

Article Writing Tips

14 Quick Tips For Success With Article Marketing

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Enjoy!

Welcome to Article Marketing Tips. This report contains 14 straight to the point tips for maximizing your success with article marketing. It's recommended that you print off this document, and place somewhere visible.

Let's get to it.....

Tip 1

A good way to write a popular article is to find a problem that the people in your target audience have and then provide them with an answer that will help them solve it.

People like to read things that offer solutions to problems and preferably ones that are not too hard. Articles that contain easy to follow steps work very well in just about any situation. For instance; Three Steps to Super Clean Windows or How to Stop a Leaky Faucet in Four Easy Steps.

Keep that in mind when you are deciding what to write in your next article and you will have an easier time deciding what to write about.

Tip 2

Let's talk about choosing the right title for your article.

Do not underestimate the power of a good title when it comes to getting your article read. The right title can help your article be picked by interested reader and published by newsletter owners.

Your title should be descriptive and catchy, It should make the reader want to know more about the content in it. The idea is to capture the readers attention with a casual glance and let them know what it is about at the same time.

This may sound a little tricky but with some practice and testing you will easily get the hang of it.

Tip 3

What should you include in your opening paragraph?

Your opening paragraph should not only introduce the reader to the subject but also give them a reason to continue reading. It should give them a brief overview of what they can expect to learn from the rest of the article.

Let them know what problem are you going to help them with. Assure them that you have a solution that will save them time, money or trouble. When you are writing your opening paragraph keep in mind that you have to give them a good reason to keep on reading or they may lose interest and look elsewhere.

Tip 4

Let's talk about your credibility.

It is important to establish credibility with the reader. After all why should they listen to you, have you had this problem and if so how did it affect you and your business? When you solved the problem, what benefits did it bring you and how did it make things better?

If you can establish credibility with your reader they will be willing to listen to you and follow your advise. If you lack credibility in their eyes, they may be unwilling to follow your advise and will most likely be uninterested in what you have to offer.

Tip 5

Tell Your story.

Telling a story or sharing your personal experience can be a great way to encourage your reader to keep reading instead of losing interest.

Let the reader know what you have gone through. Give them a reason to empathize with you so that they can see themselves in the same situation. Once you get your reader thinking "he's one of us", you will be perceived as an understanding individual offering a solution and not just an anonymous writer.

Then share with them the solution the problem. Let them know how it worked for you and how it can help them too. Once you have finished your story your article will be complete.

Tip 6

Solutions are almost always a great basis for your articles.

Once you have discovered a problem that relates to the topic that you are planning to write about you can then offer the solution within the content of your article.

If you can give your reader the solution to his or her problem and then explain in detail why your product or service is related to that solution you will grab their attention immediately.

Don't be shy. Let them know exactly how you can help them. Explain to them that you can show them how to fix the problem or avoid having it again in the future. Once you have done a good job of convincing them that you can help them, you will be sure to have a great article.

Tip 7

People like examples.

One of the best ways to get a particular point across to your readers is to give them examples. Let them know how yourself and others have benefited from the information, product or service that you are writing about.

Explain in detail what effect it could have on their lives or businesses if they listen to what you have to say. Be helpful and informative. Try not to hype up your examples too much or they can end up sounding like a sales pitch instead of useful advice.

Tip 8

Don't forget to reassure your reader.

When you are offering the solution to a problem in your article be sure to reassure your reader. Let them know that if they follow your advice they can not only solve the problem but they can also avoid it ever happening again in the future.

Again use examples to tell them that everything worked out with the problem for yourself and others by using the same advice and reassure and that it will for them too.

Tip 9

I want to share with you another way that you can keep your reader interested in what you have to say.

When the content of your article relates to solving a problem and you have done your best to explain the benefits of following your advice then it is time to get your reader to empathize with you. Help them to understand what it's like to be in your shoes.

Point out what can happen to them and what has happened to other people who didn't follow advice that you have provided for them. If you can get them to recognize and understand exactly how it will feel if they don't choose the right course of action your article will have a big impact on them.

Tip 10

Let's talk about your resource box.

It is very important that you pay attention to the way that you write your resource box. Keep in mind that your resource box is the way that you will introduce yourself to your reader.

Don't just put a list of links to your websites. Let them know who you are and give them an idea of what you can do for them. Include one link to your web page or product that is most likely to be useful to the reader and if you can include some anchor text that will entice them to click through and see what you have to offer.

Tip 11

Let's talk about proof reading.

When you have finished writing your article make sure that you proof read it at least twice, then set it aside for a day or two, so that you can go over it again when you are in a different frame of mind. That way you can view it as though you were the reader and this can help you to get a better prospective.

If you would like a second opinion ask a family or friend to read through it and see if they suggest any changes. There are also services that will proof read your articles for you. Try doing a search for "article proofreading service" and you will find several.

Tip 12

So you have finished your article, now it's time to make the most out of it.

You don't want to waste all of your hard work by just submitting it to one directory. You will want to submit it to as many directories as possible.

You can do this yourself or you can spend a few dollars on an article submission service or software that will submit your article to multiple directories at the same time.

By submitting to more than one directory you can get better results from your article, because it will be seen by many more readers.

Tip 13

Spell checking software.

After you run your spell checking software, it is a good idea to go back and reread your article again.

Unfortunately your spell checker is not perfect and can lead to unexpected errors. For example, the words "form" and "from" are both legitimate words. But if you wrote an article that said, "Take fifty FORM your advertising budget and use it to place an ad" your spell check wouldn't see anything wrong.

It doesn't know that you meant "take fifty FROM your advertising budget and use it to place an ad". Spell checkers are convenient, but they are not always perfect. That is why it is important to read through your article at least once after you spell check it.

I hope your article writing is progressing nicely.

Tip 14

Let's talk about using articles to promote your business.

Writing articles to promote your product or service is a great way to increase your sales. When you are writing to promote something you must first ask yourself several questions, so you don't write an article and then have to figure out how you can relate it to your business.

Determine what you want to promote. How you want to promote it and then you can begin to write your article.

The basics in writing the article are much the same, no matter how you plan to use it. It should be written to present the positive attributes of your product or service without being obvious or making it sound like a sales pitch.

Remember readers are looking for information because they want to learn something. If you provide them with good information they will be more likely to click on your link and see what else you have to offer.

[Recommended Resources](#)

[Internet Marketing Article Directory](#) – Fed up with all the rules and regulations when submitting your articles? I have installed my own article directory with no rules. Affiliate links permitted! Submit your articles today.

[Unselfish Marketer Membership](#) – This is by far the number 1 membership site on the Internet today. Basically a business in a box. Hundreds of newly released products, with more added every other day. Plus, a professional hosting account, professional autoresponder and affiliate software. Much more too! This is **HIGHLY RECOMMENDED!**

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