

Blogging
For
Business
- Audio eBook -

A Home Study Course by Paul Barrs

<http://www.paulbarrs.com>

Internet Business Training, Marketing, and Management



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IMPORTANT UPDATE October 2013

Most Recent updated to the Google Algorithm have changed the way that we "do" article marketing. No longer should we be writing articles and "getting them out to as many people as possible" – no!

Now, more than ever it is important to write awesome content and get it onto *your own website* for others to then come and "share".

Once upon a time we created content and put it on other sites to get the link back to us (back-linking); now, Google would rather our content be so good that OTHER PEOPLE share it and link back to us themselves!

Search no longer for links through content, but for 'shares'. *This* is the progression of modern content marketing for SEO purposes.

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The earnings that you actually experience will depend on the amount of labour that you put into your efforts as well as your ability, experience, education, market trends, search engine algorithms, and many more personal and external factors. We do not guarantee or otherwise promise that you will earn any particular amount of money.

That said, it IS possible to make money online and in your own business. Thousands of people are doing it every day, and we hope that this report can help you join those ranks!

Blogging For Business



We all know it's one of the most important things that we need to do these days. It's called content marketing. It's the process of putting content that is relevant to your customers on your website and then sharing it through your social media and shared circles. It's an essential part of search engine optimization. It's a vital part of answering customer concerns.

However, for many of us, writing content is incredibly difficult to do. Sometimes, we don't know where to get the ideas from. Other times, we don't know how to begin, how to finish, or what to put in the middle.

This series, "Article Writing Tips", is designed to show you just that, how to put together content for your website, content for your e-books, your special reports, your downloadable documents. Content marketing to impress your visitors and to get results online. Enjoy!

View this image here:

<http://www.paulbarrs.com/blogging-for-business-infographic>

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PART ONE – Article Writing Tips

Quick Tip

Hello. Article Writing Tips is an **Audio Report**.

Each section also comes with its own MP3 file that you can download (by clicking on the assigned image) such as the one to the left.

I suggest that you read the text and then listen to the audio for best results.

Then, for even better results, listen again to the audios one after the other.

You can listen to them as you're driving in your car, while you're walking down at the local park or while you're fulfilling the daily duties of running the household. It doesn't matter **when** you listen to them... just listen to them.

Thank you for downloading this report. I know that the information within is going to be of great benefit to your internet business.

Audio Download Links.

All are in MP3 format, ready for easy use on your computer or your portable player.

Part One: [Introduction Audio](#)

Part Two: [The Logical Approach to Article Writing](#)

Part Three: [Choosing the Right Title](#)

Part Four: [Find the Problem - Fix it!](#)

Part Five: [How to Make Money from Your Articles](#)

Part Six: [The Power of the First Paragraph](#)

Part Seven: [How to Write the Content](#)

Part Eight: [How to get your articles read](#)

Part Nine: [Reassuring Your Reader](#)

Part Ten: [Establishing Your Credibility](#)

Part Eleven: [The Final Paragraph](#)

Part Twelve: [The Resource Box](#)

Part Thirteen: [Proofreading](#)

Bonus Audio: [Silent Traps](#)

Article Writing Tips (Part 01)

How many times have you gone searching for article writing tips and not found information which was truly useful?

Once? Twice? Maybe more....

What about in other areas? Information about the latest tech updates, a holiday, a recipe? Maybe it has only been for a few times, if that's true, then you have been incredibly fortunate!

There is a growing problem in today's internet business marketplace... and the problem is it's getting harder and harder to find what we want when we search for it.

Why? Because more and more often the page we click through is nothing more than an ad page, not an answer page. The page we click through to only leads us to click more... and more ... and more.

I don't know about you, but that pisses me off big time!

So what about searching then for article writing tips?

You've heard this before... content is King! Yes? Of course. When I searched recently for the best article writing tips, the most I could find from a front page result was a very brief paragraph on each "tip". Not much if I'd been looking for some real guidance.

It's the same for your customers, they are *CRYING OUT for good quality information... quick answers, from a credible authority, providing solutions.*

You.

So, in this series, article writing tips, my goal is to give you as much information as I can in as short a time possible (without cutting any corners) so that you too can put yourself in a position of authority in the eyes of your customers.

Combined these audios run about 2 ¾ hrs... that's an evening seminar delivered right here for you.

Not bad value, wouldn't you agree!

However, before we start... I'll need you to do a little homework. Fear not, it's easy stuff – think of three questions that your prospective customers might ask about you product type of service...`general questions`.

Think of things in the "How to" style or format. The example I give in this series is, "How to record online audio..."

And before you kick of this introduction audio, you'll also need a at least one sheet of blank paper and pen with you. I suggest you grab an old notepad for notes, but a single piece of paper will do for the moment.

So let's get started:

In this first audio –

Learn How to check out the marketplace

- Do a search online

- 3 related key phrases
- How to
- 4 columns
- Did the SEO title / description match the need
- Did the page suggest to match the need
- Did the content actually match the need
- Is there a call to action matching the need?

[Click here to listen to the audio MP3](#)

Transcript

Good Morning, Good Afternoon, of course maybe I should be saying Good Evening whatever time it is wherever you are in the world right now.

Hello, and welcome my name is Paul Barrs. Welcome to this brand new series Article Writing Top Tips. Article writing, content writing, putting stuff on our websites whatever area is that you're looking at today. I hope I can give you over the coming weeks a number of tips, a number of ideas that will help you generate better results. In fact I know that I'm going to be able to do just that at which is why I say it.

Let's give you a quick snap shot what's going to be covered in this series. Firstly, will begin at the beginning I believe it's always a good place to begin. And give you an overview of how to put together some articles you like to have on your website. How to structure things, how to determine in the direction that they're going to go.

Know the next most important thing is **the title**. Very important because you want to grab people's attention along the way. And when determining the title and the content you want to be able to look at the types of problems that people are having. This will be the next step along the process in the next audio which will lead to very, very simply how we to make the things we write relevant to our business, or to our products, or whatever this is supposed to be relevant to. It is always good to have a back end something where the article is leading.

Just getting information is not enough. We want to be able to give more than information. Will look at the various ways of writing, the very aspects of the article, the paragraphs, the outlines, the body, illustrations, the stories, examples. All of these different type of things will be covered in this series. And how we can



reassure our readers that we truly are the right people to be answering these questions. And providing those answers through articles, through our products, through our services.

And that leads of course to building credibility. With one of the most important things I believe I'm looking forward to that session when we get to it. Because building credibility into today's online world is a huge thing. Not that any of us have ever been scammed or seen someone that get scammed. Right, yeah not. It's a vitality, vitality, important part of our overall online business strategy.

Then of course when we come to the close of this section and I suppose I shouldn't probably say and then of course because for me I been fortunate I have been writing articles online now for over 10 years. By the time you'll be listening to this most likely well over 10 years since the year 2000 I been doing this.

When we sign off an article we need to ask them a final question.

Which of course leads them where? Where we want them to go to our website. And there we have that both in the article within the resource box. And then I'll look at various proof reading tools and various things we can do just too fine tune and tip and polish.

Before I begin this series Article Writing Tips let me just throw this in and I'll say it as plainly as I possibly can. If you are looking to simply generate quick search engine page content you know the minimum 400 to 450 words I want to throw some stuff in there then I'm going to spin the crap out of it. Then I'm going to blast that all over the place.

This series is not for you. I will not be talking about that kind of stuff anymore then what I just said about it. I will be talking about if you're looking to build yourself up as a online expert in your industry in your area, in your niche. As far as your internet business goes this is where your article writing tips will help you. This is where these tips I'm going to give to you will show you and guide you. How you can turn your articles actually into cash producing pieces.

Not just information on a website that might generate a few back links for you. Not just something that a couple of people are going to read and go, "yeah, sweet but that didn't do much for me."

Here's my goal for your articles by the time you're finished writing them. Simply this someone, somewhere in the world through the net will do a search and they'll have a problem. They'll look for a solution for that problem and then they'll find that solution in the headline of your article. They'll see that in the search engine or in the article directory or the ezine it been sent to them through looks like that might have the answer.

So there going to click through and then there going to read your article. And of course these are consumers through these days have read many articles, they have looked for stuff on line all the time and there used to the bullshit. There used to the blah-blah, quack-quack click here which usually goes to some other website blah-blah, quack-quack click here there used to this. There tired of this.

There looking now for something which will enable them to go

"There it is, there's the answer. Oh-dam I finally, finally found it."

And when they read that which you have written there going to look at your invitation at the end. They're going to go you know I might just click through this guys, this girls website because they look like they got something serious to say. They look like they know what they're talking about, I believe in them and they will click through your website.

And they will click through to your product, your service or your offer. They will contact you and they will say how you doing? Can you help me a little bit more? Because the article writing revolution in online business has changed dramatically over recent years. With the revolution of the automatic article generation tools there okay for a format, but that's about all there okay for.

With the evolution of these tools more and more people are known sprouting out absolute rubbish garbage content. Stuff that doesn't provide answers, stuff that doesn't offer solutions, stuff that just says yeah thanks for coming unless you just click on this ad I really don't care about you.

That's not what this series will be about. This series will be about you showing your care for your customers, and drawing them in with quality content. Content is king you heard you heard that before. And so without further ado let's get started.

No, let's not here's what I would like you to do today. I like you to in your target marketing, in your niche pick three sets of keywords. Three sets of keyword phrases and then go and do some research. Because I want you to have a good look around before we get started in this series.

On those three set of keywords go to your search engine whichever one that is plop them in and go and visit each of the first ten. Ideally should be most likely the ones that show up on the first page. Go visit them have a bit of paper and pen next to you and take note.

Here's what I want you to compare. Look at what you put in there your keyword phrase. Then make note of the title in the search engine, the description if it shows up there as well. Just draw a line down your page in the first column put a check yes or no the title and description look like it answer my problem? Look like it gave me what I wanted to know? Look like it was providing the information I was looking for? Could be just a one word, two word, three word phrase I suggest you make it three. I would even like to suggest you make it a how to, or can I? Let's stick with the how to's for the moment.

Let's look at how to do something? And mine is for example how to record online audio? So I might be looking for how to record online audio or record audio for the internet something like that. And I'll look at the top ten and the first column I'm going to put a yes or no, a number one, number two , a number three, four, five , six, seven, eight, nine, ten.

Number one did it? Yes or no. Did it look like it provided what I was looking for how to record online audio information yes or no? Yes or no, yes or no, yes or no, yes or no down to the ten. As you click through each one then look at the page you land on don't go digging. Look at the page you land on does it promise an offer of what I'm looking for?

Okay, so how to record online audio let's say it it's an article, ezine articles for example how to record online audio. Yes, that will be a yes looks like it's going to provide what I'm looking for and read the content and maybe listen to it, watch the video depending on how it comes up. Here's the thing does it then give you what you were looking for. This is the experiment I would like you to do over the next two days. Because this next audio will be delivered in two days time will get started.

I like you to take a look at your industry or any niche market perhaps that you're looking at going into. And see **are people delivering what the customer wants** and that will give you a indication immediately of really whether this is a great market place of going into and specializing in. If all ten in their search engine title and description yes this looks like it's going to give me what I'm looking for.

Fantastic and all ten land on a page, this page looks like it's going to give what I'm looking for and all ten actually do give you what you're looking for then with maybe a fourth column a up sale. Do they offer an up sale to something could be a description, could be a product, could be whatever. If all of those box, you have four columns there by ten that's 40 if all of them are checked you don't want to go into that market place. That would be silly because the need is met.

Perhaps that's just an idea right off the top of my head, perhaps that's where you can begin before you consider writing an article for a particular market place. I think will explore all that a little bit further. I like to try to keep these around 10 minutes I gone well over by a few minutes. So let's pause here and I'm continue on in a couple days' time Article Writing Tips.

Thanks so much for joining me, my name is Paul Barrs from paulbarrs.com internet business marketing strategies and tips. Stop by if you're listening to somewhere else this is my tag line, on the end of my article which I'm recording in audio. If you haven't visited paulbarrs.com B-A-double R-S.com stop by and have a look I know you'll be thrilled to bits. And you'll find a solution to your problems. What a wonderful sign off. Okay talk to you shortly bye, bye.

How to Get Started in Article Writing (Part 02)

It's too easy these days to become overwhelmed with the amount of information that is available online when trying to learn to 'do a thing'. Whatever the *thing* it doesn't matter. Many years ago this was identified as 'information overload', an apt title.

There is however, one very easy way to avoid this: and that is to take a logical approach.

You don't have to be overwhelmed. All you need to do is outline a simple step by step approach and begin with the end in mind. That's it. Simple.

It will also help if you decide upfront what type of article it will be. As a general rule, there are four different types of article "styles"; the argument article is meant to convince someone of something.

The explanation article tells why something is the way that it is, whereas the definition article clarifies the meaning of something. And finally a description article provides information about the qualities or properties of something.

If you take some time to look around, you'll notice that almost all online articles these days fall into one of these four categories.

Enjoy today's audio –

[Click here to listen to the audio MP3](#)

Transcript

Good day there, folks. Paul Barrs from PaulBarrs.com, signing back in. Let's get straight into continuing on this series: Article Writing Top Tips. In the previous audio we talked about some of the research that you can do before you even begin an article. If you've got an idea in your particular marketplace, in your industry, and what you should be doing before you begin.

Now, if haven't yet done that research and it would probably take you about 20 minutes, 30 minutes perhaps. And I think that's a good idea, don't you?

Let's go back and do that for me, please. If you haven't actually done that research from the very first introduction audio in the series, I'd like you to go back now and get started on that, straight away. But, in the meantime, for those of you, fantastic, who have done that and you had a look around. How did you go? Did you find or did you notice that, and this is just based on my own experience, less than half of the results that you pull up in search engines these days actually provide exactly what the customers most likely looking for based on a how to? How to this.

And the example I gave, how to record audio for online use. You know, I haven't done the work on that particular one, but that's the industry that I'm in right now. I'm recording these podcasts, as I am sitting in my home office. What are the results for that one, I wonder? What are the results for your industry, I wonder? Less than half is a general rule, and this is a very general rule. Less than half of the information that's provided in the search engines, these days, actually gives what the customer wants.

Specifically, because too many people, the evolution of the article writing industry for online market places; too many people are using these auto generation tools, spinners, crap wankers, as I like to call them, etc., etc., etc. Now, they are fine if you're just looking to build up back links and do this and you don't really care about the content of the article. Okay. You go and do that. But, in this particular series, we are talking about helping people become authorities in their industry. Experts, real true experts for their customers. Now, that doesn't mean, let me clarify this; that does not mean that you have to be a recognized industry expert for everyone in you industry. No, it doesn't mean that, who cares about that?



We want you to become a recognized industry expert in the eyes of your customer. And, of course, they're going to come to your website through the content which helps you get found, obviously, with your free search engine traffic. There's a, oh boy, there's a bucket load of free search engine traffic out there. And practically everything these days if you're getting found and providing the results. So, let's have a look at a very logical approach. A step by step, methodical approach to putting our articles together. That's what this audio about.

For those of us who haven't had the opportunities to write many articles, it can be often overwhelming. *"Oh man! I've got to do this and I've got to do that, and I've got to do this and I read this and I read that and they're telling me this, and there's a hundred different things to be doing."* No, there isn't a hundred different things to be doing. There's about half a dozen. Now, you'll find this is my training many, many times. There's always no more than about half a dozen things that will make the biggest difference. In all areas of life, not just in business, in article writing, of course, it is just the same.

Now, what that half dozen is you are going to find out through this series. So, the very first thing I want you to understand is, it's important not to, what? Not to become overwhelmed. Because there's only about half a dozen things that you really need to grasp hold of as you're beginning in the article writing industry. You can learn this, step by step. You can also plan out your articles, step by step.

Let me ask you this question. Have you ever had to go, I don't know, let's say, go shopping? Yeah, well, we've all done that. But, have you ever actually had to write down a list of things that you had to grab while you were out in the past? Some of us are list writers. Some of us are not. And, that's okay, either way. When it comes to article writing, I'd like to suggest that you're a list writer. The reason for that is simple. See, I got to go shopping, and I only go out to the shops probably, I don't know, twice a week, maybe. Just grab a few bits and pieces. I like to keep most things fresh, so I'm not stacking up the cupboards full of, you know, containers that are going to last 50 years through a nuclear war, or whatever, I don't care about those types of things. I like to keep it fresh. So, I have a little pad which I just keep on my desk. And, each time I notice I'm missing something I'll just go and grab that notepad. It's just a little pocketbook. And I'll simply jot down, you know, what it is that I'm missing. I can just grab it right now.

And, let's see, what have I got now. Coffee? Yes, that ones important, I'll be going there tonight to grab some of that. And, oh yes, of course. A birthday card. I've got a birthday coming up shortly as well for a friend. Don't want to forget that. Now, here's the thing; I'm the kind of person, my head is just often going. There's just so much stuff going on around in my head. It's just, you know, wee, spinning round like the universe. Just goes around and around and around. But it doesn't go around once a year like the earth around the sun, it goes around hundreds of times every hour. So, I find that if I jot things down when I think of them. Write it down the list. It's okay, then. I don't' have to worry about it. And when it comes time to go shopping, well, I'll take my little list with me. Pull it out of my pocket. Yep, wham-bam. Thank you, ma'am. Sweet. And I don't forget anything. It's a logical, step by step approach.

I actually begin my shopping with the end in mind. I know what I'm going to leave that shop with before I even get there. And, no, I don't. No, I don't always, I should be saying, I don't always get sucked into buying stuff that's not on my list. Occasionally, I may grab a couple of things. But, that's just by and by. The point is this; **if you begin your articles with the end in mind, it's a whole lot easier to write the article.** I do that with my online audios. I'm looking here for this one right now. Let's see. I've got one, two, three, four, five bullet points. And one of those bullet points has four subheadings. So, we're talking nine different things going to cover in this, sort of, rough ten minute or so period.

Begin with the end in mind. Step by step. Jot down a list. What do you want to say? Now, you could get more involved and do research and find out what exactly what people are looking for. And then I'm going to provide this answer and this answer and this answer. Yeah, you could do that, but if you had to do that for every, single article, damn! That's going to take forever. I'd like to suggest that you're writing things yourself. That it's not just stuff you're outsourcing. Uh huh. Forget about that. I'm talking about you writing things yourself that you know enough about to at least be able to jot down how many. About half a dozen bullet points. And that gives you a paragraph each.

Can you see where I'm going with that? This is simple stuff. Nothing more than about half a dozen. Using these bullet points before you start. Now, there are a couple different types of articles, as well. Your writing style will

determine, and we'll talk more about writing style in audios to come. But, here's a very brief outline of the primary four different writing styles.

Argumentative, do you have a friend, let me ask. Do you have a friend, or perhaps a child or a partner or spouse; someone who is argumentative? Always trying to convince you of something? Yep. You can't see it, but my hand is up in the air. I have a few people in my life that are like that. They're always trying to convince me. And, sometimes, I get caught up and I do the same thing.

But, an argumentative type article is one that is meant to convince you of something, it usually begins with a question. Perhaps even the title itself is a question. Is recording audio at home the best thing to do? The article would be argumentative. Explaining and convincing someone why. Like a debate in that regard. So, that's type number one. Argumentative is to convince. Type number two is an explanation. That's just the way it is. Recording audio at home is the easiest thing to do. This is explaining it. It's the way it is. Come on, folks. Get used to this. It's just another style of writing.

Now, one may or may not suit you better. You could perhaps try them all out. Sometimes some people like to write what's called definition articles. These clarify the meaning of something. And that's often in a technical sense. It depends on your market place as to what type of article you're going to be writing as well. You with me on that? Good. And the final kind, which is the most common, is descriptive. Provides information about the qualities, or the properties or the values of such and such a thing or such and such a person. It's describing it.

And, you know, people would use this if they're talking about my audios, for example, and the way that I express myself with my voice. Hello! We like to talk up high! Sometimes we're talking down real low, rum dum. Because I've only got my voice to do this, so I have to use different ways to explain things. I'm not trying to convince you. I'm just explaining it. This is the way it is. But, occasionally, I'll also define what the meaning of something is. A bit detailed. I can do this easier with audio. And, of course, I've been using my voice for many, many years.

I bumped into a friend of mine just this past weekend. I hadn't seen for about six or seven years. And, she said, even though I didn't recognize her, because I've had a bit of a weight change since then, I've lost a fair

bit of weight and so on. Changed my body shape. She said "I almost didn't recognize you with that and your gray hair," she said. "But your voice, I know that radio voice anywhere."

Hi, my name's Paul, and this is not my real voice. All right, it's not too far from my real voice. And this is the thing, though. When we're writing out articles, we need to just be logical. We just need to just approach them in a simplistic way and we need to be ourselves and add our character into them. I'll be talking more about that later when we come onto the contents section of the body. There's another couple of tips for you and different ways to write your articles. Again, I've gone a little bit over time. I apologize. Hope you didn't mind. And, I hope you'll also join me in the next audio in this particular series when I get down to the nitty gritty - putting the title together. This is Paul Barrs from PaulBarrs.com. Signing off and I'll talk to you then. Bye-bye.

How to Write a Good Article Title (Part 03)

More often than not, the title of your article is the first thing that people will see. And I'm not referring to the fact that they see your article somewhere and start to read it... I'm talking about the fact that most likely your article title will also end up being your page title as well.

This means that when it gets picked up by search engines, or syndicated by rss and so on, its TITLE will be at the leading edge of that advance. It's what people will see BEFORE they see your article.

Therefore you must put extra care into your choice of words.

It's vital that you choose your article title well.

Here's the outline of today's audio.

- How to determine the purpose of your article.
- What is its intent?
- Writing a good title for SEO
- How to grab your readers' attention.
- Why you should test multiple titles.

[Click here to listen to the audio MP3](#)

Transcript

Good morning, good afternoon, good evening. Whatever time it is, wherever you are in the world right now, hello and welcome. My name is Paul Barrs. Welcome back to this audio in our series Article Writing Top Tips.

Continuing on today, we're looking at good ways and good ideas when it comes to putting together the title of the article. Now this is of ultimate importance. Let me begin, if I may, with an illustration that will help you understand the difference of what kind of impact a good or a poor title can make when it comes to article writing.

Okay. Picture this. I need you to use your imagination for a minute. I can't stand there in front of you and actually draw this one out. So picture this for me if you would just one moment. You're at home and your significant other, whoever that may be, could be husband, could be wife, could be life partner, could be one of the kids, could be just someone else important in your life comes home and then you hear this, "Hey! I'm home. Yeah, how are you?" Hear the tone in the voice. It's okay. It's good. They're happy. They've had a good day. Happy, happy, happy. We like happy. Happy's good. How about this one;

"boom, boom, boom, boom, boom, as they disappear into the other room."

What does that say about they're day?

You know, when it comes to article writing you've got about three seconds, about three seconds to get someone's attention and say, 'Hey! I've got the solutions for you,' or 'No, ain't going to find that here.' So you have a choice when it comes to your titles for your articles. I suggest you make the choice which says, 'Hi, honey! I'm home.' Because your customers are out there and they're looking for solutions to their problems. Of course, we're talking about this in a business sense, internet business, which is all about making money. Yes? Good. Because the kind of articles I'm going to help you put together are going to help you do that: make some money along the way. Very important stuff if you want to be involved in business.



Your title is the most important thing. There are a couple of reasons. Number one, firstly and foremostly, it's going to be the first thing that your customer sees. Let's say they find you in a search engine. Well, I'd like to suggest that if you're publishing your articles yourself on your website, which you do, that your page name and your page title, that html thingy, is actually the title of your article. Then you've got in the H1

header tags of your page the title of your article. So smack, smack, smack, it's going to be there three times. In doing that it will allow, we hope, the search engines to go, 'Well, this is a good title for this page.'

This is a little sidebar. You probably didn't realize it but sometimes - and this does happen; I know it happens with Google and I'm sure the others do it in their own way as well - sometimes Google will present its own title and its own description of your web page content to suit their reader. Yes. We want to put it out there so the good old search engine bot can find it and actually present it the way you want it presented, which is your article title. That's the first thing your customer's going to see. We want it to be good so it, number one, grabs their attention. You've got just three seconds. ***You want to grab their attention straight away.***

What is the purpose of your title? It is to, number one, convey the answer to their problem in just half a dozen words. About half a dozen is all you need because they're going to see this, they're going to snapshot read this in less than three seconds. Within three seconds they'll have made up their mind: Is this a good page to go and visit? So you want to present the purpose. That is the purpose of your title, to present the purpose of your article to your customer. Listen to me say this one more time: 'To your customer.'

Now when it comes to choosing titles purely for search engine optimization, there is nothing wrong with that but remember this fact: it's no good if it gets found on the front page, first position on a search engine if no customer is ever going to go looking for it to find it there. I don't care about a first page position. I care about click-throughs. Different thing. You've got some people out there wearing merit badges; "Look at me! Look at me!" I see it in the forums all the time. "Look at me! I got first place on this search engine on how to make my purr like a dog while its sleeping upside down in a bucket of water." Of course you're going to get first place on that because there's no competition for starters. There's no one else looking for it. It doesn't matter. The point is you want it to suit the purpose of the customer as well as using the correct keywords for the search engines to be found. That takes a little bit of practice.

I'm going to give you my best tip right up front when it comes to article marketing. This is it. Not the stuff I've already given you. Okay. I'm going to give you my best tip almost right up front. Here is my best tip, and I'll probably end with this because it doesn't get any easier or better than

this: When it comes to article titles, you need to write more than one. Yes. That's it. Now you're probably thinking, "Hang on, Paul. But I heard you earlier in this audio series talking about not spinning, not spinning, not spinning, round and round and round and round." I'm not talking about that. I'm talking about your title. You need to write more than one. Okay? It's that easy.

Then test them. Depending on how important, of course, the article is and where it's directing your customers, to how much time you put in to this. But what I like to do is I like to, say, check out within AdSense, for example, or AdWords, I should say, in Google. I like to go and have a look and see how many people are searching, roughly, on something, and roughly how many clicks it might generate. These are very, very general and there are other programs, you know the Samurai, other programs out there that you can use to do this. Personally I don't believe in paying to get access to some program when you can get the same thing for free. That just doesn't make sense to me, so I like to just use the free ones. Why not? It doesn't take me any extra time.

I like to do a little bit of research. I decided to do that before I recorded this. I had a quick look around. My working title as I'm recording these is 'Article Writing Tips and Tricks.' Something like that. It may well be different by the time it makes it to my actual page, because I will do a little bit more research on it before I publish it which is what I'll be doing tomorrow. I will test different titles. I'll look and I'll take, say, a good performing keyword phrase like "article writing tips." There are a number of people searching for article writing tips online and according to the AdWords, there aren't that many people paying all that much for it. I also checked out some of the other services at the same time, and thought, "Okay. So this looks like it might be possible, but there's a lot of competition for it." Well that's going to be the big one. Of course, I'm dealing in podcasting where there's nowhere near as much competition and so that works in my advantage. But I will do that research before I record a series.

Here's the thing. Here's just a little bonus tip on top for this particular topic. When you go to write an article, don't just do all this research and write one article. Write ten. Sit down for a little bit and write ten articles on the same topic but with different headlines, different content, solving different problems, all on the same topic. You've done the research, you may as well take advantage of it. I'm talking ten original content articles

here. I'm not talking about taking the one article and spinning the crap out of it and coming up with some piss ant little piece that no one can understand. "Yes, but Paul, I just spin them a sentence at a time." Don't waste your time. Rewrite the whole article. It takes just as long or just as short. If you're going to do a decent job when it comes to spinning, you may as well put that time in and do a decent job on a related topic.

On that, let me just say there is absolutely nothing wrong with manually, you've got your key, you've got your title and your keyword phrase, not just in your title but it'll be in your article a couple times, half dozen times tops, as well, there is nothing wrong with just replacing those keyword phrases when you publish it to different directories. The manual directories I'm talking about, Ezine, goarticles, ArticlesBase, whatever they might be at this time that you're listing to that and so on. For example, how to record audio at home. So audio at home could easily become how to record online audio from home. It's the same thing. You don't need to change the content of the article. It's the same thing, but it's just worded slightly different; "How to record online audio for the internet at home." You could even scrap the 'home; "How to record internet audio." The answers in the article are going to be identical, but the title can be different. There's nothing wrong with actually changing just that little bit to get out there.

When it comes to completely rewriting an article, which is completely off topic for this little bit on the title but it just came to mind, you may as well just spend the time and completely write a new article because to do a quality job spinning it takes the same amount of time. Okay?

So your title is the most important thing. It's going to grab their attention. It's going to draw them in. It's going to also attract the search engines and get people to your page. Goal achieved. Game, set, match. Not quite. We've got a little bit more we need to look at: what it is that we're doing and how we're going to determine exactly more of this content. We'll talk about that in the very next audio, I think, so let's take a break for the moment. This is Paul Barrs from PaulBarrs.com signing off. I'll talk to you again next time.

How to Find Article Ideas (Part 04)

There's a major problem when it comes to article writing that almost every writer will at one point come across – writers block! If you've been around the article writing circuit for some time you'd be well familiar with that phrases and even the thought of it send shivers down your spine.

But even the best of us suffer writers block at one time or another!

Simply explained, it is that terrible time when you *know* it's time to write an article... and no matter what you do, think or say, you simple cannot get yourself to think of anything to write!

OMG. Nightmare!

But fear not any longer. In today's audio you'll get some simple strategies to follow and simple ideas – and better yet, you'll also learn how to give your readers exactly what it is that they're looking for.

Enjoy, "Find the Problem and Fix it!"

[Click here to listen to the audio MP3](#)

Transcript

Hey there folks. Welcome back, thanks again for joining me. This is Paul Barrs from paulbarrs.com, continuing on this series articulated writing tips, all about learning how to become literally an expert in the eyes of your customers; so that when they come to you, they come to you and they don't go somewhere else. What a wonderful way to do business, to have people simply come to you that first time. They're attracted by your knowledge, they're attracted by your aura and the way that you present your business to them. It begins with this article, this simple little article that they read but it solves their problems, they find that you can provide further solutions to other problems related, and they go, "Sweet, why would I need to go somewhere else?" And then they become, here's what I like, customers for life.

Okay, not necessarily for life because things can change, but the lifetime of the business. Look, as I'm recording this right now, I've been involved

in this online business thing for ten years. By the time you're listening to it, it could have been twenty years. I don't know. But you know, there is stuff that I wrote, literally, ten years ago, that is still being circulated on the internet today and is still bringing me traffic. It's an accumulative process. It doesn't just happen once and then you do it all over and over again. You do it once and it happens over and over again, as long as you put in the work that very first time. Fantastic!

So, where should we begin looking?

We've covered a number of topics already to do with titles, to do with purpose, the approach of how to actually put the article together. But, let me just take a step back. Okay, this is like something out of a sci-fi magazine. Hi, just let's take a step back right now, wind things back, you know? Something from Mike Meyers might do something like that. Bang! What do we need to write about? This is the point.



Here's the thing, in today's consumer world our customers, our potential customers, have got a lot of stuff going on in their life. Would you agree with me on that? Yeah. Have you got a lot of stuff going on in your life? Most, probably; if not right now, then certainly to come and maybe even a little earlier beforehand, yes? Well this is what it's also like for your customers, they've got a lot of stuff going on in their life. That presents problem number one for them. That means they are busy, which means they don't have much time to find solutions to their problems.

Now, there's another problem. Problem number two that this stuff arises, it also brings with it confusion because in today's online business world, we began this audio series with an experiment that I believe would without doubt illustrate and show that most people are not delivering on the promises. Most people are not delivering or offering what their customers would like to see. Now, I don't know if that's really true in your industry, but I know it is in mine, and I believe the law of averages will prove me correct in any industry, any product, any service. Which means our people, our customers are getting confused. They're looking for a combination, then, of two things. Problem number one is their time constraint, problem two is the confusion. So, they're looking for quick

answers. Let's put the two of them together. Quick answers. Now, I don't you to confuse this, and I'm going on about this in this series. I'm not talking about writing, okay I need a minimum of 380 or 400 or 450 words for search engine optimization. I will say as little as I possibly can, I will stuff my article with key words, and I will get people to my website. No. I'm talking about finding a problem, fixing the problem. Yeah, finding it, fixing it. Really simple stuff.

I told you right up front, this is easy stuff. We can do this. I said when it comes to article writing, there's no more than, what, about half a dozen things that you need to know. This is one of those other things that you need to know. In fact, it's even more important than stuff like title and descriptions and so on and so on. Finding a problem and fixing it. Now, if you are already working in a particular business, a marketplace, an industry, wherever you are, well you're probably already aware of the kinds of problems that your customers might be having. But if not, I'd like to suggest that you have a look around online at support forums, help forums, community forums, you know the old online bulletin boards; now things are done a little bit differently with the software and the forums that we have. And have a look see, what kind of problems are out there. Matter of fact, here's a fantastic idea for you. Write this one down. I hope you are taking notes, clicking that pause button every now and then, it might have already taken me 10-12 minutes to record one of these, in light of time to publish it. But it should be taking you 15 to 20 minutes to listen to it because you're hitting that pause button and you're taking notes along the way.

So this is one of those places. This is a stop point. Hello, somebody's at the door, need to grab your attention, pull you up out of your chair for a minute. This is a stop point, and write this down for me. While you're browsing the online forums, every time someone asks a question, based on a new thread, I want you to get yourself a notepad or a little book, just a paperback book, you know, lined like we used back in high school, and write that question down. Forget about the answers, we're not talking about that. Forget about the answers. I'm talking about just the question.

You might like to break your little book up into categories. You know, in my industry, for example, internet business, search engines, article marketing, product creation, joint venture marketing, website design. There are some of the different categories. You see that, if I were to go into my favorite forum right now, I guarantee in the first page, we've got

about 50 threads, at least twenty of them are going to be just flat out straight questions.

Now, this used to really frustrate me; because it's like what is wrong with you people? Don't you know how to use the search button? This is the way we used to talk to our kids when we're really angry. Don't you know to use the search button? But they wouldn't use the search button, they would just post the question. So I thought, how can I take advantage of this? Create the book. Okay, questions. And just jot down the questions and you will begin to see, in your industry, a pattern of problems; and this is what we need to become acutely aware of. Not our problems. Mm-hmm. Our problems don't matter. Our potential customers' problems, this is what you can get from the forums.

Now, just a little sidebar. Note, you might well find after a month or three, that you've got enough questions in there you could create a whole damn book of Q&A, questions and answers, and publish that. I don't know. It's just an idea. Where else can you go? Well it's sort of a little bit defunct now, but it's there with the resource and a great bunch of information. I hope it's still there by the time you get around listening to this audio, but Yahoo! Answers. And there will be others for different industries as well. It's a place where people go to ask questions. So, you just do a search to find it for starters. But you can get in there in the directory and you can just go searching. Okay, if you want more ideas, you can go to trade magazines.

Actually, go down to the news agency. Buy the stuff that's actually made out of paper and plastic and take it home in a bag and buy it and sit down there and look and see what kind of problems are people looking to be solved. What kind of problems are they asking? You want to know what problems are having in your local community if you're working in that industry. Grab your newspaper editorials. You want to know about somebody else's community, grab the editorials online. There are so many places. All you need to do is find a whole bunch of people having a bitch session about something and bang! There's a marketplace. Remember, find the problem, fix the problem.

Now, here's my best tip for this particular topic. I don't believe you personally should be writing articles about stuff that you don't know a little bit about, at least. See, even if you know a little bit, you can at least do a little bit of research. Okay, I've found the problem and these are six

things that will fix the problem. We're going to work with the six, we want about, half a dozen. Of course that six will give you six articles, each roughly half a dozen paragraphs. Really easy, half a dozen bullet points, we spoke about this earlier. But if you don't know how to write those paragraphs about those things, then you can perhaps outsource it. But you're going to say "I need you to write a paragraph on this, this, this, this, and this". So tell them what you want them to tell, okay? It's one of those things when it comes to article writing. Maintain some kind of control. But it all begins with, and I'm saying it again for the fourth or fifth time so you understand it, find the problem, say it with me, fix the problem. Last time, **find the problem, fix the problem.**

You're going to hear me say this in another tutorial coming up very shortly. We want to give it all away in the article. We want to prove to them that we know what we're talking about. Let's not debate that issue here, it will come up, I promise you that's a hot topic these days on the forum. That's a problem that needs to be solved. That's exactly what I'm doing with this audio series right now.

I've been so fortunate, not just over the past ten years or so in internet business, but in the last twenty plus years in general business and even ten years earlier than that just writing myself. I have a degree in writing. Hey, you don't need a university degree in writing to be able to write a good article. Matter of fact, I can tell you now that I don't remember most of what I learned in that, that was a long time ago. The point being, though, I want you to get your customers to know and believe and understand that you are an expert in your field for them. Just as I'm doing with you now. I hope that you are beginning to see, understand, and believe that, yes, I can and I do give you solutions to your problems. Today we're talking about article writing. Yeah. So come back and visit paulbarrs.com, that's p-a-u-l-b, for bob, b-a-double r-s dot com. Internet, business, management, and training tips. Quick, simple, and easy. You will find the solutions to so many of your business problems there. This is what I want you to learn for your customers as well in your industry and your marketplace.

So, I'm going to sign off with that thought. This is Paul Barrs, thank you so much for joining with me. Time for coffee, I think. I need to go and grab myself a cup before I record some more of these. I'll talk to you again very shortly. Buh-bye.

How to Make Money from your Articles (Part 05)

Say this with me... "Writing for Pleasure is fun, but writing for profit is better!"

Would you agree with me on that?

I hope so, because it's true. I've been writing now on a regular basis since I was 8 years old. I still have copies of old stories that I wrote as a kid and all throughout high school as well. I know what it's like to write for pleasure.

But then I had the good fortune to go to University and study writing, and part way through my second year I had my first essay published in a trade magazine for my industry.

I learnt very quickly that writing for profit is WAY better!!

And so what if you can do both? What if you were able to combine both the profit AND the pleasure? Wouldn't that be something?

The good news is, I've also learned since my days at University, that unless you're writing for an industry specific niche where set criteria standardise the writing protocols – you don't need a writing degree to be able to profit from your writing. In fact all need is the ability to speak –

And then write the same way.

Enjoy today's audio -

[Click here to listen to the audio MP3](#)

Transcript

Good morning, good afternoon, good evening. Whatever time it is, wherever you are in the world, this is my sign on. My name is Paul Barrs, from PaulBarrs.com internet business management and training tips right here coming to you in live streaming audio. How are you doing there? OK,

it's been a long day for me, but we're continuing on this series article writing tips. I don't know if you've ever noticed it or not, but one of the things that I do in my business is I set aside time each month, usually a couple days in a row, to record whatever audios I'm going to need for the time to come.

You've listened to other audios in this series, or perhaps if you've just joined with me very recently for the first time ever, you will have noticed that I talk about doing this from home. Yes, I do, do this from home. Why is that?



Well, one of the reasons is for me it's very, very convenient. Yes, it's extremely convenient, I can just kick back. Have a couple whenever I feel like it, and I'm here in my little studio which is called my office. There's nothing special about it, sitting here with a microphone, think it cost me \$300, and maybe a little more for the software and the computer, and this is stuff I've had for a couple years now. Been doing online audio internet business marketing tips, and I do these little tips, and they're designed to provide solutions and provide answers to the problems that my customers at PaulBarrs.com have.

Now who are my customers? My customers are people who are running their home internet business, like me. And that's the point of this audio. I'm not blowing my horn here because I want to blow my horn. The point of this audio is for you to make sure that your articles are relevant to your business or your product as well. Now, aside from yes I do publish video articles, I also have published text articles, but my favorite passion is audio articles, now called podcasting, which you're listening to me right now. Hi, my name is Paul Barrs and this is not my real voice. Because I get to have a bit more fun when I'm doing audio. I get to say a lot more when I'm doing audio, and I'm hoping for you it's a little bit different from what you're used to. I use my voice to entertain you, and I let you know that the back end of my products, my services, are relevant to what you're listening to right now.

So here's the thing. This is a series on article writing. Do I have products or services or whatever that are related to article writing for internet

business? Yes. I own a membership site. Yes, I own a site where people can re-brand these which are republished as special reports and put their affiliate links in them. So yes, it's relevant to it. There is a back end to what I am doing. I'm not going to make any bones about that. I'm hoping if you're listening to this right now, that you will come visit me at Paul Barrs.com. Hi, my name is Paul Barrs, and this is not my real voice. But you will come and join with me, and become a paying customer at some point in the future, if not today; and I'd like to see your customers do the same thing for you. Do you remember I started this audio series beginning with the end in mind? Most people will say "Begin at the bottom, the beginning is a good place to begin, or always start at the bottom".

Well yeah, that's fine, but *what if you're learning how to swim?* That's not a good idea. So I suggest that you begin with the end in mind, and the end isn't just what you want your customer to see and understand. The end is your customer becoming your customer.

Now, I call them customers whether they're paid customers or free customers, to me, it makes no difference. I treat them all equal. I will give you the same priority attention whether or whether not you have actually paid some money into one of my products or services. Because I just love you for being there, and I'm really grateful, and thank you so much for listening today. It's just tremendous. It gives me a buzz. I don't even know who you are.

Here's the thing. I'm want to help you develop the same feeling, the same philosophy for your customers, because they're going to see it, they're going to feel it, they're going to know it. And this is all helping to build you up and establish you as an industry expert in your field. See this is the thing. There's so many different people out there with no expertise or credibility in almost every area that it's easy to climb to the top of that ladder by putting in a bit of extra effort. Such as the things that I am teaching you and showing you in this series.

Would you agree with me on that? Have you seen junk presented, people trying to pretend that they know something about your industry sector? Have you ever seen junk or rubbish online? Well, hell yeah. There's probably more junk and rubbish online than anywhere else. And that's a good thing for you and me. It adds to the confusion of our customers, it makes them waste more and more time, therefore, as I mentioned in the

previous audio, if we can provide them with what, quick answers, with authority, we're building on this quick answers with authority, they're going to love you. And this is why you must begin with the end in mind; which is going to be pointing your article, your products to a product or a service the back end.

Look, I don't know how else to say this without saying straight. "Say it as it is", is one of my favorite sayings of the moment; "Say it as it is". So I'll just say this as it is. To write for pleasure is fun. It is fun, but to write for money is better. Because then you get the pleasure and you also get the cash reward at the end. A lot of people don't get serious about article writing, because they think they're not going to see the reward. They fall into believing the hype, believing the bullshit is the only way to say it, that these people say "You're going to write 500 articles and you have to source them out, and you have to do this, and you have to do that, and you have to try and track the people, and there's so much competition around the blah, blah, blah".

Ducks and eagles, man, I don't want you to be a duck, I want you to be an eagle. I want you to put a bit of time into your articles, I want you to stand up, because here's the thing, **you grab one customer, you've got them for life**. You've got to **look after them like gold**, you love them. You care for them. You find the problems you fix the problems, you have the back end plugged in, you provide the service, you provide the product that they can buy from you, subscribe to you, contact you, whatever you, and you get them for life. And they fall in love with you. Why? Because you've taken them out of the confusion. You've provided them with a quick answer with authority.

I can say it again and I can say it again. Just like we should in our articles, we need to say these things more than once so that our customers get to know. And I know that I mentioned earlier on that it's a good idea when you do some research for a new topic that you write a series of articles. Write the series of articles and get them out there.

Just remember this; writing for pleasure is fun, and it is fun, but writing for money is better. So even if you are currently just writing for pleasure, and you wanted to learn more about article writing through this series, I'm going to suggest to you that you look at some possible back end. You don't have to turn it into a business. Yes, everything I do is from a business point of view, but wouldn't it be wonderful just to get paid more

than \$10 because some website said they're going to publish your article. Heck, you might even get lucky and pick up a \$300 contract. Woo-hoo.

All right I'd like to maybe suggest that you could plug in some back end through affiliate programs or CPA or CPC. What? We'll get into that another time. But it's possible that if people like your work, they will come back again. Especially if you ask them to. And that will be covered right to the end. You have got to ask people to come back. Have I done that in the series already? Yes. Have I told you where I'm from? Yes. Here's what I want you to do now. Today, this is your homework. I want you to come visit me at PaulBarrs.com P-A-U-L B-A-double R-S unless of course you're there right now listening to this as one of my podcasts on site. In which case I say thank you.

And I'll give you some other homework. Your homework is very simply this:

go have a look at some of the articles that you've already written. Let's just pick, how many, half a dozen, and ask yourself do they offer a back end? See here I guess it's just, here's my best tip, alright. Here's my best tip for this one: if you've already written a number of articles, I'd like to suggest you go back through all of them and see if they guide someone to that back end. And I'm not talking about the signature file here. I'm talking about the article. Oh yes, but Paul if we publish articles, places like Ease on Articles, they don't let us sell the product.

I'm not talking about selling within that article to get published. I'm talking about selling you, selling your service, building up credibility. Do they do that and establish you as an authority, see here's my best tip: why don't you go back over all of your current articles, schedule this in, it might take a day, it might take a week, it might take a day a week for a couple of months. And look at how you can just rewrite the last paragraph for example. Which I'd be doing an entire audio just on the last paragraph, and the resource box coming up.

Look at just rewriting them, and then republishing them on your own blog. Did you know you can republish content on your own blog? It's no big deal. It's your blog, you're allowed to do that. Great way to attract search engines, change the title, change the last paragraph, flick some keywords around, republish the silly thing. Don't leave the original copy, just scroll it

over. Schedule it to go off in another 5 days, 10 days, 15 days, two days, three days apart.

Here's what I do with my articles, I send them out two days apart. I get my podcast go out one day at Paul Barrs.com, my articles go out to Paul Barrs.com.au each alternate days. I'm just doing some upgrades on those sites at the moment, they'll realign very shortly, but it's a purpose. It's a back end. And every article that I have published somewhere else, leads people back to my website. Not just because of the signature file, but because of the content of the article as well. Here's the thing, remember this: writing for pleasure is fun, but writing for money is better. Always have that in the back of your mind. Not just a click, don't write your articles just for a click. I want them to click this link. No, I want them to buy from me. Look beyond the link. Have that beginning with the end in mind. The end is them becoming a customer.

OK. That will do for today. This is Paul Barrs from PaulBarrs.com internet business, training and management tips. Thank you so much for this time. I'll talk to you again shortly. Bye-bye.

Writing the First Paragraph of Your Article (Part 06)

Here's an easy question...

What's the first thing that people are most likely to read after they read the title of your article?

Yeah – the first paragraph. Like said... easy.

What do you think should be in that first paragraph?

If you said an outline of the entire article, you'd be right! But Why? Simply because if you've gone to all the effort to get your reader to your article you want to make sure that they ACTUALLY DO READ IT.

And the thing that is going to make them actually read it is... the first paragraph.

It's the same for them; they've gone to all ends of trouble to seek out answer to whatever they are looking for, they want to be sure that they've arrived in the right place.

This is the first step in establishing authority credibility with your reader. Therefore it's vitally important that you write up for your first paragraph "right".

Enjoy today's audio -

[Click here to listen to the audio MP3](#)

Transcript

How are you doing there, folks? This is Paul Barrs from PaulBarrs.com coming back online to you right here, now, live, streaming live, not really going live. In this series "Article Writing Tips" I'm showing you, I hope, how you can change things up, you can sharpen the tools in your tool shed and come up with better articles that are going to show people, your potential customers, that you are the authority, that you are the expert in your industry. You don't have to be showing everyone that you're the

expert, just show it to them, and then those free customers will become paid customers. Look at the step-by-step process that we go through little bit by little bit.

In today's audio, very quick this one, we're simply talking about the first paragraph, the power of the first paragraph. This one shouldn't be too hard to grasp hold of. I've given some illustrations in other audios; how we have, for example, just a few seconds with the title, and why it's so important that the title of your article grab their attention and so on and so on.



Let's assume now that they've clicked through. Of course, you've got some good titles and they have clicked through to your web page, or perhaps it's your article on someone else's web page. I might even use that as the example because that's where you've got even more competition on the page. Have you ever noticed that? When other people publish your articles they don't just go, 'Well, yes, okay. I'm going to publish this article and I'm not going to put anything around it, I'll just make it their article and their article only. Wrong! It doesn't happen like that. They publish your article on their website because they want to get traffic for your efforts to their website. Do they want to send you a link back to your website? No. Hopefully if they're moderately ethical, they will actually make your link a hyperlink that people can click on. If they're a scumbag, like so many out there, they'll publish your article without even making that hyperlink clickable. I won't even say what I think of the people who do that. Let's not go there. Let's stay on track.

Okay. Focus, Paul, focus. Hi. My name is Paul Barrs, and this is not my real voice. That's what I do to focus. Not quite, but we need to do this with our customers because they're going to be distracted. This is the point of me going crazy in this particular audio, because when these people get to your article on someone else's website, they're going to be distracted by all the shining lights, the banners, the advertisements, the "Click here! Click here! Look at me, look at me, look at me, look at me, look at me! Look how good I am!" It's like a kid in a candy store. "Look at me, look at me, look at me, look at me!" Did you ever notice that? When two adults, particularly when you're an adult and you've just fallen in love

with someone and it's a new blossoming relationship and one of you has children, what's the kid always doing when the two of you are together? "Look at me, look at me, look at me, look at me, look at me! Are we there yet? Are we there yet? What can I possibly do to get your attention?" It's what the kid is saying. When a customer comes to a competitor's, another person's website where they've published your article, they're like the kid in the candy store, "Look at me, look at me, look at me!" That's what the website is doing so you need to get their attention.

You've already gotten their attention with the headline. Three seconds, bang, it worked. They've clicked through. They've got a problem, you need to fix it.

"How are you going to convince them that this is the place to be?"

You say it in the first paragraph. Here's what you do; you say it all. Yes. You tell them everything in that very first paragraph what you're about to tell them. It's the old, cringe, essay formula. Remember that one from high school? Tell them what you're there to tell them, tell them what you're going to tell them, then tell them what you just told them. Guess what?

That works really, really well when it comes to writing articles online for internet business. The first paragraph is the "tell them what you're there to tell them", or "tell them what you're going to tell them," I should say. You do this. You tell them all. You grab their attention. You pull them in. You take them away from the "look at me, look at me, look at, look at me", all the ads and the shiny bells and you go, "Hey! You've got a problem. Guess what? I've got the solution."

I know that when I talk about these things in audio that a lot of it is esoteric, it's philosophical, it's principle-based, it's foundations, it's not actually the technical how-to. I wonder why I do that? I actually do it for a specific reason. Here's the thing, I don't know your current level of writing skills. I personally don't know your current level of being able to explain things in writing, in text. I don't know how much you've done of this in the past. I don't know what your skills of persuasion are. These are individual skills that you can learn, if you need to go and learn them, though I suggest you simply write as you speak. Forget about the actual writing courses that are out there and just follow your bullet points, are how

many? Half a dozen bullet points, a paragraph each. You want to say it all in just casual conversation.

Believe it or not, when I am in a casual conversation with someone, even though I may not have as much energy in that casual conversation as I have when I'm talking to my microphone, "Hey, look at me", but, I use illustrations, I use pictures, and I use examples in my normal, day-to-day speech. I explain stuff. Some of my close friends are like, "Come on, Paul. I get the idea already. Just shut up, will you?" because they're up there with me understanding. So I apologize if I'm over explaining things whilst I'm talking to you, but we have a vast range of people listening to these tutorials; so we need to keep it simple.

I need to keep it simple. You need to keep it simple. It's so important. In your very first paragraph, **you have to make it real damn simple and you have to make it straight to the point.** This is why you're here. This is your problem. This is the solution. Let me explain... There's the formula. If you want a formula, then I just gave you the formula for the first paragraph. This is why you're here. "Here is your problem. Here is the solution. Let me explain..." That way when someone comes to visit your article on somebody else's webpage with all these little things like little crying voices, "Look at me, look at me, look at me!" and you can just imagine them all around the page, "Look at me, look at me, look at me", and right in the middle is going to be, "Hey! Look at me. I'm the reason you're here. You've got a problem. Here's the solution. Let me explain it to you."

That's the power and the purpose of the first paragraph. So important because once you've got them and they realize that that's why they're there, they will read through.

I'll also point out that you need to do the same thing in the last paragraph because a lot of people are really, really busy. They're busy so they're looking for quick answers from an authority - let's add in with a bit of skill when it comes to writing, answers with authority, with skill. So not only does your first paragraph say it all, this is why you're here, this is your problem, here's the solution, your last paragraph really needs to do the same thing as well just, of course, using different words. Here's the difference between the first and last paragraph. The first paragraph is usually the first thing they'll read. The last paragraph is usually the second thing they will read. Interesting. After the headline, of course. We'll make that the first thing, but in terms of the article, the first paragraph is the

first thing that they're going to read and the last paragraph is more often than not, probably about 80%, will be the second thing that they read. So you better make sure that your first and last paragraph are saying the same thing, not word for word, but in terms of content, in terms of delivery. This is the power and the purpose of the first paragraph. It repeats itself twice.

Here's also the difference, the final thing on this little audio tutorial. The first paragraph says, "This is why you're here. You have a problem. Here's the solution. Let me explain..." and that leads into your bullet point paragraphs. Yes. Well, the last paragraph says, "This is the problem you had. Here's the solution I've provided to you. Now let me show you how it works. Click here..." Something like that. Are you with me?

*This is the problem you had, here's the solution I've shown you.
Here's where you can see it in action...*

I like that one much better, actually. It's easier to say, "Here's where you can see it action."

The power of the first paragraph is repeated and duplicated in the final paragraph. That final paragraph essentially becomes the first paragraph to your website. It is the doorway to everything that is to follow. It's really just repeating what's in the first paragraph, so when it comes to that first paragraph, you've got to make it simple. There's a formula. Remember the formula? I hope you're taking notes on some of this. I really, really do. This is the formula for your overall article, the old, cringe, essay formula; this is what I'm going to tell you, this is what I am now telling you, and this is what I've just told you, click here..."

Okay. That'll do for today. My name is Paul Barrs from PaulBarrs.com, internet business, marketing and management tips, hints, tips, tricks, tools, seminars, blah, blah, blah, all that stuff. Face it, if you've got some problems in your business, I know I can help you out in many different areas. Come and check us out at PaulBarrs.com. I'll talk to you again shortly. Goodbye.

How to Write the Content of Your Article (Part 07)

I remember reading once, "Always be sure to keep the main thing the main thing." A simple illustration of what we must do with your article content.

And I'm not ashamed to admit that I'm the king of confusion here – all too often I'll get sidetracked and have to keep dragging myself back to 'the main thing'.

But following on from the previous audio, here are the points to remember as we go into part 7 of this series on article writing tips.

- Outline the problem logically
- Make it easy to follow
- Bullet points
- Flowing style
- Answer their questions
- Content is king.
- Short paragraphs K.I.S.S.
- Don't be afraid to spill the beans!

Enjoy.

[Click here to listen to the audio MP3](#)

Transcript

Good morning, good afternoon, maybe I should also be saying good evening, whatever time it is, wherever you are in the world right now, hello and welcome. My name is Paul Barrs from paulbarrs.com, internet business marketing and management tips center. Thank you so much for joining with me in this particular audio; we've been talking about article writing tips. How to write better articles for authority. You got to say people's problems in order to solve people's problems I should say. In order to be able to provide them quick answers with authority which will then draw them back to your website and give them solutions, which will establish you in the eye's of your customers as, yeah this is the guy or this is the girl that we need to be talking to, listening to, etc., etc., etc.

In this particular audio we'll continue on a little bit further in the last we're looking at the paragraph so let's now move into the actual body of the article. I mentioned earlier that it's a good idea not to have too much to talk about. Even though we do want to tell it all we also want to make sure it's outlined logically. This is going back all the way to the very beginning of the series. I'd like to suggest there's only about half a dozen things that can make the biggest



difference. Now, these are not the everything to know about a particular topic, these are the need to know about a particular topic. About half a dozen that applies not just too different areas of business, but also in life itself. So I'm giving you that principal because I believe you can take it and you can apply it absolutely anywhere to save yourself a whole ton of time and trouble when it comes to writing your own articles. That allows you to outline things in a logical, easy to follow format which is very, very, important in your customer's point of view.

Remember they are rushed, they have time constraints, they are confused because of all the crap that's out there these days. We want to make it easy for them to find their way through. Of course we learned in the earlier article sorry the earlier audio that I like to read the article most will then, skip from that first paragraph straight to the last paragraph and then hopefully they'll then click through to your website, but of course we haven't yet convinced them our authority status, have we?

In order to do that is the content that makes it possible. Not only should it be easy and logical and just simple for them to follow, but we can use some particular strategy, some particular tools like bullet points. Now I mentioned to you earlier, that when I record these audio's I have a number of bullet point's set up in front of me. For this particular topic I've got one, two, three, four, five, six, seven, seven different bullet point's that I want to get through in this audio alone. It gives me direction. Well there's no reason that when writing a text article you cannot also use bullet points to give them direction. Yeah. To highlight a point, to illustrate an example, to back up a comment. You don't want to use nothing but bullet points but they're a great tool to add in.

Same with a step one, step two, step three, for example, if you're writing the answers to a how to solution, whatever you do when you're writing, make sure that your style it flows, its gradual, that one point leads to the next. Sometimes I get called out with my audio because I don't work from a script. I guess because I've been doing this for so many years now, I trust and I believe in myself enough to be able to not work off a script just to have the points; but occasionally I find myself making no sense what so ever. Because I've gotten distracted and I've just let one thing flow into another, into another, into another. Well this is the whole point of helping your customer's. It's great for your writing style to flow, in my case my speaking style to flow; but we want them to flow in direction. We want them to flow down river not off to the side to the estuary. We do this by answering their questions, we do this by following that logical format.

There is a question that comes to mind, it's a big question and the big question is, I can't write. That doesn't even sound like a question, does it? But if the question is I can't write, how can you make me believe that I can? Let me ask you this, Can you speak? And even if you are literally a mute, can you speak in your mind? Can you communicate with others? Yes, is the easy answer?

Therefore I believe yes you can write. Write as you speak.

Say it as it is my favorite saying at the moment. Just say it as it is, without being too rude, without being too blatant, okay. You don't want to treat your customers like they're complete moronic idiots, you want to let them know that it's okay not to know the answers to these things. Just say it as it is, talk as in your normal conversation. Your paragraphs also need to be very short. To the point.

Here we go, that was a short paragraph wasn't it? What did it say? Did it get the message over? Your paragraphs need to be short, to the point. Why?

Because our customers are rushed, because our customers are in a hurry, because yeah our customer's want answers with authority and solutions really, really, really quick. Yes? Okay. Remember, I spoke right the beginning about there is only about a half a dozen things that you really need to know about article writing, this is another one of them. Your paragraph's need to be short. Couple of reasons why, number one, it makes it easier to read. Number two it makes it easier to understand.

Both of those are vitally important. By keeping them short that means there's lots of white space, hopefully you're using black text on a white background. But there's lots of white space and it's easier to see. Most people aren't going to print this stuff off, they're going to read it on the computer, most people are not even going to read it, they're going to scan through it.

Well every time you have a paragraph break it causes them to pull up just that split second and really see what's in that paragraph. So by keeping it short you know, no more than five, six line's top's, per paragraph; even that's just way too much in many cases on the internet. Is writing for internet business different to writing a novel? Very different. Keep it short, keep it simple, the old K I double S formula KISS, "Keep It Simple Stupid". That's the un-pc way of saying it; these days we're only allowed to say "Keep It Simple Silly, ha, ha, ha". I believe you should say it as it is, but keep it simple and don't be afraid to spill the beans. I mean this is the other big question, I'm going to finish off with this point this is the big question. The discussion that is often debated in the online forum when it comes to article writing, the question is, should we or should we not answer their problem in the article? Because some people believe that if you don't answer the problem, then they have to click through your website to find out the rest. Okay, that's a valid point. Some people also believe that if you do answer the problem then they're not going to click through. That's also a valid point.

Here's what I believe, a bit of both actually. I believe that if you answer the problem, the immediate problem the right there, the right then, the right now, and **then you say and the answers to your other problems are here on this website click here, you get both**. They'll also believe that you are an authority, an expert in your industry which is what we're looking to create through this series. They'll also on your website as well and you can then follow them up with your subscriber service or whatever it might be that you have in place. I believe that you should spill the beans. I've done this so many times with my search engine work for example with my website marketing, work, and articles for example, I would pick a topic and I would just literally lie it all out there, and for example, in the small business sector and this is the thing that's going to depend on your market place .

Truly, you're going to have to test and measure this, but in this small business sector where I was writing articles for a trade magazine, I gave

the whole lot. I answered the problem, whatever the question was I answered it, and I got tons of customer's. I got so much more business than I could even handle, I literally had to start outsourcing it and giving it away. I think you should spill the beans. I think you should answer their problem to its absolute fullest. If you can do that within a one page top's article, all right, if it's more than that it becomes a special report. Perhaps something different, in which case you might use a teaser to then get the report or whatever, but you're going to have to test and measure it. However, putting that aside, the earlier principals that I spoke about in this audio will not change.

Here's the key, content is what? Is it queen? No. Prince? No. Important? No. **It is king, it is everything, it is the be all, it is the end all.** You don't believe me, look up Wikipedia. Type content is king, look it up in Wikipedia, it will tell you it is. It is the bee's knee's it doesn't get any better than that. So there's my top tip for today, I look forward to you joining with me. I hope you will in the next audio, as we continue through this series, article writing tips. I want for you to become an authority in your market place so that you can provide. Here's the two solutions to their problems, quick answers with authority, and with a backhand that income from as well. This is Paul Barrs from paulbarrs.com signing off. Bye, Bye.

How to Get Your Articles Read (Part 08)

Even though last time we spoke about the main thing being the main thing and how important it was to stay focused and stay on track, there is also one more that that we must do as we create our article content – that is, if we want to stand out from all the riff-raff that is our ‘competition’.

What is it you wonder; simply this: we must explain our articles with illustrations and examples.

Remember, I’m not talking about some scrapped up outsourced article that has been spun a few hundred times with no other purpose than to create back links – I’m talking about quality content articles that establish you as an authority in the eyes of your customers.

The thing is, especially when dealing with adult readers, people love to be able to relate. They want to know that *you* know and understand their problems. In a nutshell, if there is no common ground, no empathy, then the chances of them seeing you as someone who “really can help them” is minimal.

The key here is don’t talk at them, talk with them. Use stories and illustrations, paint pictures with your words. This is easiest to do if you spend a little time planning first.

If you can, relate your stories also to your product / service; using a subtle sales psychology. And of course, quotes, links and other resources are a great help. All this takes planing.

Take a look at the audios here in this series. Even though the audios only got for about 2 ¾ hrs, it has actually taken me a little over 2 days to plan, research, record and present the materials for Article Writing Tips. 2 Days!!

But can you tell? Does it feel like this was put together in a just a handful of spare time minutes? Of course not. You CAN tell.

And so will your readers when they come across your articles.

[Click here to listen to the audio MP3](#)

Transcript

How you doing there folks? This is Paul Barrs, from paulbarrs.com, signing back in continuing on this series Article Writing Tips. Thank you so much for joining with me.

I like to begin with a story, just a very quick one if I can. I believe you might have heard this before, if not I think you'll certainly understand the relevance of it. Its a old story, it's been around for awhile it's about a preacher who had been asked to take over the preacher ship whatever, you would call that. The pastor ship of a old church and he was the new fellow on the block. He came in and he spoke this tremendous sermon I mean everyone just loved it. They thought fantastic we finally got the preacher that we want what a wonderful, wonderful sermon.

Anyway, the next week they all came back on the Sunday morning and they sat down in their best Sunday dress. And well he spoke the same sermon again. They thought okay, I guess there were some people missing last week so perhaps he just had to say the same thing again just to make sure we got the point.

Then the following week the third week they were even more surprised when he preached the same sermon yet again. Now after this third time there thinking what's going on here, we don't understand. So the leaders of that church, they got together and met with him. And said, "Look what's the deal you preached the same sermon three times in a row. What's going on here?" This new fellow he was pretty switched on he said to them

Look, don't worry I know what I'm doing. When I see you start living and doing what I'm preaching today then I'll move on to something different."

Interesting thought, let me ask you as you consider that, is this the very first audio or the very first series bit in audio text or even video that you ever watched, listen to or read to do with article writing? Is it the first one? Probably not, unless your brand spanking new to the business. Is the first time you come across any of these ideas? Probably not unless of course your brand spanking new to the business.

Is the first time you have been around for a while as one of my customers that you heard me talk about these different things? No definitely not, certainly not at all. No, I am not new to this business I been around for quite some time and I'm saying these same things over and over and over again. Why? Because I know for a absolute fact there are people that heard this, read this, seen this before who are not yet doing it. This is good for me because that keeps me in business. Look, I'm training people up in a sense, to become my competition fool am I. Well no, because I know the nature of man, I know the nature of people. The nature of people is that we rarely do what we know we should. Its the difference between success and failure. I'm a little bit off topic here but I'll be back in just one moment let me give you this golden nugget.

The difference is between success and failure, success is when you could do something, when you know you should do something and you do do it. Failure is found when you could do something, you know you should do something and you don't do it. **The difference between success and failure is very, very simple.**

And what does this have to do with Article Writing Tips today?

Simply this; it is vitally important that you become a story teller in order to use illustrations and examples in your articles. Look don't get me wrong bullet points are great they can just dot, dot, dot. Any fool can write bullet points. High School kids can write bullet points, even primary school, grade school students can write things with bullet points...

It's easy stuff but in this series I like to go up a further step or two up the realms of the letter. So that your customers can get there quick answers from you. With what? An authority using illustrations and is one of the most powerful ways you can have people endure themselves to you. This is what you want for your customers to go, "Wow." You want them to have a, "uh-huh" moment, "uh-huh dam, yes I got it." You want them to have that moment with you. Think back now to the last time to you were really struggling with something and you looked and you looked, and you looked and you try to find the answers and all of a sudden the penny dropped. "Oh, yes I got it." How good did that feel? Especially with something you spent a few days, weeks, or maybe months on. Sometimes I will spend weeks, weeks mulling over what is the freaking solution to this. I will look, I will look and I'll look and I'll say I have a belief that says the answer is out there just got to go find it, got to get to it and when you

have that, "oh yes moment" you just love. That's why I start bookmarking people's websites and coming back because I'm there when I have the "oh yes" moment.

I want your customers to have those same moments when they are on your website. So don't just talk at them when you're writing talk to them, talk with them. Use stories and paint pictures with your words.

Understand that there's a whole lot more to getting a message out than just saying well this is for this and that is for that. That will be the end of it because people love to be able to read late. Especially adult learners and this is a crucial, vital difference in education between the child learner and the adult learner. You see the adult learner already has a tremendous level of experience. If you really want people to understand something as an adult learner you want to be able to help them relate to it in some way they can go, "yeah, I remember that."

Let's just look at this audio that I'm recording right now. What have I done already? I started off with a story which you may or may not have heard beforehand. But the story was about repetition in learning. Have you ever heard that before? Repetition is the mother of learning. Probably you have. Have you ever heard that well yeah if you don't actually take action and do something, ain't nothing going to change". The old phrase "If nothing changes, nothing changes". Have you heard that one before? Probably and then of course I gave that little illustration of having that uh-huh, oh yes moment, finally I found it." I spoke about how sometimes I spent weeks, weeks looking for things trying to figure out how the freaking hell do I get this answer. Bang, there it is.

Have you ever experienced those types of things in your life? Well of course you have at some point. How often would depend on how often you look search or solutions. And I'm doing this know with you to help you relate to the struggle that your customers are also having. Especially when were working on find the problem, fix the problem type of formula. When you use stories you can literally paint pictures with your words. When I first heard that story about the pastor preaching one time I read it in a book. But immediately I guess this is showing my age and those in my age group might remember this. I immediately saw this little church on a hill, Little House on the Prairie style. For you younger people listening right now you can't relate you got no clue. But you have a picture of what a church is supposed to be like in your head whether you attend church or

not it doesn't matter you still got a picture. So you can paint pictures with your words.

The other thing is it's also important to be able to if you can quote things. Give examples, specific examples it helps build your credibility you're not just you know you're not just waffling, you're not just talking off the top of your head. That you're really have done some research in this industry. What did I do at the very, very beginning at this audio series? Number one I got you to go on line do some searches in your industry. Without even knowing what your industry is and I said to you, "I bet you find out this is the way it is." And what did you find out? You found out that this is the way it is. I can only say that because as an expert authority in my industry I know these are the facts about internet business all the rubbish, all the crap that's going on out there. And how easy it is to be able to rise above it and stand tall and be the best you can be all you can be you, know the feeling and so on and so on.

It's a subtle type of sale psychology. Which helps the people who reading your articles and your content on your web pages to relate to you, and to relate to your products, or relate to your service.

It's selling without selling it's the old Bruce Lee philosophy. You may or may not remember it I saw it again just recently enter the dragon he gets challenged on the boat on his way too he's going off to the island for the competition thing. And this rude arrogant thing and so and so will say hey man what kind of style do you do? My style is to fight without fighting. That sounds more like Shawn Connery, I cannot do a Bruce Lee accent. But to fight without fighting. That is he here were talking about selling without selling. Where getting people to fall in love with us and think well dam this guy or this girl really knows what hoer she is talking about. I'm going to follow her because there's so much rubbish on line and I'm beginning to believe.

What happens to people when they begin to believe when it comes to internet business? What do they do with that belief? Do you think they keep it to themselves? Uh-huh, hell no, they get it out there to their people and this is where you become, you literally create yourself as the industry expert in the eyes of your customers. As I been speaking to and about this entire series you don't have to be well known in your industry, who cares how well you're known in your industry you are. It's how well known you are in the eyes of your customers that makes the difference.

And as they fall in love with you they will tell their friends, they will tell their family, they will bookmark it, they will publish it, they will Twitter it, they will Facebook it, they will Dig it, they will Stumble it, they will do all these amazing things. And all of a sudden, "Bang" you're in there. This is what we want, this is what I want for you. Got a few more to go in this series I hope you're enjoying it. I'm going to take a break and will be back again in a couple more days' time. This is Paul Barrs from paulbarrs.com signing off. Thank you very much.

How to Make Your Article Readers Comfortable (Part 09)

This is an interesting point... most people these days know that you're trying to "sell" them something. Would you agree with that?

Think about your own experiences a moment... think about the kind of things that you've gone looking for online. Sure, there is a small element of people who put stuff up just so they can 'be famous' (of at least feel like it), of course.

But then there's that other element, by far the larger element – everything online has cost someone somewhere something to put it online, therefore we want to make money too.

Oh yeah. There are a lot of them. You many of them in fact. And so you need to be able to stand out from the crowd.

Let me just say, there is **NOTHING WRONG with wanting to make an income online** (or in any other legal way for that matter), but there is also nothing wrong with giving "all" of yourself and then ASKING for people to contact you afterwards.

The main points here are that you want to be able to reassure your reader that you're not going to rip them off (either of their money OR their time). You want to paint yourself as the expert in your industry (in their eyes) and have them believe in you.

That means of course you have to believe it yourself too.

Is that a big ask? No. It's easy. Write well and offer solutions to their problems. Tell them it's going to be OK, let them know that you can help SOLVE the problem.

And don't be afraid to tell them you are available for consultation and ask that they contact you.

That's the essence of business – building relationships with people who pay us in exchange for the value that we pay them

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Transcript

Good morning, good afternoon, good evening, whatever time it is and wherever you are in the world, hello and welcome back to this great audio series Article Writing Tips and my name is Paul Barrs. Thank you so much for joining with me and having a listen to this. I hope you're getting a tremendous amount from it. I'm certainly enjoying bringing it to you. And I've had a fantastic time doing the research for this as well. Let's continue on.

This is I guess in this particular audio a bit of a recap of some of the principles that I've been talking about. And I'll put them all together now in a nutshell for you to just grasp, in this one particular audio, which will give you an idea of the overall underlying principles, the foundation principles to this whole thing. I've spoken about the fact that our customers are constantly in a hurry; that they have problems and they're confused because there aren't enough people out there delivering the solutions. So we want to be able to provide quick answers with authority to their problems with solutions. Yes, good; I hope you've been able to catch up on all of the previous audios. If not, hey, just press pause, go back and listen to the other audios and then catch up with this one shortly.

The point of this audio is this; when it comes to article writing with authority we're not just telling it as it is. Now we do need to, as I said earlier, and let me not confuse you here, tell it as it is when it comes to providing the answers. But that's not all we need to do. We need to do more than that; just telling it as it is is not going to pipe you as an authority. It's going to say "Yeah, this is an article with some answers in it".

No, we want to go a bit further than that, and literally pipe yourself and create yourself as the expert.

This is what I began to talk about at the end of the last audio. You don't have to be the industry expert in your industry to be seen as the industry expert in your industry by your customers. You just have to be an expert, the industry expert, in their eyes, and of course, all the people whom they refer you to. Can you see the difference between the two? One of them I guess, believe it or not, as pathetic as it is is where the media says, "Well, here's the industry expert, dum, dum, dum". And therefore that guy or

that girl is, you know, the dum, dum, dum, "industry expert, whether they are or not. But they happen to have it.

As a fellow here in Australia I'm certainly not going to mention his name by any means, but he's always on the networks, the big stations, whether it's television, radio, even the print media; he's always on there. And he is the "industry expert", dum, dum, dum", etc., etc., etc. I look at him and I think, if only you people knew him in person, because I've met the fellow numerous times. He was actually a client of mine some time ago, and I've got to tell you when it came to actually doing what he taught, he had no clue. Here's the thing; he was a great teacher. He was a good teacher, and a very clever writer, although I believe he's actually outsourced quite a bit of his writing in later times and then just taken the, had a ghost writer do it for him. But that's by and by; it doesn't matter. The point is the whole country in the business sector see him as, dum, dum, dum, "he is the industry expert."

Now I've met other people and checked out other people's websites who teach the exact same thing as him and do it a way better. But they're not seen as experts in the industry, because he is . . . no, I don't need to do it anymore. You know what he is; because the media says so. If you were to go in competition with him, do your customers need or do your up-and-coming people need to compare you to him? No, all you need to do is provide quick answers to, and with authority, to their problems, and they will then see you as the industry expert.

So, how do you make this happen? Well, step one; begin at the beginning I always say. You've **got to** believe in yourself, oh, yeah, come on Paul. I'm paying for this; I want more than that. Well, firstly you shouldn't be paying for this because it's a free audio series. And secondly, it isn't any more than that. It's actually that easy. You have to believe in yourself, that you are worthwhile as being seen as the industry expert in your industry, in your field, in your niche. And once you believe it, it will come out in your word naturally. For me it comes out in my speech. See, I believe it, and I know that there are guys in my industry who make a bucket load more money than I. Who gives a rat's backside how much more money they're earning? They are seen as the, ba, ba, ba, industry experts in my field. Yeah, okay, but guess what? My customers don't spend money with them anymore, because they have learned, my customers have learned, that these guys are just plainly ripping them off.

I saw a fantastic post this morning on one of the forums where someone wrote a particular strategy; it took him about a page I think. He wrote this thing which I thought was very clear. That's good; I knew the idea, but I just hadn't seen it written like that before. And it was just a way of turning around some quick reports into some quick cash, you know, make a four-figure income each week--blah, blah, blah. Pretty simple stuff. But then someone further down the page went, "Beautiful." This is Mr. X, and again, not mentioning names, but it was you know, one of the so called top gun gurus in my industry. This is Mr. X's \$2,000 formula summed up in five paragraphs". Thank you so much.

And I tell you, I read this original post and went, well, this guy really knows what he's talking about. And others who had spent the \$2,000 just went, I have been ripped off. You see, you don't need to rip off your customers and charge exorbitant prices to be an expert. You simply need to provide them with what? **Quick answers with authority, and then tell them it's going to be okay.**

You've got the solutions to their problems. Let them know that you can help, and then within the content of your article you solve the problem for them. And this backs up my argument earlier, that we really should tell it as it is, and spill all the beans on the whole thing and give them the fricking answer they're looking for, not just some spiced up, burnt out, turned around, spun out page that's going to confuse them and add to the confusion that you've got; that's right, that they have already got.

I do not advocate that; I never will advocate that. So, yes, give them the answer and you will become the expert in their eyes and you will be reassuring them and this is the key. This is the point of this audio--to reassure your reader that it's going to be okay; that you have the solutions that you can solve their problems. Then you give them the solution and then tell them you're available for consultation, for example.

Look, here's the thing; this is where people are getting mixed up. Just because you provided an answer, a solution to a problem in an article, doesn't mean that that person can then go away and actually implement it and make it happen. I mentioned earlier in this program how few people actually do things. What did I talk about in the last audio with the preacher? Yes, he said, "I will, once you start doing what I'm telling you to do". This is the thing; just because you've told people what to do and even how to do it in an article, basically you've given them the solution to

their problem, doesn't mean they're going to go and do it. That's where you come in; that's where the back end comes in. Tell them that you're available for consultation. Tell them there's a product available, a special report, and a membership site, a whatever, that will just walk them by the hand, step by step, and even more detail to make this easy to do, quick answers with authority.

Here's what I want you to understand. Maybe that should be the title of this particular--quick answers with authority. There's something to think about, isn't it? It's vitally important that you do reassure your readers that you know what you're talking about, that you can and will and are solving their problem. Of course, then you ask them to come back. And that will lead me to the next audio which I was thinking should be part of this. But I'll make them two separate ones. So quickly, the idea is *tips and tricks that you can actually use and put into action yourself* to do what I've just been telling you to do.

So, this is Paul Barrs. I'm going to sign off and I'll talk to you again then. All right, Paul Barrs from Paul Barrs.com. Come visit us soon if you haven't been by to have a look at Internet business marketing and training tip section. Talk to you then, bye, bye.

How to Establish Credibility When Writing Articles (Part 10)

What happens if you've done your homework, written a great article, with great content but for some reason your reader doesn't believe it "you"?

Simple answer. Not much.

And the not much I'm referring to here is no click. That's what it's all about when it comes to article writing, click or no click.

The sale is made or broken in the action of the click.

You must get people to your site.

You must build credibility.

Ask these questions -

- Can they relate to you?
- Do you understand how they feel?
- Have you found a better way?
- Do you have qualifications or experience

Enjoy.

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Transcript

Hi there, folks. This is Paul Barrs from PaulBarrs.com, continuing on this series, Article Writing Top Tips. Thank you so much for coming to join with me. In this very brief audio today we're going to talk a little bit further about establishing your own credibility and I think I've already explained why it's so important to them, your customers. Yes, Okay. But how, how, how do we actually do it?

Now, I'm going to make this one, like I said, really, really quickly. It's probably going to be the shortest one in the entire little series. Just four bullet points on my section here, and you know, I guess that's the first

thing I should point out. If you want to establish your credibility you have to pretty well know what you're talking about. And it follows some of these principles of article writing that I've covered already in this series. Using the stories, using the illustrations, using the bullet points to know what it is that you're going to be talking about in each paragraph. That's all about establishing credibility, making it believable. But it really comes down to these four things and I'd like you to write these down.

Number one. It's a question. When your customers are asking, even though not verbally, but they're just asking, and that is can they relate to you?

Do the stories that you tell, a little bit about your own life, your own business, your own experiences, do these stories help your people relate to you? Because I assure you now that if they cannot relate to you they're not going to buy from you. You may well have the solutions to their problems but if they can't relate to you there's going to be this little silent, invisible wall just going, "Yes, but . . ." We need to get rid of the "Yes, but . . .", and make it one of those, "Oh, yes" moments. "Uh-huh. I get it now." And this of course is where all of the things that we've spoken about already in this series come into play little bit by little bit. I'm hoping that as you've done this that you've taken some notes along the way. This is only a mini-series. In this particular mini-series I do not provide bullet point worksheets to go with it.



When I do a complete training product such as those that I have in my membership area at MaximumSuccessUniversity.com, you will find many times I will provide accompanying training material to help you with your learning and help you with the process. Because I don't know about you, but for me, when it comes to learning new stuff, I tend to only probably remember only about a quarter of what I've actually learned the first time I go through it. If that. I did a training program just recently where I wanted to get myself up to speed on the latest training standards here in Australia, where I'm based, and become a certified, qualified, registered, nationally accredited trainer which I've now done. I had a brain fry. Half way through the first day I didn't have one of those, "Oh, yes. I

understand" moments. I had an "Oh, holy crap. Look at all of this stuff" kind of moments.

I was completely overwhelmed with the amount of material that sat before me just going, "Oh, damn. How am I going to do this?" And I often find that when I'm even just reading an article, reading something, that it can be overwhelming. And I just don't get the whole thing, because I can't relate to the POV, the point of view of the writer. **It's vitally important when it comes to establishing your own credibility, that you help your readers be able to relate to you.**

Now I'm hoping now, as I told these stories that you're thinking, "Well, yeah. Paul, man, when I'm learning stuff, damn, yeah. 25%? I'm lucky to remember even that the first time I go through it. Which is why I say to you, "Please. I hope you're taking notes." Because I understand what's it like when you're learning new stuff, when you're searching around. I know how it feels. Look at that training course example. I felt the same way. I was completely overwhelmed, not able to grasp hold of the whole thing. But I've found that with the notes that I had, that is if I stuck through it, and I persevered, because I had a driving force within me saying, "I want to do this." Something which your customers may or may not have. We can't tell. There's something that I believe that you've got, or you wouldn't still be listening to this audio series. But I've found that with perseverance and going back through my notes, I was able to then further understand a little bit more.

Now, what I've just given you there also is another tremendously powerful strategy that you can use when you're writing articles to help people relate. It's call the Feel, Felt, Found. If you've ever been involved in sales you know this already. Don't you? It's a standard sales practice, 'Yeah, Buddy. I understand how you feel. Hey, I've felt the same way when such and such happened, but I found, when I bought this product, whammo, there was the answer.'

This is one of the things that you can use. And don't be afraid to use it. And even do as I do, depending on your marketplace. I'm using an old sales strategy here. I've got no shame in telling you that. Because if you've ever been involved in sales you're going to go, "Yeah. Yup. I can relate to that one." I can remember Mr. Tommy Hopkins telling me this. He's one of my sales trainers from many years back, and he taught me

the "Feel, Felt, Found." And the puppy dog glows and the Benjamin Franklin and blah, blah. .." This is stuff we used back in the 70's.

But they've stuck with me all this time. Now we adapt them into the new millennium, and the new age. And there is this other thing that people do want to know about if you have them, and that is qualifications.

Qualifications, if relevant, can help also to build your authority and build your credibility. I am now a nationally accredited trainer, here in Australia. There aren't that many of us. I mean there could be, probably, thousands, but not tens of thousands. In a country of millions, that's not that many.

But I am now adapting and revising my own training materials, because I learned a tremendous amount in the program that I just completed recently. However, if you don't have the credibility of the qualifications, does that matter? Absolutely not. Because there is one thing that is even more important than qualifications, and that I know you have got. What is it? It is experience. Life experience; experience in your industry; experience in your marketplace. It could literally be as easy as experience for looking for the answer for the problem that you didn't find quickly, but now in your article, you're providing your customer with what? Come on. You should know this now. You should have it written down. Quick answers with authority.

There's an article in itself. You could write articles on all sorts of topics and all you have to do is show them what you found in your own research. You couldn't find it quickly, they can because the found you. Is that going to establish your credibility? Absolutely it will. So simple, so easy, and if you're doing this from a business perspective.

Let me try again. As you know I don't edit these. You do need to edit your articles. I'll be covering that in the very final audio in this series. The point being this, if you're doing this from an internet business perspective and you've been following through everything that I've covered in this particular series. And if you're doing it with the end in mind, understanding that writing for fun is okay, but writing for profit is so much better, then you need to have credibility. Because people will not, absolutely will not buy anything from you if they don't believe in you.

Therefore, when you begin with the end in mind, the end isn't click here to visit my website. The end is buy my product, become my customer. Look

at me. I am an expert and I can give you the solutions to your problems and solve them for you, or to help you to solve them or whatever it might be. At all times you're writing from an authority perspective which, in itself, gives you credibility. All right. Those are a few things to think about. It's just a quick little audio, ten minutes, but a few things to think about. My name is Paul Barrs. Thank you so much for joining with me. I'll talk to you again in the next tutorial in this series, Article Writing Top Tips. Fantastic stuff. Talk to you again, shortly. Bye-Bye

How to Write the Last Paragraph of Your Article (Part 11)

Getting down to the meat and the bones, the stuff that holds everything together –

You've done the research. You've written a top article. The content is all in place. They believe that you are the guy or girl who has the answers to their problems. And now you must lead them over the mountain top and down the road to the emerald city -

The point of a powerful last paragraph is simple:

You want to sign off and ASK the Question....

- Summarise the point and purpose of the article
- People won't come to you of their own accord.
- You MUST ask!
- It's great to use further enticement.
- Remember the Risk vs Reward sales formula.
- Make it virtually impossible for them NOT to click.

This is your power-play number one! Enjoy –

[Click here to listen to the audio MP3](#)

Transcript

How you doing there? My name is Paul Barrs, from paulbarrs.com, thank you so much for coming back to join with me here in this particular audio series. We're coming towards the end of it very slowly, little bit by little bit. We're talking about Article Writing Tips, and actually getting out there, and, well, becoming the authority experts in our industry, in our market place in the eyes of our customers. As we move towards the end of the series we're going to move towards more of the end of the article and the things that we do at the end. That makes sense, we began with the end in mind, and we've always been talking about the end, so let's get to it, and see what actually is at the end.

We all know about the resource box, yes? If you don't, if your brain is spanking you, you don't yet know what the resource box is, and believe it or not I'm not going to tell you about the resource box in this audio, that's in the one that follows. Here we're talking about, a bit more about the last paragraph, and I spoke earlier about the first paragraph. Do you remember that one? The old essay formula, tell them what you're there to tell them? That's the body, but beforehand in the first paragraph you tell them what you're going to tell them. And then in the last paragraph you tell them what you've just told them.

Remember, I gave you the statistics, and these are proven copy writings statistics, that majority of people will read the first paragraph, it's just quick scan, then they're going to sprawl to the bottom, and then they going to 80% of them will then read the last paragraph, before they read the whole thing. So you really want to



make sure that, that last paragraph does more than just tell them what you've just told them. Here's what you need to do in the last paragraph, grab your pen and paper, draw this one done, this is another one of those core foundation principles, that I've mentioned from time to time, this is another one of the half dozen. As you move towards the end of your article you have to sign off and you have to ask the question, that's what I want you to write, sign off and ask the question. What do you think the question is that you need to ask? If you said, ask them to buy from you, you're wrong. Not this time, you're almost there. You're not actually selling a product here, even though I have said, that we begin with that end in mind, they're not there yet. When we get to the end of a sales copy letter, absolutely you must ask them to buy from you. But at this point, you have to simply ask them to come by and visit with you; come explore a little bit further.

So the first thing we do in that final paragraph is we summarize the point and the purpose of the article, that's the formula I spoke of early. Tell them what you're going to tell them, in the body you tell them what you're there to tell them, in the final paragraph you tell them what you've just told them, you summarize the point and the purpose of the article.

But the thing is, people will not come to you or your website of their own accord. You've just solved the problem. Great! You've established yourself as an authority, hopefully your article has been printed with your name and least your business name, company name, website name, some name along there as well, depending where it was published, on another website, hopefully they've done that for you. But you must now ask them to come visit you, this is not a sig. file, this is in the final paragraph. And to do that you use further enticement, the subtle sales psychology of letting them know that there are more solutions, or that you can make things yet even easier, just knowing something isn't enough, 80% or more of people knowing something, won't go and do it.

Remember the sermon, the preacher example I gave earlier, many, many people won't do what they know they need to do, the differences between success and failure. Could do, should do, do, versus could do, should do, don't do. Most people, 90%, probably more actually, but if you think to yourself of the 80/20 rule. 80% of the people of the people don't do, 20% do, differences between success and failure. So you want to use some kind of enticement. And I'd like to suggest that you summarize things using the old risk versus reward sales formula. There's nothing wrong with using sales strategies like I mentioned last time, feel, felt, found. Sometimes people, I say we're going to use this sales strategy, ooh hang on, yeah! And they start to cringe.

No, we don't need to cringe, because **it's Okay to use a sales strategy; especially if you're letting people know you're doing it.** The risk versus reward sales formula. If they come to you they get the reward, if they don't come there is a risk. So you can for example summarize your article with an example, a story, ah now that's where we're getting somewhere, hopefully it's going to be a real story, which is where your research comes into play, or if it's just a story, you say it, I heard this story sometime, obviously you picked it up somewhere. And you give the example, and you illustrate the risk.

What is the risk? The risk is the problem. No the risk isn't the problem. The risk is the consequences of the problem if it's not acted upon, not fixed, not solved or whatever. Risk leads to consequences. So in the story, such and such you know, was in this particular example and they didn't do it and BANG! There was, you know, there's the risk and the consequences of the risk, but Joe who went and did so and so, and through visiting our website , or looking at such and such product, explored this further, you

don't even need to mention your product, business or service at this point, but Joe who explored these things further found this incredible reward and then that leads straight away to the signature file, which is about the only place they'll let you advertise these days with your article directories and you make it virtually impossible for them to click. So we'll talk about that sig. file in the next audio. It deserves one just on its own. But in the final paragraph as you summarize the point and the purpose of your article, I want you to very, very clearly define both the risk of not taking action on the information they've just learned versus the reward of actually doing something about it, because information on its own means squat.

You've got to actually act on it to do something, that's where wisdom comes into it just on a little side bar a side note.

The difference between knowledge and action really is just the wisdom to apply it."

The guts and the courage perhaps sometimes as well. But in this final paragraph you outline these things for them, you make it virtually impossible for them not to click. How do we do that?

We use emotion, we build and create an emotional attachment, either the risk or the reward. You might have heard this beforehand that most people are motivated by fear. Some are motivated by pleasure. Here's the difference, those of us, most of us who are motivated by fear, we're motivated to avoid the pain, because the fear of the pain is what motivates us, so it's avoidance motivation. Nothing wrong with that if it's used appropriately. Not very good in relationship if you need to talk about something, but very, very good; to avoid some kind of pain where we then take action to make sure it doesn't happen.

That's a good thing. A few people are motivated by the acquisition of pleasure. They just see the reward and go for it. We'll use the 80/20 rule as an example. 80% of the people that are being motivated by the fear, 20% are motivated by the pleasure, let's go get that thing. So when you talk about your risk and reward, summarizing your article and the point and the purpose, talk more of the what? The fear side, the consequences, the fear of doing nothing, the consequences of doing nothing. Talk more about that, because that will get more people, than will talking about just the upside benefit. Just as you provide them the solution for them, you then want to create fear again, just at the end. You've established

yourself as an authority, they believe in you they love it, they can just see what you're talking about, they can relate to you and then you give them the situation, they go oh crap he's right, or oh my goodness she's dead set on, she knows exactly what she's talking about. And they get this fear and then that leads to the signature file. Which will talk about in the next audio. And that's the most important part, that signature file which will talk about in the next audio, it's so important that you get that right. You absolutely cannot mess that up. It's one of the foundation principles.

It's probably, it's the last and it's the most important, I know that we said that about (?) , but it's so important. The resource box, the signature file, you've created this pine and they've just got to go and listen to the audio about the signature file coming up next, haven't you?

Because if you don't, everything you've listened to so far has been for nothing. Let me ask you this question right now. Do you feel like you really want to put in another five or ten minutes and listen to this audio on the signature file, I mean it's going to be good stuff. Hell yeah! I want to listen to it myself I haven't even recorded it yet. But I've got my notes here.

Six bullet points that I'm going to give you, and I'm going to open up the window into my world for you, and show you how this whole thing comes together, but I'll tell you if you don't listen to it this whole thing has been complete waste of your time. And when I talk about risk versus the reward sales formula, it's exactly what I'm talking about building up what is yet to come using emotion, just like I've done now with my voice. You and I also do it now with our words, because we are on that top rung of the ladder. Now when it comes to article writing, we are standing well above. Heck we're going to going to get off the ladder on to that next floor. We're not even in the same building as those people who just write those piss ant little articles, not anymore. We don't do that. We write articles that provide quick answers with authority and solutions for people who need them. Okay, that'll do for today, my name is Paul Barrs, from paulbarrs.com. Thank you so much for taking the time to join with me, and I will talk to you in the next audio which is what? About the signature file, the resource box, the most important thing. You don't want to miss that one, it's going to be exceptional. Talk to you then. Bye-bye.

How to Create a Dynamic Article Resource Box (Part 12)

Do you remember the classic line from Star Wars, "Use the Force Luke." It's from the original movie where Luke was battling within himself trying to drop the missiles directly into the guts of the Death Star. Obi-wan comes on in that ghostly voice over – and the day is won.

Whether you believe it or not, there is a magical connection that you build you're your reader when weaving the words of your article... or not.

And it all comes down to the call to action in your resource box whether or not that connection has been made.

Remember: Use the Resource Box Luke...

- It's like the power of "The Force"
- An invisible power that creates desire.
- Like their window to your world.
- It's more than just a link.
- Give them a great reason to go to your site.
- You should also set up a separate page for tracking and special offers

Enjoy.

[Click here to listen to the audio MP3](#)

Transcript

Good morning, good afternoon, good evening, whatever time it is, wherever you are in the world right now, hello and welcome. My name Paul Barrs, from paulbarrs.com. Thank you so much for taking the time to join with me in today's audio. I'm continuing on a series we've been going through over these recent weeks on article writing tips. How to write powerful articles in order to build yourself up as an authority figure. Providing quick answers with authority to our customers by offering them the solutions to their problems. What a fantastic way to actually do business. Imagine that and being able to do that not just for fun and pleasure, but for profit as well. Yep, that's what we've been talking about in this series. So if you're just joining with me I do ask that you go back,

enjoy the rest of this series. Each audio is around sort of that 10 to 12 minute mark so you can take this in quite simply in a very short space of time and take some notes along the way.

Now, in the last audio, I spoke about the very last paragraph and I really built up this one that we're in now which is talking about the resource box. The signature file. If I were to talk about this in its most prominent form, I'm going to ask you to think about something first, which will enable you to create a picture. Think of the movie Star Wars. Now, I have to assume that you've seen it at some point, most of us have, I know, some people haven't. And we think of that time when Luke was struggling and then we heard Obi Wan Kenobi's voice come in "Use the force, Luke". And it made everything Okay. Use the force. Well, this is what it comes down to when it comes to your signature file, the resource box.

Use your resource box. It makes everything Okay.

All the work that we've done thus far; the research, the writing, spreading things out, the authority, building the credibility, establishing yourself as an expert, means squat if they do not click through to your website. Now we've given them every reason to click through to your website so far, haven't we? Absolutely we have; and we have to hope that if your article is being published on someone else's website that they will give you a click-able hyperlink. Just a quick sidebar here, I do have a Google Alerts set up that every time my name is somewhere brand new on somebody else's site or search engine, then Google finds that, they tell me about so I go and have a look. I have no fear in asking some scumbag who has published one of my articles and not given me a link back to my website, but the tool's left my name on it, I have no fear in saying "Thanks for publishing my article. How about you go and put a link back to my site."

Okay, I don't really say it like that, but it just gets my [goat] that people have got the gall to say yeah I'll take your content, throw it on my site, try and make me some money. There not even going to come back and try and help you. They've just taken and stolen your content; that's a little sidebar. So, I'm just going to say don't have any fear in asking people who publish your content if they haven't given you a link back to your website, tell them "Give me a link or take my article down". It's not really much good to you unless people are going to get to your site. As we learned in recent audios, the last one, people are not just going to click

through to your site as a matter of course. They sure as hell aren't going to do it if there's no link for them to click. That's a guaranteed fact.

Therefore, we must use the box, the resource box. Luke, or whomever, and entice people and ask them. It's the power of the resource box that makes everything you've done thus far work. It is an invisible power that creates the final desire. Now in the last paragraph in the previous audio, we spoke about using the risk versus reward formula. Remember that? And I mentioned how, just as a very general, using the AD 20 rule, that on average, 80% of the people in this world are motivated more by fear and the avoidance of pain. They're more motivated to avoid pain than they are to acquire pleasure.

Therefore, in that final paragraph it's always a good idea to talk about some of the pain once you summarize the article and the problem, you talk about the pain of inaction. For example, or whatever pain. What do you think then you offer them in your resource box? Your signature file, which then motivates them to click through. Do you continue to talk about the pain? Hell no. This is pleasure, pleasure, pleasure baby. This is where it all comes down to it. This is the stuff that says, yeah baby, got all the solutions for you in this particular area.

Your resource box is like a link. It's their window into your world. And what are you offering in your business? Are you offering pain? Are you offering more consequences? No. You're offering solutions. More solutions than what you just provided already in your article. So your resource box has to be pleasure, pleasure, pleasure. The final paragraph is about pain, pain, pain. Here we have pleasure, pleasure, pleasure; it's not just a link. Please, don't give them just a link.

If you look at the various article directories, for example, you'll notice that they all have set rules and criteria's. How long, for example your resource box can be. Here's my best tip right up front; use all of it. Use as much as you can. Pleasure, pleasure, pleasure. Benefit, benefit, benefit. Not just a link. Not just Paul Barrs is the author of blah, blah, blah, blah. Who gives a rat's back side what I've been an author of? You don't. But if in that, Paul offers online business solutions to dot..., with weekly free audios for easy download, well these are more solutions. Now, if that person who's read that has begun to see as an authority in that article and then thinks well actually I'm also experiencing problems in that area. Great. I'll go there and get some more solutions. This guy knows what he's talking

about. And you need to be able to do the same thing. Give them a reason to go and visit your website. Not just a link. Don't talk about yourself in the resource box. That's the key. It's not you. Use the force, Luke. Obi Wan, didn't say "Luke, you're good enough to do this". No, "Stop Luke. Use the force, Luke". It's the hidden, invisible power that creates desire through reward. Pleasure, pleasure, pleasure.

Maybe you could even use a portion of a testimonial or something like that. Be creative. **Test and measure. Test out different resource files.** Use the same article for example, on half a dozen different directories, but use a different resource box for each of them and over the space of two to three months or however long it takes, test, track and measure which resource box gives you the greatest click through percentage. Don't you think that would be good to know? And then what do you do? You use that one. And then you can even test and measure it further if you wanted to. How do you do that?

This is also very important. If you just send someone to a main page, there's a chance that you may not know what action they've taken once they get through to your website. Well, hopefully wherever you're publishing your articles, they give you statistics on click through rates and percentages, yes? Okay.

I'll admit, mine are only average. I haven't probably published any new articles for a little while, I've got some more coming out shortly. I just do them in blocks every couple of months. But I only average probably around 10 to 15%. It's not that good. I know guys that get a shit load more than that. Sorry, excuse me ladies. I'm getting excited about this particular topic. I know guys and girls who get a bucket-load more than that but that's because they do what I'm teaching you to do. To test and measure and find out which ones work and which ones don't. Here's the key to success. Could do, should do, do do. Alright, you could do tracking really. It's really quite easy. Even if the article directory that you're publishing on or the blog or the wherever that you're publishing on doesn't offer any kind of click through track statistics, you could have it go to a specific page where you're tracking how many people land on that page. And no one else gets the page except through that link on that article on that website. For example, could do, should do, do, do.

That's the formula for success in tracking and measuring when it comes to our resource box. Could do, should do, yeah you should do this. It sure as

heck is easy so you could do it as well. Don't do it. Okay, that's called silly. That's a formula for failure. I told you, this is the most important audio of this entire series. This is the bee's knees. This is the wax; this is the honey in the flowerpot. This is the every superlative I could possibly think of if I sat down to write a list before I started recording. This is it. Everything that we have done thus far will go to pot if you don't have a good resource box like we're talking about now. Here's the key so sum it up.

The final just sum it up so you haven't missed anything. Don't talk about you. And I'm saying this right now and I'm thinking damn, I better go back and change some of my old article ones because I like to talk about me and I got zero click through rates. Just to give an example, I was looking at my Ezine article stuff from things I published a few years ago and I was just talking about me. My click through rates were less than 1%. Less than 1%. More recent articles where I started doing this correctly are averaging around the 10% to 15%. Still not brilliant, could be better, but a heck of a lot better. That's 10 to 15 times better than what it used to be. So don't talk about you, talk about them. The benefits, the benefits, the benefits. The pleasure, the pleasure, the pleasure. The reward, the reward, the reward. It is a link. It's their window into your world of solutions. Give them a reason to go to your site and they will go there. If you build it they will come but you got to motivate them to do it as well.

Okay, one more to go. Let's sign off for today. This is Paul Barrs, from paulbarrs.com. I'll talk to you again soon. Bye-bye.

Why You Should Always Proofread Your Article (Part 13)

Ouch. That's about all I should say on this.

How many errors have you seen on my web pages? Way too many for my own personal comfort that's for sure.

Why? Because I'm a lazy so and so who likes to just write and run... or not :]

However, true to say that for myself I couldn't type accurately if my life depended on it – why did you think I made the original decision back in 2001 to go to audio, lol. That was why!

I rely too much on Microsoft Word's "spell checker" and "grammar check" – ugh.

But then I'm stuffed if I type the wrong word completely –

This is why we must PROOF READ!

Here are the key points.

- Proof at least 2x
- Do it at least 24hrs + later
- Depending on the value, send it out, get feedback prior to publication,
- Check links, not just for the link but for the fulfilment of the promise as well.

Enjoy today's audio –

[Click here to listen to the audio MP3](#)

Transcript

Hi there, folks. My name is Paul Barrs from paulbarrs.com. Hello and welcome. Welcome back to the final audio in this little series Article Writing Top Tips. And this is going to be a quick one. This just is a

summary to wrap things up of what we do after we've written our articles and our resource boxes. What do we do after that?

I wasn't going to put this one in, particularly because of what number audio it is. Doo doo doo doo doo doo. Some people get a bit freaked out about that one. And now for something completely different. But I'm not particularly too fussed about that. This is important stuff which is why I wanted to make sure that this content was included in this



audio series. It's really important stuff and it cannot be missed. It's something that I've messed up on many, many, many times and now just have to, have to, have to make sure that I do this as well myself. It's all about proofreading. Yah. Getting the thing out there.

We've been talking about what? Quick answers with authority providing solutions to our customers who are then going to come and buy from us. I spoke to you about the magic half dozen giving too some vital points along the way. So there's about half a dozen things. Well this is the final of the magic half dozen. This is one of those must do things when it comes to articles, one of those must know, need to know things. Proofreading.

It is the editing of the article to make it, well, not to make it anything better than what it is, although that can come into it. But to get rid of the mistakes. Now I intentionally with my audios and you will have picked up a few errors in this series. I intentionally do not go back and edit my audios. I used to. There are still some little bits that I'll take out where I've made a massive fubar or a complete [file]. Yeah, okay, it needs to go. Occasionally I lose track and I tend to throw in a few colorful words there. I think I left one in last time and that's alright. Hopefully it won't blow too many people away. But I've chosen to do that for a specific reason simply to say that, yeah, I'm normal. I'm someone who is going to expire one day. I was trying to think of a kind way to say that. Hello. Let's not be prophetic. Touch some wood.

But the thing is a long time ago people used to look at the audios that I was producing which were very professional in their manner. And they went, "Well, Paul, this is good for you but, man, we can't do that." And I thought, "Gee, maybe what I need to do is just make it- show them some of the mistakes." I'm actually going to be publishing shortly a whole bunch of [files] and fubars in my videos, the video blogs on my channel on YouTube because they look really polished when they go to air but trust me they're not polished as I'm doing it. But with my audios I keep them pretty unpolished. I throw in a bit of music and I'll make it sound good. I use my voice. I know I've got the natural talent there to be able to do that.

Here's the thing: **when it comes to articles you don't get the opportunity to use the natural tone and talent of your voice.** You only have but your words and the thing is when someone else reads your article, they're going to read it with their voice and their intonations and their manner of speech and in their style in their head. So often what you've intended to say, they're going to hear in their own mind something different, which is why it's important that if you want to appear as an authority that you take the time to at least proofread your articles twice. Yes, you heard me correctly. Twice before you publish them.

I strongly suggest - here's my best tip on this one - as someone who has hit the [file] blog way too many times when it comes to article writing fubars and if you don't know what that means I'm sorry, I cannot explain it to you on air because it just goes a little bit beyond the PG rating that I keep my audios at. Sorry. But if you don't do this, you're looking for serious failure. If you do do it, you must do it at least 24 hours later. At least 24 hours later which means you write an article today, you finish it, you come back to it and you proofread it tomorrow. You have to. You have to, have to, have to. It's just the way it is.

Now depending on the value of that particular article, if you're just doing a series of articles for example for blog posting or something like that and article submissions, you can do this yourself. If, for some reason, it has a lot more credibility or value attached to it such as it's going to be printed in a major nationally distributed trade magazine then I suggest you send it out and you get some professional proofreading as well.

I have a proofreader for my sales copy and even after I've proofread my stuff three, four, five times I will still send it out because guess what?

Yeah, I muck it up all the time. I cannot see my own mistakes no matter how hard I try. Now this is a guy, this is coming from a guy who did writing at university and I still cannot see my mistakes. And I make a ton of them when I'm typing, especially when I'm typing. And this wonderful program I have - Microsoft - let's cringe a bit. But Microsoft Word, Office Word, the whole Office Suite on here. Sorry, I'm a PC guy. That's the way I've been doing it. I'm going to stick with it because it works for me. And the little green squiggly lines and the little red squiggly lines and I clear all of them out but it doesn't pick up mistakes when I say that we should be going to something but write it going t-w-o instead of t-o or t-o-o. All of these wonderful, beautiful screwed up things about the English language. It just will not pick these things up and I often will not pick them up myself either. Therefore, for the really important stuff I will outsource it and get it professionally proofread. I strongly suggest that you do the same.

And then as a final note to finish off this entire series I'd like to suggest that you - and I should just put in a little sidebar here. If you're new to my training you'll often hear me saying, "I'd like to suggest that you do this." If you've been around for awhile, especially if you're a member of Maximum Success University, you will know that when I say, "I'd like to suggest," it means, "**I really, really would like to suggest that you do this.**" Success or failure can rest on this one key thing. So when I say, "I would like to suggest," I'm not just suggesting that you consider this idea. I'm very strongly suggesting that you do do this idea because it's important. It's a success or failure breakpoint.

So back on topic. To wrap this thing up. I'd like to suggest also that you check your links. Not just that the link clicks back to where it should go. That's the obvious one. But that the page it goes to actually fulfills and delivers on the promise made in your signature file. You don't want people to be searching your entire site trying to find what you've promised them. It must be there, straight away. Just like the headline, just like the first paragraph. It must outline straight away and tell them what you're going to tell them on that page. The sales copy on your website just like your article must then tell them why they're there and the solution and then it must ask them to either buy something from you or subscribe or whatever call to action you have.

Basically the formula for what goes on that page following the click link of your article is exactly everything that I have just spoken about already.

You know, I've just saved you about \$600 or so from an evening or a day workshop on sales copy? I've just made it so damn easy for you that all you have to do for that very same page if they click through to is follow what I've just given you in this audio series. For absolutely nothing. That to me is worth credibility. Would you agree with me on that?

I truly hope you do.

So let me give you a quick call to action now. I truly hope that you've enjoyed this series. Thank you so much for being with me. It has been an absolute pleasure to deliver it to you. But that's not it. You see article marketing, article writing is just one small part of an overall big picture. Now this overall big picture is like a jigsaw puzzle. There are so many different areas to it. Here's the reason why most people fail. And this really does come down to the 80/20 rule.

I was in a major seminar a little while back and I polled everyone that I got talking to. I was one of the presenters there. This was a real slap in the face for me. I polled people and I said the classic question: What's the biggest problem you're having? Blah, blah, blah. 8 out of 10 people said they needed direction and they needed a plan to follow to make the whole damn thing work because they just couldn't put it together. I mean some of them knew about article marketing. Some of them knew about SEO. Some of them were good at product creation. But 8 out of 10 didn't know how to put the whole thing together so that their business just began to run on auto pilot.

I had a terrible time recently where I was off work for a number of years due to illness. Okay, my own fault, I actually drank myself into illness and was - not going to go into it right now. But my income was cut off. Let me ask you this. How well would you go if you had your income cut off for the next two years? Not well, most likely. Here's the thing though. My income actually wasn't cut off. Even though my business wasn't even online my websites weren't even online because they got hacked at one point and I just was too ill to even care. I still had articles all over the internet. I had e-books being published by other people all over the internet. I still picked up residual affiliate commissions all over the internet. And I'm still earning income today from work that I literally did back in 2001, 2002, 2003. I'm still picking up residual affiliate commissions from that stuff back then.

I'd like to show you how to be able to do the same. How to have the entire big picture working in your business. Would you like that? How

much would you pay for that kind of information? Have you been to one of those \$2,000 or \$1,500 seminars? Here's my gift to you. Remember the success for formula, success for failure, could do/should do/do do or do not do. The difference between success and failure. Here's my gift to you. I put together a product a little while back called the Website Success Blueprint and it simply shows you how to put all of these pieces together. It's a \$197 product.

I have just recently, this is only at the time of recording this audio, I hope this offer is still there by the time you get to looking at it. My membership site, you can go to paulbarrs.com, click members or you can go direct to maximumsuccessuniversity.com. I will give you access to the Website Success Blueprint for free, because I am sick and tired of people getting ripped off. I am sick and tired of these so-called gurus out there not telling you the whole story. It really narks me something chronic. So I'm going to give you that whole story, save you a whole packet of time, save you a whole bunch of problems. All you have to do is take action now and stop by the members' area for paulbarrs.com.

So that's my offer to you and my thank you for taking the time to go through this entire series. Thank you so much once again. I look forward to talking to you in the next series and of course in the members' area. God bless. This is Paul Barrs from paulbarrs.com, the internet business marketing and management tips training center. Bye-bye.

Bonus Audio (Part 14)

I'm not going to dwell on today's audio – it was after all, an after thought – it wasn't planned as part of the original series.

But after listening to it, you'll understand *why* I recorded it.

Bonus Audio – Becoming Culturally Sensitive.

Enjoy –

[Click here to listen to the audio MP3](#)

Transcript

Hi there folks, this is Paul Barrs, signing back in for a quick bonus audio. Thanks so much for stopping by here to join me in this series of article writing tips. It occurred to me as I was doing the final editing that I really needed to come back and record this last audio, this bonus, simply because there are a lot of silent traps, things that can destroy us before we've even begun in the eyes and the ears of our readers. Now what is it that you think I might be talking about? Let me ask you this and this will of course only apply to those of us in the Western world that have grown up in the culture of understanding things in this manner.

*When I finished recording, I realized that there were only 13 audios.
Hmm.*

Whether you're superstitious or not, what does that say? Hmm, yeah. It just doesn't feel right, does it? Now why is that? Are we all superstitious? No. But certainly many people are, even subconsciously they are. So in this particular audio, I'm going to very quickly cover, and this is just based on some research I've done online, if you wanna do more you can, but there's certainly not much time required for it, why I've recorded this fourteenth audio, simply because I don't want to alienate a percentage of my listeners, in this case, you won't want to alienate a percentage of your readers with your articles. If you happen to be listing out points for example, number one, two, three, four, you don't wanna finish on a number 13.

We know in this Western world that the 13 it's seen as the unlucky number, and I happen to be on Wikipedia at the moment and there's a whole bunch of different things here. Some actually consider it a good thing, but certainly not in the Western world and there's a whole bunch of different reasons as to why. The 13 may not be the unlucky number. But for that reason alone I decided that I was gonna record this fourteenth audio. Just so when people see I will be releasing this in a pdf book at some point, they open it up and go, oh, there's only 13 chapters. That's such a big thing in society that many hotels, I'm not sure if it continues now, but certainly used to be that they wouldn't number a 13th floor. The number would just to 10, 11, 12, 14, 15, 16, what happened to the 13th floor? We look at the movies coming out of Hollywood and so on. These are some of the things.

Of course, this doesn't just apply to the Western world. there are many lucky numbers also in the Asian cultures as well, the Far East, we used to call it, only because we didn't understand. Two, three, five, six, these are recognized as some of the lucky numbers, seven as well, what a fantastic one, but these aren't lucky numbers, and here we go again, very very strange, it says the number 7 symbolizes togetherness, it's a lucky number for relationships. It's also recognized as the luckiest number in the West.

Yet, if I scroll down in just a few more moments and I have here on 7, 7 is considered spirit or ghostly. The 7th month is called the ghost month. So it can also be lucky and unlucky. I'd like to suggest then, that you don't use anything, with just the seven points, because you may alienate your audience. It will depend on who your audience is. But looking here on Wikipedia I can see that the number 4 is considered an unlucky number in Chinese, Korean, and Japanese cultures, number 5 for various reasons as well and negative connotations, number six because of the way it's pronounced, you could go on forever with this stuff. And this isn't the point of this article, of this audio, that I wanted you to go, "Gee, I really should never be doing that with that particular number or this or that or that or whatever". It is simply this; *you need to be culturally sensitive*, and I don't necessarily mean just in terms of the culture of the country that people come from. I'm talking about culturally sensitive to your industry. Are there things that you just shouldn't talk about?

I worked a lot over the years in the theater, both professionally and now I just do it from time to time in the amateur world, and it's one of those things that you don't mention the name Macbeth if you're in the theater, unless of course you're doing the play in which case all kinds of stuff's going to happen and I know because I've done Macbeth, it was actually the very, very first show I ever did, but it's a superstition that many people will hold to. You don't wish someone luck, instead you tell them to break a leg, go break a leg, buddy. It means good luck in the theater, but it's a culturally sensitive issue.

So whatever your niche is, whatever your marketplace is, you might remember, I mentioned way back early that I only recommend that you write about these things if you actually do know a little bit about it, if you wanna enter into a region of a marketplace that you're not familiar with, certainly you can do the research, get the bullet points and then contract it out, is I believe the best way to do that, so you don't make such silly, silly mistakes, because these things can make a big difference even depending on your marketplace, perhaps the use of colors, phraseology, even images.

It all, looking at website design and building, all I'm suggesting to you, is you become aware of what are the negatives in your industry in your marketplace, in your niche, and then stay away from them. Just looking at all this stuff here, I mean, there must be, if I go back to Google, I've got over 200000 results of stuff to do with unlucky numbers, was just the search. There's just a plethora of stuff. But it's just what came to mind because of that which then made me decide to record this audio. Certainly no need for me to say anything else on it. You've got the point by now. Become culturally aware, and of course that will help build your credibility. But if you go the other way, bang, you're gonna smack it out the door real quick, wouldn't you agree? So I'll sign off here, the point has been made. You have a fantastic day, a great week, an exceptional month. And if you haven't yet, please stop by at paulbarrs.com

Let me know how you're going, **I would love to hear how this audio series has helped you in your business with your article writing.** So stop by, tell me what's happening in your world, share it with me, and who knows, I may get the chance to also share that perhaps as a testimonial, share it with the world to help you grow even further.

Have a great one, this is Paul Barrs from paulbarrs.com signing off. Bye-bye.

BONUS PART TWO – Article Marketing Made Easy

Introduction to Article Marketing

Admittedly, article marketing may sound like something complicated, but on a very basic level, it really isn't. The one and only aim of article marketing is to get visitors to visit your website through the backlink of a submitted article.

Of course, in order to successfully do that, it isn't enough to just submit tons and tons of articles and then hope that people click the backlink. True, if you went by the quantity over quality approach then you'd probably end up getting a couple of visitors here and there, but it would be more time consuming, and less effective, than going about it the smart way.

Really, the only reason that people tend to flop at article marketing is simply because they don't think it through from the get go.

So, in order to avoid going through the same tedious rigmarole, we're going to look at article marketing from the ground up; from the theory right down to the practice. By doing so, you should end this eBook with a firm grasp of what you need to go out there and do, and how you can do it.

Basic Theory of Article Marketing

"What do you think is involved in article marketing?" If you were to pose that question to a group of beginners who are just starting out, 9 out of 10 will probably say that it just involves submitting articles to article directories.

While that isn't *wrong*, it is only part true.

Submitting an article to an article directory would get it on the internet. That part is what's correct. But, it won't mean that the article will actually get viewed, and it also won't mean that people will click the backlink.

Basically, you could end up with 1,000 articles that each get 1 view a day since no one can find the article, and getting a total of maybe only 10 click-throughs. Which is why, the basic 'dummies' theory of article marketing is this:

1. Position your articles where they can be found
2. Write headlines that gain attention
3. Evoke interest in the article body
4. Call to action in the resource box
5. Get more visitors to visit your article

Chances are, unless you've done article marketing before, you probably didn't understand any of that. Let's take a look at them one by one.

Using Keywords to Position Your Articles

In a nutshell, keywords are just words or phrases that people use to search for anything and everything online. Seeing as we're getting the nomenclature out of the way, 'keyword density' is the amount of a certain keyword per 100 words.

Keywords are important – that can't be stressed enough. Considering that search engines are still the primary way in which people look for *anything* on the internet, it means that people who are looking for things in whatever niche you're in, are going to be doing so on search engines.

Thus, when talking about positioning your articles, it essentially means positioning them in the relevant searches, so that they're more likely to be found by the *right* people.

What happens if this isn't done? Well, say you had an article about blogging for money, but it didn't contain any keywords that are being searched for a decent amount of times per month. In this sort of case, there would be no way that anyone would find your article, and so it would go pretty much unread and unattended.

Admittedly, for long articles there inadvertently ends up being a keyword used here or there, but for reliable results, you're going to want at least a 1% keyword density (but not more than 3%).

First though, you're going to have to find the keywords that you intend to use.

Keyword Research

Basic keyword research is really pretty easy, and there isn't too much about it that even a beginner can't come to grips with. To start off with, the keyword research tool of choice is Google Adwords Keyword Tool.

Seeing as Google is the most popular search engine around, getting data from it seems to be a logical place to begin.

When conducting keyword research, there are three considerations in particular that play an important role:

1. **Number of Searches**

Quite literally, this is just the number of searches per month. If a term has a high number of searches, it means lots of people are looking for it, which definitely makes it a better choice.

2. **Competition**

Once you have a keyword that has a decent amount of searches, plug it into Google and search for it. When you get the results, take note of how many there are. For instance, if there are 11,800,000 results, then that means a lot of people are competing for that keyword.

On the other hand, if you end up with something like 1,800 results, then there are very few competing websites.

Needless to say, with less competition, you stand a much better chance of appearing on the first page of the search results, which is really what you should be aiming for. Once you're there, you will no doubt see a dramatic increase in your views.

3. **Profitability**

Not all traffic is as profitable, and sometimes, for certain keywords, the traffic that is obtained just *refuses* to be converted. While there are a lot of factors that can affect this, it isn't too relevant as far as keyword research is concerned.

Instead, it is better to know just one simple test of the 'profitability' of a keyword.

When you perform a search for the keyword to scope out the competition, take notice as to whether or not any adverts appear. If they do, then that means someone out there feels that it is worth spending money on that keyword.

Admittedly, this isn't a 100% accurate test, but it should suffice to give you a general idea.

By looking at these three areas of keyword research, you should end up with a list of keywords which you can use to position your articles well. Remember: The idea is to get profitable keywords that have a decent number of searches per month, and low competition.

Keyword Enriched Articles

With the keywords that you've acquired, you need to enrich your articles with them. Mind you, there is a difference between enriching and *stuffing*, and search engines are smart enough to recognize when someone is trying to fool them.

Insert keywords in such a way that they flow smoothly through the article, and follow the 1% to 3% keyword density rule closely. For each article, it is generally advisable to have one 'short' keyword of about 2 to 3 words, and two 'long' keywords of 4 or more words.

If you do all of this, your articles should be showing up for the keywords that you're targeting, and so, all that remains is to consider the other aspects of article marketing.

Grabbing Attention with Headlines

When someone searches for your article and sees it in the listing, the very first thing that they're going to see is the title of the article, or in other words: The Headline.

For this reason, your headlines are of the utmost importance. Essentially, they're going to 'make or break' your article as far as it getting views is concerned. Unfortunately, once you've submitted an article you don't get to edit or tweak the headline, so you're going to have to get it as right as possible on the very first try.

Certainly, trying to sum up the entire eBooks that are dedicated to the subject of headlines, and how to write them well, in this small space, would be close to impossible. But, at least you can be pointed in the right direction.

Since the whole purpose of the headline is to attract attention, think of what has grabbed your attention in the past. Certain words may tend to perform better than others, but since you can't be sure without testing... it probably isn't the right place to experiment.

Here are some types of headlines, with examples:

Lists, such as, "Top 5 Ways to Groom a Dog for Competitions".

Questions, such as, "Do You Want To Learn How To Groom a Dog?"

Commands, such as, "Start to Learn to Groom a Dog, Now!"

Abstract, such as, "Coming Soon: Fluffed Tails and Trimmed Coats"
(careful, it tough to pull these off)

Remember, all that you need to do is attract attention in your headline. It is up to the rest of your article to build interest, and make clicking the backlink more likely.

Content of the Article

Primarily, there are two parts of content in an article. These are both the article body, and the resource box, and each has their own set of rules. Knowing how to craft an article properly could let you get audiences interested in the article body, and then spur them on to action in the resource box.

Article Body

Seeing as the primary point of article marketing is to steer the reader through the article so that they get to the backlink, there are a number of things that the article body must accomplish.

First and foremost, of course, it must create and maintain interest throughout, so that the reader doesn't stop reading. Apart from that, a good article body can also act as a 'pre-sell' of the backlink. In other words, it could make the reader more open to the suggestions that you might make.

Bearing all that in mind, here are a few points that you should consider:

1. Relevancy

Seeing as your target traffic is mostly coming from search engines, when they type in a keyword, they probably have something specific in mind.

For long keywords, it is simple to know what they want, such as someone searching for 'best place in Europe to fish' is probably looking for just that.

On the other hand, someone typing in 'Europe fishing' could be looking for places to fish, information about the fishing industry in Europe, or... well, anything at all. If your niche is something to do with fishing as a hobby rather than the fishing industry, then of course, you're going to want your article to be about the former.

While it is tough to get your article to be relevant for all the individual keywords that you're targeting, you should definitely try to give your potential audience *exactly* what they want.

2. Creating Interest

Of course, if your article is exactly what someone was searching for, then your problem is solved. However, if it isn't, then it is going to have to *create* the sort of interest that is going to keep a reader reading from start to finish.

Truth is, there are no hard and fast rules about creating interest, but basically, if you give a reader content that is appealing to them, they're probably going to stick around.

In short, the article body should provide something of value, whether in terms of advice, general information, or even 'secrets'. Otherwise, it should at least hint at any other benefits that will be obtained by reading the article.

Taking care of both these aspects as far as the article body is concerned will put you off to a great start. Still, there is one very important rule to the article body...

Important Note: *Never* conclude the article in its body. The article proper is only actually done *after* the resource box, so do not attempt to put in any type of conclusion before that.

Resource Box

As was mentioned just above, the resource box is the conclusion of the article. More importantly, it is also the place where the backlink is contained, and for this reason, some people often describe it as the most important part of the article.

Since the focal point of the resource box is getting people to actually click the backlink, it is essentially a call to action. After the reader has been guided through the bulk of the article, and presold to as much an extent as is possible regarding what your backlink has to offer, he should find a clear course of action in the resource box.

Commonly, a resource box might contain something like: "If you want more information, just visit <http://www.yoursite.com>."

Although that is a call to action, it isn't a very good one. Imagine how much better it would be if it was more like: "If you want to learn more, there is this great eBook that'll make you practically an expert, and it is up for grabs FREE at <http://www.yoursite.com>."

By adding the incentive, the call to action will appeal to the reader all the more. Of course, it doesn't have to be a free eBook, any incentive would work fine. It could just as easily be discounts, special offers, or even just content that is of interest.

At the end of the day, the important part is that the reader be given some reason, any reason, to want to click your backlink. That should be the conclusion to your article; the logical next step of continuing through the backlink.

Following these few pointers should get you both an article body and resource box that is much more effective than the regular variety.

Further Promotion

Once an article is written, submitted, and published, the journey is still not completely over. Assuming that you targeted some keywords as per your research, then it should be showing up somewhere on the search engine listings, but in order to get *more* traffic, you're going to want to be higher up those listings.

To accomplish this, the best way is to do it in much the same fashion as you would for any webpage: Build backlinks.

Of course, you don't want to spend too much time building backlinks to a third party website that is not your own, so it is probably a good idea to start off with the easiest method of all: Social bookmarking.

Just bookmarking your article on a couple of dozen social bookmarks alone could dramatically alter their search engine list position.

As you get higher up, the traffic to your article will no doubt increase, and in tandem with that, so will the amount of visitors that you'll be getting through your backlink. Simple and quick, yet it could be one of the most defining parts of your article marketing campaign.

Another, lesser used technique, to build backlinks is to resubmit your published article to other article directories, with the backlink changed to point to your original article. Even on its own, this could be great, especially if you want to get even higher after you run out of websites on which to social bookmark your article.

With a built-up supply of backlinks linking to your article, you should have no problem appearing even in the top couple of results for a low-competition keyword on Google.

Where to Start Submitting Articles

Choosing the right place to submit your article depends on a number of factors, and there really is no substitute for actual trial and error.

To start off with though, the most popular article directory to date is still, without a doubt, EzineArticles.com. Tests have consistently shown that articles published there have a tendency to outperform those published elsewhere.

Partly, this is due to the high Page Ranking of EzineArticles.com, but it is also due to the internal links that could really help your article out once it reaches the 'most viewed' link bar for a given niche.

So, if you're thinking about starting up, it would probably be best to try out EzineArticles.com first. Should that not work for you, then there are always other simple options that are.

Simple Yet Sublime: Article Marketing

Really, there are few techniques as effective as a well conducted article marketing campaign. Furthermore, there are also few techniques that are as easy to execute, provided you know the logic behind it – which you now do.

Put it to good use, and you'll no doubt find that you get more and more traffic with each passing day.

Final Action Plan For Success

This is what you should be doing every week. If you want to succeed, if you want to be the top article marketer you deserve to be, the kind of person we've been talking about all along...

Follow this action plan every week and you will be well on your way to earning \$100 - \$200 a day within a month.

Step 1 - Find 5 products to promote

You will need to find 5 decent products to promote that fit the criteria we talked about in the above sections. Clickbank.com is a good start to find products to promote. There are new products being added daily.

Make sure they pay you enough for your time. Don't promote a product that pays you peanuts

Another great idea for the bum marketing method, one not many bums are taking advantage of (apart from Travis) is promoting residual income affiliate programs.

In short, affiliate programs that pay you every month, like web hosting. We love residual income affiliate programs. Here is how they work. You promote a product one time. A customer buys the product. Every time they come back to buy another, you make more money. Promote a product once and are paid for as long as that customer stays a customer.

For example: If you promote an autoresponder company such as Aweber and make a sale, you will make that same amount of money every month for as long as that customer stays with that autoresponder service.

Residual income affiliate programs are the wave of the future.

If you want a list of some good affiliate programs that pay this way go to....

<http://www.lifetimecommissions.com>

This is a website directory full of residual income affiliate programs.

Step 2 - Find at least 30 keywords for each product

This is, without a doubt, the **most critical** phase you'll go through in your article marketing journey. So pay close attention to this step. Your success depends greatly on how well you perform this step.

The real goldmine is in your keyword list. So take time to correctly select the right keywords. Once you master this step, you'll be way ahead other bum marketers.

If you wish to invest in a solid keyword research software, we recommend using Keyword Elite. It might seem a little pricey but it can really help you ALOT in your keyword research efforts.

If you want to find more keywords, even better, but start with 30 first to see if the product will be worth it. There is nothing worse then writing 50 to 100 articles to promote a product and then realize the product doesn't covert to sales.

Sometimes, this is going to happen. It is not a big deal if you have not invested a lot of time or effort in your article writing.

This is very frustrating and it is going to happen on occasion, that's life. Some products will convert better then others.

But the very minimum articles we write for a specific product is 30.

If we write 30 articles and we make very little sales, then we know not to keep going.

The great thing about article marketing is it's a perfect way to test if products are winners for free while making money. If a product is a winner, there is nothing stopping you from advertising with Google Adwords and Ezine advertising.

Step 3 - Write the articles for your keywords

Now is the time to write your articles. You know you have a great product; you know it will convert, so there is nothing stopping you from making great money except your willingness to write a LOT of articles - Great articles.

We've given you many tips above to make this easier and more profitable for you.

If you wanted to outsource the article writing you could do that as well. There are places that write articles for as little as \$5 or even lower.

If you go to <http://forums.digitalpoint.com> and sign up to that forum, and go to the services for sale section, you will find many, many people offering article writing services for as little as 2 or 3 dollars a pop.

If you do decide to hire people to write articles for you, here is a tip.

Never pay upfront. Pay after the articles are completed.

Step 4 - Create your landing pages and submit your articles

Ezinearticles.com will no doubt in the future change the rules for what is acceptable as the landing page people click on in your article byline.

In the future Ezinearticles.com will probably not allow you to redirect their readers straight to a signup form for an opt-in email list. They probably won't even let you send readers straight to a sales letter or affiliate page via redirect.

So, you will have to let the reader get directed to a page on your website.

But instead of just having one page site, visitors can click on and either sign up to your free opt-in list or click straight over to the affiliate website. And on the side of the page in the navigation area, you would put links to other articles you've written.

This is likely where you will make your most money, but getting people to opt-in to a list is equally important, because you can always market your product to them later through your own email promotions.

To build a mailing list, you need an autoresponder account. And the only one we recommend is Aweber. It is the most reliable autoresponder service and ensures your emails gets delivered to your subscribers. You can check out their 30 days trial [here](#).

When a reader can see that there is more content to read on the topic, they will read those articles as well and get even more excited about the product you are promoting.

If you do a good job of writing articles, they will believe you have quality content to offer, and they are more likely to trust whatever products you have to recommend to them.

This is pre-selling at its best. Many people really hate giving away their email address straight away just to get more information, so give it to them free repeatedly, and they will eventually WANT to give you their email address.

There is already too much junk mail out there, so more and more people want something tangible immediately. They do not want you to bombard them with crap, so just don't do it. Do as I say and make money the right way.

Once you have created your landing page, submit your articles MANUALLY to Ezinearticles.com and Goarticles.com. Those are the only article directories we use.

Step 5 - Double up on your keywords

By now you should have written 150 articles and submitted them to the relevant article directories. Now it's time to track your results. It's really important to track your results so you know which keywords or articles are working well for you so you can increase your efforts on those.

You can login to your Clickbank account to check your tracking stats based on the different links you've set up in Step 3.

If after a few weeks, you find a certain product is doing really well, double up. Like we explained before, create a second Ezinearticles.com account and write the same articles again under this different person's account.

Also go and look for other keywords you can write articles on. Milk it for all it's worth.

Do all of this for 4 weeks straight and if you are not seeing \$100 or more a day in your Clickbank account, we will be surprised. This system WILL work if you try it. It is not another "tactic", it is THE magic key you have been looking for, a way to be lazy and make money. Who doesn't want to live life like that?

All the best!

Paul Barrs

BONUS PART THREE – The Newbie's Guide to Article Marketing

Article Marketing Explained



One way of promoting your website and product can be achieved for **FREE**. As an additional bonus, this “free” method can boost your sites and sales, doubling and even tripling your income.

Articles. One of the easiest ways to promote your website in order to generate traffic and increase your earnings.

How does this work?

Write articles relating to your website and submit them to “free content” submission sites. Easy to do, takes little time and can increase your website traffic, sales and of course, your income.

How can article writing boost traffic and income?

The article on the free content site contains a link to your own website. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit. Having them on the free content sites is also making these articles available to other webmasters who may wish to publish that article on their site.

If they do, your article will include a link back to your site. And anyone who reads the article on that site can still click on the link to visit your site.

As the list of your published articles grow larger, and more and more of them are appearing on different websites, the total number of links to your site increases also. Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site.

The more incoming links the website has, the more importance search engines attaches to it. This will then increase your website's placement in the search results.

If you site is into promoting a product or service, the links that your articles have achieved will mean more potential customers for you. Even if visitors only browse through, you never know if they might be in need of what you are offering in the future.

There are also those who already have specific things they need on their mind but cannot decide yet between the many choices online. Chances are, they may stumble upon one of your articles, gets interested by the contents you wrote, go to your site and became enticed by your promotions.

See how easy that is?

Search engines do not just index the websites, they also index published articles. They also index any article that is written about your own website's topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written.

And to think, no effort on your part was used to bring them to your site. **Just your published articles and the search engines.**

It is no wonder why many webmasters are suddenly reviving their old writing styles and taking time to write more articles about their site than doing other means of promotion.

Getting their site known is easier if they have articles increasing their links and traffic and making it accessible for visitors searching the Internet. Since many people are now taking their buying needs online, having your site on the search engines through your articles is one way of letting them know about you and your business.

The good thing with articles is that you can write about things that people would want to know about. This can be achieved in the lightest mood but professional manner, with a little not-so-obvious sales pitch added.

If you think about it, only a few minutes of your time is spent on writing one article and submitting to free content site. In the shortest span of time also, those are distributed to more sites than you can think of. Even before you know what is happening, you are getting more visitors than you previously had.

If you think you are wasting your time writing these articles, fast forward to the time when you will see them printed and wide-spread on the Internet. Not to mention the sudden attention and interest that people are giving your website and your products or services.

Try writing some articles and you will be assured of the sudden surge in site traffic, link popularity and interest. Before you know it, you will be doubling and even tripling your earnings.

Nothing like getting benefits for something you got for free!

The 4 Things ALL Articles Must Have

The importance of articles in today's websites and Internet based companies are immeasurable. They dictate a lot in the success and the drive of traffic into one's site. It has become a key element in making a site work and earns a profit. A website operator and owner must have the good sense to include articles in his or her site that will work for them and earn them the many benefits articles can give to their site.

Articles have been known to be the driving force in driving traffic to a website. Articles are a factor in giving site high rankings in search result pages. The higher a site ranks the bigger slice of the traffic flow pie he gets. With a huge number in traffic flow, there are more profits and more potential for other income generating schemes as well.

But, it is not just about stuffing your site with articles; they have certain requirements as well. These requirements must be met to obtain the maximum benefits an article will provide for your site. A well written article will catch the eyes and interest of your customers and keep them coming back for more. They would also be able to recommend your site to others.

Here are some tips to help you and assist you in making your articles. Below you will read about four things all articles must have to make it successful and helpful in making your site a profit earning and traffic overflowing site.

Keywords and Keyword Phrases.

An article must always be centered on the keywords and keyword phrases. As each website visitor goes to a site, there are those who are just merely browsing but actually looking for a specific something. When this happens, a searcher usually goes to a search engine and types in the keywords they are looking for (e.g. Toyota Camry, Meningitis, Tax Lawyer and Etcetera). It could be anything they want.

The Important thing is that you have an article that has the keywords that are related to your site. For example, if you maintain an auto parts site, you must be able to have articles about cars and their parts. There are many tools in the Internet that provides service in helping a webmaster out in determining what keywords and keyword phrases are mostly sought out. You can use this tool to determine what keywords to use and write about.

Keyword Density

Know that you have your keywords and keyword phrases, you must use them fully. An article must have good keyword density for a search engine to “feel” its presence. Articles should at least have ten to fifteen percent of keyword density in their content for search engines to rank a site high in their search results. Getting a high rank is what articles do best for a site.

Keyword density is the number of times a keyword or keyword phrase is used on an article. The number varies depending on the number of words used in an article. An effective article must have a keyword density that is not too high or too low. With a very high density, the essence of the article is lost and may turn off a reader as well as the search engines. It comes off as overeager. A low number may be ignored by the search engines.

Good Article Content

Like what is stated above, you cannot just riddle an article with keywords. They must also be regarded as good reading materials. Articles must be able to entertain people as well as provide good information and help for their needs. Articles should be written well with correct spelling and good grammar. If you want people to trust you, make your work good and well thought out.

People respond well to figures, facts and statistics. Try to get great information and as many facts as you can. A good and well written article will boost your reputation as an expert in your chosen field or topic. As more people believe in you. They will be able to trust you and your products.

Linking Articles

And another important thing to remember: if you are going to submit articles to E-zines and/or contribute your articles to newsletters and other sites, DON'T ever forget to include a link to your site. A little resource box with a brief description of your site and you should always be placed right after your articles that you have submitted. If people like your articles, they will most likely click on the link directing them to your site.

How to Create an Outline For All of Your Article



We've done it through junior high, it expanded longer through high school. Then on college it became chapters. No matter how many times a person have done it, writing articles has proven to be a task many has continuously avoided. Now at a time when writing articles could help your job or work, facing the job at hand can be still faced with unfriendly behavior.

While there are a great number of people who do not have the same attitude in article writing as others, there are still those who would rather walk in piping hot coals than do some article writing. What set other people apart from other towards article writing is that they are prepared and has some methods and procedures in writing articles.

One of the methods you can use to prepare yourself when tasked to write in article is creating an outline first. Creating an outline for all your articles makes you prepared. You have an idea of what to do first and make a plan for your succeeding steps. Being prepared makes the job easier and faster. Being organized will allow for disorientation to be shunned away.

An outline can act as the design or blueprint for your article. This will guide you in creating the introduction, body and conclusion of your article. Here in this point, you can write down some of the ideas and sentences that you feel will look good in your article. This could be some of the focal point that could help make your article creative, interesting and appealing to a reader.

A carefully planned and fully prepared project would guarantee and ensure a problem and worry free procedure that can virtually go without any hassles. Creating an outline for all your articles will get you ready and breeze through writing an article in no time at all. Here I will provide you with some tips and guidelines in how to create an outline for all of your articles.

Do a couple of brainstorming and jot down your brilliant ideas first. Think of some ways to attract the interest of your reader. Designate a time frame where you can

write down all the ideas that you can use for your articles. By this time you should have done all your research and information searching. Review and reread your ideas and notes, gain mastery and sufficient familiarity with your topic so that writing them down later on would be easy for you.

The next step is to discover your sub topic and sub titles. As you would provide a first sentence for your article, one that would immediately grab the attention of your reader, you would need some as well for your sub topics. To be concise, you would need to get all the facts that will support and go against your point.

These are the frames or skeleton of your article, now its time to add the flesh and the meat of your article. You will need to connect all your paragraphs and sub topics. This will form the body of your Article. While the introduction will usher in the ideas of your paragraph, you will need a conclusion. The conclusion will wrap up your points and drive in what you are saying in your article.

The outline for your article would also require you to write a draft first. This may take more than one attempt but remember that it is called a draft for a reason. Your outline shall be perfected as each draft is written and this draft is meant for *your eyes only* so there's no reason to feel ashamed. As you go on, you will clearly see the bigger picture and write an article that will perfectly suit what is demanded of it.

Reread and reread what you have written down. Always refer to your outline so that you wont drift away from what you had first written down. Its not hard to be caught in the moment and get lost in your writing frenzy. Your outline will help you keep in track. All those hours spent in outlining your article will not go to waste. This will serve as your guide in writing articles. Trust and rely on your outline because this will prove to be a very helpful tool in writing all of your articles.

5 Easy Ways To Get Your Creative Juices Going

Writing an article doesn't just mean putting down thoughts into words then typing and writing it. You have to capture the interest of your readers and get them to keep on reading. To send your message across you have to get the attention of the reader and have a firm grasp of their interest and pique their curiosity.

The main ingredient in baking up an article is a large dose of creativity. While creativity may come natural to many people, some just gets into a block or something to that effect that can drive someone crazy. Many writers have literally torn their hair out when they get writers block and just can't seem to get their creative juices flowing.

Putting words into images in the readers mind is an art. A clear and crisp depiction requires a certain flair that only creativity can provide. Similes and metaphors help a lot, but the way an article gets entwined word for word, sentence by sentence then paragraph by paragraph into a whole article develops the essence of the article.

So just what do you have to do when nothing comes to mind? There is no surefire ways to get the perfect ideas but there are easy ways to get your creative juices flowing. No one can guarantee you of having the perfect mindset but many methods may aid you in achieving that state of mind. Here are five easy ways for that.

1) Keep a diary or a journal with you always.

Ideas can be triggered by anything you may hear, see, or smell. Your senses are your radar in finding great ideas. Write all of them into a journal and keep it with you for future reference. You may also write down anything that you have read or heard, someone's ideas could be used to develop your own ideas and this is not stealing. Remember that ideas and creativity can come from anywhere; it's the development of the idea that makes it unique.

2) Relax and take time to sort things out.

A jumbled mind cannot create any space for new ideas. Everyone must have a clear mind if one wishes to have their creativity in full speed. Get rid of all obstacles that can be a hindrance to your creativity. If you are bothered by something, you cannot force your mind to stay focused.

Try to relax every time that you can and think about your experiences and interactions with others. Your experiences are what shape your mindset and your opinions which could be reflected on your writings. Try to discover yourself, find out what triggers your emotions. Discover what inspires you and what ticks you off. You can use these emotions to help you in expressing yourself and your ideas, with this you can grow creatively.

3) Create a working place that can inspire your creativeness.

Your working place can be quite a hindrance if it doesn't make you feel happy or relaxed. Creativity comes from being in a good state of mind and a messed up workplace that causes distraction won't be conducive in firing up your creative flow.

Surround your working place with objects that makes you happy and relaxed. You may put up pictures, or scents, objects that inspire, or anything that can get your creativeness cranking. A clean and well organized workplace also rids of distractions and unwanted hindrances. With a good working place, you can work in peace and never notice the time pass by.

4) Set the mood.

Setting the mood requires you to just go with the moment or to induce your self to feeling what makes your mind works best. Finding out what makes you tick could help you find ways to get your creative juices flowing. Set the pace and tempo for your mood and everything else will follow.

There are many ways to set the mood. Some writers have been known to use alcohol, a little sip of wine to stir up the imagination. Some would like some mood music while others let the lighting of the environment create the mood.

5) Go on a getaway and just do something unlike crazy.

Letting yourself go and have fun produces adrenaline that can make your imagination go wild. Take an adventure or a solemn hike. Whatever it is that is unusual from your daily routine can take the rut out of your schedule. In no time at all, your creativeness will make use of that experience and get your imagination to go on overdrive.

What to Do Before Submitting To Article Directories

To all writers and non-writers out there, now is the time to start digging up those creative writing skills back.

With modern communication technology comes the popularity of information-based marketing, which is one of the oldest and most effective techniques in getting targeted prospects to sites and converting them into buyers. This is why article writing, submissions and publications are also getting popular.

There are already many tools that people can use to make the process of distributing their articles more easily. Though this is invaluable in getting the contents more exposure, which is only half of the story.

Let us take a look first at the common mistakes that some people make before submitting their contents to article directories:

1. Confusing the reason to promote the articles with the reason to write them.

In article writing, there are three key benefits why you are promoting them; branding, lead generation and promotion, which are all part of your optimization efforts.

But there is only one reason why you write an article, and that is to inform your audience. If the article is not focused on this primary and most important purpose, it will fail to achieve the three promotion benefits because no one will be interested in reading them.

You need to figure out first how to get people to read what is in your article, then make them click on your resource box. You can achieve this by producing better contents.

2. Failing to maximize the promotional opportunities of article marketing.

You may know already that your articles can help you generate additional links back to your site. But do you know that you can get more visitors and better search engine results from that same articles?

Mention keywords at strategic places. Just be sure not to overdo them. Some are even using anchor texts which is also an effective method. But it is important to know that majority of the directories are not able to support this.

Remember that is not only about the links back to your site. Part of doing well in your article marketing is getting picked up by publishers with a large number of audiences and gaining the ability of leveraging other brands because of the quality of your work. Better search engine results also are great benefits.

But these things do not put much money in your pocket. There are other factors that can turn your article marketing efforts into an opportunity that can boost your earnings. Not just increase the number of visitors to your site.

Start out with a plan and see to it that your article will serve the function that you intended it to have.

3. Publishing content that does not help your readers.

Maybe in the process of writing articles, you are thinking that all that is you wanted is links back to your site. And any visitors it can generate are fine. Guess what? Not all article banks and directories are going to accept your content automatically. Oftentimes, they have some guidelines and specifications on the articles that they are accepting.

You can double the number of sites you can submit to by writing articles that the directories want to share with other people. All it takes is one publisher with a hundred thousand readers to increase your potential audience overnight.

Write the articles that publishers want in their publications if you want your article marketing to work the most effective way for you. This also means you have to obey the standard guidelines, spell checks, researching on a good topic and even hiring a writer to produce a good content on your behalf.

In the end, it is all really a matter of choice on your part. You can start getting a little exposure from increased links back but on a very basic level. Or enjoy massive exposure from a little extra time making quality contents.

It will be your choice. You may not be aware of the fact that an article submitted on directories is not meant to have the same level of exposure as highly-targeted content ones geared on a narrow group of people.

Learn the difference between these two and it will surely help you know what kinds of articles to write and to submit.

Red Hot Tips To Get Your Articles Read

There are many people who dread having to write papers or articles. Many just feel like it seems to be too much work and it all just goes to waste when no one reads the. To some people, reading articles seems like work to, especially if the article is boring and very bland. Well, articles are supposed to be read, that's their purpose to impart your message and information. If it is not read then it is a waste of time and effort.

But all the same, articles have to be written to be read. It's just a matter of making them good. Making a good article doesn't have to be strenuous and straining. There are just some points needed to be reminded of, and some guides to follow. Once you get the hang of it, writing articles could be fun, as well as profitable for you and your site.

Of course, writing articles must be about something you know about, that's why if you own a site, you probably is knowledgeable about that certain topic and theme. When you write about it, you won't have a hard time because you already know what it is and what it's about. It's just a matter of making your articles creative and interesting.

To make sure that your articles get read and enjoyed, here are six **red-hot** tips to get your articles read. These tips will make your articles readable and interesting.

1) Use short paragraphs.

When the paragraph are very long, the words get jumbled in the mind of the reader just looking at it. It can get quite confusing and too much of a hard work to read. The reader will just quickly disregard the paragraph and move on to much easier reading articles that are good to look at as well as read. Paragraphs can be a single sentence, sometimes even a single word!

2) Make use of numbers or bullets.

As each point is stressed out, numbers and bullets can quickly make the point easy to remember and digest. As each point, tip, guide or method is started with a bullet or point, readers will know that this is where the tips start and getting stressed. Format you bullets and numbers with indentations so that your article won't look like a single block of square paragraphs. Add a little bit of flair and pizzazz to your articles shape.

3) Use Sub-headings to sub-divide your paragraphs in the page.

Doing this will *break* each point into sections but still would be incorporated into one whole article. It would also be easy for the reader to move on from one point to another; the transition would be smooth and easy. You will never

lose your readers attention as well as the point and direction to where the article is pointing.

4) Provide a good attention-grabbing title or header.

If your title can entice a person's curiosity you're already halfway in getting a person to read your article. Use statements and questions that utilize keywords that people are looking for. Provide titles or headers that describe your articles content but should also be short and concise.

Use titles like, "*Tips on making her want you more*", or "*How to make her swoon and blush*". You could also use titles that can command people, for example, "*Make her yours in six easy Ways*". These types of titles reach out to a persons' emotions and makes them interested.

5) Keep them interested from the start to the finish.

From your opening paragraph, use real life situations that can be adopted by the reader. Use good descriptions and metaphors to drive in your point, just don't over do it. Driving your examples with graphic metaphors and similes would make it easy for them to imagine what you are talking about. Making the experience pleasurable and enjoyable for them.

6) Utilize figures when necessary and not just ordinary and insipid statements.

Using specific facts and figures can heighten your article because it makes it authoritative. But do not make it too formal, it should be light and easy in them and flow. Like a friendly teacher having a little chat with an eager student.

Writing a Resource Box that Makes People Click

The Internet is the information highway, this phrase has been used so many times it should be nominated for the Internet Cliché Award. People that go to the Internet are subdivided into groups, but generally, they are out to search information. Whether for gaming, business, fun or anything else the Internet has provided us with information that has proved to be very beneficial.

Through the recent years many people have learned the secrets of Search Engine Optimization. More and more sites have seen the effects articles have done for the traffic of their sites. Some have even created sites devoted entirely to providing articles that could be read by their website visitors and have links that could lead to many sites that are related to the topics and subjects of the articles.

For example, the sites may feature many articles about a whole lot of topics. As a website visitor reads the articles they have searched for, they can find at the end of

the article a resource box that can be clicked on to link them to the site that has submitted the article. Of course the article would be in relation to the site. Lets say if the article is about rotating the tires, the resource box may lead to a link to a site that sells tires or car parts.

A resource box is what you usually find at the end of an article. They will contain the name of the author, a brief description of the author, a brief description of the sponsoring site and a link. If a reader likes what they read, they would have the tendency to find out where the article came from to read more. The resource box will be their link to the source of the article and this will entice them to go to the site and do some more reading or research for the subject or topic they are interested in.

But like the article itself, the resource box must also be **eye-catching** to demand the attention and interest of the reader. While the resource box encompasses only a small space, providing the right keywords and content for your resource box will provide more prodding for the reader to go to your site.

Now we know what resource boxes are, what are the benefits of having a good resource box?

Mainly its driving traffic to your site.

Many sites would allow articles to be placed in their sites because they can make use of the articles to fill their pages. They also get affiliation with other sites that can be beneficial for them as well. For the sponsoring site, when you get people to click on your resource box, you generate traffic that can be counted upon as potential customers.

So what would be a good content for your resource box? Basically it is keywords, learning about the proper keywords that people are mainly searching for. There are many tools you can find in the Internet that can help you in determining what keywords to use.

Resource boxes can also make use of all the creativity it can get. You only get a small space for your resource box so you better make the most of it. Try to catch the attention of your reader with resource box content that can make them give a second look. Unlike TV ads, you don't have visual aids to drive your point in. But you do have the power of imagination of a reader. With the right content, you can make them think and intrigued.

Another tip is to use keywords that should be related to your site. Do not mislead your potential website visitors. Build your credibility so that more people would get enticed to visit your site and browse what you have to offer. Make the people click your resource box by providing resource box content that makes a lasting impression. You only get one chance to wow them and hundreds of chances to repulse them.

Never underestimate the power of the resource box. It may be small in size but they will provide a significant aid in driving traffic to your site. A boring resource box will never get a job done. Be fun and creative but at the same time show that you

have a great deal to offer, too much to ask for something that couldn't fit a paragraph? Yes and no, there are many tips and guides that can help you in doing this, the first step is realizing how important a resource box could be in making people click your link and be directed to your site.

If You Hate Writing Articles...

Owning, running and maintaining an Internet based business or a site needs articles. Plain and simple, every one who has a site knows this. Even those who don't have sites but are frequent Internet users knows this as well. Articles quench the thirst for information and knowledge of the people. Plus, the articles provide many other benefits for the site.

The benefits that articles provide are putting a site high in the ranking in search results of keywords and keyword phrases that pertains or are relevant to his or her site. They also provide attraction to website visitors when they are appreciated and is linked to your site from another site or newsletter. Articles provide for the increase of the confidence and trust levels of customers to your site and company.

Many articles are also beneficial to both company and its traffic. When the readers like the articles, they would tell more of their friends, family and peers and recommend your site to them, providing for a larger volume of traffic. You get bigger sales if your traffic trusts and believes in you. Your product or services would be much easier to sell when they know you know what you are doing and talking about.

So ok, we have established that articles are very important to a site and to business. Articles are crucial and to keep ahead in the game, a site must have an article, it is imperative. There is one dilemma though, not many people like writing articles.

Many website owners would rather spend their time on something else, and unless you're a big time company, you don't have the necessary resources to use on a pool of article writers. Plagiarism or copying of other articles is frowned upon and could easily get you into trouble, worst case scenario; a hefty fine and jail time.

So what are the other options?

Well, for starters if you hate writing articles and you can't afford to hire people to write for you then don't. **Get free articles.** The first place to look at for free articles is the public domain. Here you won't have problems with copyright infringement and the following penalties and fines if you get caught for plagiarism.

Public domain articles are articles freely given to the public for public use. You can do whatever you want with it. You can place it on your site, name it as yours, put it in a newsletter its you decision. Always remember though that you will have to choose articles that is very relevant to your site.

The downside to public domain articles is that since it is free for everybody, many of your competitors may have access to them as well. Since every site needs to be original and unique even though you have the same niche, this could be a predicament. You may also have to edit them a bit to place more keywords and keyword phrases to make them better.

Another way to get free articles is to **allow other sites which has the same subject or topic as yours to submit articles to your site.**

This would be only to augment your existing content or else all your articles would be leading to other sites since these articles would have resource boxes with them that could link or direct the readers to their site. That's why it is important to have your own articles; you could use them to link your site to other sites as well.

Tip: to truly feel the impact of what a good article to you, go for original ones. There are many article writers who do part time and freelance article writing jobs that charges only minimal fees. You can get good articles that have all the keywords and keyword phrases you need and people are looking for.

The investment you made for these articles would be worthwhile because you could use them for all the benefits you could offer. You hold copyrights to them and you will be able to use them anyway you want.

As your articles help you in building your business and your site, you will have more articles to write and maybe then you won't be having second thoughts about articles.

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