



The Killer Marketing Arsenal Series: How to Write Articles for Profit

By Jinger Jarrett

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Dedication

This ebook is dedicated to my granddaughter, Ava Marie Timon Ratliff. You were only with us for a short time my little darling, but during the time you were here, you changed my life for the better and showed me what is really important in life. I will think about you every day because you will always be my inspiration, and I look forward to the day when you and I can be together again, and I can spoil you rotten!

How to Write Articles for Profit

Introduction

First, let me introduce myself. My name is Jinger Jarrett, and I'm actually a writer

first, and then an internet marketer. I've been in the business for over four years now.

My articles have been published in over 40 countries throughout the world, as well as having been read by over 1,000,000 people.

I've also been published in print. In fact, I got my start in military journalism, as well as working as a newspaper reporter for a short time.

Being a freelance writer has long been my dream, a dream I am now living.

As well as writing, I am also the Ecommerce Director for My1stBusiness.com, where I teach internet marketing, an expert panel member for Net Profit Secrets, and a copywriter for CopywritePlus.com. I'm also a Certified Web CEO Search Engine Optimization Professional.

My other sites include:

- SmallBusinessHowTo.com - Small business start up, as well as internet marketing, copywriting, and website building tools and products.
- Killer Marketing Arsenal - Internet marketing software, tools, and ebooks to teach you how to market your business.
- JingerJarrett.com - Internet marketing, copywriting, and small business consulting and services.
- Marketing for Writers - Teaches writers how to market online by building a following of readers.
- Ask Jinger - Blog site where you can get the best free internet marketing, writing, small business, and copywriting ebooks, newsletters, software, reports, and information to help you with your small business and your writing.

Primarily, I focus on using search engines, content management strategies, and public relations (PR) to promote my business, as I have found these to be the most effective methods for promoting my business online. Although I do joint ventures from time to time, this is a secondary method of promotion for me, and usually, joint venture partners find me.

Getting Started

The purpose of this report is to do one thing and one thing only: to teach you how to use one of the most effective methods for marketing your business online, and it's so easy, anyone can do it. The biggest thing you really need is the confidence to throw your work out there in front of everyone.

No matter what you do in life, someone will be there to criticize you. It's a fact of life. The best advice I can give you here is to consider the source. Most who will criticize you don't have the courage you have to make happen what you are trying to do.

Deep down, they envy you.

The funniest thing about my critics is that they are reading me, not the other way around. They may not like me, but they respect what I do.

Develop a thick skin and follow your vision.

I also recommend that you read *As a Man Thinketh* by James Allen. This short ebook will do more towards helping you reach your goals than most of the other self help work I've read. It's short, to the point, and best of all, it's free.

Now, let's talk about writing articles.

Why write articles?

As I said before, no other method of marketing, not even joint ventures, will do for you what article writing will do.

First, articles are a way to brand yourself as an expert.

You are probably wondering why this is so important.

It's actually very simple really.

When you brand yourself as an expert, potential clients will come to you. This will save you a ton of money, as well as time, on your marketing efforts. Not only that, others will recommend you.

This is the big secret that the "gurus" don't tell you: they've all branded themselves. The more well known you are, the more likely you are to get others to buy from you because they trust you.

One book I would recommend you read is *How to Become a Recognized Authority in 60 Days or Less*. This has to be the most effective, and least expensive, marketing plan on the planet, and it's very effective because the author, Robert Bly, makes over \$500,000 a year as a freelance copywriter and consultant. You don't have to own a service business to benefit from his advice. His advice will work no matter what type of business you own.

Whether you want to become a highly paid writer, or a highly paid expert in any field, this is the book you should read. Definitely not a "guru" solution they want you to know about because it's very inexpensive, but it's top notch information.

You can get more information [here](#).

Next, articles create a viral marketing strategy for your business.

Viral marketing is like word of mouth marketing. It spreads. One person reads your article and shares it with someone else, that person shares it with two more and on and on.

Plus, the more places you post your articles, the more opportunities others have to share your article. Webmasters will want to include your articles on their websites

and in their newsletters allowing your articles to be seen in more places. This will increase your exposure and by increasing your exposure, others are more likely to trust you on the internet. The more credibility you have, the more likely you are to make the sale.

Your articles will take on lives of their own. Write good articles that others want to read, and you'll get business from articles that you've written years ago.

Writing articles for promotion will also make you more money than publishing them in magazines.

Now I'm not saying don't write for magazines. There are plenty of trade publications out there that you can write an article for. Most won't pay you for the article, but it will generate a lot more business for you than if you had been paid for the article.

You can use a combination of these strategies, especially if you are a writer. Write articles you can get paid for, but also write articles to promote yourself. You'll make more money.

Articles are search engine food.

This is the only strategy I know of, besides writing keyword rich reviews and sales materials, that never changes. Write a good article, and it will be spidered by the search engines. The more articles you write, the more search engine friendly material you have to help others find you.

Also, this is an effective way to help you build your linking strategy.

How to Write Articles That Get Read

There is a very simple article formula that anyone can follow to create good articles. This formula will work regardless of what topic you plan to write your article on.

1. Decide what type of article you want to write.

The easiest, and most effective types of articles to write are lists and how-tos.

With a list article, you simply write a list of things. For example: Five ways to make more money online.

With the how-to article, you write down the steps for doing something. For example: How to plant roses for bigger blooms.

These are only examples, but they can give you an idea.

2. Start with a compelling title.

The headline is actually the most important part of your article if you want to get read. A compelling title for your article will determine whether the reader decides to read your article or not.

The easiest way to help you create good titles for your articles is to visit some article directories and do a search on your topic. Choose several titles for your swipe file,

and use these titles to help you create your own titles.

You can also use [Headline Search](#). You can use this software to search the internet for titles and headlines for your swipe file.

This software is free. You can download it [here](#).

3. Create an outline.

Once you've found the title of your article, then you want to write the bullet points. Try to keep your bullet points between four and seven. The more bullet points you have, the longer the article will be.

Most publishers prefer an article that's around 500 - 800 words. Anything longer, and you might want to consider turning it into a report.

To help you get started, we'll write a sample article here.

My title will be: Top 5 Internet Marketing Methods

My bullet points will be:

- a. Joint ventures.
- b. Search Engines.
- c. Articles.
- d. Free ebooks.
- f. List building.

Now, these are methods that all work for me, but I could have chosen any five as long as they are effective. Remember, you are trying to offer your readers value here, as well as build credibility, so you want to offer your readers good information.

You want to be as specific as possible about your bullet points. It's very easy to get off track. In this case, we're writing a list article, so in the next step, I'll explain each method in two to three sentences.

4. Write several sentences explaining each point.

Once you have your title and bullet points, it's time to explain each point.

Notice that we haven't written a beginning or conclusion to the article because this comes later. Beginnings and conclusions are basically summaries of your writing piece, and you can do a better job of communicating your major point by writing these last. You can write it any way you want. I have found though, that writing my beginnings and conclusions last helps me to write better articles.

Now, with each bullet point, you want to write an explanation.

So, under each of my first bullet point, I wrote the following:

- a. Joint ventures.

Joint ventures are a short/long term marketing strategy where you find other publishers to market your products and services for a share of the profits. This allows you to build relationships with these partners, as well as giving you an opportunity to access that publisher's customers.

This can be a very effective marketing strategy because it gives you a large market for your products and services immediately.

This is just an example. Once I've completed the first bullet point, I would move onto each of the other bullet points to explain each one.

5. Write a beginning and a conclusion.

Although your beginning and conclusion are similar, they are not exactly the same.

With your beginning, you want to let the reader know what your article is about. You want to write several sentences summarizing your article. Keep in mind that if the publisher only displays the first few sentences of your article, that it will probably be your beginning. Use your beginning to briefly, and clearly, explain your article.

Some sites you submit to will only include a summary of your article, not the entire article. Because of this, you want to make sure you write a good summary of your article at the beginning.

Your conclusion should tie up what your article in much the same way. I also try to include some type of additional tip here that readers may find helpful.

Example beginning:

Although there are many ways to market your business on the internet, there are five marketing methods that will bring you the most results once you learn how to use them. Best of all, they're free to do.

Forget about FFA pages, free classifieds, and submitting to hundreds of directories. These methods of marketing are classic, and you can always use them to make more money from your business.

Example conclusion:

If you include these five marketing techniques in your marketing plan, and you apply them consistently, you'll see a dramatic increase in both your traffic and sales.

Not only will these marketing techniques save you a lot of money because they are all free to do, but they are highly effective, no matter what type of business you own.

Again, these are only examples of how you can create a beginning and conclusion to your article.

6. Write your resource box.

The resource box is basically your advertisement in your article. You want to offer something to pull the reader to your site. This can be an ezine subscription, a free ebook, software, or some other incentive to get the reader to visit your site. Once you have the reader on your site, capture the name and email address so that you can contact this person again.

The point is to give your reader a reason to want to visit your site.

Here is an example resource I use for my articles:

Jinger Jarrett is a freelance writer and internet marketer living in Alpharetta, Georgia. You can find out how to create your own traffic virus to your site, as well as get all her best free newsletters, reports, ebooks, software, and tools when you visit her blog at <http://www.askjinger.com>

Make sure that you format your resource box to the proper length. It should be no more than 65 characters wide, and no more than five to six lines deep. Some publishers prefer a resource box that is shorter than this, so make sure that you read the guidelines for the site that you are submitting to.

7. More Article Writing Tips

a. Include some type of resources for your readers.

Many of the articles I write are simply resources I believe would help my readers. This type of article is very effective because it builds trust between you and the reader. By offering something free up front, you are providing more value for your reader, and this will create more credibility with your reader. Just make sure that the resources you offer are useful and valuable.

b. Check your links.

If you include any type of links in your article, make sure that you check to make sure that they work. If possible, copy and paste the links into your article rather than typing them in. This way, you already know that the links work correctly.

c. Check your spelling, grammar, and punctuation.

The easiest way to check the flow of your article is to read it out loud. This will help you smooth out the rough spots, and you can actually find about 70 percent of your punctuation mistakes.

If you don't spell very well, have someone read your article who does. You can bet your last buck that someone out there who fancies himself/herself to be the arbiter of netiquette will write you a nasty email to tell you used the wrong word, or spelled it wrong.

Pay attention to these kinds of emails, but take the advice with a grain of salt. There are a lot of lonely people out there on the internet that are simply looking for someone to talk to. Remember that you are in business though, and although you want to make sure that you answer any questions that are directed your way, don't let your ego get bruised here and say something you might regret later.

It's better to simply not answer abusive emails like this and move on.

d. Format your article.

You can use this tool to give you a word count, as well as format your article to the right width: <http://www.fwointl.com/FWOFormatter.html>. Keep in mind that most publishers are looking for articles that are around 500 to 800 words, but if your article is really good, it will get published anyway.

e. Don't use shotgun marketing.

(This tip applies to promotion, but it's important that you remember this.)

This is where you submit your article to every place that accepts articles whether or not they accept the type of article you write.

The problem with this type of marketing approach is that all you do is basically irritate the editor. Your articles will get rejected. Even if you finally submit the kind of article the editor is looking for, he/she will reject your article because you've wasted so much of the publisher's time in the past.

Read the guidelines for the site you are submitting to and follow them to the letter. This will give you a greater chance of success.

My articles have been very successful for the simple fact that I do two things: I submit them to publishers who are looking for my types of articles, and I write articles people are interested in reading.

f. Make sure that your article is an article and not a sales pitch.

If you are blatantly promoting a product or service, it will show. The purpose of an article is to give readers a taste of what you have to sell. Don't try to sell readers on any particular product or service in your article. Save it for your website.

Where to Promote Your Articles

For your article to help you with your promotions, it needs to get read. There are thousands of places throughout the internet where you can promote your articles, and there are plenty of sites looking for well written articles on just about any topic you can imagine.

Here's how to quickly get started promoting your articles:

a. List Sites - With list sites you can use some type of email software to post your articles. Just make sure that you read the site guidelines. This is vitally important. If you don't submit the article in the right format, or on the right topic, your article could be rejected, and you could be banned. Also make sure that you include the title of your article in the subject of your email. It is more likely to be read if the publisher knows immediately what the article is about.

Top List Sites - Search for the terms "articles" "article lists"

[Yahoo Groups](#)

[MSN Groups](#)

[Topica](#)

b. Submission Software/Online Submission Tools - I used to use Ezine Announcer. Now it has been replaced by the higher priced product Article Announcer. However, I use something better and far less expensive.

It's called [Article Marketer](#). This online submission tool allows you to submit your article to thousands of publishers, including the top article directories like Go Articles. You only have to submit your article one time. It's reviewed by an editor to make sure that it's really an article and then sent on to thousands of publishers.

I've tried just about every online article submission tool, as well as software, and none is better than this one. All you need to do is submit your article one time. During your first submission you'll sign up for your free account at the same time, and you can upgrade at any time for unlimited article submission for less than the cost of submitting to other services.

Once you've submitted your article to your list of sites, repeat the process. Keep putting your name out there. The more you put your name out there, the more you brand yourself as an expert.

I've tried many methods for promoting my business. None has worked as well as writing articles. I highly recommend you try this method for marketing your business. You'll see results, and you'll see it for years to come.

More Free Resources to Help You

[Article Magic](#) - This ebook contains some of the best articles ever written on writing articles. You'll find plenty of tips to help you write better articles, as well as a collection of some of the best online tools for helping you write and format your articles. Edited by Priya Shah. EXE.

[How to Use Articles to Drive a Boatload of Traffic to Your Site for Years to Come](#) by Jason Blackston - If you're serious about promoting your writing, writing articles is one of the best techniques for helping you drive thousands of visitors to your website and building a following of readers. This ebook will teach you how to do it in just a couple of hours a week. PDF.

[Lifetime Traffic](#) - This ebook contains some really top notch information on writing articles, as well as a nice collection of places to submit your articles. Written by Ewan Chia. PDF.

[Web CEO](#) - This is actually search engine optimization and submission software, but it's the best I've found, and it's free. This will help you learn how to write search engine optimized copy by learning how to optimize your website using classic search engine marketing techniques. There's a \$97 search engine certification course included, also free. Windows.

For even more free resources to help you promote your business, visit my [Blog](#), or visit my main site at [SmallBusinessHowto.com](#).