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Article Marketing Part 2 – Who Says You Can't Write?

By Zamri Nanyan

It's obvious that the benefits of submitting your own articles to various different article directories are simply amazing.

You get free publicity. You don't pay for advertising. You can have your own articles as a viral marketing tool.

And, much much more.

But, wait a minute.

"I can't write. How can I submit my articles if I don't even have one written?"

If this does not describe you and you're already writing good articles on your own, then what are you waiting for?

Start publishing your own articles now.

If you belong to this "can't write a single word" category, then stay with me here.

I don't blame you for it but I believe this is a problem that can be fixed. I used to have no idea to write at all, but I knew my problem was because I was trying to write about something I didn't know.

It's a bit confusing but let me rephrase. Find something that you know a great deal about and if you are passionate enough about the topic, your juice will flow like water. Your head will generate more ideas than your writing speed can catch up.

For further help on writing an article, here are a few tips.

1. Enumerate your points, like what I'm doing now. A 500-word article can have 7 or 10 short points in it.

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2. Look at some other articles of the same interest. Model (not copy) the writing skills of others.
3. Write your articles like writing stories. Writing your own experience sometimes help.
4. Write like you talk. Forget about grammar in your first round of writing. Go back to the article and fix your mistakes once the article is finished.
5. Write, write and write. Nothing helps more than practice. Your first article won't be good, but the second one will be better. The hundredth article will be much better than the 50th. So, write more.

Still stuck with writer's block? Then, I suggest two ways to get around.

1. Hire ghostwriters to write exclusively for you.

Ghostwriters are authors who will write on your behalf on any topics that you assign them. They'll charge you for their service.

When the articles are complete, they are yours to keep. You can claim the authorship of the articles, put your name on these articles and often, claim the copyrights of the articles too.

Many Internet marketers are doing it simply because they don't have time to write or they don't have any expertise on the topics that they want to write.

2. Join private label article membership clubs. For less than thirty dollars a month, you can get tons of contents which you can private label them with your own name.

But, be very careful because article directory owners don't like duplicate contents in their databases. Make sure you modify the content of each article before you submit them to any article directory. You don't want your name to get banned by these article directories.

On a special note, majority of private label rights operators put a cap on their membership sites. As soon as they have enough members, you won't be allowed to join them until the existing members cancel their membership.

The two methods of creating your own articles above are definitely meant to help you get going. After having your articles in your hand, like most people say, the world is your oyster.

Zamri Nanyan owns

<http://www.BigArticleDirectory.com>

and he welcomes authors worldwide to submit

articles to his well-maintained Big Article Directory for free. If you need help in private label rights articles, visit

<http://www.BigArticleDirectory.com/privatelabelrights>

10 Quick Tips To Writing Profitable Articles

By Ken Hill

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One of the best ways to promote your business for free is to write articles for publication in ezines.

To help you get started, I've compiled a list of ten tips that will not only help you successfully write your own articles, but also help you get the most out of the articles you do write.

To begin:

1. Put a lot of thought into the title of your article.

Writing a good title will grab your readers attention and encourage them to read through your article.

2. Keep the introduction and conclusion of your article short.

3. Write your article as a series of tips that center around a specific subject. This is a very effective way to present your information and hold your readers interest.

4. Use numbers to list the tips in your article. This allows your readers to go quickly from one tip to the next, and also keeps your article neatly organized and easy to read.

5. Keep your tips brief and to the point.

6. Keep your article focused on one topic. If you have several things you want to talk about then try writing separate articles for each topic.

7. Write your article with a sincere desire to help your reader. Don't write an article that is basically just a sales letter for your company. Save your self promotion for your resource box at the end of your article.

8. Do write a compelling ad for your business in your resource box. Entice your reader to go to your site or request more information from you.

9. Use your resource box to gain more subscribers to your ezine. An article is a very effective way to showcase the

type of quality content your reader can expect as a subscriber to your publication.

10. Offer a free marketing course in your resource box. This will give you the opportunity to further increase your sales by following up with people interested in your information.

Once you start writing articles, you will find that your articles can bring a lot of free promotion to your business.

Write with your reader in mind and you will be on your way to creating more profit for your business with every article you write.



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