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Article Writing: Can It Help My Online Radio Show?

By Nicole Dean

Question: I started an online talk radio show. I have the equipment set up and my guests lined up.

But, how do I get listeners? I feel like I'm talking to myself.

Signed, Talking to Myself

Dear Talking to Myself, First of all, Congratulations! What a big step you took to start a show. You've got the equipment ready, the interviews lined up and are ready to roll. I'm assuming you've already spent money on equipment so you don't want to spend more on advertising. What's a frugal online radio host to do?

Lucky for you, there are many ways to get traffic to your online radio show. One of my favorites is writing and sharing articles. If you're unfamiliar with this method of traffic generation, it's actually quite simple. In fact, it's working right now. You're reading an article that I've written and shared - and you can see at the bottom of the article, my author bio, where I get to share a little bit about me.

If it's working for me, it can work for you, too. All you need to do is to find some topics, write effective articles with an author bio that works, and submit it to everyone who wants it. And repeat, repeat, repeat.

Not only will you get traffic to your website, but you'll get more people inquiring about being guests on your show. And, if you sell advertising on your radio show, you'll get exposure to more potential advertisers as well. Article sharing is definitely a great way to get your name out into the cyber-world.

And, the best part is that every article you send out is working for you for years to come. One article won't likely get you a flood of traffic, but it'll give you a ongoing drip. Fifteen articles will get you a trickle, and so on. So, get writing and get your message out there. You've got nothing to lose and everything to gain.

Nicole Dean doesn't pay for advertising - ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. Visit

<http://www.EasyArticleMarketing.com>

to find out how. If

you're interested in starting an online radio show, check out these reviews –

<http://www.showmomthemoney.com/productreviews/online-radio-show.htm>

LISTEN TO THE RADIO – WRITE BETTER E-CONTENT

By Heather Reimer

LISTEN TO THE RADIO – WRITE BETTER E-CONTENT by Heather Reimer

Recently, I was asked to write a radio program for a non-profit organization. I had worked in broadcast journalism for many years before I switched to online communications and really enjoyed getting back to my radio roots.

But something interesting happened as I was writing the script. Over and over again, I noticed just how much radio writing and effective web content have in common:

=>Both depend on high impact, attention-getting statements:
"Weight loss without misery is possible if you..."; "The President has been found in a compromising position...";
"Want to know how to get your teens to talk to you?"

=>Both forms benefit from short, punchy sentences that use basic language and get to the point fast. E-business consultant Philip Say even uses radio lingo when he explains how to write strong e-mail newsletters and sales letters.

He says, "Sound bites are the most effective way to grab the attention of the reader. The challenge today is to deliver short, meaningful messages that will initiate a conversation with your audience. You have to pack a punch into 50 words or fewer."

The average 30-second radio commercial has only 50 to 80 words. So writing a radio spot for your online product or service is a good exercise in how to write tight. And it's a good lesson in ruthless editing, possibly the hardest and most important part of the writing process!

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=>Both radio and web content communicate better without jargon or foreign terms. I once used the French word "ennui" instead of "boredom" in one of my marketing articles. As a result, the piece sounded pretentious and I looked like a twit.

=>Both radio and web writing are improved by personality. Think about the radio announcers you like best. Probably you enjoy their voices as much as what they say. Your

online content needs a voice too. For a good example of this, check out the very distinctive personality of The Newbie Club (<http://www.newbieclub.com>), which carries right over into their newsletters.

=>The audience must come first. Radio announcers often pretend they are talking to just one person, imagining that person's age, their lifestyle, their hopes and dreams. (I once worked for a very earnest radio station that had the production staff dress up a life-size doll to represent their ideal demographic – sort of a crash test dummy for target marketing!) You don't have to go that far, but aim what you're saying/writing to that one person who represents your target audience. They are the reason for what you do.

Now start listening to radio with a critical ear. Practice writing content as if it's for radio. It may help you inject some real personality into your ads, e-zine or website.

Heather Reimer has been a professional writer for 16 years. She can create custom e-zine and web content, sales letters, ads and articles just for you. For fast, effective and memorable content, <mailto:heatherreimer@codetel.net.do>



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