

Article Marketing Power: **How to Create an Unlimited** **Stream of Traffic & Profits**

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Article Marketing Power: How to Create an Unlimited Stream of Traffic & Profits!

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The Ultimate Quick, Easy & Free Strategy

While the title of this report suggests that you will learn *one* strategy here, the fact is, you will learn several. And, all of these individual, little strategies will join forces to create the **ultimate**, massive, unstoppable strategy, which can generate unlimited traffic, subscribers, and profits for you.

If someone were to ask me, “Bryan, out of all the traffic strategies that you’ve learned and used over the years, if you were only allowed to use **one** strategy from this day forth, which strategy would you choose – and why?”

Without even blinking, I would have to say: Article Marketing. If I had to pick only one strategy to use, and nothing else, for the rest of my life, I would choose article marketing.

See...if you could get *one* article to bring in \$50 to \$500 per month, every single month, without doing any extra work...how many articles would you create?

If you could have one of your articles published on over 400 different web sites, in a matter of weeks, so that they all continued to bring in more traffic, subscribers, and sales for you, on complete autopilot... how many more articles would you attempt to do that with?

The above scenarios are taken from real live examples. And, they can be achievable by anyone. In this special report, I will share the simple strategies that can help you duplicate these results.

If you’re skeptical of these claims, I certainly don’t blame you. But, if you will invest a few minutes into reading this report thoroughly, I will deliver on the above promises.

The above result is absolutely attainable. And within this report, I’ll show you how to do it.

Benefits of Article Marketing

This is my favorite traffic strategy because it is quick, easy, free, **and** it can continue to work for me *indefinitely*, without my having to do any additional work. (I love strategies that continue to work for me once I've set them up.)

One strategically-designed and positioned article can continue to bring in more and more highly-targeted traffic (and profits) over time, without any extra work.

Unlike most traffic strategies, your traffic flow from articles can continue to increase on its own.

You can immediately get listed on high-traffic, highly-ranked and respected sites, and benefit from *their* popularity and traffic. (They *want* you to list your articles on their site.)

Any one of your articles can be picked up by another source/publisher and increase your exposure/traffic even more. (You get exposed to all of *their* readers and customers immediately, and you get to borrow their credibility and status.)

And, of course...by posting an article on an authority site, you can be seen as an expert in your field. (That is a great position to be in.)

Unfortunately, as popular as this strategy is, it is also one of the most misunderstood and misused strategies out there. Most people who use this strategy see mediocre to poor results.

Contrary to what many people think, article marketing is not about bombarding the Internet with as many articles as you can possibly churn (or spin) out. There's a little more to it than that.

When used correctly, each article that you publish can become an ongoing traffic - and profit - source, earning you anywhere from \$50 - to \$500 (or more) per month. That's **per article**.

Also, as touched on above, some of my articles have been republished on 400+ sites. That's one individual article, on 400+ separate sites - all bringing traffic and buyers back to my sites - without my having to lift a finger.

In fact, I couldn't stop this traffic flow if I wanted to. I wouldn't know how. (Not that I'd ever *want* to stop it. ;-)

How many of *these* kinds of articles would you like to create...versus the kind that most

people put out?

Don't get me wrong...there are some advantages to just cranking out hundreds of articles every week. That's a numbers game, and some of those articles are bound to be picked up and ranked favorably by the search engines.

But, why would you want to leave your success to chance, or luck, when you could use a tried-and-true strategy to create some pretty amazing, measurable results?

One strategically designed and positioned article can be worth hundreds of quick-spin ones.

Think about this...

An absolute beginner can quickly start making money from the Internet by following these simple, idiot-proof steps:

1. Find a hot product that offers a nice-sized commission to affiliates.
2. Create a few "strategic" articles for the product
3. Submit the articles to high-traffic article sites and databases
4. Start getting traffic and sales from those articles

Of course, if the marketer is smart, he will put an opt-in (sign up) form on the receiving site and start collecting email addresses too, so he can continue to communicate with – and 'repeat sell' to – those readers.

That, right there, is one of the easiest ways for anyone to start generating an income from the Internet, **fast!** Without much marketing experience at all.

Alas, as mentioned earlier, while article marketing is an amazing strategy that has created a lot of fortunes for many marketers, most people still don't know how to use this strategy effectively and they don't really get much traffic (or profits) at all.

So, let's talk about some of the common mistakes that most people make, when trying to use article marketing...

Common Article Marketing Mistakes

The major reasons most articles fail to produce results are, they have:

1. A weak Subject/Title/Headline
2. A weak Summary/Description
3. Mediocre Content / Body
4. A weak Call-to-Action, closing, Resource Box

You'll notice that the mistakes listed above are very similar to the mistakes most people make when creating ads and sales letters.

Hot Tip: A great sales letter is very much like an article, and a great article is very much like a sales letter.

Wait... Let me rephrase the second part of that sentence. A great article should NOT be “salesy.” However, it should have the same important components as a good sales letter.

The subject/headline, description, body, and closer should all be relevant/targeted to the reader. And, it should inform, educate, even entertain the reader - and then tell him/her what to do, clearly.

And, finally... here's the biggest mistake most people make with “article marketing”...

They let the term “article marketing” limit their imagination, i.e. they only submit “articles” to article directories.

As I mentioned earlier, this report isn't just about one strategy. It isn't just about “article” marketing. What you'll really learn to unleash here is the explosive power of...

Content Marketing

What's the difference between article marketing and content marketing?

Article marketing is just *one part* of content marketing. Content marketing is about *recycling* and re-using your content in as many different ways as possible. And, each new way can bring in more traffic, subscribers, and sales for you, without your having to write

a single extra word.

You can take the same articles/content, do some basic SEO (Search Engine Optimization,) and submit them to the major search engines. If you do it right, this creates more free traffic.

You can allow your readers and affiliates to publish your articles on their sites, and to their lists. Again, more free, highly-targeted traffic (and buyers) for you!
But, we're getting ahead of ourselves...

First, let's get the correct 'article marketing' steps down. And, then we'll move on to the other powerful and creative ways of using your content to create lots of free, quality traffic.

Okay...so, how do we avoid the major article marketing mistakes listed earlier, in order to create articles that produce the best possible results for us?

Here are some useful tips to follow:

Title/Headline

Think of the tips you've read or heard about creating powerful headlines. Many of the same principles apply here. Your title should:

- Relay a strong benefit to the reader (preferably a specific one.)
- Include 'hot button' words, trance words, or Keywords. The reader should immediately recognize what the article is about, and whether or not it relates to him. (These are also the keywords/keyphrases that your targeted buyers would be searching online for.)
- Phrase your title in the form of a question, just as many powerful headlines are.
Ex: "Would you like to improve..."..."Do you make these xyz mistakes...", etc.

Hot Tip: Your headline should appeal to both humans *and* search engines. Here's an easy way to do that...

Place your strong keywords at the beginning (for search engines,) then follow with a strong/specific benefit (for humans.)

Example: **Fly Fishing - Do You Make These 3 Common Fly Fishing Mistakes?**

And, don't be subtle! Get the reader's attention by spicing your headline up a bit. (If you

can make it controversial, shocking or outrageous, go for it.)

Remember, your goal is to get their attention, just as you would when creating a powerful ad.

Summary / Description

The summary or description is a short blurb you submit to the article directories. It's like a soft ad for your article. If your summary is interesting and compelling enough, the reader will want to read more.

If your article gets picked up by search engines, your summary/description is what they will display below your headline. Again, this is what will further entice your reader to click on your link, to read the rest of your article.

You want to use powerful keywords in your summary as well, and you also want to offer a powerful benefit.

And, just like with the headline, you can phrase your summary in the form of a question. Then follow up with a promise to answer that question inside the article.

Example: **Would you like to improve your fly fishing results dramatically? In this article, you will learn 3 quick and easy ways to do just that.**

Notice how the first sentence asks a relevant question, and the second one promises to answer it – inside.

Body

Just as you would do when creating an effective sales letter, you want to make good use of white space in your article. Keeping the sentences and paragraphs short, with white spaces in between makes the article easy to read. (Your paragraphs should not exceed 4 - 5 sentences.)

You can also do this by breaking the content up, with the use of bullets, numbers, indents, quotes, etc.

Whenever possible, start your first sentence with your keyword phrase, or at least use the keyword phrase somewhere within the first sentence.

The average length of your entire article should be at least 250 words, and up to 500 words maximum. (Of course, also be mindful of the rules / format requirements of the site to which you are submitting your article. And, adjust accordingly.)

Give them real value in your article, but always leave them wanting more. (Example: Your article may include 3 great fly fishing tips, which would lead them to your book - which may contain 30 fly fishing tips.)

And, that brings us to the final tip on layout: Your 'call to action' should not be *separate* from your article. Instead, the article should lead them smoothly into the call-to-action.

So, rather than ending your article like you normally would, and then placing a resource box or signature file at the end of the article, you should end your article with something like this...

"To get 10 more powerful tips on fly fishing, get my free special report from here: [10 Easy Ways To Improve Your Fly Fishing Experience](#) <-- this would be a live link that leads them to your site.

You can then include a short blurb about yourself and your main site, after the 'call to action.'

The common mistake most people make is to start talking about themselves, their experience, and their site before the "call to action" (which leads the reader to your site.)

This interrupts the flow and gets in the way of your reader going to your site.

By using the tip given above, you keep the flow going, and lead readers straight to your site, instead of ending the article, and hoping that they will read your resource box.

Remember, people don't care about who you are or what your resume looks like. Not at this point anyway. Right now, they only care about what they are getting out of the deal. Period.

So, give them what they want. Get them to your site right away and convince them to sign up to your list (or whatever your call-to-action may be.)

Of course, to make this work, your 'call to action' has to be something they just cannot pass up. As mentioned earlier on, a weak call-to-action will produce poor (or no) results.

So, make it enticing, make it seductive. Give them great value in exchange for getting their email (or other personal information.)

Warning: Do NOT promote within the body of the article. That's where you should provide solid content. The 'call-to-action' is the place to hit them with a powerful offer.

Whenever possible, create your own articles so that they will be unique. If you do decide to use private label content, be sure to edit and tweak it enough so that it's different from everything else out there.

And, of course, check for grammar, spelling and proper punctuation. A sloppy article that hasn't been proofread will not score well.

Any Ol' Article Will *Not* Do

Certain types of articles tend to draw more clicks, readers and exposure than others. So, it only makes sense to learn about these *proven* formulas and formats for creating articles, and then focus only on those. (Time is our most precious commodity, yes?)

Here then, are the best article formats to use, for *maximum* results:

- A "How To..." article: "How to Do xyz"... "How to Be xyz"... "How to Have xyz", etc.
- A "Steps" article: "5 Steps to XYZ..." (This one is similar to the 'How to' article.)
- A "Tips" article: "5 Tips For..." (improving your golf swing, curing athlete's foot, etc.)
- A "Lists" article: "Top 5 List of xyz..." (places, services, mistakes, snappy comebacks, etc.)
- A "Reviews" article: Here you would basically write a review for a product, service, etc. (Great to use with / promote affiliate programs.)
- A "Mistakes" article: "5 Common XYZ Mistakes..." (And How to Avoid Them...etc.)

You can also spice things up by using some of these types...

- 5 Warning Signs...
- 10 Rules of...
- 7 Deadly XYZ Mistakes...

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- 5 Questions You Must Ask (Your XYZ...Before You XYZ...etc.)

As suggested in the first report, “**Turn A \$10 Profit Into \$2,000 to \$5,000 Per Month!**,” you should have at least 5 to 10 articles written per subject/niche/market. And, be sure to use the best keywords for that subject/market.

You can start by manually submitting your articles to the most popular article submission sites. Here’s a list of some popular ones:

- EzineArticles.com
- GoArticles.com
- iSnare.com
- IdeaMarketers.com
- ArticleDashboard.com
- ArticlesBase.com
- ArticlesFactory.com
- ArticleAlley.com
- ArticleBiz.com
- EasyArticles.com
- Amazines.com
- ArticleCube.com
- SearchWarp.com

Yes, you can submit the same article to multiple sites. My advice is to submit articles to authority sites/directories (like the ones above) *first* and then add the articles to your own site. The best authority sites' version will get ranked highest in the search engines anyway (unless your site happens to be a better ranked site, which is rare for most people.)

Do not submit all 10 articles at once. Submit one per day. This will usually give each article better exposure and create a nice flow.

Once you have this system down, try to submit at least one (and up to 5) quality articles each week.

You will be amazed at the traffic, subscribers, and orders that you will start to generate - very quickly.

Remember what I stressed on in the first report: You need to have a 'system' in place. And continue to let that system run, almost on autopilot.

Look... if all you get is **one** extra order per week from each article...and you continue to get that one order after months or even years of submitting the article, is it worth your

time to use this strategy?

HE** YES! :-)

That's why I consider this the best traffic-generating strategy available to us.

By the way, you don't have to continue doing all this yourself, if you don't want to.

When you're ready to start spending some money on automatic submissions, you can either invest in submission software (like ArticleSubmitterPro) or pay for a submission service (like ArticleMarketer.com.)

And, of course, you can even pay someone to write the articles for you, if you choose. (You can go to sites like elance.com to find ghostwriters for your projects. Be sure to try a few writers out before choosing one to work with. You can also ask for samples of their work first.)

The important thing to realize is, *anyone* can use this strategy, without investing a penny, and start seeing more traffic, subscribers and sales very quickly.

Once you start making money, you can pay someone else to do all of this for you.

And remember, every article that you submit will continue to work for you indefinitely! It will continue to bring you more and more traffic, subscribers, and sales over time.

That's the best part of strategic article marketing.

Okay, now that we've covered article marketing, it's time to go back and look at the big picture...

Focus on *Content* Marketing

As touched on earlier, don't make the biggest mistake that most marketers make. Don't just use your work as "articles" that you submit to article directories. You can recycle that same content in many unique and creative ways to turn every single article into an even bigger profit generator.

Now, THAT is the **ultimate** traffic (and profit) generating system!

That is how you can get a *single* article to bring in up to \$500 (or more) per month!

After you have submitted your article to the article directories, post a copy on your own

site. Submit them to search engines (after making the appropriate SEO tweaks.)

Let others (your readers, customers, affiliates) publish them on their sites. Allow them to customize the resource / call-to-action link so they can earn a commission from the articles.

Make it easy for them to promote your product. They *want* to do it. But, most product owners don't offer any help to their affiliates. They simply pass out affiliate links and tell them to "go out there and promote!"

What these product owners don't realize is that most affiliates are new comers. They're still learning about marketing. They need your help to start bringing you sales. If they're trying to promote 5 different products, and you are the only product owner that offers them effective sales tools, like articles, graphics/banners, etc. who do you think they will sell more for? You, of course.

[This is how I was able to easily get 400+ webmasters to publish some of my articles. Instead of just giving them an affiliate link to my product (like most marketers do,) I offered them valuable content (my hottest articles) that they could publish on their sites, and share with their own lists. And, I allowed them to replace my direct links with *their* affiliate links so that every sale coming through them would earn them a nice big commission.] (If you were expecting some complicated, secret strategy, I'm sorry to disappoint you. ☺ It's really this simple. You can even offer them 100% profits from your front-end product, to create added incentive.)

Moreover, understand that these new marketers won't be 'new' for very long. They will learn to become better marketers soon enough. And, if you were one of the only marketers (out of several others) that helped these new guys to learn to market better, who do you think they will be loyal to in the future? Yes, you again.

You can also turn those same articles into press releases, blog posts, special reports (that can go viral,) break up the content (into lessons) and place into an autoresponder series.

You can turn the articles into audios or even videos. Then, start submitting those videos to video databases (like youtube, google, etc.) to start getting quality traffic to your videos, and redirect yet more traffic to your site.

You can take 5 – 10 articles for any given niche/subject, turn them into web articles, do some basic SEO tweaks, and create a hub/content/authority site...and, you can start getting free, targeted traffic from search engines. (Of course, you can even sell these sites for several times what it cost you to put 'em together! Or, you can just hold on to it and let it continue to get you more traffic, subscribers, and sales.)

And, of course, if you want...

You can SELL the content to others with private label rights (so that they can tweak/modify them and use for their own article marketing,) you can sell the special reports, audios and videos as well – for personal use only or with resale rights.

(It is not always a good idea to sell the content that you're using yourself. So, use that last tip as you see fit. And, if you do go this route, let your customers know that you are already using the content "as is" yourself.)

Okay...now, let's use the strategies we learned in this report, and connect it to the first report.

The first report is obviously where I'd suggest that you start. Because, that's the best way to generate **instant cash**.

And...now that you've learned more about creating quality, keyword-enhanced, search-engine-optimized *power* articles, you can go back to the first report's strategy and simply sell these power articles to your customers. (Be sure to mention the additional benefits that these enhanced articles have.)

You don't *have* to use the Ultimate Traffic strategy shared in this report.

But, if you don't, you'll be working much harder with every other traffic/profit strategy that you use. :-)

So, if your goal is financial independence, I've just given you another set of powerful strategies that you can add to your "profit system" that you created using the first report.

Once you have an existing, working system, from the first report, you can plug in almost any other marketing strategy into it and continue to increase your profits. Content marketing is one of the best ones available to you.

I do hope that you'll put these strategies to use, and start creating the kind of income that you really deserve.

Final Thoughts...

Remember what I mentioned in the first report...

The person that's making 10, 100, or even a 1000 times more money than you right now *gets only 24 hours each day – just as you do*. And, not a second more.

The only reason they are able to make more money is because they are using the best strategies that allow them to **leverage** their resources.

Hey...

Do you wanna know what the difference between you and a top guru marketer is?

It's **time**. That's the only difference. The guru marketers just got an earlier start than you.

How can you get the kind of results they are getting? By starting with one article. Just like the gurus did.

Here's a big secret: Most of the gurus that you know of are not geniuses. (In fact, I can count all the *real* online marketing geniuses on one hand.)

The rest of them are just regular people that took action. They started with one article, one submission, and they kept going. They learned the strategies, and they worked to create a "system" that is now working for them - and will continue to work for many, many years. Maybe even for the rest of their lives.

But, it all started with one single article... one single subscriber...one single sale...and eventually turned into automatic, unstoppable profits.

So, please put the work in right now. And, several months from now, you can look back on this moment as being the day that you changed your financial future dramatically - for the better.

I hope you will join me, and other smart marketers, in putting the **ultimate traffic** (and profit) **strategy** to use, starting today. :-)

To your quick and easy profits,

How to Create Unlimited Traffic & Profits

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