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**Article Writing: Can It Help My Direct Sales Business?**

**By Nicole Dean**

Question: How can I get long-term advertising for my Direct Sales website without spending a fortune?

Signed, Direct Sales Mom

Dear Direct Sales Mom, Very often, people in Direct Sales don't realize they can benefit from the same methods of internet marketing that other online businesses use. Writing and submitting articles is one of those methods of marketing that is extremely effective for Direct Sales businesses.

If you're unfamiliar with the way article marketing works, basically, you write and give away helpful, informative articles. Why would you work so hard and give away your information? Look at the bottom of this article. There you'll see my name and a brief bit of information about what I do. I didn't pay for that advertising. It's free.

So, how does it work? You write an article about a topic that you are interested in - usually one that relates in some way to your business. If you sell makeup, there's no point in writing about forest fires. So, show your expertise and share your love of what you do in a brief article. Then you'll want to find article directories that will accept your article. You'll submit your articles to the directories, including your author bio and a link to your website.

Website publishers, blog owners, and ezine publishers will search the directories and find interesting articles to share with their readers. When they use one of your articles, they'll include your author bio at the end with a clickable link to your website. Voila. You just scored some free traffic.

As long as your company allows you to link to your website, (and I realize that some don't) - you can use article writing to grow your customer list and your team.

If your company does not allow links to your website, you may be able to set up a lead generation page to get people's information. Or you can send them to a newsletter sign up page where you can get them on a list where you may talk more freely about your products in your newsletter. Just be sure to

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check with your company policies and procedures before investing too much time and energy into writing articles.

Now get writing!

Nicole Dean doesn't pay for advertising - ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit

<http://www.EasyArticleMarketing.com>

to find out how.

### **Become an Expert: Write Articles**

**By David McKenzie**

#### **Become an Expert: Write Articles by David McKenzie**

What is one of the best ways to become an expert in your chosen field?

It is to write articles on the internet.

I have been writing articles online regularly for about 4 years and I am constantly amazed at the exposure I get for myself and my online businesses.

I am even more amazed at how little expense is involved in getting this exposure. I outlay no money at all. All it costs me is the time to write the article and submit it to article resource sites.

Now, after writing articles for years, people refer to me as an expert. It's certainly nice being referred to in that way.

If you are intimately familiar with a subject and write articles regularly about that subject then YOU can become an expert.

Here are some of the direct benefits I have received by being referred to as an expert:

1. Enormous free exposure for myself and my online businesses. By writing free articles I get featured in dozens of ezines.
2. Articles published in some really big ezines. (greater than half a million subscribers) This can provide an instant large hit of traffic and sales.
3. Increased sales of my products. People buy from people they know and trust.

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4. Joint venture opportunities that would not have come along if not for my articles.
5. A constant, regular stream of traffic to my web sites. By writing articles on a regular basis it ensures traffic to my sites never stops.

If you run an online business that is content rich and are not writing articles then you are probably missing out on increased visitors and sales.

Write articles regularly and you too can become an expert in your chosen field.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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