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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!

Why Write Articles to Publicize your Business?

By Judy Cullins

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Why Write Articles to Publicize your Business?
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Reach 10,000 to 500,000 targeted buyers every day Online.
That's the best reason I know. Get exposure for contacts,
customers or clients. The second best reason is that it's free. You
subscribe to ezines, then submit your short Online articles to your
audience. The third reason is that it takes little time to
accomplish, maybe 9 hours a week. If you don't want to do it
yourself, you can delegate it to your computer assistant.

Six More Reasons to Write an Article

1. Writing articles bring free publicity. When you submit to 10
opt-in ezine publishers and 10-20 Web sites that want your
articles, you expose yourself to thousands, even millions if you
get your information on the right site. Submitting them is free,
free, free.

2. Submitting articles is 7 times as effective as any other
promotion because when you submit many articles, you become
known as an expert. These articles with their proper signature
box at the bottom bring 10-50 new subscribers each time for
you own ezine. This box also attracts people to your Web site,
where, if you have proper copywriting with marketing pizzazz,
you will sell many products and services.

Start writing two or so, keep them until you have ten to submit.
Then write one a week. When you have submitted 20 or so, you

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will become a household name. Ezine subscribers and sites will publish them. People who visit the site or read the ezine will also ask you if it's OK they use your article. Of course it is!

They will send your articles to their business associates, who, if they produce an ezine or have a Web site, will also publish your article. Make your articles 250–800 words long. Or, write tips under 500 words.

Author's Tip: Be sure to send a thank you each time someone emails you saying they want to publish your article. Respond to each one first, thanking them, then asking for permission to add

their email to your ePublishers email list. Offer the benefit that it's straight to their email door. Ask for a return email with "Yes, ePub" in the signature line. Add their name to your growing list. I know have 150. To these I send out a new article once or twice a week. That's what is called viral marketing.

3. You receive global attention when other Web masters feature your articles. Because you have to list key words and an introduction for each article for the Web sites, your rank goes way up in the search engines. You book coach's is # 2 on Google, Yahoo and 35 others. Her URL is listed on 900 other sites in a hyperlink bringing hundreds of new visitors.

4. The more exposure your articles get, the more you are perceived as the expert in your field, and when potential clients visit your site, they are more likely to read your sales message on your service or products—and eventually buy!

5. Your articles could attract authors in your field who need free material for their book. Debbie Allen, shameless promoter, took three of mine for her latest Internet marketing book. She is a great promoter, so I know my articles will bring me new business eventually through word of mouth.

6. Remember, people go the net to get free information. If you give that freely, they are more apt to become clients. Remember also, that because other Web site owners and ezine publishers don't write only their own articles, they are constantly looking for your how-to articles. You can be published in hundreds of them!

Article writing and submitting is my best publicity and promotion

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effort so far. I now have 110 articles and 50 tips circulating the net and now offer them in categories by autoresponder, so people can get exactly what they want instantly. The categories include: writing/publishing, Online promotion, Web site Marketing and Copywriting, and now tips under 300 words. What are your categories?

Start writing short articles now, and see how this great exposure to eager Online ezine readers and surfers will bring your business success.

Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dream
Book: "Ten Non-techie Ways to Market Online"
<http://www.bookcoaching.com/teleclasses.shtml>
To receive FREE "The Book Coach Says..." go to <http://www.bookcoaching.com/opt-in.shtml>
Judy@bookcoaching.com Ph:619/466/0622

Writing Ezine Articles – 4 Reasons Why You Should Do It

By Farid Aziz

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One of the best ways to promote your website in the internet is to write articles in Ezines. You don't have to be a Master or Guru to start writing articles!

Anyone who's been in the business for 2 or 3 months certainly has a lot of information that he or she can share with others, especially newbies. So why don't you take advantage of it?

Here are the 4 reasons why YOU too should start writing articles in Ezines to attract more visitors to your website:

1. It's FREE!

Do you know that most of Ezine publishers don't write their own articles? Most of them are always searching for good articles to be published in their Ezines! That means, you can submit your articles for FREE.

2. You can reach TARGETED people.

It's easy to attract as many people as possible to your website. The problem is, even though you have thousands of visitors (or even more), you still can't increase your profit! Why? Because no one purchase your products/ services. Why? Because they are simply not interested in your business offer! Why? Because you don't have targeted visitors! So, end your effort to bring just as many people as possible to your website. Instead, concentrate on how to bring targeted visitors! By writing articles in ezines, you will certainly reach targeted people. For instance, submit articles to Health Ezines in order

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to expect new members to your health therapy class.

3. The more articles you write, the more credibility you gain.

Yes, people would think of you as an expert in your field! Think of the positive effect of this psychological factor. This would certainly make them 'comfortable' to make business deals with you!

4. The more articles you write, the bigger the opportunity for you to get well posted on search engines.

So, start writing articles! Choose the topics that you master. Remember to always make archives of your articles. Who knows, maybe later on you could make an eBook from those articles!

Farid Aziz is a full-time Internet Marketer, a member of the Elite Team International. Considering the fact that most people fail in internet marketing due to the lack of mentorship and guidance, Elite Team gives FREE Training and ongoing FREE Mentoring to those who are serious to earn money from home. More info about the Elite Team : <http://www.EliteTeamWork.com>



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