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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!**

**The Benefits Of Article Writing For Your Home Business**

**By Ian Canaway**

Once you learn the benefits of article writing, you may want to open a home business based on your writing skills. The road to riches may be yours when you identify the basic elements required for writing top-notch articles, reports and other written material.

When you have all the elements in place, you can produce page after page of written articles that will stand out and help you and your clients achieve their goals. If you are writing for someone else your goal is to produce clear, concise saleable material that will please your clients and of course, make money for you.

Anyone can learn to write saleable material on just about any subject, providing the person has personal knowledge of the subject matter or knows how to thoroughly research the subject, or both. The list of topics you may be required to write about is endless.

Producing your articles is very easy and simple, but it may take longer and require more research for some individuals to produce a completed, saleable product than it will take others. A good command of the proper use of words and a basic knowledge of punctuation and grammar is a must.

Your written material should sound as if you are talking to someone in person. Keep in mind that you must convey your message, instructions or meanings through your writing, because the reader cannot see your facial expressions, your body language or hear the tone of your voice. This is why it is so important to use proper grammar and punctuation.

Write your articles in a clear, factual, concise style. Keep in mind the type of audience you are writing for and confine your writing to words the reader will relate to and understand.

Bear in mind that your written material serves as a person-to-person communication between you and the reader. One of the benefits of writing articles is the rapport established between the writer, the client and the reader.

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Outlining your thoughts before you write will help you produce better articles. On the other hand, many writers simply start writing and record their thoughts as they are typing.

The written word goes by many names, such as books, reports, booklet, folio, guide, pamphlet, magazine, etc. But keep in mind that no matter what name is used, the ultimate goal is to give the reader information and/or entertainment.

There are many reasons to choose writing articles as your home business. Your written product may show others how to start up or expand a new home business, give instructions on how to produce arts and crafts, how to choose and prepare for a new career, how to improve your financial situation, enjoy life more, how to save money, how to solve personal crises, or how to attain success in relationships with others.

The best written material is thoroughly researched, factual, to the point, authoritative and interesting to the reader. Whether you are writing articles for someone else or for yourself, choose your subject

matter wisely.

A benefit of writing for yourself is that you can choose a subject that you already know something about. A benefit of producing written material for someone else is that you may learn something new. The key is to write in a manner that will catch and keep the reader's interest.

Writing articles for your home business is an excellent way to established credibility and gain free exposure for your home business.

By writing articles and freely distributing them, you can generate excellent free traffic to your website at no cost to you. Start writing today for your home business and experience the power of article writing.

Ian Canaway will help you launch your very own money making website today that's 100% ready to take orders and pull in massive profits for you right now... Guaranteed! Visit:

<http://www.asuccessfullhomebusiness4u.com>

### **3 Steps To Quickly Writing Ezine Articles**

**By Lisa Sparks**

Come on, admit it: Whether you're a professional writer or not we all draw a blank when we want to write an ezine article.

I've found an answer to that dilemma that will get you writing in no time so that you can publish your ezine article and begin to receive that new wave of subscribers you've been hoping for. Here's how to get the lead out if you draw a blank:

## The Benefits Of Article Writing For Your Home Business

1. Write your action steps first. Forget about the catchy headline and attractive lead paragraph for now. There's no use in cleverly leading a reader into an article that has no real value to them. So start where you build your credibility, right in the action steps. Of course you want to identify your subject and then tell them how to make their lives easier. For instance, plumbers are always going to have to fix pipes, it's the nature of their business. If you have an ezine to others in the plumbing industry, write about a new technique in the industry on sealing pipes or preparing them for the winter, etc.
2. Save the best for last. There's something called takeaway or take-home that should be in every one of your articles. It's your last chance to tell your audience, "I know my stuff." Try to put that key piece of information in the last paragraph of your article and you'll want it to be something your reader can do as soon as he or she finishes reading your article. If you're writing to accounts payable clerks, you'd tell them ways to get each department to get approvals on all purchase orders before submitting them. A/P clerks would just eat that up. It's their number one gripe. Bottom line: Give your audience something they can do immediately at the very end of your article. They'll remember your name and become devotees for life— hanging from your every word.
3. Get excited about the benefits. After you've taken care of the credibility building portion of your article, you have to draw the reader in and whet their appetite for all this great information. By the way, if you write the action steps and take-home first, this part will be easier because you'll be so excited about the information you'll see the benefits of it. And that's what writing lead paragraphs and headlines is all about: benefits to your readers.

Your final take-home advice No matter what you do, when you're writing to an ezine audience, always include an "About the Author" blurb (some call this a sig file, short for signature file) and a plug for anything new you're into. To do this, determine what you want the reader to do after he or she is finished reading. Do you want the to subscribe to your ezine? Buy your new ebook? Or just visit or site? Whatever the benefit to you is, identify it before you write your "About the Author" section. And you can write this at any time because it's separate from the article and you can use the same "About the Author" blurb for multiple articles. As a matter of fact, you could write one right now. Check out the one I'm using at the bottom of this article.

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Lisa Sparks, author of 'Power Words: How to Write ezines that Increase Your Sales,' has more than 15 years of experience in journalism, copywriting and marketing. Sign up for her ezine, a \$197 per year

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