ARTICLE MARKETING STRATEGIES

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http://www.trafficbeast.com
(Generate traffic to your website)

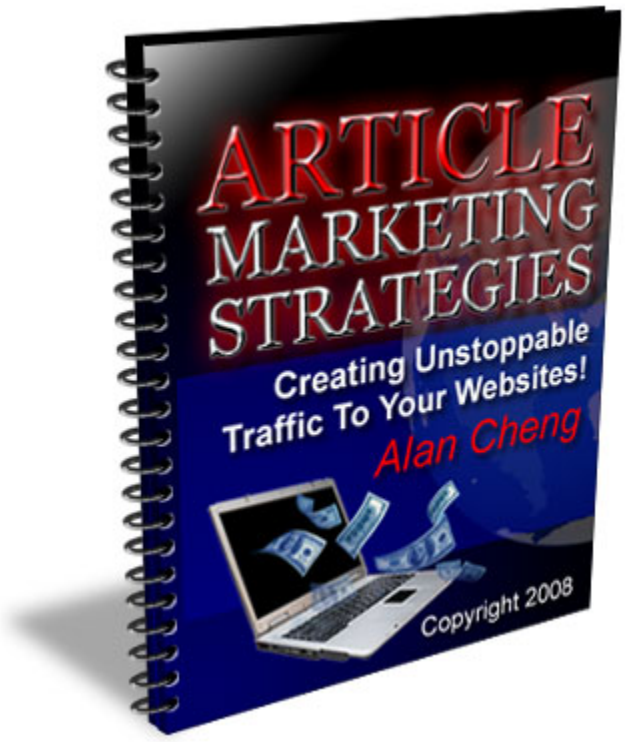

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Table Of Contents

What is Article Marketing? 4
Why Should You Use Article Marketing? 6
What Should You NOT DO in Article Marketing 10
What You Should Do In Article Marketing 15
Getting Ideas for Your articles 20
Writing the Article – The Title 23
Writing the Article – The Appearance 25
Writing the Article – The Introduction 26
Writing the Article – The Content 27
Writing the Article – The Concluding Paragraph 28
Writing the Article – The Resource Box 29
Articles Marketing Strategies 31
1. Make Them Sign Up To A List 32
2. Tracking Your Articles 35
3. Create Part 2 Of Your Article 38
4. Only Submit Good Articles To Major Ezine Directories 39
5. Submit Your Other Articles to Ezine Publisher and Other Directories 40
6. Advertising Your Articles 43
7. Placing Articles on Your Website/Blog 45
8. Doing A Press Release For Your Articles 46
9. Putting Videos in Your Articles 47
10. What's Next? 48
My Un-Advertised Offer 50

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What is Article Marketing?

Article Marketing is an effective way to market your website and to build your brand in your niche. You, as the marketer, will write content that has between two hundred and a thousand words on a particular subject which people will find informative.

An article will generally have an enticing title such as "5 Tips On Using Article Marketing To Increase Website Visitors". This article will have a resource box at the bottom where the author of the article can advertise who he is and his website.

These articles can be passed around using ezine directories, publishers, blog owners and other websites as long as the article is not modified in any way and most importantly, the original resource box is kept at the bottom.

The reasons why marketers write articles are to:

- Market themselves so that they are considered the expert in their niche
- Sell products of their own or affiliate products
- Generate email leads so that they can email to the subscribers with special offers

All good article writers aim to provide useful content to their readers which will lead them to read the resource box. It is the resource box where the reader will know more about the author and visit the author's website.

Article Marketing was considered one of the “Secrets” which enabled the big Guru Marketers to make a lot of money a few years ago. Nowadays, the story is a bit different. Many are saying that due to duplicate content, article marketing is not as effective as it used to be. Additionally, more people are writing articles now so it is much harder to get noticed through all the competition.

It seems that many people are affected by these comments which originate from forums, blogs or general word of mouth.

This is GOOD STUFF!!! The more people that thinks Article Marketing doesn’t work, then the less competition there is for people like me. Damn! Sometimes I actually have the urge to go to forums and add more fuel to the fire ☺

Why Should You Use Article Marketing?

OK – in this section I want to hammer it home just how good article marketing is and how foolish people have been who are not using this method.

Firstly, if you ask the question "Is article marketing is effective or not?" to respected marketers such as John Reese, Mike Filsaime, Michel Fortin, Willie Crawford, Rich Schefren, Alan Cheng ☺ etc… I'm willing to bet my Lexus that they will yell "YES".

Let's go further on to other reasons why you should start writing articles:

1. Article Marketing is free. Well sort of free, because you need to spend time to write articles and time is money. On average I spend around 30-40 minutes writing an article.

2. It generates traffic for a long time. I have some articles well over 3 years already and I still get visitors from them. This means that you create the articles once and you wait. Over a span of several years the numbers of visitors add up. That is when you see the whole picture.

   You have to realize that there are so many "bunnies" out there looking for instant results. They continuously jump from one thing to another looking for the one secret that will make them loads.

   Well let me tell you what the secret is in making money on the internet as a bonus for reading my book. It is to be patient doing one thing only and seeing it through to find out if it works.

Don't continuously spend time on distractions such as huge Product Launches or limited offers – ignore them if you have to. Just continue to work on one thing and if you find that what you're doing works, then go full throttle at it.

With Article Marketing, you've heard some people say that it works and I'm also telling you it works. So why not dedicate your time just on this technique until it makes you money?

Later on you can outsource it and move on to something else. But make the effort to try it. BECAUSE IT WORKS!!!

3. The snowball effect. This is when you build up your inventory of articles over time. Let's say that one article will give you on average one visitor a day.

   Now if you use 45 minutes each day, writing one article then in one years time you will have 365 articles with your resource boxes all mentioning the same website. You'll have 365 visitors going to your website every day. Which amounts to 10,950 unique visitors to your website every month.

   Imagine the value of your website by then and also your product sales. I hope you're starting to see the power of writing articles.

4. Unstoppable traffic. When you have so many articles out there with links to your website, there is no way you can stop people from coming to your website. Content is what drives the internet and it is what makes people come to your website.

If you do Search Engine Optimization (SEO) for your website, it won't last forever because algorithms change and people's search requests changes. People will always try to beat you on the search engines which is why it's not worth the effort on dedicating yourself on the search engines.

Articles will last. If the content is good, it will be drive traffic to your website for a long time. All search engines love good, original content.

5. Viral traffic. People that like your articles will publish them on their blogs or websites and this in effect will give your more visitors.

6. Incoming links. With your articles you can have links coming to your website. Incoming links to websites are favored by all search engines especially the mother of all search engines, Google. In effect, article marketing will help in improving your search engine rankings.

7. Joint Venture partners. Many marketers will look for joint venture partners/affiliates by browsing articles that are related to their niche and contact the author.

   With so many articles out on the internet, you will surely be approached by many people asking you to review their products. This means more money for your business!

8. Building your opt-in list. This is very, very important. One of the main reasons why I write articles is to build my email list. I will tell show you how to do this later on.

With this email list you can market to your subscribers and if you take care of them, they will be your goldmine.

"The money is in the list" – is a quote from some anonymous internet marketer

9. A better understanding of what the market is interested in. With each article that you write, you should have a way to track it. Within your email lists you should have many sub lists such as one for "SEO", one for "Article Marketing", one for "Social Bookmarking" etc… A category for each type of article you write which has generated leads for you.

   Once you've build up these sub-lists, you can advertise your affiliate products more effectively. For example, you will send a promotion for a product on copywriting to your subscribers which have signed up to know more about writing good salesletters and autoresponders.

   The response to your promotion will be very high considering that the people you have emailed to are targeted.

10. Authority on the internet. When you have lots of high quality articles on the internet, people will start to see you as an expert - a person with authority and who can be trusted.

    If you see a person with over a hundred quality articles on improving the golf swing, you'll very likely consider him to be good at golf.

    With authority and trust, you can literally print money on demand. Anything which you recommend, people will take interest and purchase from you.

What Should You NOT DO in Article Marketing

Whenever you write an article, think of 3 things to yourself:

- What are the main points that I'm trying to show in the article?
- Have I solved any of their problems in the article?
- Will people click on my resource box after reading the article?

Always remember these 3 things before you post your articles. If the article is garbage there's no way you can turn things back once it is posted on the internet.

Here's the list of offences which you should not commit when writing articles:

1. Many people write articles to build up backlinks to their websites. Therefore some folks stuff the articles with meaningless keywords which they've generated from Wordtracker (explained below)

   The main point of an article is to provide good information for the readers. The readers will be more interested in your resource box if the content is good. They may even publish the article in their own ezine – this is viral traffic. They will not publish your article if it is loaded with just keywords and provides no value to its readers.

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Wordtracker is a popular keyword research tool which finds out from search engines what terms people are typing in to search.

For example, if your niche is “building websites”, you may find that people will type in “build own website software” in Google. Many of the terms cannot be thought of by the marketer which is why they use tools such as WordTracker to help them rank higher for relative keyword phrases.

No matter if you’re building your own website, writing a blog or articles, it gives you a huge advantage to know what “long tail keywords” there are.

Many people make the mistake of writing content just based on the main keywords such as “golf swing” which has huge competition and therefore much harder to rank high in the search engines.

I personally use WordTracker for years to write content so I can rank higher on the search engines. You can get a 7 day free trial of Wordtracker at: http://www.trafficbeast.com/go/wordtracker.php

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2. Skipping the checking and re-reading procedure. If your article has spelling mistakes or obvious, ridiculous grammar mistakes then the impression the reader have of you will be damaged.

   Remember that once you’ve submitted your articles to many directories and ezine publishers, there’s no turning back. Your disgraceful grasp of the English language will be posted all over the internet for others to see for many years to come.

3. Meaningless articles. I really hate it when I see articles with a compelling title but the content is useless. You can tell straight away when you see these articles because there's no essence in them.

   Make sure you **DO NOT** write these articles. They're a waste of your time because the readers know it's fluff and will either ignore your resource box or make careful note about you and never to read anything from you again. A very costly mistake to make.

   Furthermore, it's embarrassing to have crap articles written in your name together with your good ones. Remember that you are trying to brand yourself as someone who is knowledgeable and honest.

4. Using your article as an advertisement. Your aim is to provide useful information to readers. When people see your article as a blatant advertisement for a product you are promoting, they are turned off.

   Again, your name will be blacklisted in their minds. Everything else you put out later on will be considered crap as soon as they know it's written by you. People hate to be sold to. They are looking for content which they can learn and make use from – they are not searching to buy things.

   Publishers will not reprint your articles if they're an advertisement. Your selling is done with the resource box.

5. Unattractive titles. As well as the content, one of the most important aspect of your article is the title. There are 2 things you should take note of when deciding the title of your article:

1. Make sure the title displays the benefit of reading your article and make sure it is attractive enough so that people will click on it. For example: “5 Secret Ways To Generate Free Traffic” is much better than “How To Generate Free Traffic”.

2. Try to place your keywords in the title of your article. This will help tremendously in your search engine rankings. Search engines have a lot of weighting for article titles. If your keywords are the first words in your title, then you will have more chance of ranking high in the search engines.

If you’re trying to rank for the keywords “web traffic” then think of a title with those keywords in it, that makes sense and also try to place the keyword at the beginning of the title.
Eg. “Web Traffic - Getting Non-Stop Visitors To Your Site”

6. Keyword Stuffed Articles. Again, I want to remind you that the priority of writing an article is to provide good readable content. Stuffing your title with keywords is a HUGE…NO NO.

Do not submit your articles to directories or ezines that are unrelated to your topic. If you are writing an article on Golf and you submit it to ezines and directories concerning Dog Training, what do you think subscribers of the “Dog Training” publication will think of your article? They’ll ignore it completely. The publisher of the ezine will be considered an idiot anyway if they did send your article to their list.

Why do injustice to your article by advertising it some place where nobody’s interested?

7. Being boring. Whatever your write, never ever be boring. Even if you've got great content, it's useless if you present in a boring way.

   If people find your style of writing boring, halfway down the page they'll most likely stop reading and go somewhere else. Or they'll scan through your article and ignore the resource box.

What You Should Do In Article Marketing

Here are the things in article marketing which I consider to be good practice and which I follow myself. Following these guidelines will vastly improve the effectiveness of your articles.

1. Use Wordtracker to make a list of long tail keywords to write your articles on. As I mentioned in the previous chapter, you can get a copy of WordTracker at http://www.trafficbeast.com/go/wordtracker.php

   to generate long tail keywords for your articles so that you have a better chance of ranking on the first page of Google.

   If you outsource your articles then you should be familiar with the first question ghostwriters will ask you – "What keywords do you want me to write the articles on?".

   Your articles with good content have the chance of being published in many websites. How will people come across your article? By finding it on the search engines, reading ezines and searching for it in directories.

   And how will they find the articles they are looking for? By using the keywords in your articles they are searching for. You see, the internet is based on keywords. You have to tell the search engines when to display your articles. Having the correct keywords in your article is essential otherwise people will never find your article.

   With popular keywords such as "Real Estate" there is huge competition and it will be very, very hard for you to rank well in the search engines with these popular keywords.

It's also proven in numerous tests that people who type in several keywords instead of the general terms, are more interested in what they find.

For example if the visitor typed "Real Estate California Sale", they are more likely to buy real estate than someone who just typed "Real Estate".

You need those "long tail keywords".

2. Your article should be an average of 500 words long. This is the acceptable length of an article for many article directories. Articles which are too short do not provide enough content and articles that are too long will be long winded and harder to hold the readers' attention right down to your resource box.

3. There's a lot of talk about keyword density in articles. I personally don't know what the correct density is but I tend to have 4-6 repetitions of the keywords throughout a 500 word article.

   My view is, as long as the article makes sense, it will include other related keywords as well and Google is smart enough to pick up on these things and rank your pages accordingly. So don't think too much on how many times your keywords need to appear in your article.

4. Make sure your article is easy to understand and fun to read. You are aiming to keep the reader's attention so that they read the whole article, realize your content is good and then check out your resource box.

The first thing you can do is clear the spelling mistakes and any time you use one word and mean another (such as you typed “and” and meant “hand”). Readers find spelling mistakes unprofessional. The sentences should be short so that they are easy to understand and not too much of a strain to read. Avoid long words which require the reader to look up in a dictionary.

If possible put a joke in the article or a comment that you consider funny. However be careful using this technique. If in your social life, people seldom laugh at your jokes then I advise you to avoid putting funny comments. The worse thing you can have is an author trying to be funny with the reader thinking “This guy’s a fool”. Credibility is at stake here. Also beware of regional humour where someone in another country would not appreciate the joke.

5. The content of the article matches exactly what the title says. If the title of your article is “Secrets of Using Adwords To Increase Visitors” then make sure your content delivers some value in using Adwords. Tell them that in your introductory paragraph straight away. Don’t let the reader think that the title is misleading and that you’ve tricked them into reading the content.

6. Whenever you set out to write an article, know what the objective of your article is. If it’s “improving your golf swing” then discuss the ways on improving the golf swing and avoid going off-topic. I will talk about how to write an article later on in this book.

   I’ve read so many articles where the author totally jumps about in their article and not really explaining their points in a structured manner. You’re displaying yourself as an expert and your article presentation is what sells you as an expert.

It's always a good idea to have a summary of what you've written at the end of the article so that you further emphasize to the reader the information you've provided.

7. The lead to the resource box. With every article you write, you must remember that the point is to have the reader read your resource box. After the content is finished, you need to re-read it and think of ways to persuade the reader to find out who the author is and what else he has written.

   You can be very creative here and I will also talk about the techniques I use later on. But for now, remember that when you re-read your article, ask yourself will the reader read my resource box.

8. An excellent headline. The number of people who read your articles depends a lot on the attractiveness of your headline. As an experiment go to http://www.ezinearticles.com and search for "Adwords". You'll see plenty of search results and you won't click on them all. However, you'll click on the one with the most attractive title. The title with the most prospective benefits and most intriguing information. An excellent article is useless if the title is boring.

   This strategy was used in bookstores where the owner replaced the book covers and changed the title of certain books. He found out that the sales of these books increased a lot due to a different title. The content of the books were the same.

   In Article Marketing, people judge a book by its cover or should I say judge an article by its title.

9. Use a conversational tone when writing the article. Make sure the article sounds like you're speaking to the reader individually. Use phrases such as "isn't it great?, "I couldn't believe it", "Imagine what I thought of that". These make the whole article seem alive and keeps the readers' attention.

   It also brings the relationship between you and the reader a lot closer – as if you're their friend. Acting like you're delivering a speech to a big crowd with a serious tone is a sure fire way to raise the number of yawns.

10. Use the formula I.D.S when writing your content.

    I = Introduction. Tell the reader what your article is about

    D = Describe your point(s) of the article

    S = Summarise your points at the end.

That's all there is to it. Very simple. Just follow the same structure with every article you write. We'll go into more detail with the chapter on "Writing the article".

Getting Ideas for Your articles

It seems like Mission Impossible to come up with a topic for an article continuously and that's where most people are stumped and don't get things done. Whether you're writing the articles yourself or hiring a ghostwriter to do it for you, you must know what topics you're going to write about.

Here's how I get my never ending ideas for articles. I have so many topics to write about I have a huge backlog.

The secret is to improve on what is existing and maybe add one of your ideas if you happen to think of one when writing the article.

To find existing content, I go to http://ww.ezinearticles.com and http://www.goarticles.com. There are so many articles that have been submitted there and it's bound to give you some angles to write about on your niche.

John Reese's www.trafficjam.com is another excellent resource for getting ideas and learning about your niche. It has the latest updates of blogs which you can search for within your niche.

With these websites, I go to my search engine and type in my main keywords eg. "spyware".

I read through many of the article titles and choose the ones that I like. Then I think of the titles for my own articles and write them down using notepad. Upon further reading of some of the articles I will have more ideas and write them down.

Using this system, you'll never have a shortage of what to write about. If there's something new with your niche that you don't know about then read up on it and write an article in your own words on the new thing which you've learnt.

When looking at articles in the article directories, look at the most viewed articles and try to write something based on the same topic. You're being told that many people are interested in the topic, so go for it.

Finding In-Demand Ideas For Your Articles

As well as looking through ezine articles, you can also get ideas elsewhere which tell you they are "in-demand" and that people want to know more about. Writing about what people want to know about is the smartest thing you can do.

1. **Amazon.com** Go to Amazon.com and to the Books section. Search for your keywords and you will see a list of books that are ranked in order of popularity. Read the descriptions of the books and find out why they're popular. People buy the books for a reason. Concentrate on writing articles for topics that are "hot".

2. **Clickbank.** Go to Clickbank and visit the MarketPlace section. http://www.clickbank.com/marketplace Go to the category which your niche is related to and look at the top products which are selling well. Again, these are products which are "in-demand" and people are interested in the information. Go to the salespage of these products and get ideas from them. Look at the bullet points and the features/benefits of their products and write about each one of them.

3. **Forums**. Go to forums which are related to your niche and look for threads which have lots of recent replies to them. Find out and see if the post is about a certain topic in your niche which the community wants to know more about.

Doing this research will no doubt generate tons of ideas to write about so there's no excuse. The most important thing to note is not to duplicate the articles and do a "copy and paste" job. Re-write the different articles you have gathered and make it sound interesting.

For example, if you see an article with the title "Generating Free Traffic Using SEO", reword it to something more enticing such as "5 Easy Steps To Long Lasting Free SEO Traffic", or "The Secret SEO tips Experts Use For Free Traffic". You get the idea.

Writing the Article – The Title

The title of your article is extremely important so try to get it right. The title will determine if the article will be read or not. Here's a checklist you can use when writing a title:

1. Does the title make it seem mysterious and intriguing? Consider the title of the article "10 Ways To Convert Visitors To Buyers" is not as good as "10 Ways To Bring Ready-Buyers To Your Website Without Spending A Dime". Comparing these 2 titles you will straight away see why the 2nd one is much better. It builds interest and also anticipation of what the 10 ways are.

2. Is your title specific enough to be attractive. Always think of ways to make your article stand out with specifics. For example "Dummy's Guide To Learning SEO" is not as specific as "Learn SEO in 10 Days For Complete Beginner." It's a good idea to put numbers in the title such as "7 Ways To…", "…in 3 Days", "$458.98 profit" etc….

3. The Benefits. Read the title to yourself or ask someone to read it aloud and then ask "Would you read the article based on the title you've just read?"
   If the answer is Yes then you have a winner. People read articles for information. If the title suggests a benefit they will get then most likely they will click through and read it.

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Writing good marketing material is a very important skill in the business world. It is words that sell. If you want to improve on this essential skill called “copywriting”, you can check out the software “Burpies” by Brett McFall.

There are many copywriting home study courses and books that are good but I suggest you save your money for the time being if you’re just starting out as they’re quite expensive.

It takes time and dedication to become a good copywriter. “Burpies” is enough to improve your skills as a writer. Don’t get mislead by the somewhat weird looking title. I’ve met Brett a few years ago in a seminar in Hong Kong and the guy is sharp.

You can check out this software by Brett McFall by visiting Burpies here.

Even if you’re sure you’re not going to invest in copywriting, take a look at his salesletter and study what he does to make his writing is so compelling.

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Writing the Article – The Appearance

Once you have someone click on your title, you've won half the battle. The reader will most likely read the introductory part of your article. However, before they start reading, the first thing that catches their eye is the appearance of the article.

If there is too much text cramped up with long paragraphs, the reader will immediately feel the strain to read your article. If they're tired or don't have much time, they'll leave.

This doesn't mean that you need to write short articles. As I mentioned, I recommend writing articles that are around 500 words. What you need to do is write in short sentences and use short paragraphs.

Here's a tip. After writing your article, look to see whereabouts you can insert a new paragraph to make the article look better with more white space.

Another good way to write your articles is to have bullet points or a some sub-headings. Put these throughout your content and make it more pleasant to the human eye.

Writing the Article – The Introduction

Your introductory paragraph will determine whether the reader will continue to read the rest of your article or stop and search for other articles. The objective of the introduction is to reinforce that they have made the right decision in clicking on the article title and that relevant information is waiting for them down this page.

Make sure the introduction explains what you are about to tell them and that it matches exactly what the article title advertises.

It is your title that has attracted the reader to take interest in your article therefore you need to build a introduction of the relevant content that lies ahead of them.

A good way to start an introduction is to ask a question or state a fact that interests the reader. This will capture their attention to read more. Phrases like “Did you know that…?”, “Would you believe it…?”. “Has this ever occurred to you…?”, “It’s shocking that...” etc…

Tell the reader what lies ahead with the rest of the article and make them curious. Use statements like “..you’ll understand after reading the rest of this article”, “..we have lots to cover so let’s begin” etc…

Writing the Article – The Content

When you begin to write the article, you should have in your mind a list of things which you want to talk about which is "the meat" of the content. Mention these points one by one and after each point try to give an example or tell a story in relation to what you've just discussed.

By doing this not only will you have emphasized your points but you have also made the article more interesting to read. Everyone loves to hear about stories and examples. With 2 or more points followed with examples, you can quickly fill up a 500 word article.

If you know the topic well or you have read 2 or 3 similar articles on it, you can add your own comments and personal views. It really isn't hard to write an article once you have outlined what points you want to write about.

For example, when people write ebooks, they generally list out as many points as they can (around 15) and then write a few paragraphs about each one together with diagrams, comments, etc… A 20 page book is written easily and doing this with articles is much simpler.

Writing the Article – The Concluding Paragraph

Now that the readers have read your article, the concluding paragraph is the one that will leave them a lasting impression. What a lot of people don't get is that an article should be laid out just like a salesletter.

- You have the article title which is your headline.
- You have the introduction which is the opening of the salesletter.
- You have the content which is the bullet points and benefits of the salesletter
- You have the Concluding paragraph which is the summary of the benefits. With an article it will lead the visitor to the resource box. With a salesletter it leads the reader to the order link.

The whole point of the article is have the reader see you as an expert and read the resource box so that they know more about you and your website. The concluding paragraph should provide the reader a reason to look at your resource box.

You can end the article by summarizing what you have written in the article and how to act with the information.

For example you can write "This summarizes the article. There are more advanced tips where I go into detail on my blog." After reading that final sentence, the reader is now looking for that blog you were talking about.

They will inevitably be reading your resource box and looking to see a link to your blog.

You always have to conclude an article by leaving the reader hanging on, wanting more information and curious to see what else you have to offer.

Writing the Article – The Resource Box

This is the part of your article which you should triple check to make sure it's perfect. Your resource box is your advertisement. It is the only place in your article which you are allowed to freely advertise and yourself and your website.

I would suggest you take an hour of your time and brainstorm several versions of your resource box and choose the best one. After the reader has finished reading your superb article, it is now up to your resource box to guide the reader to take whatever action you want.

If you mentioned in your article summary that there are more details to be found in your blog then put a link of blog in your resource box together with a compelling description. Write some benefits in your resource box to persuade the reader to click on your link to find more.

Here's an example of a build up to a "hard to resist" resource box. Let's say that my article is about making money with Adsense. In my concluding paragraph, I will write "I have more advanced Adsense techniques on my blog which goes into detail the ideas outlined here."

Then in your resource box you will have something like:
"Alan Cheng, blogs about Adsense at http://www.trafficbeast.com.
Visit the blog and sign up to receive a free report on "Generating Income With Adsense.".

Here's the logic why this technique works. I mentioned my name to the reader so they can recognize my name as an expert in this area – this is branding. The more articles they will read with my resource box, the more they will look up and trust me as someone to go to for making money with Adsense.

Next, I mentioned to the reader about my blog on Adsense which is exactly what he wants. He is now looking to find more information and when he sees my resource box, it matches with what he is looking for. The conversion rate is very high using this technique but only if they enjoyed your article.

Finally, an additional reason for them to visit my link is the FREE report which I offered which is also related to their interest. As you can see, I have used more than one way to pre-sell the click to my blog. This is how you write an effective resource box.

Your main aim is to pre-sell the readers to look at your resource box for more information. Then you tell them your name and give them what you want. Just like bonuses in salesletters, you offer them another incentive which is a free report to visit the blog and sign up.

An experience I had that I would like to share with you is I've once placed my email address and a link to my website with some of my resource boxes. The statistics tell me that people prefer to click on a website link rather than email me.

As soon as I found out, I've banned my email address on all resource boxes. Plus you have all these scumbags spamming you when their software detects your email address on the web.

Articles Marketing Strategies

So now you've written your article (which should have taken you around 30 minutes or so with practice) you can now start to work on making it more powerful. Yes here is where the marketing really begins ☺

What I'm about to reveal below are powerful techniques which you can use for each article you write. Too many people just write an article, submit it to the directories and then move on to the next one.

They've wasted opportunities to make each one of the articles a more powerful marketing tool.

First of all, let me get this straight. I don't write articles to sell a product as I know a lot of people do that. I'm not saying that they're wrong but I personally prefer my readers to opt-in to my email list so I can continue to give them good content and sell to them more than once.

Based on the objective of generating email leads, I've laid out the various strategies for you to use with each of your articles.

1. Make Them Sign Up To A List

A technique which I regularly use to generate targeted leads from my articles is to have an autoresponder address which people can sign up for regular updates.

The autoresponder I use is called Aweber. I would highly recommend you to subscribe to a decent service such as Aweber. Since a good autoresponder is crucial to your business. You can sign up for Aweber at:
http://www.aweber.com/?201883

My Aweber autoresponder will then deliver them more good content which complements what they have read on my article.

Here's what I do. In the middle of the content I will mention to the readers that for more information on a certain topic they can send a blank email to my autoresponder to receive the information. My personal tests have shown that this technique is very effective in getting signups. Much more than the resource box. Although a lot of the times, people will sign up for the autoresponder series and go to my resource box to sign up for the newsletter.

Here's an example of putting this technique to use. Let's say you are writing an article on generating traffic to a forum. In your content you can mention "I have a list of forums which can also help in driving traffic to your own forums. Please send a blank email to my autoresponder at xxxx@aweber.com to receive a list of these forums.

The response is incredible using this technique. I know because I still receive signups to my autoresponder from an article I have wrote 4 years ago. Amazing.

Here's another valuable tip.

**********Valuable Tip**********

When people sign up your autoresponder they'll receive a welcome email. In this email mention that they have subscribed to your list because they have read the article "Driving traffic to your forums" and want to know more information on the list of forums. Then tell them to visit a link on your website which has the information.

On your website place the information there and also place Adsense on the page. You are getting targeted traffic to your web pages so you might as well make the most of it.

Next, you can inform them that you will send more information to them regarding your topic as they're now one of your treasured subscribers.

You can mention that they will receive a free ebook in 2 weeks time as a thank you gift for being a valued subscriber.

**********End Of Valuable Tip**********

You've now managed to get a list of people who are interested in a certain area of your niche. The next time you advertise an affiliate product or your own product you can email to this targeted list.

Word of caution: Please pay special attention to the **autoresponder address** that you use in your article. Don't make the same mistake I've made.

Your autoresponder address should be from your domain.
Eg. autoresponder@trafficbeast.com

Never, ever use a third party autoresponder address even if it's aweber.com which I highly recommend.

Get a copy of Aweber at http://www.aweber.com/?201883

The problem is you never know when that third party autoresponder will go out of business or when a much better autoresponder system enters the market. Therefore you should set an email address from your domain and forward it to an aweber or other autoresponder address.

So if the third party autoresponder goes out of business you can quickly forward the leads to sign up to another third party autoresponder.

I made the mistake of writing a lot of articles where the readers signed up directly to a third party autoresponder. I don't use their service anymore and now I have lost all the potential leads. Stupid me.

2. Tracking Your Articles

I advise you to start tracking once you begin writing your first article. You need to see which articles are giving you good responses and then look at those articles again and ask yourself how to improve them more.

You can look at how many people sign up to your different autoresponders which will then give you statistical proof on which articles generated the most leads. This is valuable marketing information which you cannot buy from any book. They are your actual tests from your niche which tells you what is working and what is HOT.

If a lot of people signed up to get a list of "recommended affiliate directories they can submit to" then you know that this particular group are people with products and have an affiliate program. You can follow up with them on promoting affiliate programs and do Joint Ventures with their products etc…

As well as the topic of your article, you can also look at the style of your writing. Did this particular style of writing generated a lot of signs up? Did a lot of people look at my resource box due to a different angle I took? etc…

When you write many articles, you can look at your statistics and see which ones are viewed the most and/or have high clickthrough rates. Then you can write more articles on those popular topics.

You may find that a lot of people viewed a particular article but have not visited your website via the resource box. Then compare it with articles that have a relatively high clickthrough rate to your resource box and compare the number of views it has for that article.

With this comparison, you'll see what the problem is and take action to improve things. Your aim is to make every article have a high number of views and a high number of clickthroughs/sign ups. This is how you fine tune your articles.

So how do you track your articles?

Here is how I track my articles. I'm sure other people have different ways. But mine's free ☺

To track how many people signed up to your autoresponder is straight forward. Aweber will can show the number of subscribers for any particular list.

With every article's resource box have link from your website which is unique by putting a number after it.

Eg, **http://www.trafficbeast.com/?11**

With your second article the link in your resource box can be http://www.trafficbeast.com/?12

I use cpanel for my webhosting which has a number of tools to see the statistics on my website and check which links are visited the most. Using this I will know how many click each article's resource box has.

With Aweber, I can also export all my leads from a particular autoresponder list and see which URL they signed up from.

I go to cpanel and see that 100 people clicked on my link in the resource box from a particular article. Then I go to aweber and see that I have 60 people who signed up from that particular link. I now know that out of every 100 people that click on my resource box, 60 people will sign up.

What I can do now is improve the way on how I ask people to sign up to see if I can increase the percentage of people who sign up.

What I normally do is update a spreadsheet of all these statistics every week. I spend about an hour every Monday and just keep track of my articles. It's amazing what you the numbers can tell you.

You can also track where the articles are after you have published them. They may have been added to websites, or some blogs. You need to visit these places and:

1. Make sure your resource boxes are attached at the end of your articles

2. Comment on the blog posts that have your articles. This will drive more traffic to your website

3. Ask the website and blogs if they would like more of your articles

You can setup Google alerts for to monitor these sort of things so you have more opportunities to generate more traffic.

3. Create Part 2 Of Your Article

A good way to make your visitor read your resource box and click through is to have a "part 2" of your article as a follow up.

You can mention that the reader can read part 2 of your article "How to increase PPC profits" as a compliment to the current article they are reading.

The readers will now need to search for part 2 of your article. It creates a sort of suspense for them. The first thing they will look at is your resource box and lo and behold they see "Visit http://www.trafficbeast.com/<articlename>-part2.html for part 2 of the article "How to increase PPC Profits".

You'll find that the click through rate for this kind of resource box is very high.

Now on the part 2 of your article, they should visit your webpage which asks them to opt-in to read the article as well as get access to your other goodies (further persuasion for them to opt-in). When they subscribe you can then show them the article on your webpage together with your Adsense ads and also other recommended affiliate products you have.

You can be very creative here. This is just one of the many systematic ways to increase the income potential from your articles.

4. Only Submit Good Articles To Major Ezine Directories

If you're writing the articles yourself, try to make each one a masterpiece before submitting them to major ezine directories. The directories I recommend are:

- Ezine Articles http://www.ezinearticles.com
- Article Dashboard http://www.articledashboard.com
- Article City http://www.articlecity.com
- Go Articles http://www.goarticles.com
- Articles Factory http://www.articlesfactory.com
- Idea Marketers http://www.ideamarketers.com
- Buzzle http://www.buzzle.com
- Articles Base http://www.articlesbase.com

You need to follow strict guidelines when submitting to these directories. Some of the rules are:

- no blatant promotion
- no affiliate links
- cannot have more than 3 URL links in the resource box
- no URL above the fold (or first 3 paragraphs)

You can submit your good articles to these 8 article directories. When people visit the article directories they'll see a list of all the articles you have created and if it's all killer content, then your branding will be stronger.

Don't forget that these article directories are viewed by many people looking for good content. If your article is considered good, people will start publishing them on their own ezines. They can search for the author name and see all the articles you have published to the directory. So your reputation of producing good articles can easily be seen.

5. Submit Your Other Articles to Ezine Publisher and Other Directories

Some people outsource their articles to ghostwriters who writes 250 word articles to promote your affiliate product or getting backlinks to your website. These articles are not accepted by ezine directories because they have affiliate links in them or seem to appear too much like a promotion.

If you're hiring cheap ghostwriters for these promotional articles, then there is the possibility that these articles are not very good quality. At least not up to the standard using the techniques I have already described in this book

With these promotional articles, you should create a pen name for them because you are not building a brand in this instance. You are trying to get backlinks and sell products with your articles.

Instead of submitting them to the main directories (they won't accept them anyway), you can mass submit them to ezine publishers, and mail distribution groups.

Many people are scared of duplicate content penalizing their website. For example, if you submitted an article to thousands of places then the search engines may consider that as a form of spamming.

To get around this, I would put up another website/blog which will contain all these articles which I have submitted. The owner of the website will be my pen name. On the website, I will also have an opt-in form for people to sign up to my list.

Of course, I will redirect the subscribers to visit my main site in my follow up emails.

Using this technique has many advantages:

1. I can still make use of the short promotional articles I have written or ghostwritten to get exposure.

2. I have a secondary blog site which I can make money from Adsense and affiliate products. I'm not too bothered with the duplicate content penalty affecting this secondary site as long as my main website is not affected.

3. If an article received a lot of signups then I can re-write it and resubmit it to the major article directories I listed in the previous section.

4. I can do tests with my articles such as advertise with my affiliate links in the articles, testing search results of Google with different keyword placements etc…

One of the tools I use for submission is "Article Announcer" by Jason Potash. You can check out the product at http://www.trafficbeast.com/go/articleannouncer.php

Article Announcer is a software which automates a lot of the work you will need to do when submitting articles to ezine directories, newsletters and distribution groups.

I use Article Announcer and it has saved so much of my time if I did the submitting myself. I'm talking hours here. It also has very good tutorial on Article Marketing which you can learn a lot from.

Alternatively you can also use a service at
http://www.trafficbeast.com/go/isnare.php
which also handles the job of submitting your articles. This is also a very good paid service which has produced great results for me. The price is relatively cheap and the feedback from a lot of internet marketers have been positive.

6. Advertising Your Articles

After submitting your articles you can start to advertise your articles. I like to share with you 2 ways you can drive traffic to your articles.

1. When you're emailing to your list or when you're posting to forums and blogs, you can mention the article which you've written and provide the link to your website. This won't take too much of your time and can be easily done.

   If you write a lot of articles then I will suggest you advertise just one of your articles per week. Choose the best one. In your message you can tell them to read your other articles on a certain page on your website.

   With forum posts, you can update your signature every week once you have chosen your winning article.

2. **Ezine Articles** is the best article directory at the moment. It has the most traffic and many people visit the website for content which they publish or learn about.

   This is the article directory which you must submit to. It provides a good opportunity of ranking high in Google and gives good backlinks to your website.

   I will now let you in on how to increase the visibility of your article on Ezine Articles. Whenever someone reads an article in this directory there is a section below with the heading "Most Viewed EzineArticles in the….(whatever topic the article is placed at).

Imagine with all the articles in that particular section which gets read, people will also click on the most viewed articles. If your article appears in the Most Viewed list, then it's very likely people will click and read it as well.
MORE TRAFFIC…..MORE SUBSCRIBERS….

Everyone wants to read articles that are Most Viewed!

This is why I am saying that article marketing does not stop after you have submitted your article. You need to promote your article hosted at Ezine Articles.

When you email your subscribers or make posts to your blog, mention that you have just written an article and then provide them the Ezine Article link!!! Not your own link.

Once people click on the ezine article link, that means that they have increased the counter of your article in Ezine Articles. The most views you get then the higher up in the section "Most Viewed EzineArticles…" you will be.

Once your article appears in this section, then it will stay there for a while. This technique if done properly will give you long lasting traffic.

7. Placing Articles on Your Website/Blog

Remember I discussed the problem about the duplication content thing? Well if you submitted your article to the 8 major directories I suggested, I would then wait for about 2 months after they are indexed before I put the articles on my own website.

I haven't really tested this duplication content thing in depth but to be on the safe side, I won't risk the chance of my main site being penalized for having duplicate content even if the content is written by me.

An alternative way is to rewrite your articles putting in your affiliate links and then place them on your own website. If you have enough time then you can take this rewriting approach.

However, before re-writing an article, I will mention the article I've written and direct people to read the article at Ezine Articles to increase the counter of "Most Viewed".

For my promotional articles which I've submitted to a lot of places, I will place it on my secondary website and direct my visitors to read the articles there. Remember that the secondary website is there as a backup to generate more leads for you.

If the secondary website is penalized then not all is lost as you still have your main website.

8. Doing A Press Release For Your Articles

There are 2 press release websites I use.

- http://www.PRLeap.com
- http://www.WebWire.com

I don't do much press releases but they do work in generating traffic and providing back links.

WebWire has a great **WebRelease** service at $49 where they let you put a keyword phrase in the Press Release which is excellent for SEO purposes such as building back links to your main website.

PRLeap.com is excellent with getting your website indexed in search engines quickly.

These two Press Release tools can get you an enormous amount of exposure. However, you have to be careful when writing the press releases. They cannot appear to be advertisements. They must have newsworthy content before the news editors will publish them.

With your the press release you can drive traffic to an article on your website. The article could be about the benefits of coaching. Then next to your article, is the advertisement for your product, service or affiliate program.

9. Putting Videos in Your Articles

A good technique to use for your resource box is to ask them to view a video which complements your article. It's common marketing knowledge that people respond more to videos than text on the internet.

Many people have broadband now so you don't need to worry about the majority of people not having enough bandwidth to watch video. We are past that age now. If you haven't noticed already, a lot of marketers are using video in addition to text for their marketing materials.

Here's how you can implement videos as a way to entice the readers to visit your website. Let's say your article is about profiting from Adsense using free webhosting. In your Resource Box you can have the follow message "Visit http://www.trafficbeast.com/adsensevideo to see a video on how Alan Cheng operates his free webhosting system to generate income from Adsense."

If your readers find your article interesting there's no way they will pass on the opportunity of watching a video that is related to the content they've read.

Note: I've mentioned several ways to lure the reader to your resource box to visit your website. I hope you can make a list of them so you can use them when you can. You need to understand that we have our off days when our brain is clogged and we can't write or feel like writing. Having a checklist in front of us works wonders in waking up our creative side of the brain.

10. What's Next?

With the knowledge you have now you can further expand and grow your business. Once you've tasted success with Article Marketing you won't want to stop.

One of the things you can do later on is to have your own ezine directory. When you've built up credibility and have many articles, you can place them on your own ezine directory and there's no need to stick to other ezine directories' rules.

Have your own affiliate link in your articles, have your articles on the front page of the directory etc….

With other people's articles, you need to manually approve them to make sure they are good articles and will therefore drive traffic to your directory.

Implement the "Most Viewed" section like the one Ezine Articles have and tell the authors the benefits of this section. They will create enormous amounts of traffic for you.

Finally, let's say after 6 months you have around a hundred articles. You can group these articles and convert them into an ebook. Hire someone from http://www.guru.com and get them to create an ebook for you with the articles you give them. Or do them yourself if your article marketing has not earned you enough money yet.

During the months when you've been writing articles to build a list, make affiliate sales etc… you've also been creating your own product at the same time which you can now sell to make more money and build more yourself more credibility.

Excellent. Now that you've learnt a lot about writing and submitting articles, I hope that you will actually put this into practice. This is the hardest part of any educational material. Making the reader take action with your information. I've got something up my sleeve that will force you to do so in the next page ☺

My Un-Advertised Offer

Ok now here's my plan to help you become an "action-oriented" reader and **not a** "stagnant" reader.

If you've read this book and put two or more of my suggestions to work, drop me a request telling me what you've done and show me the live example. I'll personally answer your emails with any problems you have after you implemented my advice from this book.

Please note that I may occasionally take down this offer without any notice if there's a long queue of requests for help that I need to catch up on.

To request for FREE email consultation, submit your details via the form at:
http://www.trafficbeast.com/AMSConsult

DON'T JUST READ TAKE ACTION!!!

Regards,
Alan Cheng
Traffic Beast
http://www.trafficbeast.com

RESALE RIGHTS TO ARTICLE MARKETING STRATEGIES

You can now purchase the resale rights to Article Marketing Strategies.

With Resale Rights you get:

- A sponsor page with your business name and a link to your website. (Check out page 3 of this book for an example of the sponsor's page. Having a sponsor's page will drive the readers of this book to your website.

- Affiliate links in this report can be changed to your own.

- The rights to distribute this book without sending them directly to http://www.trafficbeast.com to opt in.

The cost of resale rights is $15 which is a drop in the bucket compared to the amount of traffic and commission sales you can get.

To purchase visit this link http://www.trafficbeast.com/ams-resale-rights

Regards,
Alan Cheng
Owner, Traffic Beast
http://www.trafficbeast.com