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**The Magic of Article Syndication**

**By Brian Holte**

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Whats the deal with promoting your ebook using article syndication anyways?

Maybe your having a hard time generating traffic for your ebook related site?

Are traffic exchanges bringing in traffic but causing your conversion rates to be lower than they should be?

How many of you rely on search engine traffic to bring you business?

You've put in many long hours to get your ebook site to be as search engine friendly as possible.

The free targted traffic your getting from the search engines is impressive, than one day you wake up, check your stats and notice a dramatic decrease in hits.

Oh, oh, you've been dropped by Google

You place your hands on your face and ask yourself;

"What am I going to do, 70% of my traffic is gone?"

Have you ever thought of creating a back-up traffic system just in case for some freak reason your ebook site got dropped from the search engines?

It's been well documented that the majority of your traffic comes from the search engines

Have you ever thought of the benefits that article syndication could bring to your ebook?

## The Magic of Article Syndication

If you've found your niche market and it's grown to be a passionate subject for you, you should have no problem in publishing compelling articles.

It's very rewarding when the time comes and you see your name in print, the feeling (for me anyways) was pretty cool.

The possible results...

Increased traffic, increased subscriber base, equates to more sales!

Imagine having total control over your articles...

If you've been on the net for awhile than you know that one of the best ways to promote

you, your company, and your ebook products is through writing articles.

More importantly, writing articles is a great way of receiving free, pre-qualified targeted visitors to your ebook site.

By syndicating your articles your taking advantage of viral marketing and the opportunity to be recognised as an expert in your field.

Because you have the knowledge of the topic your ebook is covering your writing should flow.

Use your knowledge to encourage others to strive to do better by sharing your successes with them.

You worked hard to create your ebook.

Now is not the time for self doubt, it is the time to promote your ebook through article syndication and other means.

Raise brand name awareness, increase your presence on the web.

Your articles attract the traffic, you don't have to sell the ebook you have to sell yourself.

And that's where article syndication can help:

<http://www.manzanomarketing.com/g.o/manillaboy>

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**RSS(Real Simple Syndication)— EXPLAINED In Plain English**

**By Cory Threlfall**

RSS(Real Simple Syndication)-- EXPLAINED In Plain English  
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RSS(Real Simple Syndication) is the talk around the net these days because of its many benefits.

I'm sure you've received several emails(like I have) telling you to jump on the "RSS" band wagon and that it's the answer to all your Internet and Email marketing woe's because of its syndication capabilities.

With RSS Directories and Search Engines coming into the mix as well these days for RSS feeds you really have to decide whether or not you really want it get in on the "RSS" craze.

Now, before I get to far ahead of myself here I want to make sure you know exactly what RSS "IS" and WHY it's becoming such an essential tool for Your online business and other businesses around the world.

I've received a lot of feedback from people just starting out online and/or other webmasters who are not quite sure asking... "what is "RSS" in Plain English and do I need it for my online business?".

I wrote an article earlier this year stating the "10 MOST Powerful Reasons WHY You Should Be Using RSS", but I guess I clearly didn't explain what "RSS" IS which left the readers kind of stumped.

If you wish to read that article as well I've provided the link below.

With that said, lets 'Now' define what RSS(Real Simple Syndication) "IS" in plain english for those of you who are NEW to it and for those of you who are still a little bit confused about it and its uses.

RSS is by definition -- an acronym for "Really Simple Syndication" or "Rich Site Summary", and the .XML extension is the format used for distributing YOUR news headlines via the Web, which is known as "Syndication".

"Syndication" is where the TRUE power of RSS is unleashed, getting your message or information across the web in an INSTANT to websites, your subscribers and/or readers.

Now, to put this in plain english, "RSS" is simply a technology that distributes YOUR information(whatever it might be -- ex. Articles, Special Offers, Product Reviews, Resource Announcements) by syndicating it across the net.

It's that simple.

It doesn't have to get any more complex then that.

The more websites, subscribers and/or readers that opt-in to your RSS feeds, the more FREE targeted

## The Magic of Article Syndication

TRAFFIC you'll receive from their websites.

How can you take advantage of this NEW technology... Starting Today?

Set up a BLOG!

Blog's are great because they are "RSS" ready.

If you don't know what a "BLOG" is here's a link to another earlier article I wrote that explains BLOGS in full detail since the nature of this article is to make sure you understand what "RSS" IS.

Here's the link:

You can set-up a Free BLOG account through Blogger.com --

-- and begin

posting to it within minutes.

Well, there you have it, "RSS(Real Simple Syndication)-- EXPLAINED In Plain English".

I truly hope this article cleared up any confusion you might of had about "RSS" and will help you take that next step to deciding whether or not "RSS" is for You and your business.

My final thoughts are, don't be afraid to do a little research, you'll be amazed at what you might find if you spend a little looking for it on the net.

Subscribe to Cory Threlfall's ezine called... The Internet Wonders eZine at --

-- if you want to get MORE 'Insider' marketing Secrets on

How-To drive Traffic to your website -- Or, you can visit his BLOG to learn them NOW! ==>



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