

Write an article a day

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Write an article a day

By Angela Booth

Write an article a day by Angela Booth

Write an article a day

Copyright (c) 2002 by Angela Booth

** This article is adapted from my new email workshop, Writing To Sell In The Internet Age. If you want to get a taste of the workshop, you can sign up for the free mini-course based on Writing To Sell In The Internet Age, on the Web site ---- <http://www.digital-e.biz/>

Want to become a better writer? Easy. Just write an article a day.

When you write each and every day, you develop skill. Writing is a skill that demands the easy interaction of various parts of your brain. This interaction isn't developed without practice, nor does the interaction seem to remain viable unless you consistently practice ---- unless you write every day.

I imagine writing skills as being like developing communication pathways between different areas in the brain. If you don't practice your writing daily, those pathways disappear, just like untraversed paths through a forest.

==> Please write an article a day for seven days

No instruction I give you about getting ideas for articles, doing research, or how to structure an article will do as much for you as actually writing the things. Consistently. Day after day. For

Write an article a day

at least seven days.

I promise you, at the end of the seven days you will be a better writer. You've been reading articles in newspapers, magazines and online for years. You know how it's done. Doing it will bring out that hidden knowledge you have and make it consciously usable.

Writing articles is a skill you learn by doing, just as you learned to tie your shoelaces and to walk.

I'd like you to write an article a day, of at least three hundred words. That's just over one page.

Use the BEST formula below to get your articles written.

The BEST formula is an easy way to remember basic article structure. I discovered it in June Duncan Owen's book *How To Write And Sell Articles* (Penguin Books 1992, ISBN 014 0146 253).

====> The BEST formula for writing articles

BEST is an acronym for ----

B ---- Bait

E ---- Explanation

S ---- Step

T ---- Termination

====> The BAIT

The BAIT is also known as the hook. It's an intriguing beginning for your article.

As well as being the beginning of your article, it's also the most important part. It tells the reader why she should care, why she should stop and read the article. It's important because if your reader doesn't like the bait, she's not going to read the rest of the article.

Pick up six different magazines, ones you have at home, or ones you go and buy. Look at the baits, the first couple of paragraphs, in each article in those six magazines. All the baits

in the articles will be different.

Don't spend too long writing the bait for an article. I often write the bait after I've finished an article. The only time you need to spend a lot of time on getting your bait exactly right is if you're writing an article for a major market. If you're getting a dollar a word or more, it's worth it to write out ten or twenty forms of bait and pick the best one.

When you're writing your seven articles for the next seven days — and forever afterward — don't be too enraptured or concerned with the bait paragraph or paragraphs. Your bait is important, but not so important that you stall over it, and never get around to writing the article.

The bait can only become a stumbling block if you let it. Get the article written, and then you can worry about individual

components like the bait.

====> The Explanation

This part of your article explains the article's subject, or thesis. If you're writing about a computer program, you can explain what the program does in a nutshell, or why the program is important. If you're writing a personality profile, the explanation tells the reader why he should read the profile.

Sometimes you won't need an explanation, it will be covered in the article's headline and the bait.

====> The Step (s)

The Steps are your argument. They can be individual anecdotes, or pieces of evidence. If you're writing about a computer program, the Steps could be various ways of using the program, or how to get started with the program. If you're writing a profile, the Steps could be your subject's career, his family life, the details of his run for office, or the details of how he won the tennis championship, what others say about him, and so on.

I usually write the steps in any order, and then rearrange the order with appropriate transitions as I work through later drafts.

Write an article a day

In a short article of 300 words, you won't have space for more than one Step.

====> The Termination

The ending of the article.

In the case of the article about the computer program, it could be how many people have bought the program, when the next version will be available, or where you can buy it.

In your personality profile, the ending could be a final quote from the subject.

A circular ending, when you manage to refer to the bait or the explanation in the ending, is satisfying, and is an easy way to wrap the article up without working too hard.

Although the BAIT formula seems prosaic, it will release your creativity. It gives you a structure, which is always the hardest task in writing an article. So go ahead. Write an article a day for the next seven days. At the end of the seven days, you'll be

a better writer.

==> Resource Box (publishers please use)

WRITERS! Creative Small Biz, the FREE ezine for creatives, transforms your talent into a flourishing business. Visit ---
<http://www.digital-e.biz/>

Australian author, journalist and copywriter Angela Booth has been writing professionally for over twenty years. She writes business books and copy for businesses.

How To Write Articles That Get Read

By Ken Hill

How To Write Articles That Get Read by Ken Hill

Writing articles can successfully drive more free targeted traffic to your website, and substantially increase your profits online.

To help you get started, I've provided the following tips to show you how to write your own profitable articles — articles that capture your readers' attention and that e-zine publishers

Write an article a day

would like to place in their publication.

1. Put a lot of thought into the title of your article.

A good title will grab your readers' attention and encourage them to read through your article.

2. Keep the introduction and conclusion of your article short.

3. Keep your article focused on one topic.

4. Provide resources to your readers that deal with the subject of your article.

5. Write your article as a list of tips.

This is a very easy and effective way to present your information and hold your readers' interest.

When writing your article, keep your tips brief, even just two or three lines, and use numbers to list the tips in your article. This will allow your readers to go quickly from one tip to the next as well as keep your article neatly organized and easy to read.

6. Write a how-to article.

This type of article shows your readers step-by-step how they can reach an objective such as successfully promoting an affiliate program, or making an ebook.

When writing your article keep your article focused and to the point, and just like with an article that presents a list of tips, number the steps in your article to make your article easier to read and to keep it nicely organized.

7. Proofread your articles.

Before you submit your article for publication spell check your article, and go over your article for words you might have omitted or typed twice, as well as words you may have misused such as using "there" instead of "their."

8. Ask a question to spark your readers interest.

Use a question as the title of your article to entice people to read your article, or ask a question within your article to effectively keep your readers focused on your article.

9. Edit and re-edit your article.

Even after you feel you are done with your article it's a good idea to leave your article for a day or two and then come back to it.

Write an article a day

The changes you make to your article after seeing it in a new light, will often be the difference between a good article and a great article.

Article © 2002 by writer Ken Hill. Discover how to successfully promote your business online by writing articles. Get your FREE 5 part "Beginner's Guide To Profiting With Articles" marketing course now at <mailto:yourfreecourse@zipresponse.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!