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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 Writing Articles

By Maria Boomhower

You have a business; you are new and want to build a client list. However, the public doesn't know much about you.

One of the best ways to build the relations, credibility and to help get people to know more about you and your area of expertise is to write articles. People are always looking for good articles for their websites, blogs and newsletters. The important words here are good and content.

Good articles are content rich. They help the reader understand that which you are writing about. It gives them insight, whether it is about Business, Communication, Health or any number of subjects. When you provide an article for your reader, whether you wrote it or published it, you are doing your clients a service by educating them in the areas that they wish to learn. Moreover, your credibility can be built or diminished by the article. Articles also help to keep your website updated and helped to increase your search engine ratings. Stagnate websites that never change, get a much lower rating with Google. As well, do not encourage your audience to come back. They are thinking, ok, I saw it.

A summary of the benefits are:

For the author, they:

Increased Exposure

Give Credibility (You show your expertise)

Develop Relations (People get to know you better)

Create links to your site

Give you free Publicity

For the Publisher or Website Owner, it provides:

The Benefits of Writing Articles

Related Articles that you don't have to write Reference and information that you don't have to write A vast resource of free information

However, it is important to remember that there can be a downside. Of which you can avoid, once you understand what it is.

There is nothing worse than reading an article that is nothing more than a sales letter, a news release or an inflated glorified piece on how wonderful you are. You need to give the public something that they can use. Then they are much more likely to follow your link in your resource box, back to your site to find out more about you.

Remember, that in each article, you are communication something about you. You want the message that be one that encourages people to want to get to know you better, to learn more about you know and to become one of your clients or subscribers.

In your resource box, make sure you are clear, stating who you are and where they can find out more about you. Most article directories and magazines have set limits on the size and amount of information you can place so it is important to ensure it is accurate and inviting. You are not writing articles just for praise and admiration. You do have a business to run and bills to pay. Even if you are a millionaire and want to write just for the sheer joy of it and love to teach for free, your resource box is still important, as you would want the readers to know that the information came from a credible source.

So go ahead and get started. Don't stop at one article, it can easily become buried.. Make it a habit and write them regularly whether it is once a week or once a month. And remember, have fun

"To Master Communicationis to Master Wealth"

Maria Boomhower The Master Communicator has won awards for excellence in video production, running sub–press centres & training. She spent years studying Quantum & Meta physics to bring in this human aspect of Communication. Maria has an article directory that includes training in article writing & submissions at: <http://www.communicationmasteryarticles.com> and an Article Newsletter at:

Communication Mastery Articles Newsletter

<http://www.falconfreedom.com>

Ask Mr. D – Advertising

By Bill Daugherty

Ask Mr. D – Advertising by Bill Daugherty

Dear Mr. D,

I have found that the biggest challenge in marketing my ebusiness is to write effective ads. In a lot of articles I have read on ad writing, I have come across the term "sell the sizzle." Can you tell me what they mean?

And tell me if this is really important to writing good effective ads or if it's not all that important.

Signed,

John in Tulsa

Dear John in Tulsa,

Selling the "sizzle" is very important in the field of advertising. It's not the only way to sell effectively, but I have found it to be one of the best advertising techniques.

Selling the sizzle means to sell the benefits your buyers will derive from owning and using your service or product. Will your product or service make the buyer healthier, wealthier, feel better, look better, smarter, etc.

The most effective ads are the ones that can most effectively portray the benefits of their service or product.

Before you write your next ad, sit down and make a list of all the benefits one would enjoy if they buy your service or product. When you write the ad, feature

the most powerful one or two of these benefits.

This technique can produce some really great ads.

Let me know how you do with it.

Bill Daugherty. Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>



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