

Developing Free Content... It's not really as bad as it sounds!

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**By Edward B. Toupin**

I hear many writers refute the idea of writing free content. While I agree, in the simplest terms, it is "something for nothing", the benefits of free content actually outweigh the down-side of writing for free. Is it really for nothing?

The competition for content is fierce. Every Web site owner wants content and hundreds of writers want their content visible on the Web. There are so many free Web sites that you can literally advertise your goods, services, and knowledge globally for years without spending a penny.

Of course, there is a cost involved in writing free content---time. However, the cost in time units is only a fraction of the money that would otherwise be spent in getting the kind of coverage available by supporting content sites with free articles.

--- What about my income producing articles? ---

The idea is not to spend all day writing free content. Generally, once you've completed your articles for paying markets, take an idea and generate one free content article. I usually select a topic about which I can generate an article in a few hours. Don't spend more than two hours on the article over an entire day---use it as a gap-filler.

The point is to be able to generate a short article that provides a general overview of your knowledge or work---don't dive too deep. If someone likes your work or idea, let them come to you and pay you for a more, in-depth version. Call it "testing the waters."

--- Exercise Your Brain ---

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One of the benefits I've found to writing free content is in exercising my brain. I get a chance to generate a short article about something I know without the added pressure of acceptance and deadlines. This is where you get to write for the fun of it and be able to produce industry contacts and resume fodder.

--- Resume Fodder ---

Yes, resume fodder. If some popular site picks up your article, you can use

it on your resume. Make sure that you write something that pertains to your areas of expertise. If you post something like "101 Fun Things You Can Do With Toilet Paper" and it's picked up by an unknown MLM site, I'd think twice about adding it to your resume.

Many major sites are monitored and rated by some of the larger corporations and industry experts. If your article catches their eye, you could end up with a client that you would have otherwise never had the chance to work for. The wider the audience, the more additional work you can acquire!

Writing a free content article is simple and follows a similar professional approach as an article for a standard, paying market. A few pointers are:

### \* Be Concise

Keep it under 1,500 words. Some professional organizations might pick up your article for a paying market and they usually only accept between 500 and 2,000 words. Also, if you can write an in-depth topic in fewer than 1,500 words, that usually demonstrates that you have a handle on the topic.

### \* Be Real

Take free content articles seriously. Be professional and write about something you know professionally. Stay away from the MLM articles and avoid meaningless writing.

### \* Be Honest

I've seen some authors use the same free content from other writers and just modify it a little to suit their needs. Do your own work!

### \* Your Byline

Make sure that your byline provides enough information to identify yourself and provide contact information. This byline is your business card!

--- Here, steal my work! ---

As I've said, I sometimes see that same article used by numerous writers.

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Sometimes, unethical people steal other's work so that they can look good in the public eye. Take it as a compliment, but protect yourself.

Protecting free content is no different than protecting paying market content. One place to go is MediaRegister (<http://www.mediaregister.com>). They will register your work online for a minimal fee. This way you can distribute your work and protect it from the little thieves of the Internet.

---- What next? ----

Free content articles can provide you with enormous amount of exposure on

the Web. In some cases, you can obtain exposure that you would have otherwise missed!

Edward B. Toupin is a freelance consultant, writer, and published author living in Las Vegas with his singer/actress wife. He currently handles technical writing tasks for various companies in New York, Chicago, and Denver as well as imaginers and markets feature-length screenplays.

## **10 Profitable Ways To Recycle Your Content**

**By Larry Dotson**

1. Repackage your web site content in to different products to sell. You could create speeches, audio books, classes, and video tapes with your content.
2. Divide your content up and use it for promotional articles. You could submit them to other web sites or ezines for publicity. Just add your resource box.
3. Allow people to link to your web site's content. This is a fast way to get hundreds of people linking to your web site.
4. Add to your content and create an ebook to sell. You don't want to sell your free content, but if you add to it you can. It's an extra profit stream.
5. Compile it into a free ebook. You could submit it to free ebook directories. Use it as a bonus for when people subscribe to your e-zine.
6. Use your free content as a lead in product for your fee based content or private site. Just allow them the option of up grading to the paid version.
7. Place it on follow-up autoresponders from your web site. This is a great way to remind people to come back and revisit your web site.

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8. Create a free bonus out of your content for your main product. When you add new content, remove the old content and create a bonus product with it.

9. Use the content to create a press release. This works well if you need extra information for your press release announcement.

10. Trade content with other web sites. It will give you the chance to get new content and promote your web site at the same time. -----

As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

10 Profitable Ways To Recycle Your Content

You Can Drive More Traffic To Your Website!

Learning About Cash Back Credit Cards: Good or Bad Idea?

The American English Accent:: The "Explosive" T And P Sounds

Bad SEO and Google Penal

Cure Bad Breath

Home Vegetable Garden

Palmistry

Dream Psychology

BEFORE You Borrow Money

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