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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #2:

4 Quick Writing Tips to Make the Most of Your Article Marketing Efforts

Writing an article for article marketing purposes is a great way to market your product, service, blog or website. Content is what makes the Internet world go `round. Without information, the World Wide Web would be a boring place. The net is ever growing and expanding and it's because of content it will continue to do so.

That's all fine and dandy, but because of this fact, there is a lot of information on the same topic flowing around out there. How do you make yours the information people find, read and continue to come back for? Give your readers content full of quality information they are actually looking for – that's how!

There are many ways to get your article noticed and in the hands (or on the computer screens) of your target market. I'm going to give you four specific areas to focus on that will greatly improve the odds that your article will be read, and, at the same time you will create a relationship with your prospects that can last a lifetime.

Know What You're Talking About

Research is a word that many people dread. Most of those who shy away from research have yet to recognize its true value. If they did, I'm willing to bet they would change their tune on the subject. In order to come up with quality information for your reader, you will want to do research to come up with new ideas and find the latest theories and trends in your niche.

A lot of people assume reading a few blurbs about a subject here

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and there is enough to write a quality article. That is far from the truth. In order to really give your readers what they want to know, you'll want to dig deeper. Determine who the experts in your specific area are, find out what they have to say on the subject and take a look at the items they are recommending. Do as much as you can to get background information and facts.

Researching your content improves credibility and expertise. You'll be able to present quality content people will want to read and continue to come back for. If you don't have time to research a topic in depth, find someone who does.

There's a reason they say "Knowledge is key!"

Clear the Cobwebs & Stay Focused

Hopefully you know what you want your article to sound like and what you want your reader to do after reading it. Do you find yourself struggling with transferring what resides in your brain into an informative, smooth flowing article that gets the results you want?

One of the smartest steps you can take when writing an article is to create an outline before you begin. This will help you to stay organized and on track. It works wonders for focus too.

An outline doesn't have to be extremely in depth or comprehensive. Start off by planning the introduction, add a few key points for the body, and finish it up with a conclusion or miniature summary of your article's main points. Here's a little trick writers use to create their outlines.

1. Tell your readers what you're going to be talking about. (Introduction)
2. Talk about it. (Body)
3. Recap what you just told them. (Conclusion)

If you're thinking putting together an outline will only create more work for yourself, think again. In all actuality, it will save you time in the long run. Your thoughts will be organized and you'll be able

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to focus on each individual piece of the puzzle that when complete will flow together nicely.

Spice Things Up with a Dash of Copy

The most important function of any article is to inform its reader. But, your article must get and keep their attention in order to inform, right? Absolutely!

Many people neglect to focus on the fact articles need to be compelling, but they also need to sell if you're trying to make money online. There are many elements of copy you can include to make your articles compelling and lead people to a certain action. You can create interest and increase action with things like:

- Attention grabbing headlines and subheadings (These draw the reader in and leave them wanting to know more)
- A hook line (This will keep them reading)

Keep in mind that everyone is very busy these days, if you want to get your article read from beginning to end, you will have a higher chance of success when you add a bit of creative copywriting.

Lead Your Readers Onward

If you remember nothing else about people who buy online, remember this:

You will make more money when you TELL your reader what to do next!

Yes, we humans are fickle creatures. Even if your reader thinks she knows what to do next, that doesn't mean she will do it. Always remember to tell your readers what to do or where to go after they've finished reading your article. Because, believe it or not, even when they know what they want or what they should be doing next, Internet users are indecisive. Like a child who is just learning the ways of the world, your reader needs to be taken by

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the hand and led to the next step.

For instance, if you want your reader to visit your website to learn more about your product or service; send them there. If you would like your reader to complete a survey or give their opinion on the topic they just finished reading about, tell them where to go to do so.

This is where your author or resource box comes into play and can quickly become your best friend. Use this area to tell a bit about yourself or your website, and give your readers something to do. Give them a clear call to action.

Writing an article is not difficult as long as you put the right strategies in place. Know what information is relevant to your target audience. Be as well versed in the area you're writing about as you can in order to provide superior information. Next, create an outline to help keep you organized and focused. Throw in a bit of captivating copy to create interest and keep them reading. Finally, tell them exactly what you want them to do next to achieve maximum benefits from your article marketing efforts.



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If you have any questions, you can always reach me, Charles, directly at this email address:

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