

Make Your Readers And Customers Love You – Tell Them How–To Do It!

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

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By Willie Crawford

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One of the bits of feedback I've gotten many times from my ezine readers is that they want more how–to articles. Everyone tells them "what" to do to: build their business, drive more traffic to their websites, make more sales, etc. However, very few people tell them "how". Many readers have told me that they really want step–by–step how–to articles. Newbies to your business are looking for this same how–to information.

How can you use that tidbit of information in your business? We'll... if you use ezine articles to reach your audience, it's simply writing articles that give them the step–by–step instructions on how to do whatever the article is about. That actually makes many articles very easy to write. Simply list the steps involved in a task, elaborate a little, choose an enticing title and your article is done. What could be easier?

If you publish an ezine, you can benefit from that bit of insight by writing or choosing articles that really tell readers how to solve their pressing problems. That makes it easier to choose from the countless articles submitted to you. Select the ones that provide detailed how–to information. It's what your readers want.

If you have a niche website, give your visitors some step–by–step instructions on how to do whatever the site is about. I do this on one of my cooking websites for example. It works beautifully and generates massive repeat visitor, and buyers for my cookbooks :–) Pages on your site that outline a procedure step–by–step usually end up with lots

of outside links pointing to them. Something as simple as:

- How to create an ebook cover
- How to house–train a dog
- How to build your child's self–esteem
- How to optimize a web page
- How to write powerful guarantees

... these are powerful topics that will bring traffic to your website for years to come.

If you conduct seminars or tele–seminars, make sure that you are telling your attendees exactly what they want ... which is how–to do whatever the topic of your seminar is about. They don't want you to explain in general terms. They want very specific instructions. Deliver this, and you'll develop a steady following.

Now here is the reason that telling your subscribers and visitors "how" to do things work so well. Many of the writers in the ezines your subscribers read, and many of the webmasters at sites your visitors frequent they have *no clue* how to do what the visitor is researching. So they can't tell them how to do it. If you can, and do provide them with this much–sought–after information you really distinguish yourself and showcase your expertise. Your credibility increases many–fold.

Start distinguishing yourself today. Begin teaching your readers, customers, and website visitors How To. They will absolutely love you for it, and you will thank me for all the additional business you're getting as a result of this little tip.

Keeping your readers interested when writing non–fiction

By Gary R. Hess

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Writing non–fiction might be the easiest of all writings, but it's not always the easiest to keep your readers interested.

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When writing non–fiction the best thing to do is research, even when the story is about you, research. Readers are generally well educated, and chances are, they will know when something is not quite right. As well, if you are writing a paper for a class or to educate about a certain subject, research is a must.

On the other hand, be sure to not overdue it. Readers do not need to know why the sky is blue and why horses aren't used for glue anymore. Give them basic facts which relate to what you are trying to say.

Another necessity when writing non–fiction, or even fiction for that matter, is using plenty of details. Details, details, details!!! Readers love details.

Want to write about Susie's new hairstyle? Tell us what the color is, what the length is and how it lays. It allows the reader to visualize the characters and setting better. Since this is not a movie, this is what needs to be said.

As readers are the top priority when writing, the reader must know exactly what is going on. Do not leave the small things out. Do not let the reader wonder what happened between point A and point B, unless of course it's a murder mystery then things change but for the most part this holds true.

If you have done things story, essay, research project or whatever else you happen to be writing, will almost be ready. Just be sure to follow some guidelines along the way. Write it in some order, such as chronologically or "flash–back" style. Just don't lose track of your readers.

If all of these can be accomplished smoothly and researched properly your story is now complete. Jump up and down and pat yourself on the back because you have done it.

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