

## Ten Secrets to Article Marketing to Make You Successful and Earn Money



**MASSIVE** ARTICLE PROFITS

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## Introduction

When it comes to article marketing, one of the most wonderful things is the fact that one does not have to be smart or have lots of time on their hands to make article marketing work.

When it comes to article marketing, all you are going to need is a couple of hours out of the day along with a great vision and some determination. You will also need to have the ability to stay focused.

You should not let the thought of having too much work that is too hard scare you off as this is a high powered website promotion method that many individuals use in order to succeed at their Internet business.

At first, writing articles may seem hard, but after time, it is going to become easier for you to write articles simple because it is like having any other skill - the more time you take to practice, the better you are going to become.

Trust us - after you have written forty different articles on niches such as botox, acne prevention, debt relief, bankruptcy, article marketing, video games and pets, you are going to become an expert.

## What Does the Terms Article Marketing Mean?



In so many cases, the term "article marketing" is misunderstood. Before we start this article including ten tips for successful article marketing, we would like to tell you just what article marketing means so that you will not get the

wrong idea.

When you tell people that you are an article marketer, chances are they will get the wrong idea if they are not familiar.

To some people, the term article marketing means you are an article writer along with an article marketing coach that is writing articles for magazine and then marketing those articles for Reader's Digest and Oprah - you and I both know that you should put a red ex through that term because it is WRONG.

However, with article marketing, if you are the right person, then there is a pretty good gig there and you could bring in a great deal of money. Article marketing is referring to many different functions and tasks all under one umbrella.

Article marketing includes writing an article, submitting the article, then the actual process of article marketing, then article income along with product creation with the articles you have written.

When you are succeeding at article marketing, you need to become proficient at all of the functions that are under that umbrella. In order to succeed, you will need to be able to write a good quality article, submit that article you have written to directories and use the many different ways in the book to market your article.

When an individual says their article marketing has failed, that means somewhere in there, they left a gap between those essential skills that are needed. There is no denying that article marketing works and it works perfectly.

You do have to work a bit hard when you are doing article marketing. On the following pages, you are going to find ten tips for successful article marketing.

## **Tip Number One**

**Don't make your title too long** - As you are involved in writing your article, you should make sure you do not get so involved with it and loose track of time.

Sure, trying your hardest to write that article is perfectly fine, but if you are trying to make that article have tons of words in it, then you will need to stop. Keep in mind that you are not writing a big best selling novel, you are simply writing an article that will be drawing your readers in. When you are writing this article, you should make sure you focus on smaller words.

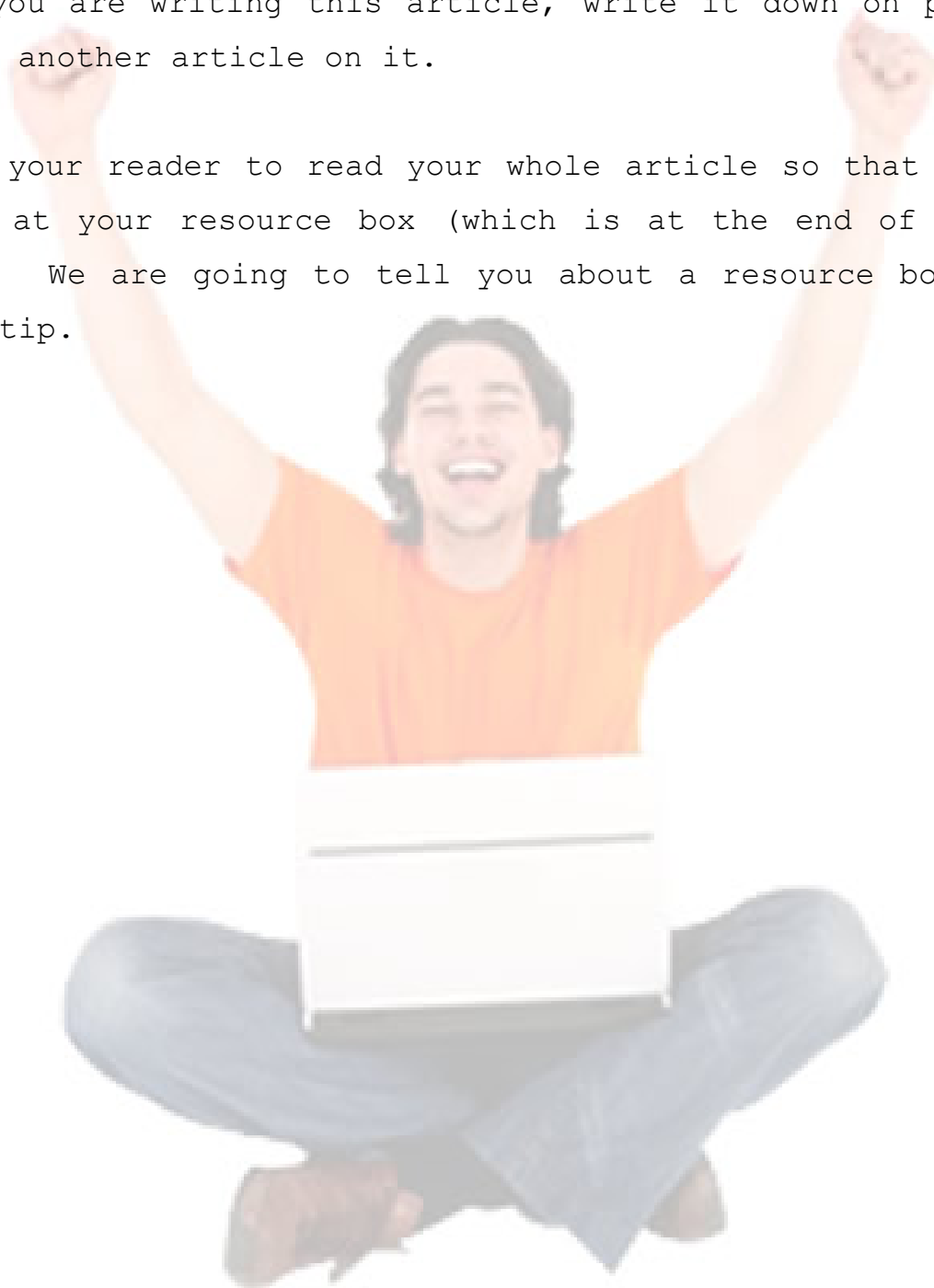
Instead of using decisive, just go ahead and use ultimate. Many individuals know what ultimate means, but not everyone knows what decisive mean. Instead of using ostentatious, just go ahead and use the word grand, we are sure you get the picture. While those big words may look good, they might just chase other individuals off as they will get a headache from them.

So remember, you should keep your articles small and simple. When someone comes across your article titled "How to eliminate pimples," they do not want to see a big drawn out thesis on acne elimination.



What those readers want to see is how they can look better and get rid of that acne overnight. If something comes to your mind as you are writing this article, write it down on paper and write another article on it.

You want your reader to read your whole article so that they will end at your resource box (which is at the end of your article). We are going to tell you about a resource box in the next tip.



## **Tip Number Two**

**When you are writing out your resource box, you should offer your readers more information if they click on that link that is in the resource box - This is the one chance you have in order to sell yourself, so don't ruin it.**

In your resource box, you should put eighty to one hundred and fifty words about yourself, and what you can offer your readers. That's right, give a short description to your readers about what they will be getting if they click on your link.

If you succeed at this, then you will have many readers coming to your website. Remember, make that link look really good in the resource box.



### **Tip number Three**

**Remember the title is the most important** - Before you write your article, you should take a minute to brainstorm. Not only should you be thinking about what you are going to include within your article, but you should also think about the title you are going to make for your article.

The title should be tantalizing, it should snatch your readers right in and make them want to read your article. Those tantalizing titles should intrigue your readers.

The truth is that most of your success in article marketing is all going to depend on the titles of your articles. An effective way to get individuals to read your article by looking at the title would be to create a title that makes individuals curious. In the title, as a question such as "What is That Secret Desire He is Never Going to Tell You?" Use teasers such as "Learn Those Five Secrets of Article Marketing Success!" Remember, when it comes to your readers, you are only going to have two seconds to win your readers.

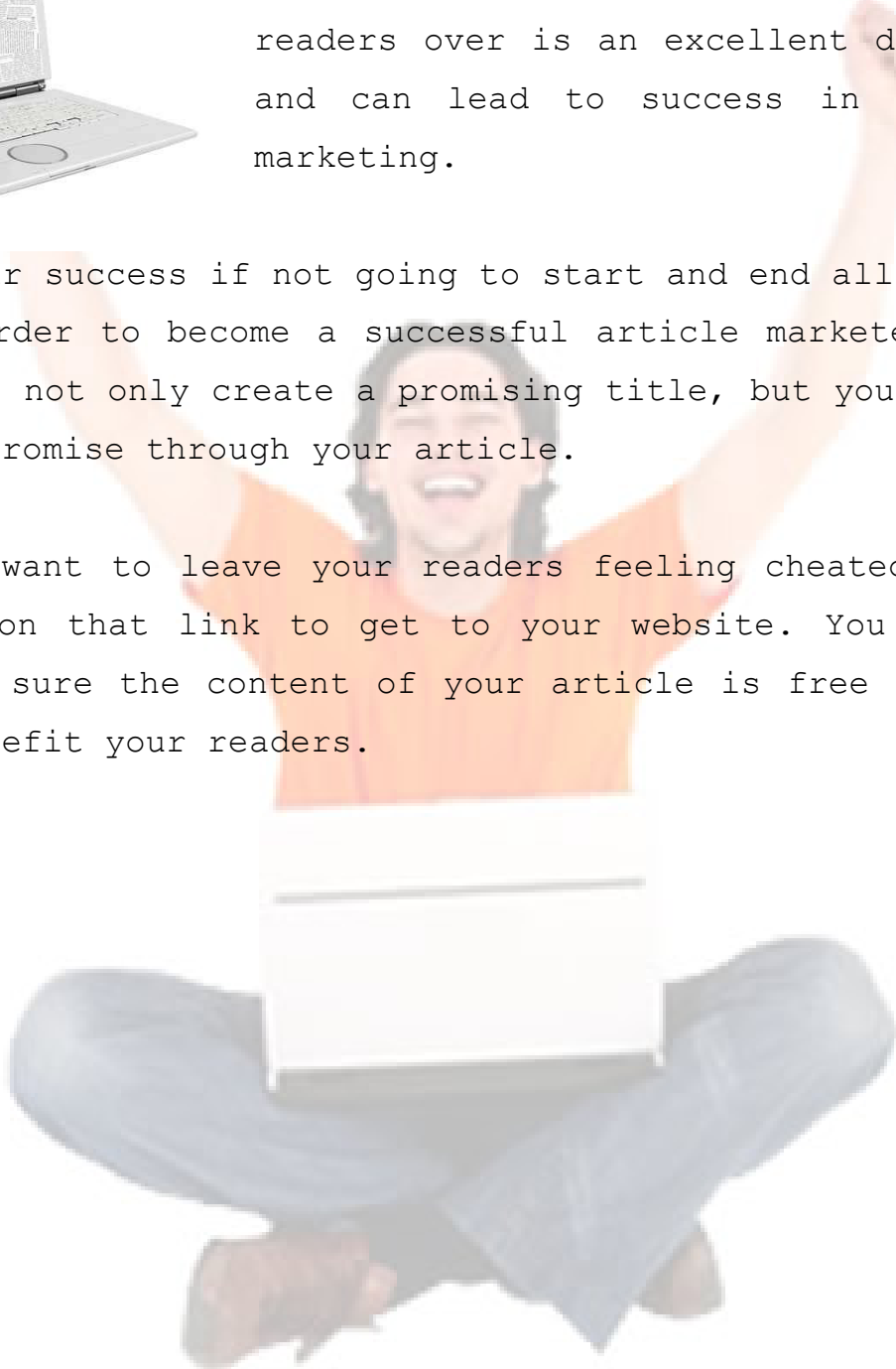
## **Tip Number Four**



**Fulfill the Promise of Your Title** - As you see, in the above paragraph, coming up with a title to win your readers over is an excellent decision and can lead to success in article marketing.

However, your success is not going to start and end all at the title. In order to become a successful article marketer, you will need to not only create a promising title, but you should carry that promise through your article.

You do not want to leave your readers feeling cheated after they click on that link to get to your website. You should always make sure the content of your article is free flowing and will benefit your readers.



## **Tip Number Five**

**No grammar errors** – When you are writing your article, it is important to keep things short and simple and to create a title that is really appealing to readers, but there are a number of different things that you should be focusing on other than those.

No matter what you do, you should always make sure your writing contains no errors. For example, readers do not want to see something that looks like this : "artcle marking is fun. I is the best technicue to use when draing trafik"

THAT is a big NO. Whatever you do, when you are writing, you should go through and re-read your article at least two or three times to make sure there are no mistakes. If you have a friend or family member in your presence, then you could have them read over your article to make sure there are no grammar and spelling mistakes.

When a reader clicks on the link to read your article, the last thing they want to come across is mistakes that look obvious in your writing.

Some people decide that they can get by without reading their article and use a spelling and grammar checker instead. While a spelling and grammar checker is a great way to find those mistakes in your articles, you will not be able to find all of those mistakes. Even if you use that spelling and grammar checker, you should still re-read your articles and make sure they sound right.

## **Tip Number Six**

**Each sentence should contain information** - As you are writing your article, we told you to keep it short and simple and make sure you do not make any spelling or grammar mistakes. Not only should you do this, but you should also make sure you keep your sentences full of information.

Each sentence you put in your article should be full of information. When you have an article that only has a little bit of information in it that is five hundred words long, then your readers are not going to be happy with you and may never look at any of your articles again because of this.

Before you write your articles, make sure you take the time to do research, especially if you are not familiar with the subject you are writing about.

## **Tip Number Seven**

**Leave your readers looking for more** - When you are writing your article, the trick for you would be to leave your article off with your readers wanting more.

Many people just write articles so that they can include links to their site. Those incoming links are a big part of search engine optimization. You will need to grab your readers attention with the title of your article and get them to click on that resource box that is in the end of your article.

With article marketing, the goal of your article is to get the readers to click on the link. If your readers do not click on that link, then you are only half successful with that article.

You should satisfy your reader with that article and leave them wanting more...you should give them a way to get more if they click on that link you have provided.

## **Tip Number Eight**



**Develop a goal for each article you are writing** - when it comes to article marketing, a great rule would be for you to develop a goal for each one of the articles you are writing.

If you start writing an article without a goal in your mind, then that article could turn out to be one of the worst articles

ever.

Obviously, your goal is to get the readers to click on that link, but you should let the reader's see that you really want to give them some good information and answer all of their questions before they even ask them.



## **Tip Number Nine**

**Have your reader in mind** - As you are writing your article for your article marketing success, you should make sure you take your reader into consideration.

The reader is the one that is going to help you succeed, so you should win your reader over within your article. When you are writing your article, try to figure out what your reader is going to want to hear.

Yes, tell your reader everything they want to hear and they will more than likely click on your link.

If you fill your readers mind with a bunch of garbage, then they are going to run away from your article.



## **Tip Number Ten – the Final Tip**

**Build your credibility up** – You are a freelance writer who is using article marketing to make money. In order to be successful, you must win over each one of your readers and have them click on your link.

As an article marketer, you must built up your credibility. This means that you should make yourself known in the writing world. You can become popular through such sites like Helium, eZine and eHow.

However, you must use other sites and get your articles out there. When you write an article, your name should appear under that title. You should ask for referrals from clients you have had in the past along with others you know in the business.

Don't be afraid to team up on projects in order to gain credibility. You will also need to build up a portfolio and include it on your website. Make that portfolio something that is worth looking at. Remember, the better you get at article marketing, the better you are going to be.

However, the more popular you are on the Internet, the higher your success rate is going to be in article marketing.

## Postforward



Writing is really fun and it is not that hard to do. Once you get the hang of writing articles for your article marketing success, you will not have any problems.

When we first started out with article marketing, we will be the first to admit that it was a bit hard to do as we didn't have any experience at all. However, after six years, we are able to take the article marketing to the highest possible.

Within a year of writing, you will be able to do the same. Remember, you should never think that something is out of your reach. If you set your dreams and goals and look toward them each day, then you will be able to succeed. We hope you enjoyed our ten tips on successful article marketing.

