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Why You Need an Article–Marketing Strategy before Posting a Single Article Online I

By Dr. Lynella Grant

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Part 1 of a 2–part series

To read Part 2

<http://www.promotewitharticles.com/strategy102.html>

First, Define your Bulls Eye

If you're going to write and post articles on the Internet, be unambiguous about what you expect them to accomplish. Don't start writing just yet. Think beyond the mechanics of writing an article or deciding where to post it.

It's one thing to spin out an article or two. It's quite another to incorporate them into a strategy that builds your website traffic, reputation, and business. All your marketing methods should work together – online and off.

Your Strategy Clarifies:

- Who you're trying to reach
- How to find them
- What you want them to do next (does your website support that aim?)
- Your primary goal and message
- How articles (with particular titles and keywords) mesh with your other marketing

Article marketing is nothing more than a way to get information (not advertising) broadly distributed on the Internet. It can't compensate for a muddled or dull message. And it won't build your site traffic unless it connects to readers in an interesting way.

Write Articles that Trumpet a Unique Business Message

A frequent business error is treating each customer-attracting activity as though it stands alone. Yet each method works better when echoing a common message that links to the others.

To quote Roy Williams, the Wizard of Ads,

<http://www.wizardofads.com> "It's hard to tell a powerful story badly. But it's easy to tell a weak story well. I've never seen a business fail because they were "reaching the wrong people." But I've seen thousands fail because they were saying the wrong thing... It's amazing how many people become the "right people" when you're saying the right thing. Believe it or not, it's advertising third, customer delight second, strategy always first."

Maximize your Customer-Attracting Methods

Last year I wrote an ebook showing how to make the business website and Yellow Page ad work together to bring new customers. It made the point that each promotional method has its own strengths, and reaches different groups <http://www.yellowpagesage.com/smarts.html> By them working together, each approach does a more persuasive job.

As an example, the directory ad should display a website address. A recent study found that over 60% of people surveyed only call Yellow Page ads that show a website (even if they don't intend to visit it). Besides, the website lets the business provide information that won't fit within the dimensions of an ad.

A single approach can't cover all your bases. The same applies to article marketing.

Article Marketing Strengths

– Ability to deliver an interesting "sample" of your

expertise

- Long enough to be informative (600–800 words)
- Reaches and speaks to tightly focused interest groups
- Quickly delivers the message throughout the Internet
- Long shelf life – some websites keep articles posted for years
- Builds on the keywords that your website uses
- Incoming-links from websites that post your articles

Plan More than One Article at a Time

You can't develop much momentum with one article. That's like shooting a gun with a single bullet, or a PPC (pay-per-click) campaign for just one term. The odds of hitting your mark aren't too good. Several articles written to reinforce each other generate more mileage. As you get more articles out there, people start paying attention, and you can target more keywords. Repeated publications develop a personality that readers recognize.

Plan a number of titles in advance, with a theme building from one to the next. Keep each one tightly focused, but related to the others. In that way, you develop the in-depth "voice" of an expert. And your information won't lapse into ho-hum generalities. Write first-rate articles when you rely on the extensive free resources

<http://www.promotewitharticles.com> at Article Marketing Academy.

Try writing some in a series (like, Part 1 of 3 parts) to build anticipation for future segments. Also, your message won't be confined to the 600 to 800 word article limit. Since each article in the series resides on your website, readers needn't wait to read them all (giving them an incentive to visit your site). Later, the whole series can be offered as a special report or ebook (once related material is added).

Write with your keywords in mind. Maintain your primary message, with a different twist for parallel niches. Go to the extra effort to say something new. That's easy when you provide stories, examples, case studies from your own experience. As you dish out practical assistance in your articles, readers will be eagerly watching for your next ones.

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Part 2 includes posting articles, writing to please the search engines, and ways to re-use articles. Part 2 of 2, <http://www.promotewitharticles.com/strategy102.html>

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Full-Review: Article Post Robot

By Codrut Turcanu

How would you like to be able to submit your article which you have just written to over one hundred submission sites at the same time? I'm not talking just any submission sites either, I'm talking the ones that you personally have selected.

The ones that you have determined that in your opinion are the very best ones on the Internet for your particular product.

Sounds pretty good doesn't it? Well with the Article Post Robot you can actually do that.

No, this isn't just a sales promotion, this is the *naked* truth.

HINT: this same article was published using the tool I am going to review now...

Article Post Robot is by far one of the best internet marketing tools on the internet and can, in my opinion and based on my testing, both save you time and make you money at the same time.

You will write your article, complete with contact information and your websites url, which will enable readers to further follow up on what they have just read. Ordinarily it would take you a week or more to post this article on an appreciable number, that is over one hundred, various sites, however, with article post robot, you click once and your article is immediately posted to all of the sites which you personally have chosen and you are ready to begin another article which will in turn be sent off to do still more advertising for your

website and the item which you are marketing.

Sound too good to be true?

Yes, it certainly does but the beauty of it is that it's not too good to be true, it's very much real and hundreds of online marketers and sales representatives are already taking advantage of it. It is a totally automated solution to posting your articles to hundreds of free article submission sites and e-group lists (Yagoo, Google, etc.)

There are other automatic posting systems out there claiming to do the same thing, and to the best of my knowledge, it's true

that they do, however not as easily or as quickly.

Article Post Robot literally does exactly what it claims to do.

Here's how it works:

First you fill in all of the article information, following that you fill in all of the author information, then you choose all of the article sites to which you want to post. When this is done you simply press one key and it is done. That's not one key for each site as is required for some other automatic posting systems, but one key total for all of them and they are off to be posted while you are free to begin to work on your next project.

With Auto Post Robot, you receive not only instant posting, but on those sites which require additional information, Auto Post Robot will only submit your password and login ID, leaving you free to choose the profile which you would best like to use, showing your contact information and anything else which you deem pertinent for this particular article.

Users of Article Post Robot will also receive all of the latest notification of all of the software updates, so that they can always be completely updated with the latest versions.

Because the software is driven by what are called configuration files, it is very easy to add a new site. The development team is constantly adding new sites to it's collection all the time so that the users have a constantly growing selection all the time.

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They also have a full time technical support person to help you to deal with any problems that may arise.

Through the use of Article Post Robot, your website is also automatically liked to hundreds and then thousands of other websites, thereby increasing your ranking with the search engines. People pay top dollar and do a substantial amount of advertising for the rating which you can achieve simply by using Article Post Robot.

This doesn't mean that all of this will happen to you without any effort on your part. You do have to write the articles, you do have to research the various sites to see which ones you want to program into Article Post Robot, which ones will be the most advantageous for you, This will mean research on your part to make the choices that will be the best choices for you. But these are all things that you would have had to do without the Article Post Robot, then you would have had to

spend time posting the articles on each chosen site individually.

Now it is all done for you at the click of one button. I believe that Article Post Robot is one of the best tools that an online marketer can have and that with it and with the proper dedication to doing the best job you can do to be a successful online marketer, you are within a finger's click of being an online success.

Codrut Turcanu's FREE \$29.97 eReport Reveals For The First Time Ever... "The Quick And Easy *Formula* For Boosting Your Site Traffic By Up 267% AND Generating 297% More AdSense & Affiliate Income!"



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