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Article Writing: Can It Help My Online Store?

By Nicole Dean

Question: My online store can't make money unless I get traffic, but I can't afford to keep buying advertising. What can I do? I feel so discouraged. Signed, Lonely in my Store

Dear Lonely in my Store, First of all, you are NOT doing anything wrong. Online businesses take time and can get frustrating, especially in the first year.

If your online store is lonely, and you're watching the dust balls collect, waiting for traffic to come and buy, it's easy to get discouraged. As soon as the advertising ends, so does your traffic - if you're even getting any results from your advertising at all.

What if you could get visitors to your website - free? And, not only that, but the visitors keep coming for years? One of the best methods of generating traffic to your website is by writing and sharing articles. This is not 'get rich quick' and it's not a scam. It's just plain old fashioned marketing with a twist.

Now, even if you aren't a writer, you can use this method of getting traffic. It doesn't take a degree in Literature to succeed in article marketing. All it takes is a little time and energy. If you have that - you can get traffic to your website.

So, how does it work? Well, it's working right now. Look at the bottom of this article and you'll see ... me. I didn't pay for this advertising, but you'll see a link to my website right there, plain as day, just for writing and sharing this article with website publishers.

It's actually quite simple, and it is underused, especially in work at home mom businesses.

All you need to do is write a short, simple, helpful article about something related to your online store. If you sell makeup, then write an article about how to choose a foundation color, or how to care for your skin during the winter. Then, after you've written your article, you submit it to the article directories.

Article directories are libraries of free articles. They are collections of articles that website and blog owners can use on their sites for free. The only stipulation is that everyone who publishes your article

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must include your author bio at the end which is where you include your website URL and some fascinating information about your wonderful online store.

So, now that you see how simple this free method of generating traffic is, I hope you give it a try. You've got nothing to lose and much to gain.

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.

Writing about 'writing'.

By Liana Metal

Writing about 'writing'. by Liana Metal

Writing about `Writing'!

By Liana Metal

What am I going to write about?

Which topic is the best?

Who is going to be interested in my article?

You can ask yourself endless questions on `what' is going to be the subject of your article. Don't despair! This is not a problem . Any topic will do, and a lot of people will read your article as far as you pay attention to the top rule of the internet: Give away information.

This is the reason why people read articles, and that's why you are reading this article in the first place!

Think for a moment: Why am I reading this article?

Of course, you might say it's out of curiosity, but the most popular answer would be: To get informed in this field.

The best way to start writing straightaway is to think of an experience of yours. It could be any experience, good or bad, on any subject. I have started my writing career by writing about `writing'. Sounds funny? It may be , but it has helped me sort out a lot of `writing' related issues and find my way through them. Before starting writing articles for the web though, I read a lot. I practically read anything I came across online , from ads to news items, and from book reviews to ebooks. I became a reviewer to get into the `things' faster, and I joined a lot of online communities as well. Then I started writing How-to articles.

One of my first ones focused on the Cover Letter, how to write a smashing letter fast and easily and

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then send it off to an editor/publisher. You can read this article for free at my site, <http://lianametal.tripod.com> , or <http://liamet.tripod.com>. In a short time I had produced a lot of articles on `writing' , and then I came across the `ebook' device. I said: Why not? It's free and now I can try to create my own ebook.

So, I did and that was just the beginning. But, creating ebooks is another story.

If you are interested in ebooks, all the instructions are included in my first ebook , Writing Basics, along with a lot of useful tips and information on writing, as well as markets to submit your work to.

You can get Writing Basics from my site at: <http://liamet.tripod.com>

If you are a new writer or new with the internet as a means of getting published online, you should read it. In Writing Basics I wrote down my own experiences on writing , but there are also other writers' articles included ,as well as interviews that will help you in your writing career.

The odd thing is that a few years ago I did not even know how to operate a computer, and now I am creating e books! Isn't it amazing? And know what? Publishers want books about writing , and articles

about writing are always very popular. So, why not give it a try yourself?

Liana Metal is a reviewer and writer living in Europe. She has written fiction and non fiction, and at the moment she is creating ebooks on a variety of subjects. Visit her at <http://lianametal.tripod.com> and become a contributor.



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