

# **An Insiders Guide To Writing Articles**

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## Introduction

Have you ever wondered what separates the big name guru's from the average small marketer? It's obvious, if you think about it.

The big marketers all write. Whether it's articles or eBooks, they all take advantage of the power of the written word.

They know that authors are automatically considered authorities. The average person thinks whatever they read is true. The person writing it must be an expert.

Listen to what Joe Vitale has to say about it. “The author is the author-ity.”

Pretty strong words from “Mr. Fire.”

They also know that writing is extremely prestigious. Writing is the fast-track to fame. Our society places a high value on writers.

Think about those two facts. While most marketers are trying to promote products and services, the savvy marketers are promoting themselves, through writing.

In their quest to stand head and shoulders above their competitors, they write. It just makes sense.

If given a choice between handing their hard earned dollars to an anonymous marketer or spending it with a recognized authority, the authority will grab the sale nine times out of ten.

So how can you get on the fast-track to fame and fortune?

Start writing informative articles. It's the easiest way to get your feet wet and to start branding yourself as an expert.

As your ability increases and your name starts becoming recognizable, try some more ambitious projects. Write a series of email lessons. Get started on your first free eBook.

Don't wait for everything to be perfect. Start writing and correct course as you go. You're not trying to be the next Shakespeare.

If you are serious about your business and want to stand out from the competition, start writing today. It's your shortcut to fame and fortune.

## What You'll Need

There are a couple of things you'll need before you start writing your articles.

1. The first thing you should have is a website. It may seem obvious, but if you intend on running a successful online business a website is essential.

If you're in need of hosting an affordable quality solution is [Host4profit](#).

2. The other must have tool is a quality auto-responder. I've tried hosting my own auto-responder on my website and using an auto-responder service and I've found that the advantages of using a service out ways the cost.

For quality service I recommend [Aweber](#)

## Writers Mindset

Before you write your first article you need to decide what you want to accomplish with your articles.

You have to determine your niche market and how to position yourself as an expert in that area.

Many marketers fail because they allow themselves to be blown to and fro like a ship lost at sea.

Your goal is to set yourself apart from the thousands of other marketers out there.

What do you think of when you hear the name Getty?

Oil

How about Bill Gates?

Microsoft

On the Internet it's called branding.

Your goal is to brand your name as an expert in your field.

Every article you write should reinforce that idea.

When deciding on what to write make sure you keep your long -term goal in mind. Leave no room for confusion.

Every time a reader sees one of your articles, they should immediately think of you as the expert.

Your articles are promoting you.

## Finding Hot Topics

A common question beginners have is, "What should I write about?"

Finding hot topics to write about is easier than you think.

You have to think like your audience.

What do they want, need or desire?

So, how do you know what they want?

What do you want?

Any problem you've overcome has more than likely been faced by your reader.

Start studying the articles in the newsletters you receive and you'll get a quick idea of what topics are in demand.

Many times you can take an idea that's been discussed by another author and cover the solution from another perspective.

Every problem is an opportunity for you to enhance your expert status.

Start looking for problems to solve and you'll never run out of ideas.

Spend some time in the online forums everyday and you'll come up with more ideas than you could ever hope to write about in a lifetime.

An article writer is an expert problem solver.

Once you become known as a problem solver, you'll always be in demand.

The world will beat a path to your door.

## Basic Article Template

There's a simple system for creating quality articles on demand. Once this formula becomes second nature, your articles will practically write themselves.

Here's a basic outline that I use for writing articles.

- A. Title
  
- B. Opening Sentence
  
- C. The Body
  
- D. The close
  
- E. Your resource box or bio.

Every article you create should follow this format.



## How To Create Killer Titles

When I first started writing articles the biggest mistake I made was not paying enough attention to the title.

You've only got one shot at grabbing a reader's attention and compelling him or her to read your article.

The secret of writing titles that seduce the reader into reading your articles is to appeal to his or her self-interest.

Your title must spur the reader to action by showing the reader what benefits they'll derive from reading your article.

One extremely effective title is the How To. Readers are instantly drawn to a how to title that will solve one of their pressing problems.

Examples of that have worked well for me are:

How To Explode Your Opt-In List With The Internet Two Step!

How To Harness The Power Of Residual Income

How To Brand Yourself On A Shoestring Budget

Another powerful method of grabbing a reader's attention is by asking a question. This type of title appeals to the reader on an emotional level.

Notice, when you're reading the following examples, how you subconsciously have a tendency to answer the question in your mind.

Are You Committed To Your Future?

Are You In Control Of Your Mind?

Are You Ready To Stop Working?

The third type of title I employ is the Command.

The command immediately focuses the reader's attention on your title.

Some examples are:

Forget The Hype ... Let's Get Real!

Take Time To Smell The Roses...

Set Your Goal ... Take Aim ... Fire

I also use titles that contain numbers in them.

Many times I'll combine the word secrets with a number.

Here are some titles I've had success with.

These are also the titles that usually end up making excellent email courses, books and reports.

Four Steps To Success

7 Secrets To High Performance Thinking

10 Secrets For Mining Network Marketing Gold

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