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**WRITE YOUR WAY TO CREDIBILITY**

**By Meredith Pond**

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If you're trying to do business anywhere, especially online, you can never overestimate the impact and importance of good old-fashioned credibility.

Any brick-and-mortar, street corner business has at least some level of credibility. The fact that these businesses have an established, tangible presence, physical inventory, and staff gives any traditional businessperson a certain level of reliability in the eyes of consumers. Online however, such credibility is much harder to come by. An Internet storefront or other online business has no roof overhead, no shingle to hang, and no inventory for consumers to pick up and examine. This puts a certain distance between buyer and seller, and that breeds uncertainty in a lot of consumers.

When doing business online, the only way to instill confidence and trust in potential customers is through your website. Your website, for the most part, is made up of nothing but WORDS, WORDS, WORDS.

If your website copy is full of typos, grammatical errors, and unbelievable guarantees, your credibility is likely to suffer. On the other hand, a site that is well-written, easy to read, and full of useful information makes your business seem stable, reliable, and credible. In the eyes of consumers, your web site IS your business, so a site full of mistakes is a business not worth buying from.

## WRITE YOUR WAY TO CREDIBILITY

If you walked into a furniture store and found that room groups were unmatched, fabrics were torn, and the sales staff ended every sentence in a preposition, would you stay long? Would you be impressed enough with the business to make a major purchase? Probably not. For most people, the story is the same with a haphazard, disorganized, unintelligent website. They won't stay long, and they won't hand over any money.

Before publishing your site for millions to see, make sure it's been thoroughly reviewed by someone who knows the language and knows what a good website should look like. If you have inventory, make sure you include detailed photos (front and back) that customers can click on and enlarge. If what you're trying

to sell is a service, be sure to provide testimonials, references, and links to previous work.

Most mistakes really can be eliminated with just a bit of caution. Instead of reading quickly through your copy before posting it, get out a red pen and go through it slowly and carefully. Then, have someone else do it a second time. When your credibility is on the line, you can't be too careful.

Meredith Pond is editor and manager of DrNunley's <http://CheapWriting.com>. See her low-cost writing and editing services for students and business people, including a web site rewriting package. Reach Meredith at [meredith@drnunley.com](mailto:meredith@drnunley.com) or 801-328-9006.

### **Incredibly Bad Articles Will Kill Your Credibility**

**By Dean Phillips**

I've noticed a disturbing trend recently of articles suggesting that people write articles to send traffic to their websites, and enhance their credibility. In theory, the more articles you write, the more traffic you'll receive, the more credibility you'll have, the more sales you'll make.

It's an interesting theory. However, what those articles fail to mention is that your writing needs to be of a certain quality. And quite frankly, I'm seeing a proliferation of poorly written—or just plain bad articles appearing across the Internet!

Unfortunately, there are some publishers out there who will publish just about anything. That's the good news. The bad news is, those publishers don't have the quality websites or the huge traffic numbers, so your article probably won't be seen by too many people anyway.

So, in essence, you're really wasting your time writing garbage, because you're not going to reap the

## WRITE YOUR WAY TO CREDIBILITY

benefits that go along with writing quality content. Remember this saying, "garbage in, garbage out!"

To get published in the top ezines and on the top websites—the one's with mega traffic, you need to have your act together. Publishers of top ezines and websites aren't stupid, and so desperate for content that they'll just publish anything that's submitted to them. Their credibility is at stake everytime they publish. They have standards and their readers have come to expect a certain degree of excellence from them.

After all, how do you think they became top websites and ezines in the first place?

Now, I'll be the first to admit, I'm no Woodward or Bernstein. However, I take great care to make sure that my articles are well written, lucid and of high quality.

I've been fortunate enough to have my articles published by some of the top websites and ezines on the Internet. These publishers aren't publishing my articles because they like me or think I'm a nice guy. They publish my articles because they feel my content will enhance their website or ezine.

And contrary to what you may have read, everyone can't write articles—at least not good ones. You have to be honest enough with yourself to know what your strengths and weaknesses are. If you know writing articles isn't one of your strengths, don't continue to write anyway.

When you submit poorly written articles to publishers, you not only waste their valuable time, you also make yourself look bad in the process.

Writing articles is hard work, and if you want to write articles and you're not good at it, then you need to work hard to improve and develop your writing skills.

If you're not willing to put in the work that's required yourself, then at the very least, hire a competent

ghost writer to write your articles for you.

Dean Phillips is an Internet marketing expert, writer, publisher and entrepreneur. Questions? Comments? Dean can be reached at <mailto:>

Visit his website at:

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