

But There Aren't Enough Article Topics To Reach My Target Market

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By Alice Seba

Recently a subscriber asked me about how she could continue to publish articles on her website if there weren't enough topics to write about. Here's her question:

"Alice, you talk about adding articles to your websites on a frequent basis and I understand the benefits like search engine rankings and so forth. However, I cannot come up with enough topics to sell my product. There just aren't that many things to write about."

And here's my answer:

When you started Internet Marketing, you were probably told to be specific about your target market and define whom you're marketing to. That was great advice. If you sell a product, you want to market it to a specific target market.

Let's say you sell a product that shows parents how to potty train their child. Your target market for your product is parents of toddlers who are trying to potty train their child. You can help promote your product by publishing potty training articles to draw in highly-targeted prospects for your highly-targeted product.

But there's a problem – that's a very narrow window to grasp the right prospect for your product. You have to reach them right when they are ready to potty train their child and convince them to buy your product.

Why limit yourself like this?

Article marketing is an inexpensive venture and can dramatically increase your pool of leads. It can even help you increase your bottom line by adding new streams of income. If you sell a potty training product and you want to market with content - go WIDER. For the purposes of article marketing, you have the wider market of parents and there is NO shortage of article topics to reach parents.

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Parents need help with their kids, no matter what age they are. And a funny thing happens with parents - they often have more kids and know other people with kids. So, if you can start targeting parents in general with your wide variety of articles you can do the following:

– Build your mailing lists – Gain the trust of your prospects and sell them your product when the timing is right for them. – Sell other relevant products through affiliate programs – Add extra income by using content-targeted ads like Google AdSense.

So, please...if you think there is a shortage of topics you can write up, just start to think wider...no matter what product you sell.

Alice Seba shows others how to make the most of their article marketing by offering completely free Article Marketing Tips at

<http://www.ArticleMarketingSweetie.com>

10 Ways To Generate New Articles Ideas And Topics

By Ken Hill

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1. Brainstorm for new ideas.

Add your brainstormed ideas to an idea file that you can go back to when you are stuck for a topic.

Also add ideas you get from other sources into this file so that you'll always have a fresh source of inspiration.

2. Visit forums and message boards.

Look for an interesting topic or thread in the posts that you can turn into a new article.

3. Check out newspapers and news programs.

Depending on what you like to write about, you could find some new hot topics.

4. Subscribe to e-zines that reach your target audience.

You'll be able to get new, relevant information that could spark an idea for an article.

5. Review your own articles.

Keep your eyes open for things that you touch on in your articles that you could expand into a full article.

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Also look for ways to further educate your readers on the topics that you've written about in the past.

6. Read other people's articles.

You could look over the submissions to article announcement lists and article directories, or you could visit a site that has articles you enjoy reading.

You might be able to come up with an original slant that the other author didn't cover in her article or a topic that you could research for your next article.

7. Use questions you get from your subscribers, visitors, or customers for ideas.

Questions that you get on a regular basis can be an excellent source of new ideas and topics that will appeal to your target audience.

8. Go to a seminar or marketing conference.

In addition, to finding more new article topics, you'll be able to learn new things and gain more contacts.

9. Conduct an interview.

You'll be able to get a new article from the interview itself.

The person you interview could also bring up things in their responses that you could do some research on for a new article.

10. Run a survey.

Ask your participants what topics they're interested in learning more about in your e-zine or on your site, and you'll be able to get more new ideas and topics.

Article by writer, Ken Hill. Save loads of time promoting your articles with this powerful tool for e-zine publishers and article writers. Learn more at: <http://www.scstats.com/r.cfm?i=4604>

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