



How to Make Your Article Stand Out Like a...

Lime Green Tube Top at Church

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The image shows the cover of a book titled "The Amazing Article Formula". The cover features a blue and white design with a keyboard. The text on the cover includes: "The Amazing Article Formula", "The 'Secret' Formula That Gets Your Article Distributed, Published, and Read", and "Write Articles That Get Results Now!".

The Amazing Article Formula
The "Secret" Formula That Gets Your Article Published, Distributed, And Read

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Introduction

There are a lot of internet business owners and entrepreneurs taking advantage of all the benefits that writing articles can provide. Each time you write a high quality article and distribute it you:

- Watch a **flood of new traffic** visit your website without spending a penny on advertising.
- Create **enormous exposure** for you and your business.
- Obtain top ranking in search engines without knowing the first thing about how to optimize.
- Quickly catapult yourself into the lime light as an **expert in your field**.
- Propel your **link popularity** with dozens of websites linking back to you.
- Profit from **thousands of dollars worth of free advertising**.

Clearly, article marketing is a great marketing strategy... but how can you make your article stand out when there are so many people writing articles these days?

Well, as the editor of Fresh-Articles.com, I'll let you in on a little secret...

Eighty to ninety percent of the articles out there right now are pure junk!

Most article writers don't have a clue what they're doing when it comes to writing articles for promotion... That's why I wrote [The Amazing Article Formula](#) and why I've put together this very basic article writing primer.

In this ebook I've laid out the most basic information you need to write articles that stand out against the competition.

Follow each of the chapters closely and I'm sure you'll begin to see real results from each of the articles that you write.

If you decide to take your article writing campaign to the next level and start writing articles that make your traffic soar, *swarm your newsletter* with subscribers, and swell your bank account with more revenue, then you've got to get a copy of "***The Formula.***"

In the meantime, I hope you find a lot of use in this ebook.

Best Wishes in Your Article Writing,

A handwritten signature in black ink that reads "Chris Yates". The signature is written in a cursive style with a large, sweeping flourish at the end.

Chris Yates

Chapter 1

Who Are You Writing For?

If I could sum up how to **make your article stand out** like a lime green tube top at church, it would come down to eight simple steps.

That's right, just **eight tiny little steps**... but it's amazing how many aspiring writers miss them.

Although this first one may seem kind of obvious, there are some **very prolific writers** who have **totally missed the boat** on this one --

And it's as plain as the nose on your face!

Who Are You Writing For?

Obviously **you're writing articles for promotion**. You might be promoting a:

- Website
- Newsletter or Ezine
- Blog
- Product
- Service
- Seminar
- Affiliate product

Whatever... it doesn't really matter. The point is that you are out to promote something.

Naturally, it follows that you're out to **attract the best visitors** to your website. I'm talking about the visitors that are actually interested in what you have to offer.

If we were having a discussion about traffic generation and how to get high-quality traffic to your website, we would call these sought-after visitors **"targeted visitors."**

Well, I'm here to tell you that writing articles for promotion is no different. You want only the people who are interested in what you have to offer and interested in reading your article. You're not writing for every person browsing around on the internet.

You WANT Targeted Readers!

Targeted readers are the people who are **most likely** to read your article and **respond to your offer**. They are the people who want what you've got.

So, who are your targeted readers?

I'm sure you've heard the saying,

*"You never really know someone until
you walk a mile in their shoes."*

Well, now is the time to go for a stroll in the shoes of your targeted reader... so to speak. One way to do this is to ask yourself some basic questions:

- Who do you want to read your article?
- What is their age, sex, occupation, etc.?
- What are those people looking for when they go online?
- What kind of information are they searching for?
- Do they have any problems related to what you have to offer?

Knowing the answers to these questions will allow you to write articles that **go right to the heart of your targeted readers**. It will also get the most bang for your buck from each article that you write.

You shouldn't be trying to write an article that will appeal to everyone... You only want to appeal to your target readers.

Here's another tidbit...

Knowing who your targeted readers are will **make your article stand out** for the people that you want to read it.

It's a no-brainer, and most writers totally miss the concept.

Chapter 2

How to find an article topic that will engage your readers and have them begging for more

One of the things that the majority of folks find most challenging about writing articles is **choosing a topic** that will be **interesting** to their targeted readers.

Without an interesting subject, your targeted readers will quickly move on and you will have wasted a lot of time and effort writing an article that no one cares about.

We don't want that... Do we?

Of course not! So let's put ourselves in our target readers' shoes for a minute. (I'm sure you remember talking about this in Chapter 1)

Assuming that you've already figured out **who your target readers are**, then finding a subject that appeals to them shouldn't be too hard. Here's some points to remember before get started:

1. Obviously, you want to write an article that is **directly related** to whatever it is that you're **promoting with your article**.

If you're trying to promote your website about shipping supplies, then you probably shouldn't write an article about how to can tomatoes (unless you're shipping them too!)... People interested in shipping supplies don't care about canning tomatoes!

2. **People go online looking for information, not products.** Don't try to write a sales letter that's cleverly (or not so cleverly) disguised as an article. Figure out what kind of information they are looking for and they are sure to read your article.

3. Your targeted readers are sure to read an article that **solves one of their problems**. The typical 'how to' article is just the kind of thing that people are looking for... just make sure you're writing about how to do something that your targeted readers want to know about.

Where to Get Topic Ideas

If you've truly gotten into the mind of your targeted reader, then you've probably already come up with a lot of different topic ideas. My suggestion is to **write them all down** in a brainstorm session. You'll come up with a lot of ideas and variations of ideas this way.

If you're still stuck, then it's time to start doing some research.

Do some online searching for things that are **related to your website and product**. You'll find all kinds of places to get article ideas related to your subject:

- Forums and message boards.
- Newsletters and ezines.
- Content websites.
- Directories.

Still haven't found a topic you want to write about?

You can always visit a couple of the popular article directories and see what kinds of things other writers have written on your subject. Perhaps you can come up with a different twist or angle on the topic.

One word of caution... **don't copy other writer's work**.

We're only looking for ideas here... not stealing.

Last, but not least, **take a look at the product** that you're promoting with your article. Whether it is a product, service, website, affiliate product, or newsletter, it was developed to solve someone's problem.

Maybe it was designed to **make something easier** or automate some task?

Perhaps it's just a "**better mousetrap.**"

There should be loads of article topic ideas inherent in the product itself.

Armed with all this information, you should easily be able to find an article topic that grabs your targeted reader, gets them engaged, and **prompts them to click through** to your website.

An article written on a compelling subject will **leap out at your targeted readers** and definitely make your article stand out from the crowd.

Chapter 3

The Most Critical Key to Writing High Demand Articles

The most critical factor for success in writing articles for promotion is choosing and integrating keywords.

There are so many article writers that just don't "get it" when it comes to keywords.

Most writers don't even bother, and it's a huge mistake.

This is why keywords are so important:

1. Search engines rank your article content according to keywords.
2. Targeted readers use search engines to find information using keywords.

If you don't have the proper keywords integrated into your article in the right keyword density, your targeted readers may never find your article!

Has the light bulb gone on yet?

Writing an article without keywords is like going fishing without the bait.

Not only that, but here's another really good reason to use keywords in your articles...

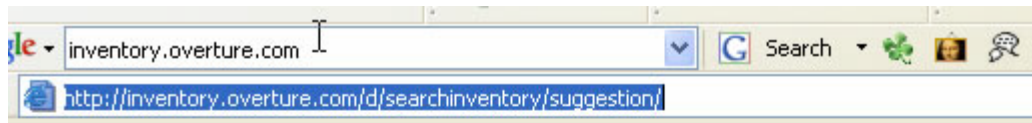
Webmasters use articles as content on their websites in order to monetize with Google AdSense. Many webmasters won't use articles that don't adequately use keywords. Webmasters know that keywords provide better AdSense revenue.

There's just no point in writing an article without keywords.

Researching Keywords

There are two ways you can go about researching your keywords... manually and with the aid of software. I prefer using software, but I'm going to show you how to do it manually.

The first thing you'll want to do is go over to the Overture Keyword Selector Tool at: <http://inventory.overture.com/d/searchinventory/suggestions>



Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Here's where your research begins.

All you have to do is type in a keyword, click the button, and it will spit out a list of related terms. It will also tell you how many times each keyword on the list has been typed into the Overture search engine in the last month.

Once you get a list of keywords related to your subject, then it's time to go over to Google and see what kind of competition each keyword has. All you have to do is type in each keyword and then take a look at the number of results that come back. This will tell you how many websites are out there for the keyword.

You'll also want to take a look at the number of Google ads there are along the right side. The more ads you see, the more competition you'll have for the keyword.

You're looking for the perfect combination of high traffic keyword and low competition... in other words, high demand, low supply.

This type of research can take quite a bit of time, so I highly suggest the use of software to make this task run quicker and easier. The one I use is [Click Ad Equalizer](#), but I'm sure there are others.

Once you've chosen your keyword, you'll want to integrate it into your article. Most experts claim that a 1% to 3% keyword density is best.

Ta-Da! You now have a keyword optimized article!

Webmasters, article directories, and search engines will love your article... But the most important thing is that your targeted readers will be able to find your article.

I know it seems like a lot of trouble, but if you take this "critical key" to heart, your articles will definitely stand out against the sea of poorly written and non-optimized articles that fill the article directories.

Chapter 4

How to Deliver a Title That Gets Results

Most article writers *totally stink* at writing good titles for their articles!

I mean who is going to **get excited** about a title like one of these:

- Kids and Cars
- Pierce the Corporate Veil
- Rock Speakers and Planters
- Theme Gift Baskets
- Natural Beauty Care
- Stock Market Analysis
- Internet Advertising Options
- Web Conferencing Services: Meetings in Cyberspace
- Balloon Bouquets
- Snowboarding The Great White

Can you hear me yawning?

These article titles are *terrible!* I seriously doubt that they'll get anyone's attention... no matter how good the article.

It's amazing how many of these types of article titles I see in my article directory. The real shame of it is that a title like this can **disguise a really good article**... And that means that the article gets totally overlooked.

Now take a look at some **engaging article titles**:

1. Top 10 Strategies to Boost Your Business
2. The Top Twelve E-Mail Mistakes That Can Sabotage Your Career
3. 10 Best Reasons Why You Should Start Your Own Home Business

4. Get Your Site Ready For The Holiday Rush Using These 10 Easy-To-Implement Profit Boosting Tips!
5. Successfully Meeting And Greeting - Ten Strategies For Getting Off To A Good Start
6. Fun and Frugal - Perfect Family Vacations That Won't Blow Your Budget
7. 6 Cheeky Ways To Get An Upgrade On Your Air Ticket
8. Discover the Paid Advertising Strategies That Can Lure Scores of Targeted Visitors to Your Site -- Without Blowing Your Budget!
9. 7 Great Ways to Lose Your Shirt Using Google Adwords! (or any other pay-per-click!)
10. Turn Your Site into a Visitor Magnet and Attract Swarms of Qualified Traffic with Our Top 10 FREE Traffic Generation Tactics!

It's kind of like the difference between seeing an action movie in black and white and seeing one in **color on the big screen**... There really is no comparison.

So, how can you make *your* article title look more like the ones in the second group?

There are several **title strategies** that will help make your article title more dynamic and engaging, but that's not the most important factor in delivering a title that gets read.

The most important thing you have to include in your title is the answer to this question:

"What's in it for me?"

When people browse around on the internet looking for information, titles that **speak directly** to them will naturally grab their attention. As people

scan content online... they are in that "what's in it for me" (let's call it **WIIFM** for short) frame of mind. That's all they are thinking about. WIIFM.

As you write a title for your article, you need to **keep WIIFM in mind** as well. Once again, knowing who your targeted readers are will help you determine the WIIFM for your audience.

Take a minute to look back at the second list of titles above. Can you determine the WIIFM for each title? Let's give it a shot on a couple to help illustrate the point:

Get Your Site Ready For The Holiday Rush Using These 10 Easy-To-Implement Profit Boosting Tips!

WIIFM - I'm going to make more money over the holidays if I use these steps.

6 Cheeky Ways To Get An Upgrade On Your Air Ticket

WIIFM - I'm going to learn some ways to get my airplane ticket upgraded.

7 Great Ways to Lose Your Shirt Using Google Adwords! (or any other pay-per-click!)

WIIFM - I'm going to learn 7 ways other people lose money with Adwords so that I don't make the same mistake.

Get the idea?

It takes a little practice, but you can learn to phrase your titles in a way that **suggests the WIIFM to your targeted readers.**

A Few More Title Tips

WIIFM is the single most important factor in writing an article title, but there are a few other tips that will help make your title more dynamic:

- Include some **action words** to spice it up and create excitement. Action words will help get your targeted reader excited about your article.
- Infuse a little **personality** into the title.
- Use **descriptive words** to jazz it up.
- Include your **keyword in your title**... within the first four words if possible. I know it sounds silly, but that's what search engines like.

So here's the down and dirty on titles...

Answer WIIFM and sprinkle in a little action, some descriptions and your personality. Do all that and your title will get your targeted readers' attention and stand out in a sea of articles.

Chapter 5

Create Attention Grabbing Titles Using These Terrific Templates

In the last chapter, we talked about how to create attention grabbing headlines that grab your targeted reader and get read. In this lesson I'm going to give you a little more help...

Writing article titles can easily be boiled down into a few specific types of titles.

That's what we're going to do here... show you the different types of titles and then you'll be able to take the basic template and use it to create your own title.

1. **The Direct Statement Title:**

"Become a Real Estate Investor in 5 Simple Steps"

2. **The Question Title:**

"Does Your Copywriting Trigger Visitors to Buy?"

3. **The Testimonial Title:**

"Using 5 Specific Business Strategies Increased My Revenue By 168%!"

4. **The Command Title:**

"Use These Paid Advertising Strategies for Maximum Profits"

5. The How-To Title:

"How To Increase Your Child's Confidence With Crafts"

6. The Problem Title:

"Afraid of Cold-Calling? Follow These Steps For Success!"

7. The Benefit Title:

"10 Little Known Secrets To Make People Click"

8. The Reason Why Title:

"7 Reasons Why You Should Prune Your Roses"

9. The Top Tips Title:

"Top 10 Tips To Successful Coupon Clipping"

10. The If/Then Title:

"If You're a Soccer Coach, Then You Must Follow These Safety Tips"

Okay, I know some of these titles are a little silly... After all, I made them up to show you an example of each type of title.

Now all you have to do is follow the examples and create your own titles... But don't forget the most important factor in your title -- WIIFM.

"What's in it for me?"

Chapter 6

How to Command the Click

Resource boxes are the most important component in any article you write for promotion... That's where you get the opportunity to "command the click."

Most people do their resource boxes completely wrong or forget to do them at all. As the editor of Fresh-Articles.com, you'd be surprised to see how many article submissions I get that don't have any kind of resource box at all.

In case you're not familiar with exactly what we're talking about here, your resource box goes right at the end of your article and provides some information about either you or your business.

This is your make or break...

You've written a great article with an attention grabbing headline, now it's time to close the deal with an offer of information, something free, or some other enticement.

What kinds of things can you offer?

- A subscription to your ezine.
- A free report.
- More information.
- A free ebook or a couple of free chapters of an ebook you have for sale.
- A free trial.

You get the idea.

So what exactly do you need to include in a resource box?

There are certainly a lot of things that you can include in your resource box, but there are only really three things that a resource box *must have*:

1. A Website Address. You've got to give your visitors someplace to click in order to read more about you, your business, or to grab whatever incentive you decide to offer.

2. Your 30 Second Commercial. Some people also call this an elevator speech because it's a short sentence or two that explains what you "do." You can also look at this as telling people what makes you different or unique... this is called a Unique Selling Position.

Here's an example of one of my favorite elevator speeches: "I'm Rachel Ray and I make 30 minute meals. That means that in the time it takes to watch this program I'll have made a delicious, nutritious meal."

It's simple, creates a unique selling position, and it subtly says to the T.V. watcher "What's in it for me." This is a great one for your resource box swipe file!

3. A Call to Action/Free Offer. You've got to ask them to click on your link if that's what you want them to do. It may sound silly, but if you don't actually ask them to click, a large percent of your targeted readers won't do it... it's a psychological thing. So your call to action is where you ask them to "click here" for your free offer.

Seems pretty simple huh? That's really all you need... so why complicate things?

"Commanding the Click" is all about creating a compelling 30 Second Commercial, an enticing free offer, and a definite call to action. If you successfully include all three components, your targeted readers will have no choice but to click through to your website.

... And that's "Commanding the Click."

Chapter 7

How to Drastically Increase Your Article Revenue

Obviously you're writing articles to promote something... Ultimately, you want to **generate revenue with your articles**, right? It all depends on "commanding the click," as we discussed in our last lesson.

In order to get people to click through to your website, you have to present your targeted readers with a website address to click on... a URL.

Can you put just any URL you want into your resource box?

Well, I guess you can.

But which of the two URL's below are your targeted readers more likely to click on:

1. <http://www.yourdomain.com/cgi-bin/ani.cgi?aff214A4F>
2. <http://www.yourdomain.com/ani.html>

The **second one** of course!

The first URL just looks *unpleasant*, and it will **dramatically decrease** the click through rate you get from targeted readers.

In addition, if you're promoting an affiliate product and use your affiliate URL in your resource box, or within the article itself, you will receive very few click throughs. **People avoid clicking on affiliate links** like they're the plague.

You know what else? Many article directories and webmasters won't even consider publishing your article if it includes affiliate links.

So, what can you do to avoid this linking nightmare and increase your click through rate?

I'm so glad you asked.

All you really need to do is use **a little re-direction...**

In other words, you'll create a webpage on your website and name it something simple like ant.html. When your targeted readers click on the URL you provide (http://www.yourdomain.com/ant.html) they will be re-directed to another webpage or website that you designate. This is especially **useful for promoting an affiliate link**.

HTML Re-Direct

Create a blank webpage and insert the code below. Replace the URL <http://www.yourdomain.com> with the URL that you want your targeted readers to actually go to.

```
<html>  
<head>  
<meta http-equiv="refresh" content="0; url= http://www.yourdomain.com">  
</head>  
</html>
```

Click on the link to see a real live example of how it works:

<http://www.the-marketing-directory.com/traffic.html>

Javascript Re-Direct

This one works the same as the one above... just replace <http://www.yourdomain.com> with your URL.

```
<html>
<head>
<script language="Javascript" type="text/javascript">
<!-- Hide script
//
window.location.href="<a href="http://www.yourdomain.com">http://www.yourdomain.com</a>"
//]]&gt; End script hiding --&gt;
&lt;/script&gt;
&lt;/head&gt;
&lt;/html&gt;</pre></div><div data-bbox="111 414 709 435" data-label="Text"><p>Click on the link to see a real live example of how it works:</p></div><div data-bbox="254 453 741 474" data-label="Text"><p><a href="http://www.the-marketing-directory.com/ac.html">http://www.the-marketing-directory.com/ac.html</a></p></div><div data-bbox="111 506 319 528" data-label="Section-Header"><h2>PHP Re-Direct</h2></div><div data-bbox="111 549 886 590" data-label="Text"><p>The PHP redirect is one of my favorites because it re-directs so fast and it's easy to set up.</p></div><div data-bbox="111 606 870 667" data-label="Text"><p>If you decide to use this one, make sure that the page you create is saved as a .php instead of an .html. It won't work unless you use the .php extension.</p></div><div data-bbox="111 686 752 707" data-label="Text"><p>Simply replace the <a href="http://www.yourdomain.com">http://www.yourdomain.com</a> with your URL.</p></div><div data-bbox="228 724 727 817" data-label="Text"><pre>&lt;?php
header("Location: <a href="http://www.yourdomain.com">http://www.yourdomain.com</a>");
?&gt;</pre></div><div data-bbox="111 837 709 858" data-label="Text"><p>Click on the link to see a real live example of how it works:</p></div><div data-bbox="220 875 776 896" data-label="Text"><p><a href="http://www.the-marketing-directory.com/example5.php">http://www.the-marketing-directory.com/example5.php</a></p></div><div data-bbox="483 933 512 951" data-label="Page-Footer"><p>24</p></div>
```

Domain Masking

This is my favorite way of creating seamless redirections. Basically, domain masking allows you to have your domain name appear in the address bar instead of the URL you've directed your readers to.

For example, if you click on the link <http://www.articlewritingsoftware.com>, you'll actually visit a webpage for a free trial of a software program designed to help people write better. What's really cool about it is that you can only see my domain, not the actual domain (or affiliate link) of the page you're actually visiting.

Using this kind of link allows you to use the link within the article or in the resource box, and no one knows that you're **promoting an affiliate product**.

In order to set this kind of thing up, I go to <http://www.registerfly.com> and purchase a domain. Once you own the domain, they will let you mask it to any URL you want for free.

Why Use Re-Directs...

I'm sure you can see the **value of creating re-direction pages...** especially since they're so easy to set up. Using a re-direct will allow you to promote affiliate products, **track your own clicks**, and *eliminate those ugly URL's* quickly and easily.

Through re-directs, you can avoid the linking nightmare, increase your click through rate, and **dramatically increase the revenue** generated from your article promotions.

Ultimately... Eliminating those ugly URL's will also **make your articles stand out as high quality content** that webmasters, newsletter editors, and article directories will welcome.

Chapter 8

The Results are in...

Alright, this lesson really doesn't have anything to do with making your article stand out, but it's still an important concept.

You need to know how your article writing promotion is going... are you getting what you want from it?

What are the results?

Once you can clearly see how each article has impacted your traffic, subscriptions, sales, etc. you'll be able to determine **what's working right** and *what needs more work*. If you don't take a look at the results, then you could really be wasting your time writing articles that aren't helping your business at all.

What can you measure?

How can you measure your **article writing and distribution results**?
Ultimately, you're only interested in the bottom line --

How many times did you get your most wanted response (MWR)?

- If you were trying to gain new subscribers to your newsletter through your articles, **how many new subscriptions** resulted from your article?
- If you were trying to increase traffic to your website, how many targeted readers clicked through your article to your website?
- If you were trying to make more sales of an affiliate product, **how many sales** can you attribute to your article?

You get the idea here.

If you didn't implement any kind of tracking into your articles, then you're up a creek without a paddle.

- You can **easily track new subscribers** by re-directing them to a subscription form with a tracking code in it... I know for a fact that the [Aweber](#) system allows you to set this up very easily.
- You can easily track affiliate sales by funneling targeted readers through a page on your website and then re-direct them to the affiliate sales page. We talked about a couple of different ways to do this in the last lesson.
- You can easily **track traffic via re-direct pages** as well.

In other words, you need to take this article writing thing seriously and track everything you can possibly track. If you don't track and monitor what your targeted readers are doing after they read your article, then you are wasting your time.

Something Else You Can Track

Let's take a look at something else that you can track that doesn't depend on you setting anything up in advance. You can easily monitor the **number of websites that have published your article**. Take a look at how easy it is.

Go to Google and type in the *exact title* of your article with quotes around it. I just picked out an article that appears in [Fresh-Articles.com](#) to use as an example here.

This article was distributed some time around June 23, 2005. It's called "5 Tips To Create A Kick-Butt Mini-Course That Pulls In Thousands of Rabid Subscribers... in a Flash!" and it's by Jim Edwards. As you can see, that title appears on 1,850 webpages.



That is a lot of incoming links! Keep in mind that this article has been 'out there' for over eight months as of this writing... it's had a lot of time to get indexed.

In this example by the same author, the article was published around December 2, 2005... only about 2 months as of this writing. There's not as many websites indexed carrying this article.



Of course, there may be other factors that affect the numbers in these two examples... perhaps the second article just isn't as good as the first... Maybe the second article wasn't offered to affiliates for promotion... I don't know.

The point is that you can easily keep track of how many webpages indexed have published your article. That will at least give you some idea of how you're doing **in the absence of real tracking**.

This is a poor substitute for the tracking that we discussed earlier.

In the end, **tracking and monitoring** is the only way you can be sure that your article writing campaign is getting you the **MWR that you're looking for** from your targeted readers.

Let's Wrap It Up...

Whew!

You made it through this basic article writing primer. Now let's quickly recap the basics of each chapter:

1. Who are you writing for? Figure out who your targeted reader is before you begin writing that article.
2. Find an article topic that will engage your readers. There's no point writing about something that no one cares about.
3. The most critical item in writing high demand articles is to find the right keyword. It just doesn't make sense to write articles without them.
4. Deliver a title that gets results. Don't be lazy when it comes to your title... do it right.
5. Don't forget to use the title templates in chapter 5 to help you write a great title for your article.
6. Command the click... In other words, offer something free in your resource box, deliver your 30 second commercial, and ask for the click.
7. Use redirection to increase your article revenue. Avoid those ugly URL's.
8. Track your article results. If you don't track, then you don't know what's working and what isn't.

Last, but definitely not least... don't forget to address the most important question of all in each of your articles:

“What's in it for me?”

And that's the end of this ebook...

I sincerely hope that you've learned a lot from each chapter and I wish you the best in your future article writing campaigns.

In the meantime, if you have any questions or comments about this ebook or something related, please [let me know](#).

Best Wishes,

A handwritten signature in black ink that reads "Chris Yates". The signature is written in a cursive style with a large, sweeping "Y" and a long, trailing "s".

Chris Yates

P.S.

Don't forget to take a look at the resources on the next page!



The Amazing Article Formula
The "Secret" Formula That Gets Your Article Published, Distributed, And Read

Click here now to get Your copy of
[The Amazing Article Formula.](#)

Resources

<http://inventory.overture.com/d/searchinventory/suggestions> - This is a good place to start your keyword research... especially if you've decided to go the "free" route.

<http://www.keywordanalyzertool.com> - Click Ad Equalizer is a really nice piece of software to help you find tons of profitable search terms. If you're serious about your article marketing campaign, then I highly suggest that you use some kind of keyword tool. I recommend this one and use it myself.

<http://www.registerfly.com> – This is the place where I go to get my domains because they let you set up domain masking for free.

<http://trusite.aweber.com> – Aweber is where I go for my autoresponders. We discussed this briefly in Chapter 8. Aweber will let you track your subscribers easily.

<http://www.Internet-Marketing-Tutor.com> – We have more step-by-step tutorials, how to advice, and marketing help available here.