

Ezine Article Writing Secrets

For Newbies



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This document offers no income claims or promises, it is only a guide intended to help you write articles online.

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Introduction

As affiliate marketers we are bound to work on the internet, and the internet is “content hungry”. Article directories, blogs, websites, forums, you name it! It’s content, content and more new content online on a daily basis.

So, whatever approach you may choose to take for your affiliate marketing business online, you are going to do some kind of writing.

Of course, if you can’t write you could always have someone write for you, but it will cost you. So, if you are not prepared to pay some \$5-\$20 per article for your FREE campaign right now, you might want to take a chance and start writing your own article.

I know that the idea of writing articles scares many people who don’t consider themselves to be writers. However, writing an article is really NOT hard, and it can be broken into some easy steps that you can follow.

This guide will describe the steps I follow to write my own articles. I have been writing articles for the past 4 years and what you will read here is what I do to write my articles.

So, here we go...

Step one: Getting ideas for your articles

To be able to write you need to get ideas that will become inspiration sources for your own articles. The best way to get ideas to write is to READ.

Spend at least 15-30 minutes per day reading on the topics that you want to write about.

Of course this is NOT reading and copying what you've read. It is just to give you ideas. And ideas you will get doing this. For example, if you want to write articles to promote [WA Tutorials](#), read the WA home page and watch the videos. This alone would give you some ideas for at least 5 articles. Then try to read all the other WA pages, such as the Site Rubix promotion page or the NicheQ page. There's quite some info there to write more articles about.

You can do this type of research for any kind of niche. The internet is rich in content that can inspire you for your article writings.

Subscribe to articles, newsletters, RSS feeds, read blogs, visit forums and take a look at the questions being asked within your niche. Could you write an article around the answers given, or even the answers that are missing?

Also, visit websites FAQ pages that will help you identify a problem that maybe you could solve with your article.

And finally make sure you subscribe to EzineArticles Alerts, you will receive new articles on a daily basis. There are great to give you ideas.

As you can see there are quite some free tools to help you get ideas for your articles.

Remember: Write in your OWN words. Never copy.

Step two: Classifying your ideas

Once you've read enough for the day, classify your ideas per categories and topics.

For example, to stay on our WA example, different categories would be Site Rubix, Share Zone, NicheQ, Forum, etc... in each of these categories try to find several topics. For example, in the category: Site Rubix - topics could be "Free hosting", "free hosting with membership", "easy to build websites for beginners"... Each category you will find has many different topics you can develop into an article.

As you develop those topics, write some questions you would like answers to. Each answer could be an article.

Step three: Writing the article

After you've done your home work, looking for ideas, and making your lists of different categories and topics, it's time to sit down and write.

By now, you should have plenty of ideas for a handful of articles. A good thing to do when you write an article is to start with a question, and use the rest of the article to answer that question.

I also use what I call the 2 question articles. I ask a question toward the beginning of the article, answer that question in the following 2 paragraphs, and then I ask a second question which I answer in the remaining 2 or 3 paragraphs.

This technique makes the article very easy to scan and to read.

It is very important that you write your article in short paragraphs. People hate reading long bulky articles. I know I do! Use subtitles, bullet points, 1, 2, 3 steps style...anything that will make your article easy on the eye.

Each time you are going to write an article, ask yourself this simple question: ***What do I want to accomplish with this article?*** This will help you to stay on track during your writing.

Also, remember to relax when you write. Don't write lawyer letters. Write as if you were writing to a friend, and don't be afraid to have your own style. This is what will make your articles different and interesting to the reader.

Remember: People don't like to read long, bulky, and hard to read articles.

Step Four: Formatting your article

Every article is made of three elements: ***headline***, ***body*** and ***conclusion***. Whatever your style may be, this is the pattern of all good articles.

The headline

Your headline or title is the FRIST impression your reader will have about your article. If they don't like the headline, they will not read the rest of the article. So, pondering over the title is as important as writing the article itself.

Your headline should sum up the body of your article, and make the reader want to read more. Make your headline, irresistible and enticing. The headline is meant to attract and arouse curiosity. It can also bring up a problem and the solution.

Read everything you can about writing good headlines, this will help you to understand the difference between a good headline and a bad one. Once you've got it, your article views will climb.

The body

The body of your article should deliver on the promises of the headline. Avoid mistakes such as mentioning “3 easy ways” in your title and giving only “2 ways” in the body of your article. If you make this kind of error, EzineArticles for example, will reject your article.

If you use the word *simple*, makes sure the article is delivering *simple* steps or tips. If you use the word *best*, give reasons WHY this is *the best*.

I am sure you get the point!

Remember: People don't like to be disappointed. Deliver on the promises of your headline in the body of your article.

The conclusion

The conclusion is the wrap up of your article and where you lead your reader where you want him or her to go. You are helping them to conclude as you do that this is the best thing for them.

A good conclusion is meant to lead surely but wisely to the resource box where you can add to the conclusion and close the sale.

In other words, your conclusion is the opening to your resource box. It is not a conclusion that will make the reader just want to leave the article at this point.

The resource box

At the end of most article directories you will be able to write a piece in what is called the *resource box*. How you write *this article* within the article will make a difference between having people click on your links or not.

You have to see the resource box as a small article of its own (even if its just one sentence or two). As a matter of fact that resource box is the all purpose of the article. The article is meant to lead the readers there, where you can write more freely than in the article itself and have a good and convincing call to action.

If your article is well written they should get to the resource box where you give them options to learn more, get more, or see more or buy!

In your resource box, you may or may not include your name, or pen name. It really depends on what you want to accomplish with the article. If it's an article where you want to be seen as an expert, including your name is not a bad idea. If your article is meant just to sell a product, then there is no need to include your name.

Having a free gift for your readers will definitely improve your clickthroughs.

Try to use at least one anchor text as links rather than simple URLs. Direct the reader to the SAME link. Two links would just divide people's attention.

Step five: Editing your article

Always, ALWAYS edit your article. As soon as your article is finished read it over twice, and then read it out loud. Even if it sounds good in your head you will be able to catch anything that doesn't sound quite right when you read it out loud.

Then, the best thing you could do for your article is to leave it alone for now, and get back to it the next day. The next day does miracles for my articles. I get more ideas and see all the typos and errors that I didn't see the day before.

If you don't have the time to wait overnight before submitting your article, make sure you print it and read it on paper. The human eye can see better on hard copy than on screen. Any typo will pop up to your eyes on hard copy.

Remember: People will take you more seriously if your article is error and typo free, and they won't be distracted by them.

What should you do now?

So, now that you have read this guide, what should you do? Well, go through the steps and write your own articles. Just go ahead and do it. If you don't try, you won't go anywhere. Don't be impressed by the fact that you are writing an article that you will be publish online. Just do your research, get your ideas together, write down a few questions you would like to be answered about the topic, and go to work.

Your articles don't have to be *perfect*, but they have to be written to be seen by your prospects. Your writing skills will improve as you go, with practice and experience.

Remember: Your articles don't have to be perfect, they have to be written.

Happy article writing!

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