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**How To Write a Powerful Promotion Article**

**By Bruce Jones**

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Who are the undisputed experts you can learn from ? Of course, they are the top Journalists who write Press Releases and always write them in the 3rd person. You could determine what they do and then follow their procedures. BUT ! Wait, that is not enough. It is said, that the "information structure" of a Press Release follows the inverted pyramid in form. That is, most of the real information is displayed in a "top heavy" manner. (1) Like the Press Release, the 1st thing to be done is "grab the reader's interest immediately". However, due to this Promotion Article's size and unlike a Press Release . . (2) You must "maintain the reader's interest at a high level" throughout the entire Promotion Article. Part (2) can be achieved by introducing real people (by name etc.) and describe their success stories while they were using your product(s) and or service(s). Either within this description or as a follow up afterwards, try to come up with verbal quotes related to it and/or printed quotes from publications. If you can do this "quote" part, it will provide the confirmation that will make your "descriptive story believable". It puts "the icing on the cake".

To maintain "a high level of interest throughout" follow up with some more descriptive happenings with real people (and their names) and include verbal quotes and/or quotes from publications and so on and so on . . . Here is a Promotion Article: "Read it" and see if it adheres to these rules:

Our NEW Invention Says . . . by J. Bruce Jones ,  
Goodbye to . . "Learning is Boring", and  
Welcome . . . " Play to Learn, have Fun  
and Excel"

Say goodbye to Student Boredom in class . . AND a Big Hello to Student  
Enthusiasm to participate. Students can get involved and have fun while  
"playing their way to excellence".

Some students become unnerved when they think that they are subjected to undue pressures that could cause them to fail or do poorly. Ideally, such students should be encouraged to put forth a "best" effort without feeling these pressures. Most teachers would likely agree with this, but they might wonder . . . how so? How Might This Be Handled?

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Educators: Middle School to University and certainly all Chess teachers , in Schools and Chess Clubs . . . should take a look at what Steve Preston of Milton accomplished. First, here is one more point to consider. Without a stimulating learning environment to tweak their interest some students could become bored or revert to obnoxious behavior.

Here Are Some Positive Results: This is "How" a teacher with (i) chess instruction courses and (ii) curricula courses Succeeded beyond his greatest hopes! Steve Preston, a Middle School teacher in Milton, Ontario, Canada was able to see the potential of utilizing our NEW invention. . . Chessapeak Challenge®, the World's First Successful 4 Player partnership Chess that uses traditional Chess rules. For more than 2 centuries many attempts have been made to create a viable 4 player chess game. According to David Pritchard all attempts have failed because of 2 major problems with pawn Movement. "Chessapeak Challenge® gets over both problems" as stated in his published review in the Autumn 1995 United Kingdom Chess Journal.

Back to Steve: At each chess class meeting, Steve designated 4 students to each Chessapeak Challenge® game board. Chess partners faced each other and therefore, each player had a partner across from him/her, an opponent on the left and an opponent on the right. In a clockwise order each player took his/her turn in order. Since this was a learning mode, players were allowed to discuss chess moves and chess strategies with each other. Therefore, all players were learning from each other.

Results: At the Regional Chess Tournament, this Milton School system (for the 1st time ever) won the Chess Tournament Championship with 4 of their players named as the best .

"Educators in School Systems" (read this): Concurrent to his chess teaching Steve Preston structured all his Math classes and all his Science classes around this 4 Player partnership Chess game. His happy students did so well in all his newly structured curricula courses that many parents of other students tried to enroll their children in Steve's classes for the next year. AND other teachers went after Steve for copies of his new course outlines. Just prior to the Chess Tournament (described above) a publication appeared:

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A full page descriptive review of the 4 player partnership chess game Chessapeak Challenge® was published in the Fairplay magazine in Berlin Germany November 1997 by Joshen Corts. The ausSCHACHtungen article was published in deutch (german). >From the English translation, the review comments on the origin of the game's name "Chessapeak". That it was a play on words; that came from the name of a city on the Atlantic coast,

"Chesapeake". Here is the English version of Jochen's quote "Chessapeak Challenge is not only a successful play on words, But also a successful challenge of 4 Player Chess" Fairplay Magazine, Nov"97.

More Positive Results: Adult chess player Denis Chabot lives in the proximity of Quebec City, Canada on the shores of the magnificent Saint Lawrence river. Denis introduced and sold Chessapeak Challenge® games to chess players in the province of Quebec. Denis said that he really enjoyed

playing this game. However, there was one specific player that always beat him at all the chess tournaments. One day Denis telephoned and said " I beat him at 2 player chess 3 times. He cannot beat me now. I got better by playing 4 player Chessapeak Challenge® ".

How Cool is This ! CHESSapeak Challenge® is the instrument. YES, this Game provides a camaraderie of learning with your peers. "Play to Learn, have Fun and Excel".

Readers, did I follow my own rules ?

Note:

The next step for the Chessapeak Games Co. will be . ."Internet Play" for 4 player partnership Chess . . CHESSapeak Challenge®.

Bruce Jones is the inventor of Chessapeak Challenge® 4 Player Partnership Chess game that is played with Traditional Chess rules. The company manufactures & sells several quality models of this Chessapeak game on web site <http://chessapeak.com/>. E-mail: [info@chessapeak.com](mailto:info@chessapeak.com)

## **10 Quick Tips To Writing Profitable Articles**

**By Ken Hill**

### **10 Quick Tips To Writing Profitable Articles by Ken Hill**

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

## How To Write a Powerful Promotion Article

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 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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