

A Free, Powerful Method to Market Your Business Online

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**A Free, Powerful Method to Market Your Business Online**

**By Andrea Susan Glass**

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How to Write Articles for Promotion & Profit

Want another great idea on how to market your business for FREE? Write articles. This powerful method actually works online and off. You can write articles in your area of expertise and submit them to local newspapers as well as trade magazines or newsletters that are read by your target market. Online, you can submit your articles to a variety of directories.

Suppose you are a coach and want to work with people in the financial field. Accountants, bankers, financial advisors all belong to associations that produce member newsletters. Additionally these professions have trade magazines. An article that demonstrates how a coach can help build an accountant's practice or bring balance to the life of an overworked banker would be perfect for these markets.

What Are the Main Benefits?

1. Build credibility— which builds trust and people buy from those they trust.
2. Increase traffic— thousands will be reading your articles and visiting your site.
3. Create links— trading with others for their articles.
4. Establish expertise— you'll become known in your field.

How Do You Write a Winning Article?

1. Choose a title that grabs attention— since you have about five seconds to hold your audience, make sure your title clearly spells out the benefits to the reader with impact!
2. Focus your topic on your narrowly niched market, as in the example of people who work in the financial industry. This way you can write specifically to address their problems and offer your products and services as the best solution.
3. Keep the tone friendly, yet stay on track. Present the problem, offer the solution, present the benefits of using someone like you. Offer practical tips the reader can implement immediately. Show them how

to take the next step by using a real life example. Finish up with a call to action.

4. Have a resource box after your article with your name, contact information and an irresistible offer, such as a free report or consultation. Because you're using an article for promotion, the ultimate goal is to have the reader click on your Web site link and eventually buy something from you.

#### Where Do You Submit Your Articles?

1. With articles on your Web site, always have an offer for anyone to use the article on their site with your resource box. If you send out an e-zine, have the same offer with the articles in your e-zine. If you receive e-zines, e-mail the owners of those you think have a good target audience for your products and services and ask if they would like to trade articles.

2. Directories are growing daily on the Internet. You can submit your article to any of countless article,

e-zine or subject directories. Google and Yahoo are the best places to start to find these directories as well as these: [www.ideamarketers.com](http://www.ideamarketers.com), [www.ezinearticles.com](http://www.ezinearticles.com), [www.goarticles.com](http://www.goarticles.com).

If you think you can't write a decent article but would like to use this great idea for promotion, contact a ghostwriter, copywriter or freelance writer to help. WritersWay writes articles for you that showcase your expertise and read as if you wrote them yourself!

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## 4 Effective Ways To Use Autoresponders To Increase Your Sales

### By Jean Lam

An autoresponder is a very powerful tool for any online business. Basically, an autoresponder is used to ease your tasks. Automation is critical when running an online business. Hence you won't need to do the tiring and boring manual tasks if you automate your business.

An autoresponder simply sends back a precomposed message to the recipient who requested information from it by sending an email to this autoresponder address.

But autoresponders can be used for far more advanced tasks to increase your sales for instance.

1. Use your autoresponder to publish an ezine

A nice function available in most autoresponders nowadays is the broadcast feature.

Every person who requests more information from your autoresponder eg to subscribe is automatically

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added to your autoresponder database. Hence you will be able to use the broadcast feature to publish your ezine and your subscribers in your database will receive your newsletter automatically.

This is a low cost way to create mailing lists that your visitors can subscribe to including your own ezine that you can use to effectively market your products.

Concentrate on making your ezine a source of valuable information for your subscribers and you'll be able to create an ezine that your subscribers look forward to reading and that increases your sales.

### 2. Use your autoresponder to deliver an email course

A very simple but yet powerful method of increasing your sales is to create an email course that contains valuable information.

For eg if you are creating an email course about Internet marketing, you can write an article that lists 7 Internet marketing methods.

Method 1 – Search Engines

Method 2 – Ezine Advertising

Method 3 – Joint ventures

Method 4 – Opt In Email

Method 5 – Affiliate Programs

Method 6 – Article Writing

Method 7 – Link Partnerships

Then put every marketing method in your autoresponder on a 7–day cycle. Hence every person who requests this course will receive each lesson for a period of 7 days.

In each method, try to find products, be it affiliate products or your own products that are related to this marketing technique and include a link.

For example if you own an ebook on how to write articles to promote your business, you can include a link to that product in method 6.

### 3. Use your autoresponder to provide a report

Reports can be articles that you can easily deliver via an autoresponder. If you have an article called "7 Powerful Internet Marketing Tactics To Promote Your Online Business", you can easily use it as a report.

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Include the links to the products to complement each method.

### 4. Use your autoresponder to promote your articles

Autoresponders are very effective ways to promote your articles along with your website.

You can make your articles on your site or in the emails that you send to ezine editors to consider your recent article for publication available by autoresponder. You can say something like.

All my other articles available for reprint at [articles@autorespondername.com](mailto:articles@autorespondername.com)

Make your articles available by autoresponder along with your publishing guidelines. If you've written lots of articles, make a master list of your articles available by autoresponder that lists all of your articles along with their autoresponder addresses.

This can provide you with a terrific way to get your articles published on a regular basis by ezine publishers and webmasters who enjoy your writing.

Autoresponders should form part of your Internet business. Without them, your business will suffer.

Consider an autoresponder as your own 24hr marketing machine.

Good autoresponders that are available on the market are Getresponse at

and Aweber at

Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when

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He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

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Remember The Heroes How To Think Like A Power Marketer And Skyrocket Your Income!!

Omni-Science Principle

Easy Niche Marketing Success

How To BOOST Your Online Sales By 50-120% In The Next 7 Days

How To Find A Topic For Your Ebook

Starting a Successful Retail Business

Web Audio Plus Software  
Super Six PHP Scripts  
The Great Big Book of Internet Marketing



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