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Marketing a Professional Practice Free By Writing

By Susan Dunn

Marketing a Professional Practice Free By Writing by Susan Dunn, Coach

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Since I'm a writer, I grow my coaching practice by writing; it gets my name around, establishes my expertise, promotes my services and also the field of coaching.

Writing itself takes time, so I economize my efforts. Here's what I do:

1. Read a current interest book such as "A General Theory of Love," by Lewis, Amini and Lannon. Then I do extensive Internet research around the topic to see what else is out there.
2. Review the book on Barnes & Noble, amazon.com.
3. Write an article about the new theory of love and submit it to coaching sources.
4. Create Top 10s, Coaching Tips, and Quotations from the material.
5. Rework the material and write a story for another sort of ezine (relationships, for instance, or singles) – this could be for free, or for money.
6. Write an article on the topic for my own ezine, which comes out twice a week. On a large topic like that, I'll do a series of short articles.
7. Do more research and create an e-course on love in general. I have one currently called "Write a New Ending to the Love Story".
8. Break it down further and do the theory of love applied to parenting.
9. Then I get topical – Valentine's Day would be a good time, or Christmas, the season of love.

10. Submit an article to the local newspaper on the hot new topic.
11. Prepare a teleclass on the topic.
12. Offer free seminars around town on the topic, like for churches, and organizations, and list it with the Speakers' Bureau.
12. Make an e-book.

I get a lot of mileage out of one book or topic. I include the field of coaching in all that I write, and best of all, by the time I'm finished I've learned the topic backwards and forward and am well prepared to incorporate this into helping my clients.

7 Reasons You Should be Writing Articles

By David McKenzie

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You have probably heard that writing articles is a very successful internet marketing technique. But why is this so?

Here are 7 reasons why writing articles really works:

1. Writing articles is free marketing. You write your article and post it to a number of article resource sites. Then, ezine owners pick up your article and feature it in their ezine. All of this costs you nothing and you get free marketing.
2. The more articles you write, the more you become an expert in your field. Experts get featured a lot more widely.
3. By having lots of articles on lots of web sites around the world, you automatically rank above average on search engines because of your link popularity. All those links in the resource box back to your site can make a big difference in search engine ranking.
4. Writing articles can mean repeat business. In one ezine I have had about 8 of my articles published over the last couple of years. As the subscribers of this ezine have become more familiar with my business they are more inclined to buy from me again and again.
5. You could get yourself featured in a LARGE subscriber ezine. I have had a 500,000 subscriber ezine feature a couple of my articles and it increased my traffic by over 65% in the few days after the articles were published.
6. As most ezine publishers do not write their own articles they are always looking for other peoples' articles. If you write articles you can get yourself featured in dozens of

eazines.

7. You could get published in a book. Just last week a popular book featured one of my articles. Now that is the ultimate in free publicity!

Writing articles really works. I have written dozens of articles and it is my most successful marketing technique. It costs nothing and can increase your traffic and sales tremendously.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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