

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!

5 Critical Promotion Mistakes People Make With Articles

By Jim Edwards

5 Critical Promotion Mistakes People Make With Articles by Jim Edwards

Did you realize that writing and publishing articles online represents one of the best-kept website traffic secrets?

It's true! In fact, if you learn some basic principles, you can drive thousands of visitors to your website without spending any money on advertising. Publishing articles not only establishes you as an expert in your chosen field, but also allows you to fly under the natural "radar defenses" your prospects have against advertising.

But, beware! My experience as a syndicated newspaper columnist has shown me that people who would otherwise succeed massively promoting with articles actually fail because they consistently make one or more of these five critical mistakes!

Mistake #1 – NOT Defining Your Target Audience

Many article authors make the serious mistake of not clearly defining a niche audience before writing their article. Successful article authors always know the exact "niche" audience they want to reach before they write the first word.

When targeting your audience, remember this rule: Narrow and Deep! Always pick an audience with a specific, pressing, or major interest in a narrow topic!

Mistake #2 – Spamming Ezine Editors

5 Critical Promotion Mistakes People Make With Articles

In their desire to cover as much ground as possible, many article authors resort to spam techniques for submitting their articles. Instead of tightly targeting appropriate ezines that cater specifically to their audience, these authors try to hit "everyone."

By trying to save time, they actually waste every minute spent writing their article because most ezine editors will just delete their submissions as spam!

Mistake #3 – Milktoast Topics

You can write the best article in the world, but if your headline doesn't grab a reader's eyeballs and pull them into your article – you lose!

Article authors should spend at least half as much time writing the headline as they spend writing their actual article.

In fact, an "average" article can get superior results simply from having a great headline at the beginning.

Mistake #4 – "What's In It For Me"

If they manage to make it past the first 3 pitfalls, many article authors trip on their shoelaces at this stage of the process! Don't write about what you want to write about, only write on topics of high interest to your target audience.

In other words, give them exactly what they want and they will love you. Nobody cares how much of an expert you rate on a particular topic until they know you can deliver information they need in a way they can use – now!

Mistake #5 – "No Shoe Polish"

You could write an article worthy of the front page of the Wall Street Journal, but as soon as somebody spots a typo or misspelling, they immediately put your article lower than a Sunday sales circular.

Seriously, if you want to undermine all the good you can do with a great article, send it out without proper spell–

checking!

No matter what product or service you sell, once you understand the promotion power of free articles, you'll never look at website traffic generation the same way.

But remember, if you abuse the power, spam ezine editors, or blatantly pitch people instead of providing real information, you might as well skip the whole process altogether.

How To Brand Yourself On a Shoestring Budget

By John Colanzi

How To Brand Yourself On a Shoestring Budget by John Colanzi

Have you spent hours on end trying your best to make money on the internet and ended up empty handed? Trust me you're not alone.

I've been there myself.

After running into a brick wall for years, I've finally found what works for me.

If I were starting today and could choose one method to promote my business and to brand myself, it would be writing and submitting articles.

Why?

** It's Free promotion

** It's extremely viral

** It brands you fast

** Most marketers won't do it

Your articles are actually more than just free promotion, they're free promotion on steroids.

Think about it?

5 Critical Promotion Mistakes People Make With Articles

What's the main feature of the average ezine? The featured article. Get featured in an ezine and you're the spotlight of that issue.

Get featured in multiple ezines every week and readers will be saying, I see this name everywhere.

You're branding yourself fast and it hasn't cost you a dime.

Once you start getting your name recognized, the articles will start taking on a life of their own. Have a few webmasters pick them up and you're name recognition (brand) keeps spreading.

It's truly amazing what article writing can do. After you've been doing it long enough, readers will get the feeling they know you.

There's not much chance of that happening from running an ad. An ad is just one of many and gives no clue as to who you are.

The fourth reason I gave for writing articles was, "Most marketers won't do it."

If you're serious about your business and branding yourself, there is one thing you should realize. You have to start thinking out of the box.

Become a contrarian. Learn what everybody is doing, and then start doing what they are not.

You're a unique individual and you don't have to follow the herd. Birds of a feather may flock together, but the brave eagle flies alone.

Get in the habit of writing and submitting articles and hopefully, the next article I read will be yours.

John Colanzi. John publishes the "Street Smart Marketing" newsletter. To subscribe visit: <http://johncolanzi.com/freeware.html> and take advantage of our free marketing library. If you want to cash in on the the information gold mine and make 100% profits visit: <http://johncolanzi.com>



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!