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Ten Essential Tips For Submitting Articles

By Dwain Berlin

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by: **Dwain Berlin**

Submitting well planned articles on-line will increase traffic and can even launch your career when handled right. They'll drive traffic from all over the net and show an excellent return on your time invested.

Write Your Article Like You're Writing to a Friend

Even though it may be seen by thousands, each copy gets read by one person at a time. Your readers are more open if you're speaking directly to them instead of down at them. Replace big words with simple words. I've heard that writing at an eighth grade level will increase comprehension.

Write a Killer Headline

An amazing article can end up going nowhere because the headline sucked a lemon and nobody read it. Any marketer who knows their stuff will tell you the headline is 80% – 90% of the reason you're even considered. Write a great article of course, but spend lots of time on your headline.

Pick a Topic You Know Well

Assuming you've done your research and found a niche you like that's profitable, you can become an expert in that field because you'll stay with it. If the research is a chore it's easy to lose interest.

Educate But Don't Sell

Articles are thought of as nuggets of information that educate. If your article breaks that unwritten rule and is actually an advertisement in disguise, it'll never see the light of another monitor. A well written article is a subtle but powerful way to motivate someone. Advertising builds barriers, where news is accepted with an open mind.

Ten Essential Tips For Submitting Articles

Write Quality not Quantity

There's no room for fluff in a good article. When reading the posting guidelines, check the restrictions for article length. Stay within the word count or you'll get trashed. It's usually 500 – 600 words. Save your full length version for sites that'll accept it.

Include a Resource Box With Your "Call to Action" Link

Either at the bottom or the top of your article you'll want to include your name, describe what you do, a sign-up email if you're building a newsletter, your website link, a short call to action, whatever's appropriate.

Submit Articles Consistently

Writing and submitting articles consistently will assure growing returns. Some sites will accept your work others won't, so don't get discouraged. Make a schedule, stick to your deadlines and "Just do it"

Read The Posting Guidelines at Each Site

When posting your article follow the guidelines. Don't forget, behind every website and ezine a real person decides the fate of your article. You're asking for exposure to their data base, so take your time and be nice.

Don't Forget The Spell Check

There's nothing worse for a busy web master than wading through spelling errors. Do a spell check, print it off and read it out loud to catch grammatical errors.

Use a Tracking System

With proper tracking you'll see what worked and what didn't. It'll show where to spend more time and drop what's not working. Monitored tracking will increase your return on investment, both for time and money.

Organize your submissions with the Brain-Floss article directory and Article Optimizer© software.

C/O Dwain Berlin

Free promotional tools for on-line entrepreneurs

*** Attn. Ezine editors / Site owners ***

Feel free to reprint this article in it's entirety in your ezine or on your site so long as you leave all links in place, do not modify the content and include my resource box as listed above.

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Article Optimizer ©

Dwain Berlin is the author of "The Upward Spiral" a lifestyle health program based on evolution. He presently runs a prescription export service from Canada, and created the "Brain-Floss" Article Optimizer system to help on-line entrepreneurs promote their work.

7 Tips for Submitting Articles to Article Resource Sites

By David McKenzie

7 Tips for Submitting Articles to Article Resource Sites by David McKenzie

Submitting articles to article resource sites should be easy. But it is surprising how many people do not follow some simple rules. By not following these rules it can mean the difference between someone reading your article or not.

Even worse, the article resource site might not accept your article because you left something out or did something wrong.

Here are 7 tips to help you when submitting articles to article resource sites:

1. Make sure you include your web site link in the resource box of the article as this will prompt the reader to click for more information. This is your MOST important selling tool so make sure you include it on your article submissions.
2. Spelling. Check the spelling 3 times. There is absolutely nothing worse than an article with spelling mistakes. You lose all credibility instantly. That is why I recommend checking spelling 3 times. First, use a spell checker on your computer. Second, scan the article yourself on your computer. Third, print out the article and check again yourself.
3. For many article resource sites they have written rules for how to submit articles. If you do not follow the rules, it is likely that your article will not be submitted. Make sure you read the rules (if any) and follow them.
4. Title. Make sure the title of your article is the ONLY thing in the subject header of your email if submitting articles by email. When I look for articles to include in my own ezine I scan the titles. If the subject heading says "New Article for Posting" or something like that, then I will not even bother reading the article. No matter how good it is!
5. Get the character width right. If you format all your articles to 65 characters width then you will have no problems with about 95% of all article resource sites.
6. Set up an autoresponder for each article. Some article resource sites require you to have your own articles available by autoresponder. You can get free autoresponders from Sendfree.com.

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7. Only submit each article once to each article resource site. A quick way to get into trouble with many article resource site owners is to submit the same article a number of times. It is just not worth it!

There are many things to consider when submitting articles to article resource sites. Follow these 7 tips and you should not have any problems.

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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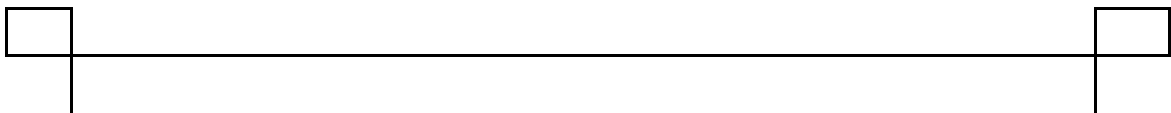
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