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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Ways to Get More Mileage from Your Free Reprint Articles

By Shery Ma Belle Arrieta-Russ

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Do you have old free reprint articles gathering dust? Transform and re-submit them to give your business, product or service another boost!

Here are 7 ways:

1. Transform your article.

You can transform your article in several ways: Give it a bullet or number format. Give it a Q and A format. Give it an anecdote format by adding your own experience. Give it a Problem-Solution format.

Give it a short feature format by interspersing quotes from 2-3 people with information.

Do this and you'll end up with many versions of your original article.

2. Create many titles for your article versions.

List possible titles for the article versions you develop. Mix and match the titles with the article versions.

3. Give your article a different tone/style.

If your article is too serious, rewrite it and give it a lighter tone.

4. Focus your article on a specific audience.

If your article is too generalized, transform it into several articles aimed at specific types of readers.

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For example, an article titled "Creative Online Marketing" can have these title variations: "Creative Online Marketing for Webmasters" "Creative Online Marketing for Small Business Owners" "Creative Online Marketing for Affiliates" "Creative Online Marketing for Auctioneers"

In the above example, 4 new article versions can be developed simply by being more specific with the target reader. Do this on your article, then simply do a minor edit of your original article by tailoring the content with specific article titles.

5. Expound on a sub–topic.

Go over an article and see if you can expound on a sub–topic, keyword or idea. Then develop that into a bulleted article.

6. Shorten your article.

Transform a 1500–word article into a 500–word one. The shorter, the better. In writing, one rule of thumb is: if you can get your point across in as fewer words as possible, do so.

7. Update your article.

An article you wrote 5 years ago may still be applicable today. Simply update the article to reflect current trends or new insights you've had on the topic since you wrote it.

And here are some places you can submit your new article versions:

Article lists: Article Announce (

) Article

Submission(

) Free Content (

) Publisher Network (

)

Article Directories: 1st In Articles (

) ArticleCity.com (

)

ArticleHub.com (

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) ArticleResponder.com (

)

EzineArticles.com (

) Family-Content.com (

)

GoArticles.com (

) IdeaMarketers.com (

)

ValuableContent.com (

)

There you have it! 7 ways you can get more mileage from your old articles. Don't let your old articles gather dust!

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Shery is the developer of creative, motivating and fun e-mail courses for writers. Sign up and take an e-mail course today -- free! -- at

. She also created WriteSparks!(tm) – a software

that generates over 10 *million* Story Sparkers for Writers. Download WriteSparks!(tm) Lite for free at

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By Jessica Albon

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Are you writing articles for your monthly newsletter only to publish them once and never use them again? Successful writers resell their articles multiple times for maximum exposure. Why don't you

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maximize your exposure, and put those articles to work for you by exploring your reprint options.

Reprint them on your website. This will help you build a substantial content base. Your website can also provide the perfect place to expand your articles or provide links to further resources.

Get them published. Does your industry have a regular newsletter that might want to use some of your articles? What about consumer publications? Do any come to mind that might be interested in a piece you've written?

Offer to let others reprint them. Say you're an insurance agent with lots of articles about auto insurance. Offer to let a local car lot reprint your articles on their website or in their newsletter. Be sure to include your copyright notice, a brief bio and contact info!

Put copies in your publicity package. When you're filling a request for info, pull relevant newsletter articles for inclusion. You might also want to include information on how the recipient can subscribe.

Send them to networking contacts. If you're a caterer and you've written an article on planning parties for healthy eaters, share the article with a nutritionist or trainer you know.

Use them to spark press releases. Did a new industry development lead you to do a couple of hours of research and writing for an article? Consider that development's newsworthiness. Might it make a story? Try turning it into a press release for local media outlets and provide your newsletter article as an example of your approach.

Republish a selection as a booklet. Gather articles that seem complimentary and publish them as a pamphlet. You can distribute this selection free as a special promotion or offer it for sale. Either way, be sure it addresses a specific customer for maximum impact.

Put your articles to work and watch the impact of your newsletter grow exponentially!

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