

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

The 7 Keys To Writing Successful Articles

By Jason Potash

The 7 Keys To Writing Successful Articles by Jason Potash

Are you writing articles?

I know. You've already heard it 100 times before. The question is not IF you're writing articles, but WHAT you're actually writing. Simply throwing a bunch of words together isn't going to get you very far.

Here's a blueprint that outlines the 7 keys to writing successful articles. Follow the 7 keys and you're guaranteed to get more exposure with your articles.

Key #1: Choose a HOT Topic

You'll need to do a little research on this one. If you're already in touch with the target market for your article, this should come easy.

Research, spy, observe. Do whatever it takes to understand your target market. What issues are hot? What topics currently appear within top ezines, messageboards, ebooks?

It's also a good idea to frequently visit article directories and content sites. These sites contain current articles on a variety of popular topics. Here's a shortlist:

<http://ezinearticles.com>

<http://www.certificate.net/wwio/>

<http://www.ideamarketers.com>

<http://www.marketing-seek.com>

The 7 Keys To Writing Successful Articles

<http://www.goarticles.com>

<http://www.netterweb.com>

Key #2: Choose a "Magnetic" Title

Magnetic title? That's right. Your article title is your headline. If it doesn't pull the reader into the article, nothing will. Just think ... what if I called this article:

"Writing Articles"

"Tips For Article Publishing"

"What It Takes To Write An Article"

See what I mean? These don't pack much "punch", do they?

Your title is just like a classified ad. Look at it this way. If your article title is crowded on a webpage with 100 others, what will make it jump off the page?

Key #3: Use The AIDA Principle

Attention

Interest

Desire

Action

This universal formula applies to your articles as well. Once you've enticed your reader to read your article (via a great title), you need to keep them reading.

The first paragraph of your article is critical. If it's dull, boring and lifeless, your reader will surely bail out. You must keep their interest right from the start.

Try using short paragraphs, sentences and words. This will keep the tempo upbeat and make your article much easier to read (or skim, as most do online).

Key #4: Create Several Sub-Headings

To better organize your thoughts, divide your article into sub-headings. At times, writing a 500-700 word article can seem insurmountable. Sub-headings make things easier. Instead of tackling the entire article at once, try writing one paragraph at a time.

Key #5: "Close The Sale" With A Resource Box

One of the worst things you can do is to leave your reader hanging. They've just read your great article, now what? A resource box appears at the very end of your article. It's the last line that your reader sees. It's your chance to set the next step.

Make sure that your resource box is compelling. Make the reader jump over to your website, sign up for your ezine, download your latest ebook, claim their free gift — get creative!

Key #6: Proofread Your Work

Did you catch that? It should've read, "Proofread". Nothing

hollers out amateur, newbie, or just plain unprofessional than an article filled with typos and bad grammar. If you don't have an English major in the family, hire a proofreader. Their rates are reasonable and they can save you from damaging your reputation online.

Key #7 – Promote, promote, promote

Let's make one thing clear. Without key #7, keys 1–6 are a waste of time. Bottom line, no one will read your article if you keep it stored on a floppy disk in your desk.

You've got to promote it!

How can you promote your article? There are well over a hundred article directories, article banks, free content sites, article announcement lists, and article syndication services out there. And the best part is ... 95% of them are FREE!

Plus, there are thousands of ezines that are looking for article submissions. Develop a list of ezines in your target market. Next, e-mail each ezine publisher a copy of your latest article. There are countless stories of individuals who have succeeded using this exact same approach.

Wouldn't you like to get your next article picked up by an ezine with 32,000 subscribers?

Now go on, and get writing!

Jason Potash, the creator of EzineAnnouncer software, makes it easy to put your ezine and article promotion on auto-pilot. Learn the 7 essential keys to ezine success. Click below for your free 4-part mini-course: <http://www.ezineannouncer.com>

7 Reasons You Should be Writing Articles

By David McKenzie

7 Reasons You Should be Writing Articles by David McKenzie

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 ezines.
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!



This Free E-Book has been brought to you by Natural-Aging.com.

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