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7 Surefire-Tips For Writing "Make-People-Read" Article

By Andrew Heuw

It's not something new that writing article can bring considerable amounts of traffic to your web site thus give you more profits.

Today all net has been flooded with articles, which purpose to capture instant traffic for their owners. Millions of articles writing and publishing everyday.

The competition has become a fierce battle and it's getting tougher everyday to drive a great deal of traffic to our site.

With that being said you have to do something to stand out from this crowded place, and make sure that your article gets noticed in front of your potential customers one step ahead from your competitors.

Here're 7 surefire tips you can do to give your article more superiority...

1) Eye-Catching Headline

No matter how good your article, if people not see `invite-to-read' headline, they won't bother even for just take a glance on the body of your article.

Here're some tips you to write `invite-to-read' headline:

> Write your headline based on something that derives from personal experience. Personal experience will always arouse others' curiosity

For example:

"How I Made \$17,917 In 3 Days Using Options"

> Use exact numbers in your headline:

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\$17,917 will make people see it's real rather than \$17,000 thus helping creates picture in their mind. Ideal mental picture, where they can see themselves in that favorable conditions. In this case, they can see themselves making that \$17,917

2) Simplicity Your Words

Write your sentence with words that's easy to understand.

For example, instead of using `ornamental' you can use `attractive`.

If there's certain specialized terms from your field explain the meaning for your readers.

For example, `7 PR`.

While it something common for someone with Internet Marketing basic, but it's new lingo for accountant.

Your readers will appreciate for saving their times when otherwise they have to drill down all the net meanwhile on the other hand they got a lot to do.

Remember simplicity always works.

3) Shorter Your Sentence

Break your article up into short sentence. No more than 5 lines. Read through screen is difference with read though paper book.

Read through computer screen makes your eyes tired faster.

Beside, it's easier to read and devour through short sentence rather than over-crowded sentence.

You can see this article as an example.

4) Inject Your Personality Into Your Article

Write something about yourself.

What's your experience related with your article? Do you love something that related with your stuff?

Or

You can slide some jokes in the body of your article (jokes not mean you tell something stupid).

This way you'll appear more human, than unknown behind the screen which eventually will lead to create relationship with your targeted customers.

5) Change Confusing Words Into Understandable Words

For example: night-blooming cereus into flowering cactus.

This will make a whole world change for you.

Imagine you came across two articles with headline "7 Rules Upkeep of Night-Blooming Cereus" and "7 Rules Upkeep of Flowering Cactus"

Which one you'd like to read?

Trust me there're a lot who have night-blooming cereus but don't know its name. Though I don't have one but I know Flowering Cactus.

6) Give a Lot of Bullet Points

All books which discussing about copywriting will screaming benefit, BEnefit, BENEFIT...

Why?

Because for one thing only, it works.

So the same as writing article. Different purpose but same rules. For example:

What you have to before doing any business? > research the market > survey prospective customers > determine your budget > write proposal for bank's loan

Another reason, this way you can tell exactly what you want to tell without need to write back and forth many sentences just to tell one point.

Not only confuse your readers, but also exhaust yourself.

7) Use Conversational Words Often

Try to use as many of blended words we use in everyday conversation as possible.

You can write "you're" rather than "you are", if in that way you break the barriers between you and your readers.

Final Note

Different cases need different approaching. Sometimes you can use all of the above techniques but sometimes there's only one or two that fit with your current conditions.

This article is authored by Andrew Heuw M.B.B (Maniac Business Builder) If you really want make

"real" money online then you should check his recommendation at <http://www.emillionairesecretsexposed.com>

<http://www.emillionairesecretsexposed.com>

where you'll find no B.S. hard fact online business

blueprint that has been helped "too many people become" Internet Millionaire.

How to Increase Your Sales by as Much as 300 Percent

By Robert Culpepper

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Are you struggling to get traffic to your new website. If you are like I was when I first started you are so overwhelmed by the sheer magnitude of it all that you just don't know where to start. May I offer you a surefire suggestion in getting the word out about your site or product?

Write a free article and submit it to all the ezines you can gain access to in your niche market.

No matter how inexperienced you may think you are, believe me, you can always come up with something that someone else doesn't know. There are literally millions of people that would like to know what you know (or can find out). For more help visit:

Top Seven Tips for Writing Articles on the Internet

<http://www.bookcoaching.com/freearticles/article-21.shtml>

12 Tips for Writing Articles on the Internet

<http://www.brisney.com/internet-writing.htm>

In this age of information, you can learn anything you are interested in by searching the internet. Just do a search on your favorite search engine (mine is www.google.com) for information on your subject. Read and digest all the information you can, then write your article.

Keep your article concise and to the point. Look at my first sentence. My point is getting traffic to your new website.

Once you have your article written include a resource box at the end of it that tells who you are and where the reader can find out more information about you and your website or product. See mine below.

Thanks for your attention and happy marketing.

Robert Culpepper is a 100% Disabled American Veteran who enjoys helping other homebound persons create a sense of usefulness and achievement. You can check out some of the things he is

involved in by going to his website at <http://www.grandpasemporium.com>



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