

ARTICLE POWER

**Create Dynamite Articles
and Watch Your Sales Explode**

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ARTICLE POWER: CREATE DYNAMITE ARTICLES AND WATCH YOUR SALES EXPLODE

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copywriting and marketing for print media and the web



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INTRODUCTION

Dear Reader,

Thanks for purchasing this Special Edition Web Article Crash Course from Wordfeeder.com.

My name is Dina Giolitto, and I can't tell you how excited I am that you've chosen the Article Marketing route for your web-based business!

A year ago, I didn't know what article marketing was, much less how I could use it to promote my copywriting skills on the World Wide Web.

Now, I have more than enough knowledge to fill a book... so I wrote one. :)

I hope this manual answers every question you ever had about how to use articles to increase your visibility on the internet and significantly impact your sales for the long term. It's my sincere wish that this becomes the article marketing handbook that takes your web-based business soaring to new heights!

This book is dedicated to my friend Lori Ann Wardi, who inspired me to write my first web article last December... and to Chris Knight of Ezinearticles.com, a beacon of clarity in the article marketing world who has taught me just about everything I know.

But enough formalities... let's get with the article marketing program!

Warmly,



Dina Giolitto
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wordfeeder.com

copywriting and marketing for print media and the web





Questions for Web Entrepreneurs:

Do you feel frustrated at not knowing which "web marketing tricks" are truly a goldmine for your business, and which ones are a waste of time?

Does the thought of spending hours researching keywords and loading up your website with trite, overused terms for "better SE rank" leave you cold?

Does a 50-word web ad seem like inadequate space in which to tell your customers just how fantastic your products and services really are?

Questions for Writers:

Do you want to be known as a leader in your field, but can't deal with all the back scratching and schmoozing that it takes to get there?

Do you see other writers' work on the internet and in magazines, and think, "Hey, I could easily do that!" but don't know where to start?

Does the thought of having to create hundreds of cover letters, all with the potential for rejection, stop you from using your gift for writing as a way to increase your income?



Whether you're a writer, web entrepreneur, or both...

If you answered yes to even just one of these questions, you'll be interested to discover how Article Marketing can be the key to long-term success and prosperity for your web-based business.

How it Works on the Web

In your quest for knowledge on the internet, you may have come across a handful of names that you keep seeing over and over. These people have been titled "internet gurus", marketing experts, and other such glorified terms. Millions of eager businesspeople fork over their hard-earned cash to find out the secrets of their success, and millions more accept their marketing advice as law.

Who are these people, and why do they qualify for "expert status?"

If you're as observant and astute as I think you are, it may have occurred to you that a lot of these internet gurus know each other. You see them buddying up and selling marketing manuals together. You see them advocating each other's seminars and touting each other's products. You see them cheering for each other in testimonials. So what is this, some kind of rich kids' clique that nobody invited you to join? Some Secret Internet Society, and nobody told you the code word?

No, and no.

What you're seeing in those creative circles is not the elitist conspiracy that you think it is, but rather, an easy and natural merging of like minds who have found that they have a more profound impact together than they did alone. How did these internet whiz kids come together? They "found each other" on the World Wide Web!

Imagine this. Joe Computer Geek is floating along trying to build a name for himself. He has a family to support, so he can't afford to be hindered on his path. In his travels, he becomes acquainted with Mary Tech Writer, Jackie Sales Expert and Gary Marketing Maven. Like Joe Geek, each of these people excels in one area and each is personally invested in his or her own success. Together, they think up a brilliant marketing plan, make millions, share the wealth, and then remain a solid support system for the remainder of their online moneymaking endeavors. Maybe they even enjoy an early retirement and buy an island together with pooled money made from their stock investments!



(Think that's not possible? I KNOW people who own resort islands.)

Okay, so maybe the picture I painted is a little too perfect to seem real. But it doesn't mean that it hasn't already happened to a small percentage of people... and it doesn't mean it can't happen for you. The potential for greatness is always there! You just have to tap its power.

How does this relate to article marketing? Article marketing is the perfect way that a new marketer can "sound off" to the public, put the word out, and attract new contacts and clients that can aid him in his quest for prosperity.

YOU can become one of those internet gurus who you see and read about on the internet every day!

Whether you're seeking fame and fortune, steady cash flow, or even just a little residual income on the side, article marketing can carry you along the path to prosperity in a way that suits your personality and business style. It's by far the best way for new internet marketers like you to build a reputation on the web, attract other businesspeople who share your philosophy and goals, form relationships, manage projects, sell your products and gain a loyal following.

The marketing gurus I mentioned earlier... you know their names. To what do you owe this familiarity? Article marketing, of course!

Do a Google search right now, and type in the name of your favorite guru, whether it's Paul Hartunian, Alexandria Brown, or any other well-known. What pops up will no doubt be a long list of search engine hits that take you to one of many carefully written articles that these famed authors wrote themselves.

Once-upon-a-first-article, these people were no more known on the internet than the guy who delivers your mail. (Or wait - maybe I speak too soon? For all we know, your mailman could be a closet internet expert who writes articles about life as a postal worker that get lapped up daily by a mass audience of devoted fans!)

ARTICLE MARKETING EXPLAINED

What's Article Marketing?

Simply defined, Article Marketing is the use of syndicated article content to promote your business on the World Wide Web. You can write this article content yourself, or you can pay someone else to write it for you. Why would you do such a thing? Because it's a chance for mass quantities of FREE advertising for your business.

The Process

Here in seven easy steps, is the article creation process that works to enhance your reputation and slowly build you a steadfast following of paying customers.

1. You write (or pay someone else to write) an article that might interest someone who has a need for your product or services.
2. You add an author bio that briefly describes what you do and how you may be able to help your reader. In this bio, you include a link to your business website's URL.
3. You submit the article to at least one (but hopefully more) article distribution websites.
4. A publisher who is looking for fresh web content visits one of those sites and picks up your article.
5. Your article gets passed along and displayed in websites that contain relevant subjectmatter.
6. Readers surf by, pause upon your article and read with interest... see your URL at the bottom of the article, click it, go to your website, learn more about you, and become a fan.
7. Fans become customers. Customers refer other customers. More articles bring more fans, and in turn, more customers. The momentum grows and grows and grows!

Back Link Backdraft

Having your articles published and distributed on the World Wide Web is an ideal way to position yourself as an expert in your field without becoming over-zealous and a turn-off as you pursue your audience. In fact; you're not pursuing at all, but rather using articles as a passive way to attract attention to you and your business. You're not pushing people to pay attention to you by calling them and emailing them incessantly.

All you're doing is putting interesting and valuable information out on the web for people to notice and learn from. It's the perfect opportunity to become acquainted with your target audience without them even realizing what happened! That's a great enough reason in itself to want to write articles.

But an even better reason is because of the back links you get at the end of each article you write and distribute!

What do I mean by back links?

Remember that author bio I mentioned earlier?

The author bio that appears at the end of every web article is the most important element of that article, yet it's the one that's most frequently ignored!

Here's a hypothetical. Suppose some large and wildly popular website approaches you and offers you a free opportunity for exposure on their website. They give you two choices. One, you get to write an article and put your name at the bottom. Two, you get a couple of brief lines where you can say who you are, what you do, how you can help your audience, and a link that will transport interested parties directly to your website.

So which one do you take? Do you choose the article, which may in fact may engage your reader, but once they read it there's no "next-step" for them to follow? Or do you take the link, which may not be all that exciting, but if it's clicked, it will express-shuttle them to your desired destination: your website.

Ideally, you'd take the link... right? Anyone with sense in their head can see that the direct route is the smartest route. Therefore, that author bio is crucial to the success of your article marketing endeavor. If it wasn't there, I'd say to you, "Hey, fool. Why are you wasting time writing articles for free when you're not getting a damn thing out of it?"



Best of Both Worlds.

Guess what? You ARE getting something out of article marketing. You're getting it not only with the exposure that comes with every article submission, but also in the form of the author resource box with the link. That's your gift; a free linking opportunity; and though it doesn't seem like such a big deal now, link building is a huge long-term profit-builder.

Think of that author resource box and free URL as a savings bond in article form, because every time that article of yours gets passed along, the link goes with it, taking click after click from interested prospects, and that means ever-increasing exposure for your business. The author bio box with its URL link is your ticket to prosperity!

(to be continued...)

**Grow your web based business with articles.
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