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**Menopause, Andropause And Other Hormone Imbalances**  
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**Top Seven Tips for Writing Articles on the Internet**

**By Judy Cullins**

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Top Seven Tips for Writing Articles on the Internet  
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Online readers love information, but be sure your information is crisp, clean, clear and concise.

1. Keep your paragraphs short, even a line or two. Online readers will ignore long batches of words in long paragraphs, whether in an ezine or at a Web site. That costs the author a lot of book sales. Respect readers who want material short and sweet.
2. Write tips in their correct format. First, use a verb command, such as "do this." Follow this by the benefits of doing it or by the cost of not doing it. Then, end with a how-to, Web resource, book title, or recommended coach. Use this three-sentence formula to bring the curious to you.
3. Make your heading compelling. If you haven't tested it on associates, or haven't edited it at least five times, it says "lackluster." People will delete it or click on to something new. Which one will you read? "How to Write an Article," or "Sell 300 Books in One Month by Writing a Short Article?"
4. Get to the point quickly—in the title and the first line. Keep your introduction down to a sentence or two, the same for a conclusion.

## Top Seven Tips for Writing Articles on the Internet

5. Tell your readers what you want them to do. They are waiting for your magic formula to make them richer, healthier, or enjoy great relationships. Make your copy strong, clear, and direct.

6. Target your article to your preferred audience. Not everyone will want your information, so include your audience in the title or introduction. When you focus your information, you write more compelling, focused copy that your readers will love. They will reward you by checking to where your book is sold.

7. Eliminate all superfluous words such as adjectives and adverbs like "ly" and passive verbs. Because of a lack of effort, novices ruin their work with sentences full of "is" and "was"

linking verbs instead of bold verbs. Neither books, nor articles will sell with these "slugs."

Keep these tips in mind, so that your article will attract targeted potential buyers of your service, your Web site, and your products.

Judy Cullins: 20-year author, publisher, book coachHelps entrepreneurs manifest their book and web dreamseBk: "High Traffic = High Web Sales" – New!<http://www.bookcoaching.com/products.shtml>Send an email to <mailto:subscribe@bookcoaching.com>FREE The Book Coach Says... includes 2 free eReportsJudy@bookcoaching.comPh:619/466/0622

### **How to Increase Your Sales by as Much as 300 Percent**

**By Robert Culpepper**

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Are you struggling to get traffic to your new website. If you are like I was when I first started you are so overwhelmed by the sheer magnitude of it all that you just don't know where to start. May I offer you a surefire suggestion in getting the word out about your site or product?

Write a free article and submit it to all the ezines you can gain access to in your niche market.

No matter how inexperienced you may think you are, believe me, you can always come up with something that someone else doesn't know. There are literally millions of people that would like to know what you know (or can find out). For more help visit:

Top Seven Tips for Writing Articles on the Internet  
<http://www.bookcoaching.com/freearticles/article-21.shtml>

## Top Seven Tips for Writing Articles on the Internet

12 Tips for Writing Articles on the Internet  
<http://www.brisney.com/internet-writing.htm>

In this age of information, you can learn anything you are interested in by searching the internet. Just do a search on your favorite search engine (mine is [www.google.com](http://www.google.com)) for information on your subject. Read and digest all the information you can, then write your article.

Keep your article concise and to the point. Look at my first sentence. My point is getting traffic to your new website.

Once you have your article written include a resource box at the end of it that tells who you are and where the reader can find out more information about you and your website or product. See mine below.

Thanks for your attention and happy marketing.

Robert Culpepper is a 100% Disabled American Veteran who enjoys helping other homebound persons create a sense of usefulness and achievement. You can check out some of the things he is involved in by going to his website at <http://www.grandpasemporium.com>



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