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Chapter 1 – Introduction to Article Marketing

Article Marketing is essentially writing and distributing short articles to a variety of outlets, including article directories, forums, and newsletter publishers. Article marketing is one of the most effective types of marketing that one can do – it is also one of the least expensive ways to market a business. In fact, it can even be free, costing you nothing more than your time.

There are many benefits to article marketing. Because articles become viral, your message literally travels far and wide, increasing traffic to your website. If you have an opt-in form on your website, some of this traffic can be converted into subscribers, allowing you to [build your list](#).

Article marketing can also be used to make sales and to build credibility. For example, you can use article marketing to [promote an affiliate product](#).

How would you do this? Lets say that your online business focuses on the topic of weight loss. First, you need to find a good weight loss eBook that has an affiliate program. You can find many excellent eBooks that have affiliate programs on [ClickBank](#). Just search “weight loss” on [ClickBank](#) to find many great weight loss eBooks with affiliate programs.

Now, to promote this affiliate product, you would write a weight loss article that is closely related to this affiliate product – but you don’t want to necessarily advertise the product in the article. Instead, you want your article to address a problem that the affiliate product can help to solve – without mentioning the product. The article should be no more than 750 words and should have a compelling title. You also want to make sure you add a popular keyword related to weight loss several times throughout your article. This will help it rank better in the search engines. To determine a good keyword, I suggest you use a keyword popularity tool. Here are two good, free keyword popularity tools:

1. <http://www.freekeywords.wordtracker.com>

If you find results >200 (but not really large), then that should be a good keyword/keyword phrase to use throughout your article.

2. <http://www.vretoolbar.com/keywords/>

If you find results between 10,000-100,000, then that should be a good keyword/keyword phrase to use throughout your article.

You can use one of the keyword popularity tools to double check good keyword results from the other keyword popularity tool. You should add your keyword/keyword phrase in your article's title and at least 6 times throughout your article.

So, you now have your weight loss article written. How do you get readers of your article to then see and possibly buy [your related affiliate product](#)? Well, at the bottom of your article, you would include an author's resource box. This is basically a block of text, made up of one paragraph that is anywhere from five to seven lines long. In this paragraph, you might say something like this:

John Doe is a weight loss expert who has helped hundreds of people get and keep weight off. You can find more valuable weight loss information and help at his website, John Doe's Weight Loss Secrets, located at <http://www.johndoe.com/weightloss.html>.

On that webpage (<http://www.johndoe.com/weightloss.html> in the example above) you would create a short review of the weight loss eBook you selected on [ClickBank](#) (describing the pros and cons, etc.). You would then add your affiliate link several times throughout the review. Since these people reading your short review are interested in weight loss (they just read your article about weight loss), it is likely that they will check out your affiliate product and seriously consider buying it.

As you can see, this is a very effective way to use articles to advertise and [sell affiliate products](#), since the article traffic you are receiving to your website is highly targeted traffic, aka, people that are very interested in the topic your affiliate product is about (in this example - weight loss).

Now that you know a couple ways to use articles to market your online business, lets talk about distributing your articles. Distributing an article can be a very time consuming task. Many people outsource this work, and pay a fee for someone else to

do the distribution work. Other's do it themselves using software that automates the process.

You should distribute your article to article directories. There are hundreds of these in existence, and some are better than others. For these directories, you will need your article, the title, possibly a sub title, your author's resource box, your website URL, your email address, a short description of your article, and a list of keywords, separated by commas, for your article.

So, you would visit each article directory, either sign up for a new account or log in, and copy and paste all of the information into a form that is provided for article submissions. Most article directories have a manual approval process, so it may take a week or more before your article appears on their website.

Here is a list of some excellent article directories to submit your articles to:

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

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

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

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

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

<http://www.goarticles.com/index.html>

Once you have submitted your article to the article directories, you will want to distribute your article to ezine publishers that cover topics within your niche. You can build your own database of these publishers. You can find them by visiting ezine directories, such as [The Ezine Directory](#).

Look first for ezines in your niche, and then check each ezine to see if they accept articles. Load those article submission email addresses into your autoresponder, and each time you write a new article, send it to these publishers, asking them to publish the article.

Next, you should visit forums that are related to your target market. If your niche is weight loss, then visit weight loss forums, and look to see if they have a place for articles. If so, submit your article there. If not, post the article on your own website, and then become an active member in the forum. To find forums related to the topic of your article, just perform a search in Google like "your topic + forum", where you

replace “your topic” with the topic of your article. So, if your article is about weight loss, you would enter “weight loss + forum” into Google.

It is perfectly acceptable to make a post and say that you have an article about a topic (weight loss, etc.) on your website, and leave the link directly to the article. Just make sure that your post is relevant and on topic, and that your article provides useful information that is also relevant. Also, make sure you add an opt-in form to the webpage that contains your article, that way you can capture email addresses of forum members, to [build your list](#) (Building your list is critical for maximizing your profits from article marketing).

All of this is essentially what article marketing is, and how it is done, however, there is a great deal more to learn and know about article marketing in order to become successful at it.

Chapter 2 – Making Article Marketing Work for You

There has been software created to help one write articles. While this is useful software, what people don’t realize is that it still takes some degree of writing skill to produce a quality article. This software is not 100% effective. What most people do now, if they don’t have the writing skills that article marketing demands, is to hire ghostwriters to write their articles for them.

Hiring a ghostwriter is perfectly acceptable. First, nobody knows that you did not write the article yourself. If you choose a good ghostwriter, you will have quality articles that do what they were meant to do. You will also find that the cost of a ghostwriter is quite reasonable.

Most people hire a ghostwriter and then have the writer write a couple of articles to see how well they do, and then stick with the ghostwriter long term when they see that the ghostwriter can accomplish the task effectively.

If you are interested in finding a good ghostwriter to write your articles, two excellent sites to check out are [Elance](#) and [Guru](#).

In the past year or so, numerous new article directories have popped up around the Internet. This is due to the release (and sale) of article directory scripts. You see,

owning and operating an article directory can make you money. People come to your site to submit their articles to your directory.

While they are there, they may view [Google AdSense ads](#) or other ads that are on your site. Since they register for your site to be able to submit articles, you are also now able to send them emails as well.

If the article directory site is promoted properly by the owner, he or she makes additional money by placing [AdSense](#) or other ads on all of the article pages. This does not hurt the author of the articles in any way.

The key here is that the site must be promoted by the owner in order for it to gain in popularity. While submitting to these newcomer article directories may not be very beneficial to the author of the article at the moment, it will be beneficial in the future – once the site has aged and become popular.

There are numerous courses available now that teach the art of article marketing today as well. In the past, it was something that you had to figure out on your own. Today, there is help to be had. There is free information, as well as paid information.

If you need to learn, the free information will give you the help you need to get started in the right direction, but the paid information is what you will need in order to succeed and get the most benefits out of article marketing.

As in the past, there are still newcomers to Internet Marketing who don't understand the spirit of the Internet. You will still see articles, from time to time, that are nothing more than sales letters. Thankfully, however, the people who run the most authoritative article directories don't allow such salesy articles to make it into their database. Articles are still usually manually viewed and approved before they are published on these sites.

Article theft, where someone takes your article and removes your name, trying to pass it off as their own work, has become a small problem. But for the most part, this problem doesn't have a large impact on the Internet community. Usually, when the offender is called out and informed of the legal ramifications, the article is removed.

No matter what new methods come into play, one thing will always remain the same. In order to be successful at article marketing, you must turn out quality articles that serve to help, inform, or educate **others**.

Chapter 3 – Using Articles to Maximize Your Profits

If you are not already using article marketing for your business, you are missing out on sales and signups that could be garnered from this time tested method of marketing a business online. Anyone who isn't already marketing their business with articles should get started on it right away.

Remember, your article marketing efforts of today will continue to pay off for years to come. You can't say that about any other type of marketing that exists. For the future of your business, this is an area of marketing that you need to learn – and you need to learn every aspect of it as soon as possible.

You may shy away from article marketing because you can't write well, or because you don't think that article marketing is right for your niche. These are valid reasons – but they are wrong. Even if you can't write well, you can pay someone who does (Ghostwriters on [Elance](#) and [Guru](#)). Having articles written is surprisingly cheap. In fact, you can have one article written each and every week for less than five dollars.

You can also take one of the many free writing courses online to learn how to write articles. Once you get the hang of writing articles, you will find that you can write a short article in less than half an hour. If you are slow at typing, or your article will require more research, you can knock one out in about an hour.

As for article marketing not being right for your niche – wrong again. Article marketing works for all niches. Have you been to a search engine lately? No matter what you think of to type in, you will find web pages on that topic. Where there are webpages, there are readers, and where there are readers, there is a need for articles.

Go ahead – try it. Visit your favorite search engine and try to think up something off the wall and type it in. Bet you find webpages that have content – aka articles – on them! Web content comes from articles – whether they are articles that were written specifically for that website, or articles that were found in the article banks.

You may not think you have time for article distribution. You can pay someone to do this, but the fact of the matter is that even if you just submitted your article to ten article banks each week, you will still benefit. You will benefit even more if you submit to more article banks, publishers, and forums – but just ten will work as well. Doing nothing at all, however, won't get you anywhere at all. It takes less than one hour to submit to ten article directories.

So, if you have an article written for you, and you submit it to ten directories, you are looking at half an hour of work a week. If you write the article yourself and submit it, you are looking at about two hours per week. If you outsource all of it – writing and distribution, you are looking at ten minutes a week or less – and this includes sending an email to your writer and paying them once the work is done, once you find a ghostwriter that you want to work with on a continuing basis ([E lance](#) and [Guru](#)).

You have everything to gain from article marketing, and nothing to lose – as long as you are doing your article marketing in the right way. Even if you did it in the wrong way, the most you stand to lose is your time. Frankly, article marketing is something that is hard to fail at.

The process is incredibly simple: write an informative article, include a resource box that has a call to action, distribute the article, and reap the benefits for years to come. That's all there is to it – and this is a marketing method that is available to everyone – even if they are new to Internet Marketing. You don't have to be a guru to write articles. You become a guru by writing articles.

You don't even have to own a business to start writing articles and profiting from them. [Affiliate marketing](#), where you promote other peoples products and services for a percentage of each sale, can easily be done through article marketing – and this is where many gurus got their start.

If you aren't article marketing, you are leaving money on the table. It is as simple as that – and you can start article marketing today. Right now. If you can write, write. If you can't, hire a ghostwriter, pay eight to ten bucks for the article, and start distributing it. All of that can be done now – TODAY.

Don't let another day go by that you are not benefiting from the uncontested and unrivaled effectiveness of article marketing! The future of your business, as well as your own financial future, could depend on it.

Chapter 4 – The Future of Article Marketing

As stated earlier in this eBook, article marketing is here to stay. It is a stable method of marketing that simply is not going away, no matter what changes may occur in the online world. Because article marketing is here to stay, it is something that will benefit you today and in the future.

The article marketing that you do today will still be benefiting you ten years from now. Article marketing is viral, and it's a virus that can't be killed. You see, when you take the time to write and distribute an article, other people, such as web publishers, bloggers, and ezine publishers, will use your articles on their websites, in their newsletters, and on their blogs.

People who read their websites, blogs, and newsletters will also use your articles on *their* websites, newsletters, and blogs, as will *their* visitors. The process just keeps going and going, for as long as the information in your article remains relevant to the current trends or the information does not change. Believe it or not, methods may change, information, however, rarely changes.

While many of the new article directories may not be around in the future, there are those that have been around since the first article directories made their appearances. The longevity of article directories depends on how well they are promoted, and how long the person who owns the article directories decides to stay in business.

When you submit to one of these article directories, your article will remain on that site for as long as that site exists. But even if the site doesn't exist ten years from now, you still benefit from the article that you submitted there when it did exist – because other people visit, read your article, and use it elsewhere.

Even with the abundance of information on the Internet, and the information overload that exists, people still need and use articles – and people still read them every day. While personal computers are in millions of homes, each day, more and more people purchase their first computers and surf the Internet – looking for

information about their interests, problems that they are experiencing, or things that they want to learn.

They find the information that they are seeking on websites, blogs, and in newsletters – all of which are publishing articles. The key to article marketing is to find your niche and to hone in on it. Often, people don't pay attention when submitting articles.

For instance, an article that fits into the weight loss niche really has no place in an article directory that was set up solely for web design articles. While many directories accept articles on a large variety of topics – some only accept articles that relate to a specific topic. Usually, the people who are submitting articles to the wrong directories are also the people who are writing sales letters, calling them articles, and then using automated software to distribute those sales letters.

As in the past, marketing methods will come and go. It's getting harder to send email. It's getting harder to get listed in the search engines. It's getting harder to use Pay-Per-Click search engines. The rules are constantly changing – and they change so incredibly fast that most marketers can't keep up with all of it.

But article marketing will remain. The changing rules that affect other methods of marketing will not affect article marketing, for the most part. There may come a time when it is no longer safe to email ezine publishers – but even if that happens, another method for getting your articles in the right hands will come along to replace that method.

Some people wonder about the influx of article writers, and what part that will play on the effectiveness of article marketing. For the most part, it won't have any impact at all. You see, because we now have the Internet, and we live in a global society, we still crave information – and even with information overload, we still can't seem to get enough!

We are a species that is capable of thought – intelligent thought – and therefore, we understand the importance of hearing or reading varying viewpoints on different topics. We thrive on it. Few people read articles within a specific niche that are written by just one author – we want to hear what other experts say as well – just as we get second opinions for medical diagnosis, and often third and fourth opinions as well.

This is why the influx of people who are using article marketing for their businesses won't hurt the effectiveness of article marketing. As long as there are people in the world, information will be needed...even if it is information that has been published time and time again.

Again, article marketing may change – but it will only change in ways that make it better. There may be gimmicks that come and go that are designed to make article marketing better, faster, or easier – but anyway you look at it, what works today will work tomorrow where article marketing is concerned, and for all intents and purposes, the results that people see from article marketing will also remain just as they are today – and just as they were in the past.

Conclusion

I hope you found this eBook to be useful. I encourage you to take action on the information I have provided to you in this eBook. Article marketing really is an excellent way to drive targeted traffic to your website, [sell affiliate products](#), [build your list](#), etc.

If you would like to save some time and money getting started with article marketing, check out this free collection of 1000+ private label rights (PLR) articles. Private label rights give you permission to change these articles as you see fit and then claim yourself as the author. So, for example, you could change the title of one of these articles, add a little extra information, reword some of the article, and then you could submit that article (as your own) to article directories. There are a total of 40 different topics covered in this article pack, such as blogging, eBay, fitness, web design and Google Adsense. You can download this free 1000+ PLR article pack here: [1000+ PLR article pack](#) (I hope you find it useful!)

If you have any questions/comments/concerns, please feel free to contact me at admin@makemoneyfromhomehelp.com.

To your success!

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