all purchase orders before submitting them. A/P clerks would just eat that up. It's their number one gripe. Bottom line: Give your audience something they can do immediately at the very end of your article. They'll remember your name and become devotees for life- hanging from your every word.
3. Get excited about the benefits. After you've taken care of the credibility building portion of your article, you have to draw the reader in and whet their appetite for all this great information. By the way, if you write the action steps and take-home first, this part will be easier because you'll be so excited about the information you'll see the benefits of it. And that's what writing lead paragraphs and headlines is all about: benefits to your readers.

3 Steps To Quickly Writing Ezine Articles

Your final take-home advice No matter what you do, when you're writing to an ezine audience, always include an "About the Author" blurb (some call this a sig file, short for signature file) and a plug for anything new you're into. To do this, determine what you want the reader to do after he or she is finished reading. Do you want the to subscribe to your ezine? Buy your new ebook? Or just visit or site? Whatever the benefit to you is, identify it before you write your "About the Author" section. And you can write this at any time because it's separate from the article and you can use the same "About the Author" blurb for multiple articles. As a matter of fact, you could write one right now. Check out the one I'm using at the bottom of this article.

(c) 2003–2005 Lisa Sparks

Lisa Sparks, author of 'Power Words: How to Write ezines that Increase Your Sales,' has more than 15 years of experience in journalism, copywriting and marketing. Sign up for her ezine, a \$197 per year

value, at no cost by visiting

<http://www.integritywriting.com>

7 Reasons You Should be Writing Articles

By David McKenzie

7 Reasons You Should be Writing Articles by David McKenzie

You have probably heard that writing articles is a very successful internet marketing technique. But why is this so?

Here are 7 reasons why writing articles really works:

1. Writing articles is free marketing. You write your article and post it to a number of article resource sites. Then, ezine owners pick up your article and feature it in their ezine. All of this costs you nothing and you get free marketing.
2. The more articles you write, the more you become an expert in your field. Experts get featured a lot more widely.
3. By having lots of articles on lots of web sites around the world, you automatically rank above average on search engines because of your link popularity. All those links in the resource box back to your site can make a big difference in search engine ranking.
4. Writing articles can mean repeat business. In one ezine I have had about 8 of my articles published over the last couple of years. As the subscribers of this ezine have become more familiar with my

3 Steps To Quickly Writing Ezine Articles

business they are more inclined to buy from me again and again.

5. You could get yourself featured in a LARGE subscriber ezine. I have had a 500,000 subscriber ezine feature a couple of my articles and it increased my traffic by over 65% in the few days after the articles were published.

6. As most ezine publishers do not write their own articles they are always looking for other peoples' articles. If you write articles you can get yourself featured in dozens of ezines.

7. You could get published in a book. Just last week a popular book featured one of my articles. Now that is the ultimate in free publicity!

Writing articles really works. I have written dozens of articles and it is my most successful marketing technique. It costs nothing and can increase your traffic and sales tremendously.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!