

“How to Use Articles to Drive Website Traffic”

By Merle <http://articleannouncer.mcpromotions.com>



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This is a **FREE report**. You may give it away freely, but it may **NOT BE SOLD** or ALTERED IN ANY WAY.

This report is dedicated to "Divi." You taught me so much about life. May you forever fly above the clouds and may the wind lift you higher than you ever dreamed possible.

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“How to Use Articles to Drive Traffic to Your Website”

If you're like me, you probably work on driving traffic to your website or sites on a daily basis. It's a lot of work and there are a variety of traffic methods you can use to keep the hits coming. Most of them involve your time, or spending your hard earned cash to purchase it.

I've been "working the net" for years and I do use many different promotional tactics to drive people to my sites, but the one I want to talk about with you in this report is "article writing." I'm a big proponent of it and have had my articles spread wide and far online and benefited from free traffic and name exposure at the same time.

Article Writing Defined

So what is article writing? And why is it such a good way to promote a website? Glad you asked. The Internet is information and there are many people in need of that information for their websites, blogs, and ezines (aka newsletters). Sure, many of them do create their own content but there are only so many hours in the day, so many publishers are on the constant lookout for good quality material they can utilize quickly and easily. That's where you come in.

You write an article, and attach a resource box, or what some refer to as a signature line. This includes your name and a link to whatever URL you're trying to drive traffic to and send it out to be freely published online.

What's that, you say? You can't write articles? Nonsense. Everyone is an expert at something. Maybe you know more about golf than Tiger Woods. Maybe you're an expert on search engines and what makes them tick. Perhaps you're crafty and know how to create a dollhouse from an envelope. OK, maybe that's more like Macgyver. My point here is that anyone, even you, knows enough about something to put pen to paper and write a short article. It really doesn't involve being a "rocket scientist." Trust me, you can do this. It's simply a matter of taking what you know and transferring it to paper.

Format & Length

So what's involved in writing a good article and what does it look like? Usually I'll take a piece of paper and just write down topics I want to cover, then expand each one into a paragraph. Presto, you're done.

A good length for articles that will be published online is between 500 to 1000 words, with the average article falling between 500 and 800. You don't want to go too far past the 1,000-word mark or it will be too long for most editors and site owners to use. In the event that you write a very lengthy article you break it up into two or three parts. I've done this many times, and have reaped the additional benefit of giving me more mileage out of the one article -- because instead of one article, I have two or three to distribute.

Use a text editor when typing your article and format it by hitting the return key so you have hard breaks at 60 to 65 characters per line. This will make it look consistent across the various email clients that people may be using.

Importance of a Good Title

When writing your article, don't underestimate the power of a headline. A good headline will catch the reader's eye, drawing him in, making him want to continue reading. You'll be competing with hundreds of other articles, so you need to make sure yours will stand out from the crowd. Try to stay under seven words if you can.

Sometimes a little shock value works well, but you don't want to go overboard. You don't want to make people angry, but sometimes a little controversy is good for the soul. For more on writing good titles see this article on "Title Writing Tips" at <http://internet-marketing.digitalcrunch.com/letter-writing-tips-titles.shtml>

What Software Should I Use for Writing?

There are many different software options you can use to write your articles. The one you don't want to use is Microsoft Word or anything like it that will add special formatting to your writing. You need to use software like "Notepad" that comes with every computer, or my favorite, <http://www.TextPad.com>. This Windows-based software is a bit more powerful than Notepad, as it includes a built-in spell checker (which you'll need). Nothing's worse than sending out an article full of spelling errors. Don't do it. You'll not only look like an idiot, no one will publish your work. Believe me, they won't take the time to correct or edit it for you. You can download TextPad for free to see how you like it, but if you decide to keep it you'll need to register it for \$31.00 (USD).

Some other text editors you may want to look into:

Edit Pad Pro: <http://www.editpadpro.com/>

A powerful windows based text editor available in two versions Pro or Lite.

Tortuga Software Downloads:

<http://ttuga.com/software/49/notepad-replacement.html>

Offering many different text editors to choose from.

Boxer for Windows: <http://boxersoftware.com/>

A full-featured text editor for Windows.

Another Notepad: <http://pc-shareware.com/anotepad.htm>

A replacement for Notepad that includes a spell checker.

MetaPad 3.5: <http://trustmeher.net/freeware/notepad.htm>

Similar to Notepad but with many more powerful features, and did I mention it's free?

Ultra Edit: <http://www.ultraedit.com/>

This one is loaded with features. Download the free trial and take her for a spin.

NoteTab: <http://notetab.com/>

Three different versions available and one is even free.

Like I said you don't want any fancy software, just a "plain Jane" text editor. I'll be honest with you; I still use a pen and pad of paper to write my articles before typing them into my software.

As I mentioned earlier, you need to watch your line length. You should aim for a line length of between 60 to 65 characters per line, and you'll want to hit the enter key at the end of every line to insure the hard breaks will be saved with your article. This avoids the problem of messy looking emails that break in all the wrong places.

For more on this see these sites:

Email Marketing Software Center:

<http://www.email-marketing-software-center.com/good-looking.htm>

The Handbook of Ezine Publishing:

<http://e-zinez.com/handbook/template.html>

Formatting Email: <http://emailresults.com/article.asp?contentID=41>

Online Formatting Help

If you need help formatting your articles to a specific line length, there are plenty of online editors that will allow you to choose the line length you want, copy and paste your article into a box, and format your article perfectly. Some of them will also convert a text-based article to HTML and make all the links clickable. This is useful if you have text articles you want to post on a website.

Here are a few to get you started:

Web Source Format Text: http://web-source.net/format_text.htm

Marketing For Success: <http://marketingforsuccess.com/format/format.html>

The Phantom Writers: <http://thephantomwriters.com/link-builder.pl>

Text to HTML Converter: <http://www.website101.com/cgi-bin/t2h/Mt2h.cgi>

What's so Important About the Resource Box?

We're not through yet. Now we're going to discuss the most important aspect of your article. It's called a "signature line," or sometimes a "resource box." This is the most critical part of the article promotion strategy, so you don't want to blow it here.

The resource box is attached at the bottom of your article, and you need to include strict guidelines that anyone may reprint the article as long as your signature line is kept intact. This is your promotional opportunity.

A signature line should be about three to four lines in length. Again, it should be formatted at about 60 to 65 characters per line. Similar to a small ad, if your resource box is good it will trigger people to click over to your site. Picture this, someone reads your article and thinks to herself, "This is really good, I want to know more about the person who wrote it," She looks at your signature line next. If it's well written and triggers her curiosity, she'll click over to your website which you've included to learn more.

Your resource box can promote whatever you're touting at the time; your website, your ezine, an affiliate program you're promoting, an ebook you're selling... Anything. What I do is keep a variety of signature lines available and change them out at will, depending on the site I'm trying to promote. If you have multiple websites or affiliate programs you're working, you'll want to make sure you have a few signature lines made up in advance so they're ready to attach to your freshly written articles. You also want to remember to use one in all of your outgoing emails and when you post to discussion boards.

So what should you include in your signature line? Your name (of course!), your url and if at all possible, something free. Face it, people love freebies so if you have something to give away, a resource box is a good place to promote it. When including your web address, make sure to include the whole <http://www> part so that the link is clickable.

Be sure to ask for whatever it is you want the reader to do. A good call to action says things like "click here" or "download now"....you may want to invite him to subscribe to your ezine or offer a free ebook or special report. If your readers can give your ebooks away freely, make sure you mention it somewhere inside along with your copyright. By doing this you've created a viral marketing tool that will work as a traffic generator 24/7.

I would advise against including an email address unless you want to be spammed for all of eternity. Once your articles are posted online, the spambots will pick up your address and add it to their lists, and before you know it you'll be getting so much spam you won't be able to find your "real mail." So don't invite your readers to email you; send directly to your sign up page instead. Believe me, I've learned this lesson the hard way. It's the same with using an autoresponder service. If you ever change companies or the one you're using goes "belly up," you'll have a bunch of useless signature lines floating around in cyberspace.

For more information on resource boxes see these sites:

Judy Vorfeld: The Value of a Signature Line
<http://www.ossweb.com/article-9.html>

The Nitty Gritty Guide to Signature Files:
http://www.julieduffy.com/writing/promote_sigfiles.htm

Give People a Reason to Buy your Product or Service: Create a Strong Signature Box
<http://www.smallbusinessbrief.com/articles/marketing/001048.html>

Writing an Effective Signature File
<http://www.biztalk4u.com/archives/2001/six.html>

How to Create & Market Your E-mail Signature
http://articlealley.com/article_125_3.html

Editing Your Articles

When you've finished your masterpiece you need to make sure it's error free and grammatically correct. If you can't do this, yourself there are plenty of people online you can hire who will be happy to give your articles a "once over." Fees vary so you'll want to check pricing and also check their references for satisfied customers.

Here are a few sites that do this type of work:

Edit My Documents: <http://EditMyDocuments.com>

Offering proof reading and light editing to complete rewrites. Fees for proof reading start at about \$3.00 (USD) per page.

Freelance Scribe: <http://www.freelancescribe.com/>

Offering editing and proofreading services, starting at \$3.00 (USD) per book page (about 400 words).

Perfect ProofReading: <http://perfect-proofreading.com/>

Proofreaders for over 30 years, they include a cost estimate calculator on their website. Just type in the number of words your document has to get an estimate. For example, a 700-word article will run you about \$25.00 (USD).

Edit My English: <http://www.editmyenglish.com/>

These editors have four-year degrees from major universities. Normal page editing starts at only \$3.00 (USD) per page.

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Editing and Writing Services: <http://editingandwritingservices.com/>

Judy Vorfeld has been online for years with an excellent reputation. She offers editing and writing services.

So What Can I Do With My Articles?

You may be asking yourself right about now: "OK, I've got my brand new shiny article, now what do I do with it?" Great question. You didn't think I was going to leave you in the lurch now, did you?

First off, I want you to make a folder on your desktop where you're going to keep all of the brilliant articles you'll be writing. That way they're all housed in one place and you can see what you have and pull out what you require as the need arises.

Another thing you'll want to do is archive your articles somewhere online. If not on your own site there are plenty of online services that will do it for you. I archive all of mine at Idea Marketers. They allow a brief bio and you can upload your photo. To see what it looks like check out my archives at <http://www.ideamarketers.com/library/profile.cfm?writerid=42&wherefrom=RESULTS>

It won't cost you a dime to use IdeaMarketers.com and they'll give you a nice page to send people to where they can view all of your past articles. This site is also widely searched by those looking for content to publish so it's a good place to be seen. They've also been around for years and their service is very reliable.

They also have an "**Article Content Management System**" that will automatically post your article submissions to your website. For \$89.00 (USD) per year, this is an easy way to add fresh content to your site without any extra work on your part. For more info see: <http://www.ideamarketers.com/toolbox/Articlemanagement.cfm>

So you can see that articles can be used in a variety of ways. The marketing mileage is phenomenal. They can be packaged and re-packaged, changing their look and content as needed.

Here are Some Usage Ideas to Spark Your Creativity:

- 1) Submit your articles to ezine publishers and website owners for possible publication in their newsletters or to their sites. This should always be your top priority when it comes to article usage.
- 2) Post them to your blog. You do have a weblog, right? Better get busy. The easiest way to start blogging is to set up a free account at <http://www.Blogger.com>

- 3) Package a few of them together and create an ebook or report, which you can then give away or sell. By giving it away for free, you are eligible to list it in all of the free ebook directories online for even more exposure. By allowing others to give it away, you're engaging in viral marketing at its finest. You won't believe how it will get passed around the Net, constantly working in the background sending traffic to your website.
- 4) Post your articles on your own website for additional content. Make it clear that anyone can reprint them as long as your signature line is kept intact. To generate extra revenue, add Google AdSense ads to your article pages. See <https://www.google.com/adsense/>
- 5) Find online article directories (see list below) and post your articles to as many as you can find. People often search these directories when looking for content to publish.
- 6) You can take articles on a related theme and bundle them as an e-course. You'll need an autoresponder service to do this. If you don't want to pay for one, use <http://www.FreeAutoBot.com>
- 7) Don't forget offline groups or print publications. For example, I sent some of my articles to a local computer club who then printed them out and passed them out at one of their meetings.
- 8) If you have your own discussion board you can post your articles there and you should be publishing them in your own ezine.
- 9) Some people like to make their articles available by autoresponder. This is a good way to get your writing delivered to email in boxes.

Just imagine how far spread your articles would be flung into Cyberspace if you implemented even half of these ideas. The icing on the cake is that every time someone posts your article online, your signature line creates an instant link swap from that site to yours.

Link Popularity is one of the criteria looked at by the search engines when ranking your website, so you can only imagine how all of those incoming links will help lift your site's ranking. This is a search engine optimizer's dream. You'd never be able to get that many sites to agree to a link swap any other way. You don't even have to ask. It's a beautiful thing.

Merle's Power Tip

Want to know a secret? I keep a list of ezine publishers who like to publish my articles on a regular basis. Think about that for a minute. I have a list that I can send my writings out to every time I write one. How great is that? And you can bet that 90% of them will run what I've sent to them since they're already familiar with the quality of my work.

So how do you create your own list? What I do is subscribe to various publications related to my article topics and look to see if they accept articles from outside sources. Nine out of 10 do. I find their submission email addresses and add them to my mailing software. To do this, I use a program called "Group Mail." You can download it at <http://www.infacta.com/asp/common/groupmail.asp> It's very handy for maintaining separate lists. For example, I have a list of those I swap ezine ads with on a regular basis, past advertisers, etc. Group Mail makes it easy to set up as many lists as you need and email them all at once on command. I love it!

Anytime, I find a publication or publisher looking for articles related to my themes I add them to my list. Make sure you always include a way for them to be removed from your list in every mailing in case they grow tired of your articles or no longer publish.

I also subscribe to "free article submission groups" which you can find at Yahoo Groups <http://groups.yahoo.com/> and MSN <http://groups.msn.com/>. Keep a list of the email submission addresses you find there to post to as needed.

Doing Your Own Article Submissions - Article Directories

If you have more money than time you can pay an outside service to do your article submissions for you. But if you're like me and you have more time than money you can always seek out online article directory sites, announcement groups and do it yourself. For a great piece of software that will do it all for you I suggest [Article Announcer](#).

Here are a few online directories to get you started:

Article Hub: <http://www.articlehub.com/add.html>

Content Articles: <http://content-articles.com/>

Article Emporium: <http://article-emporium.com/submit-article.cfm>

Article Factory: <http://www.articlesfactory.com/submit.html>

Author Connection: <http://authorconnection.com/>

Bus. ToolChest: <http://www.businesstoolchest.com/articles/submit.shtml>

Digital Women: <http://digital-women.com/submitarticle.htm>

Ezine Articles: <http://ezinearticles.com/submit/>

Free Content: <http://certificate.net/wwio/ideas.shtml>

Free Zine Site: <http://freezinesite.com/articles.cgi/add>

NetterWeb: <http://www.netterweb.com/artcls/>

SearchWarp: <http://searchwarp.com/Register.asp>

SmartAds: <http://smartads.info/articles/submit/> (Internet marketing topics only)

TopWeb Mark.: <http://top-web-marketing.com/article/pam-addlink.php>

WebProNews: <http://www.webpronews.com/submit.html>

Dime Consultants: <http://dime-co.com/articlesub.html>

Xongoo: <http://xongoo.com/submit.html>

AddMe: <http://addme.com/nlsubmit.htm>

Article City: http://www.articlecity.com/article_submission.shtml

Writing Career: <http://writingcareer.com/freearticles-submit.html>

Business Highlight: <http://www.businesshighlight.org/user-submit-article>

Family Content: <http://family-content.com/articles/submit.shtml>

Go Articles: <http://www.goarticles.com/ulogin.html>

Valuable Content: <http://valuablecontent.com/signup.html>

Marketing Seek: <http://www.marketing-seek.com/index.php>

Article Alley: <http://www.articlealley.com/index.php>

Article Finders: <http://www.articlefinders.com/submit.html>

Small Biz.: http://www.smallbusinessoutpost.com/forms/submit_article.htm

Webmasters Library: <http://www.webmasterslibrary.com/submit.jsp>

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Here's a membership site that has numerous article submission directories and article announcement groups all in one convenient location. The cost is \$49.00 (USD) for a 6-month membership. Go to <http://ArticleSubmissionSites.com>

Article Announcement List & Groups

Article announcement groups are different from article directories. With groups (such as Yahoo), you need to manually subscribe to each one in order to post your articles, which you do via email. I advise you to copy and paste all of the posting email addresses to a text file so you can easily use them when your articles are ready. I fill in my own email address in the "To" field of my email client, and then copy and paste the posting email addresses in the "Bcc" field. Some of the groups will kick back your emails for some reason if you copy and paste more than five email addresses, so break them up into separate mailings to avoid this problem. I believe it's some kind of anti-spamming tool they are using to avoid people doing massive posts to any one list. They are then posted to the list and sent out for all subscribers to view.

Article announcement groups give you the potential is thousands of people to read your articles and possibly use them on their websites or in their publications. Wow! Now that's a lot of eyeballs.

Groups and Subscriber Numbers as of Aug 2005 (changes daily)

Free Zine Content: <http://groups.yahoo.com/group/freezinecontent/>

Post free content for publication. Membership at this time 411

NetWrite Publish: <http://groups.yahoo.com/group/netwrite-publish-announce/>

Submit your articles on business, home, family, health, self-improvement and other articles of general interest that will inform and help others. Membership at this time 1194

Free Reprint Articles: <http://groups.yahoo.com/group/Free-Reprint-Articles/>

Accepts articles on various topics. Membership at this time 2867

Article Announce: http://groups.yahoo.com/group/article_announce/

Writers may announce their article free but before posting make sure you read the guidelines at <http://www.all-in-one-business.com/groups/> Membership at this time 5363

AABusiness: <http://groups.yahoo.com/group/aabusiness/>

Only business article announcements allowed here. Must be related to e-commerce, sales, networking, etc. Membership at this time 3039

Publisher Network: http://groups.yahoo.com/group/publisher_network/

Submit any article you'd like to share to this list. Membership at this time 1474

Promote Your Article: <http://groups.yahoo.com/group/PromoteYourArticle/>

Submit any type article here. Membership at this time 849

QC Reprint Articles: http://groups.yahoo.com/group/QC_Reprint_Articles/

All article types are posted to this group. It is monitored for quality by a team of moderators so you better make it good. Membership at this time 1007

Reprint Articles-Paradise: <http://groups.yahoo.com/group/ReprintArticles-Paradise/>

Post your high quality articles to this group. Membership at this time 1088

AAINET: <http://groups.yahoo.com/group/aainet/>

Announce your Internet orientated article to this group. Membership at this time 2057

AAGeneral: <http://groups.yahoo.com/group/aageneral/>

Submit any type of article but not adult related content. Membership at this time 1788

Marketing: http://finance.groups.yahoo.com/group/Marketing_articleblaster/

Submit articles about Internet or offline marketing. Membership at this time 142

Article Publisher: <http://groups.yahoo.com/group/ArticlePublisher/>

All articles must have a "free to publish" statement at the top of the article. Membership at this time 709

Article Archives: http://finance.groups.yahoo.com/group/Articles_Archives/

Seeking articles on improving writing skills, publishing, biz articles, Internet marketing, and any other writing related topic. Articles should be between 1500-1800 words. Only a 3-line bio allowed. Membership at this time 1712

Article Submission: <http://finance.groups.yahoo.com/group/articlesubmission/>

Accepts all types of articles and they are moderated for approval. Membership at this time 269

Free-Content: <http://finance.groups.yahoo.com/group/Free-Content/>

Articles suitable for small business newsletters and websites. Membership at this time 2907

Read My Articles: <http://groups.yahoo.com/group/ReadMyArticles/>

Post your articles to this group for possible publication in ezines. Membership at this time 411

Free Econtent: http://finance.groups.yahoo.com/group/Free_econtent/

Only good content and high quality articles wanted. Due to the large volume of daily postings you may want to set your subscription to digest mode. Membership at this time 660

Articles 4 Promotion:

<http://groups.yahoo.com/group/articles4you2use4promotion/>

Looking for quality articles only. Membership at this time 400

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The Write Articles: <http://groups.yahoo.com/group/TheWriteArticles/>

You can post your business, marketing and web site building and promotion articles and writing related articles. Membership at this time 445

Ezine Zone: <http://groups.yahoo.com/group/EzineZone/>

Submit only your original articles. Membership at this time 138

I Need Content: http://finance.groups.yahoo.com/group/I_Need_Content/

Make sure you double check for grammar and spelling, etc. Membership at this time 351

It's amazing isn't it? There are so many places that would love to have your article submissions. Are you beginning to see just how powerful this marketing tactic is? Trust me, it works.

Hiring an Article Submission Service

So what if you're lazy? Maybe you don't want to spend hours and hours submitting articles to online directories or announcement groups. You can hire someone to do it for you. Yes, Santa Claus does exist but he comes with a price tag, sometimes a very hefty one.

The Phantom Writers: <http://thephantomwriters.com/x.pl/tpw/index.html>

I've used this service myself and highly recommend them. They've been doing submissions since 2001 and are very reputable. Price for submission is \$49.95 (USD) and distribution goes out to over 17,000 publishers.

Article Marketers: http://articlemarketer.com/?a_aid=b910eb44

Complete distribution of your article for only \$8.95, or \$39.95 (USD) for three months of service.

Submit Your Article: <http://www.submityourarticle.com/>

Another high quality service that will submit your article to over 15 announcement lists with a combined opt-in membership of over 10,000 potential publishers. They'll even syndicate your content to other websites. Pricing varies depending on the membership package you choose. For example submitting three articles a month will run you \$75.00 per month or a Platinum Membership at four articles per month for \$90.00 (USD).

Isnare: <http://www.isnare.com/distribution.php>

This service is fairly new and I've not personally used it but they'll distribute your article to over 20,000 publishers. Price varies depending on how many articles you want to submit for distribution. \$10.00 to \$100.00 (USD).

Ezine Trendz: <http://www.ezinetrendz.com/articlesubmission.htm>

Distributes business related articles to over 500 ezine publishers. \$50.00 (USD) per article with other payment options available.

Forward Productions: <http://forwardpromotion.com/payments.html>

Hand submission of your articles to ezine publishers and website owners who are looking for content.

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What Do I Write About? Coming up With Topics

Having a case of writer's block? Yes, it can be hard coming up with new ideas for articles, but there are a few tricks of the trade that will make it a lot easier.

You need to start an "article idea folder" where you will keep any ideas or inspirations for future articles you want to write. In this way when you're feeling in the "writing mood" you just go through your folder and out pops a topic. I've been doing this for years and wouldn't be without my "handy dandy" idea folder. It's golden!

So how do you come up with these brainstorm to put into the article folder in the first place? I thought you'd never ask. Discussion boards and forums are loaded with ideas. Just spend some time skimming posts and before you know it, you'll have more topic ideas than you'll know what to do with. Look for "problems" or "hot topics"; things people are struggling with and want to know more about. These make perfect "How to" articles. The same is true for anything you read online. If it strikes you as something you'd like to write about in the future, add it your article idea folder.

Scan newspapers and magazines for even more topic ideas. Read ezines related to the theme you'd like to write about and when you see something that excites you, write the topic down for future research. Now remember, I'm not saying to copy someone else's work, you're just looking for topic ideas. It's never OK to plagiarize what someone else has written. It's wrong and it's illegal. Copyright infringement is very serious. There is no reason why anyone can't write his or her own creative articles with a little research and time. By keeping an "article folder," you'll never run out of ideas or run into writers block ever again.

Popular topics for articles are "How to..." or "Top 10 Ways to..." or "7 Easy Ways to..." Don't underestimate the power of a "How to" headline. Some of the best selling books ever start with that line. If you go with the list format, like "7 Easy Ways to (your topic here)," you just number the page and put in your thoughts down the page. This is one of the easiest and most popular article writing techniques online.

Hiring Writers & Editors

One more thing: if you really don't want to be bothered with writing your own articles, you can source it out to a third party. There are plenty of websites where you can post your "job requirements" and hire a talented writer to produce an article for you. Just make sure he or she is reputable and only writing original articles, not plagiarizing someone else's work.

Some of the more popular outsourcing sites are:

RentACoder: <http://RentACoder.com>

Review resumes and work histories of over 96,577 registered coders. Post your needs, and freelancers will email you their bids. Posting a job request is free and you are under no obligation to accept any bids unless you decide to. When you accept a bid, the money is put into escrow and not released to the freelancer until the job is finished.

Elance: <http://www.Elance.com>

Select a category and describe your project. You'll need to authenticate yourself by inputting a credit card. There is no charge to post a job in the "basic level" but there is a refundable fee to post in the "select level." You'll receive bids on your job and then select a winner.

Guru: <http://www.Guru.com>

Get free access to over 451,000 professionals, with over 160 categories to choose from. Fee is 5 to 10% of project fee, which is deducted from the final payment. You'll receive quotes and be able to select the applicant of your choice.

WorkAHolics4Hire: <http://Workaholics4Hire.com>

With this service you'll be assigned your very own "project manager." You get to see the work in progress and review it to make sure it meets your needs.

FreeLanceWorkExchange: <http://FreeLanceWorkExchange.com>

Post a project for a wide variety of jobs and get responses from qualified work at home pros. Post all the jobs you want with no transaction fees. You may have your listing placed higher for a fee of \$20.00 (USD).

FreeLance Writing: <http://FreeLanceWriting.com>

If you need a writer, this is the place to look. Provides companies with a handful of free tools to locate freelancers.

When posting your job on one of these sites you'll want to make sure you give very SPECIFIC detailed instructions as to your writing needs. If you're vague, you may get applicants who can't do the job or who don't meet your qualifications.

Download this FREE Report- "How to Out Source Article Writing"

This informative guide takes you step by step how to hire someone to write articles for you.

<http://www.mcpromotions.com/ebooks/outsourcing.pdf>

And a few other sources for articles:

InfoGoRound: <http://www.infogoround.com/>

Join as a member and receive unlimited access to their fully searchable private label articles covering over 40 categories. Membership pricing at time of this writing is \$24.95 (USD) a month.

Just Articles: <http://justarticles.com/>

They will write custom articles for you. Pricing starts at \$12.00 (USD) and goes up from there, depending on the length you need.

Promote With Articles: <http://promotewitharticles.com/system.html>

Not only will this site write the articles for you, but they'll also promote them and monitor where they appear online.

How Do I Know Who's Publishing My Articles?

So you've written your articles, submitted them to ezine publishers and the various online directories, but how do you know who's publishing them online and where? Well, you can include a blurb at the top of your articles asking to be notified if they decide to publish them. Of course, that's no guarantee that they'll take the time to email you.

One tool that I use and find very useful for tracking is "Google Alerts" <http://google.com/alerts> . This service will notify you by email of the latest web postings for any key phrase or words you choose. What I do is use the url that I put in my resource box as the "search phrase," then I select "web" for the type. It's up to you how often you would like to be notified of Google's new findings. You can select "daily" or "weekly." I usually choose "daily," as I enjoy seeing all the new websites that are displaying my articles. This really works great. As soon as Google spiders a website containing your resource box URL you'll get an email and can click over and see who has posted it.

You can set up as many notifications as you like, so if you use multiple url's in your articles, you can check them all. Yahoo also offers a similar service at <http://alerts.yahoo.com/>

Another simple way to find your articles online is to paste a title of one of your articles in any of the search engines. My favorite search engine is Google, but any of them will do the job.

19- By Merle <http://articleannouncer.mcpromotions.com/>

Another great tool you can use if your articles are posted on your website is CopyScape's service .You simply copy the url's into their search box at <http://www.copyscape.com/> and it will find identical copies that are posted online.

Bonus Section- Freebies/ Resources for All My Friends

If you browse the Net long enough and know where to look, you'll find plenty of free ebooks, reports and resources on writing articles, article promotion, submissions and more.

Here are a few excellent resources for you:

Article Magic: <http://www.ebizwhiz-publishing.com/armagic/index.htm>

An ebook collection of over 60 articles, written by online marketing experts, who share their tips and advice on writing free articles for publication.

The Elements of Style: <http://bartleby.com/141/>

If you didn't pay attention in English class and don't know your "thens" from "thans," you'll want to bookmark this handy resource.

"10 Tips for Effective Internet Article Writing":

<http://a1-optimization.com/article-writing-tips.htm>

Great advice to follow before you begin the writing process.

GoArticles: <http://goarticles.com/articles.html>

The how's and why's of article writing and promotion.

100 Most Often Misspelled Words:

<http://yourdictionary.com/library/misspelled.html>

A list of the most common words that are usually spelled wrong.

Ryze Network- Article Marketing: <http://amm-network.ryze.com/>

Join this networking group where the talk is all about article marketing.

10 Basics for Starting Your Own Business:

http://www.mcpromotions.com/ebooks/business_basics.pdf

A free ebook that covers 10 basic steps to starting and running your own Internet Business. In PDF format. If you like it, feel free to give it away from your own website.

A Complete Guide to Self-Publishing:

http://mcpromotions.com/ebooks/es_aff.exe

Learn how to create your own ebook. Includes researching, design, compiling and much more. In .exe format. Free to distribute.

20- By Merle <http://articleannouncer.mcpromotions.com/>

EZ Article Publisher: <http://tinyurl.com/9tznt>

This software was designed specifically to address the time consuming problem of adding and formatting articles to your websites. Now, no matter where you get your articles, you can cut the time spent on adding them to your sites by 90% or more. Price is \$97.00 (USD).

NetWriting Masters Course: <http://netwriting.sitesell.com/>

Learn how to write smarter while selling more of your products and or services. This report is in PDF format.

The Greatest Sales Letters of All Time:

<http://www.merlesworld.com/e-books/Greatest-sales-letters.pdf>

You know all that junk mail you throw away? Stop! If you take the time to study those sales letters you could learn a lot and become an expert in no time flat. Download this free PDF ebook that teaches you how to learn sales writing techniques from your junk mail.

Best Marketing Articles Ever Written:

http://mcpromotions.com/ebooks/bestarticle_branded.zip

Article Announcer

If after going through this report you've decided it's just too much work to perform all of the article submissions yourself, I've got the perfect solution for you. Jason Potash has released a wonderful piece of software that will do it all for you with just a few clicks of your mouse. It's called "[Article Announcer](#)" and it's a complete blueprint to article promotion.

It includes four audio CD's and two CD Rom video tutorials plus two workbooks, cheat sheets, article swipe files and much more. Take a look for yourself at this powerful system that will save you hours of time when it comes to article submissions. Click on the graphic below for more information.

