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Home Business Writing Made Simple

By Dan J. Fry

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Have you ever written a letter to a friend? Ever written an outline for any project you were about to start? What about a shopping list? If you have, and I imagine most have, you can then write focused, brief, content articles for your online home business.

Why write? Well, of course you can spend lots of money to drive traffic to your site with absolutely no guarantee that you will obtain a single sale. Moreover, most of the traffic, although targeted, may leave your site and forget it ever existed. Writing puts you personally, your site, and your products/services within the same framework as a well-honed opt-in list of subscribers. People remember you, learn to trust you, eventually purchase from you, and most importantly return to purchase again and again, as long as you continue to offer what they need.

"So how can I simplify what seems to be the arduous task of writing", you ask?

Try this:

(1) Take out pen and paper and go someplace quiet where you can trigger the creative side of your brain. (Yes, I said pen and paper. Don't sit in front of the computer for this exercise.)

(2) Sit back and think for a moment about your online home business. What do you offer? What have you learned so far about building traffic? Have you noticed any patterns for certain promotion methods that work? What about anything that can be considered well needed advice to others just starting out?

(3) Now write down the first thoughts that come to your mind. Don't edit. Your not at that stage yet. Just write the ideas, and do this for several minutes, or until you have at least a single page filled up.

(4) Done? Good. Now go back to the top of the list. Slowly go through and hone the ideas. Anything that pops out as particularly intriguing or immediately brings up related ideas mark off for the next step.

These are the ones to develop further.

(5) Now take out a sheet of paper for several of the ideas marked off and write the idea at the top of the paper. (You can use your computer now, but I tend to think better with pen in hand.)

(6) O.k. Ready? At the beginning I asked if you ever have written a letter to a friend? Remember? Keep this in the back of your mind always. Write like you speak. I promise you that for short content articles to develop your online home business, this is the tone that works. If people need a textbook they will buy one.

(7) First make a list, sort of a shopping list of related things to cover. Try not to get carried away. Remember – short content articles.

(8) Now fill in the details as if you were explaining it to a friend.

That's it. All there is to it. I think you will be surprised how easy it is once you write a few. Personally, I keep a notebook handy at all times just for ideas that I later cultivate into short articles. When I learn something new that I believe will be of benefit to others I make a note.

The power in this technique resides in the fact that you are not a robot and neither are your prospects. When you write, and take it from the perspective of friends sharing information, you step onto a personal level. Now who wouldn't pick up on that. Eventually, with continually writing and publishing your articles in newsgroups, e-zines, and other web site, your credibility builds, your persona builds, and your traffic and sales will build. You absolutely cannot loose with this cost effective traffic generating strategy.

Dan J. Fry is an independent researcher and owner of

, a site devoted to providing

resources for small budget home businesses. He has a PhD in Physics and is married with two daughters and two cats. Subscribe to his free E-Zine on home business resources at

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The Benefits Of Article Writing For Your Home Business

By Ian Canaway

Once you learn the benefits of article writing, you may want to open a home business based on your

writing skills. The road to riches may be yours when you identify the basic elements required for writing top-notch articles, reports and other written material.

When you have all the elements in place, you can produce page after page of written articles that will stand out and help you and your clients achieve their goals. If you are writing for someone else your goal is to produce clear, concise saleable material that will please your clients and of course, make money for you.

Anyone can learn to write saleable material on just about any subject, providing the person has personal knowledge of the subject matter or knows how to thoroughly research the subject, or both. The list of topics you may be required to write about is endless.

Producing your articles is very easy and simple, but it may take longer and require more research for some individuals to produce a completed, saleable product than it will take others. A good command of the proper use of words and a basic knowledge of punctuation and grammar is a must.

Your written material should sound as if you are talking to someone in person. Keep in mind that you must convey your message, instructions or meanings through your writing, because the reader cannot see your facial expressions, your body language or hear the tone of your voice. This is why it is so important to use proper grammar and punctuation.

Write your articles in a clear, factual, concise style. Keep in mind the type of audience you are writing for and confine your writing to words the reader will relate to and understand.

Bear in mind that your written material serves as a person-to-person communication between you and the reader. One of the benefits of writing articles is the rapport established between the writer, the client and the reader.

Outlining your thoughts before you write will help you produce better articles. On the other hand, many writers simply start writing and record their thoughts as they are typing.

The written word goes by many names, such as books, reports, booklet, folio, guide, pamphlet, magazine, etc. But keep in mind that no matter what name is used, the ultimate goal is to give the reader information and/or entertainment.

There are many reasons to choose writing articles as your home business. Your written product may show others how to start up or expand a new home business, give instructions on how to produce arts and crafts, how to choose and prepare for a new career, how to improve your financial situation, enjoy life more, how to save money, how to solve personal crises, or how to attain success in relationships with others.

The best written material is thoroughly researched, factual, to the point, authoritative and interesting to the reader. Whether you are writing articles for someone else or for yourself, choose your subject

matter wisely.

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A benefit of writing for yourself is that you can choose a subject that you already know something about. A benefit of producing written material for someone else is that you may learn something new. The key is to write in a manner that will catch and keep the reader's interest.

Writing articles for your home business is an excellent way to establish credibility and gain free exposure for your home business.

By writing articles and freely distributing them, you can generate excellent free traffic to your website at no cost to you. Start writing today for your home business and experience the power of article writing.

Ian Canaway will help you launch your very own money making website today that's 100% ready to take orders and pull in massive profits for you right now... Guaranteed! Visit:

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