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Use Feature Articles For Marketing and PR

By Ana Ventura

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Writing a feature article about your own product, service, or company is one of the best marketing techniques that can be used. Sending the article to trade, consumer, or business publications that correspond to the topic can get pages devoted to you at no cost, not to mention the prestige and recognition brought to the author and company. Why prestige and recognition? Well, having an editorial piece gives you a lot more credibility than paid, sponsored advertising.

Deciding what type of article you want to write depends on what you want to say. An application story is one popular type of article because it addresses how the company solved a problem or addressed a specific need. Your PR comes in by suggesting this case history to editors. Readers can learn through the article how your product can be used in their lives by its previous success.

How to articles are also popular, and are aimed at editors, executives, managers, and professionals. You could also write an article based on new products, trends in the industry, or developments. Just remember to keep your topic newsworthy if you want anyone to publish it.

As far as getting your work published, don't be discouraged when you get rejected many, many times. The best way to get your work out there is to keep submitting to new places until someone decides to give it a go. Many authors have submitted their works to thousands and thousands of editors, to have only a few hundred articles published.

Looking at back issues of the journals and magazines where you wish to submit is a good idea. By seeing what sorts of materials have run there before, you have a better chance of writing something that they might be looking for.

It is highly suggested by some editors to send a query letter before submitting the actual article. This is especially true if you are wanting to send to exclusive print journals. Keep in mind that this query is much like a sales letter with your editor as a prospect. Always be professional, do your research, state your credentials, and edit, edit, edit.

If the publication allows, use a resource box at the end of the article. This is longer than a byline and gives the reader much more information about you, including your contact info in case they would like to use your business. The resource box usually brings in more response than an ad would, because your article has established your authority on the subject.

Ana Ventura specializes in helping businesses, organizations, and individuals get media coverage. She is a PR expert at [DrNunley'shttp://FullServicePR.com](http://FullServicePR.com), a site specializing in affordable publicity services. She also writes for the Ezine Ad Package at <http://BizGuru.com>. Reach Ana at <mailto:ana@fullservicepr.com> or 801-328-9006.

7 Reasons You Should be Writing Articles

By David McKenzie

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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

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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!



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