

Special Report:

"Your Quick Start Guide To Getting Thousands Of Unique Visitors From Article Marketing!"

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WRITE Articles

This strategy to get traffic and new newsletter subscribers is easy and, if you do it yourself rather than outsourcing, it's also absolutely free.

So what's the strategy? Simple: Writing articles.

When most people think of "writing articles," they think of submitting them to article directories. We'll talk about that in this section since it's important. But there are a whole lot of other things you can do with articles, including using them as content for forum posts, creating videos around them and more.

In this special report, you'll learn:

- ☛ How to write a good article.
- ☛ How to write a resource box that gets clicks.
- ☛ Submitting your articles to article directories.
- ☛ Growing your list with blogging.
- ☛ Posting articles on Web 2.0 content sites.
- ☛ How to get traffic using articles and Yahoo! Answers.
- ☛ How to build your list using articles and forum marketing.

Your first step, of course, is to write a good article that serves its purpose. That's where we'll start...

How to Write a Good Article

Anyone can write an article. The trick is to write an article that's engaging enough to attract attention and get read from top to bottom... all the way down to your byline that links to your site. That's your goal – and that's what we're discussing in this section in these three steps:

- 1) SIZZLING titles.
- 2) SENSATIONAL articles.
- 3) SEARCH ENGINE bait.

Let's start with your title...

1) SIZZLING Titles

OK, so an article isn't the same thing as an advertisement. But nonetheless, using the copywriting rules you've learned will help you write better articles. In particular, this applies to creating headlines for your articles.

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Just like your ad and landing page headlines, your article headlines will benefit from promising a benefit and/or arousing curiosity. Your headlines will also benefit from using trigger words like “how to,” “easy” and “discover.”

Remember this:

**People want solutions to their problems.
But they also want these solutions to be quick and easy.**

As such, make sure your headline (title) doesn't make the solution sound like it's a lot of work.

Example: A headline like “The Quick and Easy Way to Lose Weight” will go over much better than “Losing Weight Requires Sacrifice and a Growling Stomach.”

People also like to read articles that organized into quick and easy STEPS or TIPS.

That means creating a headline that says something like: “Three Quick and Easy Steps to Losing Weight” or “How to Housetrain Your Puppy in Seven Steps” make for good titles.

When creating titles, remember the purpose of your title.

**Simply, the title's purpose is to get attention
and draw people into the article.**

Go ahead and play with a few different titles. Take some time to create them – after all, it IS the most important part of your article! Without a good title, the article simply won't get read!

2) SENSATIONAL Articles

If your article title did a good job, then you've grabbed the eager reader's attention and pulled him into your article. Now your article needs to hold his attention so he reads all the way through to your byline.

Here are a few tips to accomplish exactly that:

→ **Write with a conversational tone.**

This isn't a college thesis – and it shouldn't read like one either. Instead of writing as if you're writing a paper for your high school English teacher, write as if you were explaining something to an acquaintance.

→ **Make it easy to read...**

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If you heeded the first tip, then chances are your article is easy to read. That means you're not using "one hundred dollar" words or bloated sentences. Doing so slows the reader down and may even make him reconsider reading your article at all.

→ ...And make it LOOK easy to read!

In addition to making it easy to read, you also need to format so it LOOKS easy to read. If the reader scans down the article to see long, unbroken blocks of text, he'll likely move on because the article looks difficult to read.

Your first paragraph in particular should be short – indeed, one short sentence to "hook" the reader. Thereafter, every paragraph should only be a few lines long.

Whenever possible, break your text up into interesting segment. For example, create bold sub-headlines that break up the text. Set tips apart from the regular flow of the text. Use numbered or bullets to create lists (as opposed to creating lists within paragraphs).

Once you've completed your article, scan down the article without reading the text. Does the format make the article look easy to read? If not, rewrite and reformat until you have an article that can be quickly consumed.

→ Don't Solve Your Readers' Problems Completely!

Your article should help your readers solve a problem – but you don't want to solve it completely! After all, if you give the reader all the information she needs, then she has no reason to click through to your site.

So create an article that's entertaining, useful, and partially solves a problem – but purposely leave the best information off so you can direct your readers to your site for the full solution.

Example: Your weight loss article may give several weight-loss tips. However, you can hold back one of your BEST tips and offer it only to those who click through to your site and subscribe to your newsletter.

3) SEARCH ENGINE Bait

Sometimes you'll create articles for your newsletter subscribers as a means of building a relationship and turning them into buyers. However, what we're specifically talking about in this section is using articles to pull in traffic – and in some cases, that means pulling in search engine traffic.

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You've already learned how to research long-tail keywords and create articles around these keywords. For a refresher, just refer back to Day 10.

How to Write a Resource Box That Gets Clicks

Your "resource box," which is also known as the "byline," "author's box," and similar names, appears at the end of your article. As mentioned –

The entire goal of your article is to get people to read all the way down to your resource box... and then CLICK on it.

Many beginning marketers completely waste this valuable real estate. Instead of giving their readers a reason to click on their links, they instead talk about themselves.

I'm sure you've seen this many times before. How many times have you encountered a resource box that goes something like this:

"John Doe is a certified personal trainer with ten years of experience..."

I didn't even bother creating the rest of that fictional resource box because hardly anyone would read it anyway.

And here's why:

Your reader doesn't care about you.

He doesn't care if you're certified in anything, if you have X number of years experience, if you graduated with this degree from that college, etc. And so insisting on talking about yourself and your accomplishments will result in a quick click of the "back button" by a bored-to-tears reader.

The only thing your reader cares about is himself.

That's it!

He only cares about his problems and how you can solve them. If you list anything about yourself, you better directly tie it into a benefit for him. Otherwise, leave it off and make sure your ad is entirely about what benefits him (the reader).

Notice I used the word "ad" in the above sentence. That's no accident. Your resource box isn't an author biography, even if that's how some people use it.

No, your resource box is an advertisement that gives readers a clear and compelling reason for them to click through to your site. And like every other ad we've talked

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about in this ebook, that usually means offering a benefit and perhaps arousing curiosity.

But here's the good news:

You can be somewhat of a mind reader with regards to your prospects, thus increasing your conversion rate. That's because you already know what has caught the attention of your prospect – if they read your article, then **offering them more of the same (but even better!) is a sure way to get them to click through!**

Indeed, you can even offer them more of the same by asking them to click through for "Part 2" of the article. Or, as mentioned previously, you can offer a free ebook that's an extension of the article with some of your best tips inside.

Quick Tip: As always, take the time to segment your list. If someone is reading an article about "lifting weights to lose weight," then don't send them to the same landing page as the person who's reading your article about, "diet pills that work almost like magic."

While there might be some overlap between the markets reading those articles, chances are you're talking about different niches. If you keep them on separate lists – or at least segment your list so you can separate out these niches – then you can target your lists better and send emails that speak directly to the different niches.

And as always, that means more sales and more money for you!

Summary and Action Steps

Now that you have a good idea how to create an engaging article and a compelling resource box, it's time for you to crank a few articles out.

1. Block aside an entire day and see if you can create at least ten articles that range anywhere from 350 words to about 700 words.

Quick Tip: A good length tends to be in the range of 400 to 500 words – that's long enough for you to share a few good tips, and yet short enough to hold the reader's attention.

2. Then set aside time every week to write articles. Or if you don't want to do it yourself, then hire a ghostwriter to create these articles for you.

You're probably wondering how many you should write per week.

That depends (in part) on how much this content strategy plays into your overall marketing plan. Since it's likely that you'll need a lot of content since you'll be using article marketing plus blogging and writing articles for your newsletter, you should plan on writing at least ten per week.

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Of course this is one of those cases where **the more you can do, the better**.

If you can create 25 articles per week – 100 per month – then go for it. They'll pay out quickly in terms of traffic, list building and sales... and you're also likely to see a long-term pay out as well.

On the other hand, don't scrap article marketing if you don't have the time or money to create a large number of articles.

Consider this: If you can only create just one article per week, that's 52 articles per year. And that will bring you in money and traffic. So is it worth it? You bet!

Submit Your Articles to Article Directories

One of the most common ways to market your site with articles is by submitting those articles to article directories.

- Sometimes publishers pick them up and reprint them, meaning **you get an influx of traffic**.
- Other times submitting to these directories is **beneficial for search engine traffic**.

If you plan on using your articles for these purposes, then –

You should definitely be creating articles around your "long tail keywords."

Many of these directories are viewed favorably by the search engines, so you may rank well for those keywords simply by submitting to these sites.

In addition to pulling in search engine traffic indirectly, submitting to article directories is an easy way for you to get one-way incoming links from reputable sites.

How Should You Submit Articles? Some people focus on a handful of the best directories, as they've found these sites get them the best traffic and the most benefit in terms of links. In this case, it doesn't take but a few minutes to submit your articles to the directories.

Other people outsource their article writing to ghostwriters who are willing to include article submission as part of their fee. Even if you're writing your own articles, you can still hire someone to submit them for you if you find it a time-consuming task.

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Finally, those who mass submit to many directories sometimes choose to use software designed for this purpose. Simply search for “article submission software” to uncover a few options. Most of this software offers free trials or partial submissions for free just so you can try the service first before buying.

In this section we'll list several of the more well-known sites. If you venture out on your own to uncover other article directories, do your due diligence first to ensure it is, indeed, considered a reputable directory.

Here are seven of the more well-known article directories – in alphabetical order:

- ArticleCity.com
- ArticleSnatch.com
- Buzzle.com
- ExpertArticles.com
- EzineArticles.com
- GoArticles.com
- IdeaMarketers.com

If you get started with these seven you'll likely find your site getting plenty of traffic – and your newsletter getting plenty of new subscribers!

For loads more, simply run a search in Google or your favorite search engine for “article directory.” You may also search for niche-specific article directories in the search engines.

Quick Tip: If your time is so limited on any particular day that you can only submit to one directory, start with EzineArticles.com.

As you begin submitting to directories more often, you'll get a sense for which ones provide you the most benefits – then you can focus on those that are best for your niche and your traffic.

Grow Your List with Blogging

The second way you can use articles to grow your list is by posting them on your blog.

At this point many marketers ask the question:

How long should the article be?

The length you ultimately choose for blog posts should be as unique as your blog.

- Some people tend to post 200 or 300 word articles – just tips and snippets of information... but they post regularly.

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- Others post full-length “average” size articles around 400 to 600 words.
- Still others post long articles (even as long as 1000 words or so).

Experiment a little to find out what works for you.

Chances are, you’ll find that posting a mix of articles will serve you well.

Now let’s look at some of the amazing ways you can benefit by posting articles on your blog...

1. **Search engine traffic: Keyword-optimized articles placed on your blogs can attract search engine traffic.**

And since we’ve talked about search engine traffic so much throughout this ebook, you know how powerful this traffic is. Many of these visitors are looking for information – and so it’s often easy to convert these visitors to subscribers... and buyers.

2. **Stickiness: A regularly updated blog makes your site “sticky.”**

That means visitors tend to return again and again to see what’s new on your site. You may find this particularly true when you allow comments on your site, which allows your growing community to enjoy interactive discussions on your blog.

3. **Secure backlinks: If you run a good blog with thoughtful posts, you’ll find other bloggers giving you backlinks.**

Experiment a little to find out what sorts of posts get you the most buzz or the most links. For example, if you’re the first to report on some bit of news in your niche – and you report thoughtfully – you can expect others to link to your original article and post their own comments.

Another way to get people talking is to make controversial posts from time to time. Other bloggers will take sides – and whether they take your side of the issue or not, they’ll link to your blog to discuss your post.

4. **Secret blog posts build lists! Some regular visitors will appreciate if you notify them every time you make a new post on your blog.**

In other words, you can build a list solely from those wanting to be notified of new blog posts.

But here’s an even better inside tip...

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From time to time, you should post "top secret" articles on your site that are only accessible using a password. Those who are on your notify list will automatically receive the password. Those who find the post through other means are told they need to join your newsletter list in order to get access to the secret posts!

People love secrets... and so that means loads of new subscribers to your newsletter!

Quick Tip: Of course in order to get these new subscribers, you need to "tease" them a bit with the secret blog posts. Give them a taste of the post to build their curiosity and anticipation – then leave them with the option to join the newsletter list to get the password.

Post Articles on Web 2.0 Content Sites

Another way for you to use your articles to drive targeted traffic to your site (and subscribers to your newsletter) is by using your article content to create focused one-page websites on Squidoo.com and HubPages.com.

What are these sites? Basically, [Squidoo](http://Squidoo.com) and [HubPages](http://HubPages.com) are Web 2.0 content sites that allow users (like you) to create information pages on nearly any topic, especially if it's a family friendly topic.

So why would you want to even bother creating a web page on someone else's site?

Simple:

Because these sites are like article directories on steroids.

Not only can you optimize your page for a couple different keywords, you're likely to find that you rank HIGH for those keywords. That's because Google absolutely loves HubPages and Squidoo! (And of course you get the benefits of having one-way incoming backlinks, too.)

There are other benefits of creating article-driven content pages on these sites, too...

Interactivity: Both Squidoo and HubPages allow you to create interactive sites, which means you'll get visitors coming back again and again. Specifically, you can post interactive polls, make blog posts that allow comments, and similar.

Multimedia: You can also easily add multimedia modules to your pages such as videos from various sources, audio, etc.

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While the traffic coming in from the search engines is nice, you're also likely to get plenty of traffic from people directly visiting Squidoo or HubPages. And all of that adds up to plenty of visitors and lots of repeat visitors.

Your job, of course, is to translate these visitors to newsletter subscribers.

It's relatively easy to do on Squidoo and HubPages, as both of them allow you to link back multiple times to your own site. That means you can have multiple short "advertisements" on your Squidoo lens or HubPage that give readers a compelling reason to click through to your site... and sign up for your newsletter.

Quick Tip: Refer back to Day 1 for tips on creating a good landing page. See also Day 14 for a reminder of how to write a good ad (resource box) at the end of your articles.

So what's the catch?

In order to have your page accepted on Squidoo and HubPages and ranked highly in their internal search engines and "top pages" lists, **you need to meet their editorial guidelines**.

They're not difficult to follow, but you should read the terms of service to make sure your site doesn't violate any of their policies.

Example: HubPages really prefers that you only have two links going back to one site.

The second "catch" is that in order to get traffic from Squidoo and HubPages visitors directly, **you need to get your pages ranked highly internally**. And to do that, you need to do things like drive traffic to your page, get others to rank your lens or Module highly and similar.

In other words –

You need to spend some time creating a useful page full of content that others will enjoy, and you need to spend some time building traffic to this site.

While both of these sites do provide good traffic and high quality back links, you shouldn't be promoting your Squidoo lens or HubPages to the exclusion of working on pages on your own domain.

That is, **you should be building your OWN site and sending traffic to your own site FIRST**.

Then, time permitting; you can work on creating Squidoo lenses and HubPages.

How To Get Traffic Using Articles And Yahoo! Answers

Another way for you to drive traffic to your site and get newsletter subscribers is by using articles to answer questions on [Yahoo! Answers](#).

If you prefer, you can of course simply type in new answers every time you see a question related to your niche.

However, as time goes by you're likely to see the same questions pop up again and again.

You can make it easy on yourself by copying and pasting a well-written article as your answer.

Here's how to make the most out of posting on Yahoo! Answers...

- **GET involved in the social aspect of the site.** Yahoo! Answers allows you to set up a profile and build a network of fans and friends on the site. If you intend to use Yahoo! Answers regularly, then you should definitely use this feature. Doing so makes you more familiar to others on the site and positions you as an expert in your niche.
- **GO to the site multiple times during the day.** There are two main ways to find questions to answer on the site. One way is to search for your niche related keywords. This doesn't tend to be a very good method, as the site currently doesn't let you sort questions by date (or time) posted.

The second way is to visit the appropriate category and browse for questions in your niche. This is a better method, as questions are displayed with the most recent questions on top. Since you want to answer as many questions as you can when they're first posted, it's a good idea to check the site periodically during the day.

- **GROW your mailing list by citing your website as the source of your information.** Yahoo! Answers allows you to post links to whatever source you used to answer your question. Naturally, you'll want to post links to your own site.

However, you should be cautious when doing so. Do NOT "plug" your site in a hyped up, commercial way. Instead, leave your link as the source of your info, and include a note about how even more information can be found on your site.

Yes, you're still giving people a reason to click through to your site to join your newsletter – but you're not being quite so brazen about it.

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- **GIVE generously and post thoughtfully.** The better answers you post on Yahoo! Answers, the more likely it is that people will rate your answers highly. It also greatly increases the chances that your answer will be chosen as the best answer – and that's a good thing, because once the question is closed, your answer (and your link!) will appear just under the question.

In Summary: Using Yahoo! Articles is not only a way to get backlinks and drive traffic to your site; it's also a way to establish yourself as an expert in your niche. That means that the more you post, the more traffic you can expect to receive. And the more traffic you get, the bigger (and faster) your list grows!

How To Build Your List Using Forums And Article Marketing

Just as with Yahoo! Answers, we've grouped forum marketing under the broader category of "article marketing." However, you do NOT have to use articles to participate in forums. Just use the participation and promotion tips below while disregarding any specific mention of the articles themselves.

If you do use articles, then there are two approaches you can use:

1. **POST articles outright on forums, being sure to include your signature link at the bottom of your post.**

If you're interested in this method, read the terms of service of the forum first and spend some time lurking to find out if this is allowed.

Some forums have place right on the forum where you can post articles. Others allow you to post articles for discussion. But others frown on members posting articles and will delete your post since articles can easily look "spammy" on a discussion forum.

2. **PREPARE articles based on frequently asked questions (FAQs) and post these articles whenever someone asks one of these FAQs.**

This is similar to the method discussed on Day 18 where you create articles based on questions you often see asked. Basically, it just saves you time to create these articles as opposed to creating a new post every time someone asks that same question.

So how do you make the most of your forum participation and promotions?

The idea is to:

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- Participate thoughtfully, first...
- And ONLY THEN drop your signature link (a small ad and link back to your site) at the end of your post.

Here are a few tips to get you started...

- **SEEK forums in your niche.** One of the easiest ways to find forums in your niche is to use Google or your favorite search engine. Simply enter your niche's keywords alongside the word "forum" or "discussion" or "message board."

Also, be sure to check out the well-known marketers' sites in your niche, as many of them have busy forums.

- **SIFT THROUGH the terms of service and policies.** Before you do anything, sift through and read the terms of service on the forums you're interested in. Some forums, for example, do not allow signature links (also known as "sig links"). That's the type of forum you'll likely want to pass on in favor of forums that encourage sig links.
- **SIGN UP for an account.** When you find forums whose terms of service are agreeable to your philosophy on forum participation, sign up immediately for an account. That's because you want to start "aging" your account immediately. Many people look favorably upon people who have been members of a forum for quite some time.
- **SPEND some time lurking.** Don't start posting immediately. Instead, spend some time "lurking" (reading but not posting) to get a feel for the "flavor" of the community. You'll get a sense of the unwritten rules of the forum, the rhythm of the forum and you'll be able to get to know some of the key players on the forum.
- **START posting thoughtfully.** Once you have a good handle on how this particular forum works, you can start posting thoughtfully. You may want to start with an introduction post. Then move on to answering questions.

Spend about a week posting good answers to build your credibility and establish yourself as an expert in the niche. Then, once you have a few good posts under your belt...

- **SLIP your signature link at the end of your posts.** Once you've started building your reputation on the forum (and people don't think you're just blowing through to drop a signature link), then you can, indeed, start leaving your signature link at the end of your posts.

How do you create a good signature link?

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Some people just leave a link at the end of their posts, with a title along the lines of "my website" or "my newsletter."

Sure, a few people might click through to view the website or sign up for the newsletter. But that number is going to be small. And that's because the signature line provides absolutely no reason for the forum visitor to click through.

Your signature line is like your article resource box – **it's a small ad and a link that's ALL about the reader.**

It's NOT about you.

It's about the reader's problems and how you can solve them. As such, the signature line should always give the reader a good, compelling reason why she should click on the link.