

HOLD THAT ARTICLE! (OR 5 TECHNIQUES TO EFFECTIVE RE-WRITING)

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By Shery Ma Belle Arrieta

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Hold it! Don't send that article! Not just yet!

You may think you're through writing your article and that it's now ready for publication. But after the writing, you're not really done.

You might not know it, but you can prune down that 750-word article you've just finished into one that's only 500 words or less.

And guess what?

I bet the short version would still be as effective as your original article, if not more.

Writing is all about communicating. It's about getting your message across to your readers simply, quickly, and effectively.

You don't just send in your first draft to your editor or publish it right away without looking it over first.

Re-writing. It's the key.

Actually, it's the most crucial step in the writing process.

It can be a frustrating thing to do especially when you're still in "writer mode" and you believe you've written a

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brilliant piece.

But realize this: Re-writing your article will definitely pay off.

So here are 5 re-writing techniques you can use:

Technique # 1:

Stick to your central theme or idea. Don't insert bits and pieces of information about other things. Read through your work carefully. You're bound to find ideas, words, phrases and sentences you can strike out.

Technique # 2:

Beware of long introductions. It's OK to start with an introductory paragraph, but some writers tend to write introductions that span several paragraphs. Start with the most striking sentence, quote, or idea and then go on from there.

Technique # 3:

Rearrange words, phrases and sentences. Often, merely rearranging words within a sentence will shorten that sentence. The trick here is to find prepositions and eliminate them. Break down long sentences that contain two or more ideas. You'll get rid of more conjunctions, articles and prepositions that way.

Technique # 4:

Are you being redundant? If you used something like "absolutely complete," "ask the question," "for a span of one month," or "factual information," then you've managed to be redundant. It's either complete or not -- you don't have to add the "absolutely" to make your point. Do you ask a statement? Of course not! So it's fine if you use "ask." You say "for one month." You don't have to add "a span of." And lastly, save yourself the trouble and use "facts" instead of "factual information."

Technique # 5:

Get rid of dangling modifiers and participles, awkward prepositional phrases, and unnecessary adjectives. Look over your work to see if you have cliches. You may have overdone your metaphors and analogies too. Find them and cut them out.

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Apply the 5 re-writing techniques on your article and you'll get a leaner, meaner and more polished piece. And *that* will get your piece published in more ezines and sites!

So...have you just used the 5 techniques on that article you were about to send a while ago?

If you have, then don't keep that article sitting on your computer — Send it NOW!

Shery Ma Belle Arrietamailto:publisher@ewritersplace.com Shery is the creator and author of the exciting new series of ebooks for writers, SEEDS: Ideas for the Everyday (Non-Fiction) Writer. You can download a FREE sampler at <http://ewritersplace.com/seeds.html>. The July SEEDS ebook contains 82 idea seeds, all based on historical events. Visit <http://www.thepublishedwriter.com/report1002.html>.

10 Quick Tips To Writing Profitable Articles

By Ken Hill

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One of the best ways to promote your business for free is to write articles for publication in ezines.

To help you get started, I've compiled a list of ten tips that will not only help you successfully write your own articles, but also help you get the most out of the articles you do write.

To begin:

1. Put a lot of thought into the title of your article.

Writing a good title will grab your readers attention and encourage them to read through your article.

2. Keep the introduction and conclusion of your article short.

3. Write your article as a series of tips that center around a specific subject. This is a very effective way to present your information and hold your readers interest.

4. Use numbers to list the tips in your article. This allows your readers to go quickly from one tip to the next, and also keeps your article neatly organized and easy to read.

5. Keep your tips brief and to the point.

6. Keep your article focused on one topic. If you have several things you want to talk about then try

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writing

separate articles for each topic.

7. Write your article with a sincere desire to help your reader. Don't write an article that is basically just a sales letter for your company. Save your self promotion for your resource box at the end of your article.

8. Do write a compelling ad for your business in your resource box. Entice your reader to go to your site or request more information from you.

9. Use your resource box to gain more subscribers to your ezine. An article is a very effective way to showcase the type of quality content your reader can expect as a subscriber to your publication.

10. Offer a free marketing course in your resource box. This will give you the opportunity to further increase your sales by following up with people interested in your information.

Once you start writing articles, you will find that your articles can bring a lot of free promotion to your business.

Write with your reader in mind and you will be on your way to creating more profit for your business with every article you write.



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