

INTERNET MARKETING TO GO

**Ca\$hing
in on
Article
Writing**

By Jinger Jarrett

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Introduction

Although I have tried many methods for marketing my business on the internet, I haven't found a more successful marketing technique than writing articles. No other marketing method can combine several marketing techniques into one the way writing articles can.

Before I tell you why, let me explain something.

Everyone is different, and although the way I teach article writing will work for anyone who is willing to learn, not every marketing technique is the right technique for every marketer.

The reason why is your own personal belief. You must first believe that the marketing technique you are using will work for you. Once you have chosen how you will market, then you need to learn everything you can about the marketing technique you are using. Become an expert using that marketing technique, whatever it is, and you will be very successful at it.

Now, with that in mind, here is what article writing and promotion will do for you:

1. It will brand you as an expert in your field.

Why is this so important?

In his book, ***"How to Become a Recognized Expert in Your Field in 60 Days or Less"***, author Robert Bly says that when you brand yourself as an expert, customers will come to you. This will cut your marketing costs to nothing, and not only that, you can concentrate on creating new products, as well as other activities that will help you dramatically increase your income.

This is the real secret to website conversion: driving targeted traffic to your website. Potential customers who come to you are targeted traffic, traffic that is looking for what you are selling. When you brand yourself as an expert, you will drive targeted traffic to your website because visitors are looking for what you are offering.

2. You build valuable backlinks.

You can quickly and easily build thousands of backlinks pointing back to your website, and you can do this in a very short time. Write a good article about something that others want to know about, and other webmasters will publish your article on their websites. With thousands of backlinks pointing back to your website, not only will others more easily find you, but you will raise your rankings in the search engines.

3. You make your business viral.

Years after you've written an article, it will continue to drive traffic to your site without you having to do anything. The

less work you have to do to market your site, the better off you will be because you'll be able to focus your attention on other money making activities within your business.

Although I've only written over 100+ articles over the last few years that I've been using articles to market my business, this is what article writing and promotion has accomplished for me:

I have thousands of backlinks pointing back to my websites.

My articles have been featured in just about all of the top ezines on the internet, ezines that have readerships that rival the top newspapers in the United States.

I've received emails from readers in over 40 countries throughout the world.

My articles have been featured in several print publications, including books, newspapers, and magazines worldwide.

I've made thousands of dollars I wouldn't have made if I hadn't written the articles.

The bottom line is that if you want an effective marketing method to market your business that combines all of the best free internet marketing strategies into one, then look no further. Article writing and promotion is what you are looking for.

Before you start the course, you need to download your tools and ebooks. You can find them here: <http://www.jingerjarrett.com/downloadpages/articlewritingcourse.html>. You will also want to join my list so that you can get course updates. You'll receive each of the lessons in your email, as well as future updates.

Now, let's get started.

Lesson 1

Getting Ideas

Article ideas are everywhere. You can read articles, product reviews, and other websites that relate to your products and services to help you find ideas for your articles.

If you can't find an article idea for your product, then you have the wrong product.

Let me stress here that one of the most important things you need to do when starting your business is to choose something you feel passionate about.

I know that conventional wisdom says that you should choose a profitable niche. However, I also believe that you should choose a profitable niche on something you feel passionate about and like to talk about.

So, your first step is to go to several article directories and find articles on your topic.

Here are two that have lots of articles:

<http://www.ezinearticles.com>

<http://www.goarticles.com>

Read several articles on your topic. Write down any ideas that you get.

This can be anything from how you could write the article better to an idea for an article of your own.

Once you have made your notes, your next step will be to do a topic search in the search engines and gather information.

This is especially important for those new to writing articles because you need to make sure that you fully understand your subject.

As an internet marketer and writer, I get ideas for my articles just from reading my email.

I once wrote an article that was published in Site Pro News simply because I noticed that one of the articles published by one of their writers had out of date information.

I sent my article to the publisher, and he published my article.

It's important that you keep a notebook, text file, or whatever you need to keep track of your notes on article writing.

I use a text file to jot down ideas while I'm working. I also add links, and any other notes I need to add. This speeds up the article writing process. Sometimes a complete outline for an article will fall out of my head, and I write that down too.

The point is, there are thousands of article ideas out there, and one of them has your name on it.

If you need organizers, or any type of writing software, as well as tools to help you track your articles, you'll find the best ones here: <http://www.freewarehome.com>. Look under tools for writers.

You should also study your product or service. Read the sales copy. This is especially important if you are selling affiliate programs or MLM. Make sure that you understand all of the benefits and features of your product.

If you haven't bought a copy, now is the time. Reading the product will also help you come up with even more ideas, not only for writing articles about it, but for promoting it.

Another way to find article ideas is to search for article directories on your topic. Make sure you bookmark these so that you can go back to them later.

Finally, one tool that I think you will find to be indispensable is the **Public Domain Toolbar**. This will give you thousands of resources on Public Domain Information. In the final bonus lesson, we'll talk about using Public Domain information to help you write articles.

<http://www.publicdomainforum.com>

(You'll need to subscribe to this site to get the materials, but it's free. I've been a member for years, and the resources are excellent.)

That's it for today. By now, you should have several ideas for your article.

Let me stress that whenever you get an idea, whether it's for a new article, or anything else, **WRITE IT DOWN.**

Assignment #1

1. Do a search for articles on your topic. Read the articles. Make notes about these articles. What can you do better? What kinds of ideas do these articles spark for you?

2. Do a topical search. I recommend Google because Google is the most comprehensive search engine on the internet. Read product reviews, articles, forums, and any other information you find on your topic. Make notes.

3. If you need more information, search for article directories on your topic.

4. Read product reviews and the sales letter for your product. Write down the features and benefits of your product. If you don't own the product, buy it.

Download the Public Domain Toolbar. You can use public domain information to help you write articles, as well as find ideas for articles.