

Instant **Article Writing** Templates



EricSaysYouCan.com

40+ Instant Article Writing Templates

By Eric Gruber
Your Article Marketing Expert

Dear Article Writer,

I was a natural born writer, so writing has always come easy to me. But, when I had to start writing articles everyday for our blog at www.articlemarketingexperts.com/secrets, for submission and for our newsletter – I quickly ran out of article topics.

But, then one day as I was reviewing all of my articles, I noticed I realized that there was a structure and a formula behind each article I wrote. By recognizing these formulas I'm able to write an unlimited amount of articles – and write them in record times.

And now because I'm making these templates available to you, I'm able to...

- ✳ Give you the confidence that you can write an article whenever you want.....no more writer's block ever again
- ✳ Banish writer's block forever ... with 15 different ideas right in front of you, article ideas will come racing to your mind
- ✳ Reduce your writing time from 8 hours to 30 minutes or less
- ✳ Get you started so much faster when you see how each template is fleshed out with an example of my own or one of my client's articles that can be found on top websites like About.com

So let's get writing!

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The How-To Article Template

It's no secret that "how to" articles and blog posts are some of the most sought after, linked to, and bookmarked content online. People want useful information, and they'll reward you by promoting it to others when you provide it.

It's also one of the easiest articles to write.

The biggest battle is getting enough people to read in the first place. And that battle is won or lost at the headline. What's more, writing a killer "how to" headline will help you write even better "how to" content when you fulfill the headline promise you made to get people to read in the first place.

It's All About Benefits

The crazy thing about the popularity of "how to" content is the fact that people don't really want to learn how to do anything else.

They've got plenty to do already, thank you.

But it's exactly due to the crazy busy lives we lead that prompts us to seek out tips, tricks, and methods to make things better, easier, and ultimately happier for ourselves. Focusing on the "better, easier, and happier" is the key to great "how to" headlines and content.

It's not that people aren't smart enough to understand the implied benefits of learning how to do something. It's quite the opposite, actually. It's just that implied benefits don't prompt action like express benefits do.

People smartly employ aggressive attention filters when scanning headlines, and you'll get through the filters of a lot more people if you spell out the benefits rather than relying on implication. Plus, body content that focuses on benefits as well as procedures is more emotionally engaging, which leaves the reader feeling better satisfied at the conclusion of the piece.

Some More Tips Before You Write Your How-To Title and Article

1. Double the Benefits, Double the Power

This may be the most famous "how to" headline ever:

"How to Win Friends and Influence People"

Before Dale Carnegie's classic book "How to Win Friends and Influence People" was conventionally published, he sold it by mail order with that same title as the headline of the sales letter. Certainly Carnegie's content was compelling, but that headline is brilliant all by itself.

The headline structure is powerful. You've got benefit number one right after "How to," with another benefit following the word "and."

Simple, right?

Deceptively so, as copywriter David Garfinkel pointed out in his book *Advertising Headlines That Make You Rich*. There is a subtle relationship between the first benefit and the second that suggests if you can achieve the first, you can automatically achieve the second.

In this case, that implication doesn't make sense — lots of people have friends and yet are completely lacking in influence. But that cause-and-effect relationship still likely helped Carnegie achieve greatness with his home-study course, and later with the ubiquitous book.

Here's are a few more examples:

- How to Save Time and Get Things Done (Time Management Coach)
- How to Get a Better Job and Make More Money (Recruiter)
- How to Save Money and Retire Rich (Financial Planner)

The dual benefit “how to” structure will always work if you logically link the two together and deliver relevant and substantive tips with your content. Give it a try.

2. How to [Mundane Task] That [Rewarding Benefit]

It's often harder than you might think to extract the true benefits of learning how to do something. Often, you can simply take a normal “how to” title and make it better simply by using the transition word “that” immediately following the subject matter of the tutorial.

Once you add “that,” just ask yourself what the top benefit of your tutorial is. Then figure out the best way to say it (which usually means being as specific as possible).

- How to Get a Mortgage That Saves You Money
- How to Get a Mortgage That Cuts your Monthly Payment in Half
- How to Get a Mortgage That Gets You in Your Dream Home While Saving You \$937 a Month

Now, which of the above titles got your interest faster?

Now it's your turn to create a how-to title and article using the template below.

Title	Use the tips above to create your How-To Title. You can also use the how-to fill in the blanks in the Article Topic Brainstorming Guide.
Define the problem or situation your prospects or facing	

Solution or Tip 1 **Hint: Review your emails to clients or think of what you tell clients every day.	
2 to 4 Supporting Statements	
Solution 2 or Tip 2	
2 to 4 Supporting Sentences	
Solution 3 or Tip 3	
2 to 4 Supporting Sentences	
Results That Can Happen If People Follow Your Advice	
Concluding Statements	
Bio Box with a Call to Action	2 to 4 sentences describing who you are, what you provide and more importantly what you do for your clients. Add a call to action and a link to your website.

The How-To Article Example

Article Writing Tips: How to Beat Blank Screen Syndrome So You Can Build Traffic, Leads & Sales

By Eric Gruber

Writing articles and submitting them to a worldwide audience online can be very exciting in the beginning.

You start out with great ideas. You're motivated. You're inspired. You're ready, willing and able to educate audiences worldwide. You're psyched to start building your list with targeted leads so you can make more money online selling your books, products and services.

But, after a while, you run out of steam.

You find yourself sitting at your computer with your eyes in a blank stare and your fingers ready at the keyboard. But they're not typing.

You're stumped!

The muse isn't so amused anymore. You start hunting for things to write about. And, when you finally get yourself together and try to write an article, it doesn't flow. There is not much to say. Things are awkward. You don't know how to begin and how to end.

So where do you turn when your idea arsenal is running low?

Here's How You Can Eliminate Writer's Block So You Can Write Articles Fast to Build Traffic, Leads and Profits:

1. Uncover the Hidden Source of Story Ideas with Surveys

Marketing professionals have turned towards web surveys to do research, plan projects, get feedback, develop new products and services, and create public relations and marketing opportunities. So why aren't you using surveys to drum up ideas for articles. Surveys are hidden sources of story ideas, providing rich, timely, interesting and intriguing information that you can use in your own articles.

2. Go Blog Hopping

We're all guilty of doing reading blogs from our blogroll on a regular basis. We can't avoid it, even if we wanted to. However, the next time you blog hop, read your favorite blogs with the purpose of finding ideas to write articles about and ask yourself:

- What are bloggers and their readers interested in at the moment?
- What is the most popular topic that people blog about?

- Do I want to write about it too and create an article around that topic?

3. Use Your Own Blog as a Content Source

Your very own blog can become your best friend when it comes to writing articles. Your blog is a tool that will help you analyze what your audience is interested in. Review your blog posting archives. Find out which postings received the greatest number of reader comments – both positive and negative. Figure out which postings got the most views. Now you know exactly what your audience wants to know. So give them what they want, by writing articles based on your most popular topics..

4. Explore Article Directories

Article directories like EzineArticles.com are gold mines of ideas for article writers. Read articles written for your target audience to obtain ideas, but never plagiarize the actual articles.

The best article directories list the most popular or newest articles. Use this as your starting point. Then add your own ideas and experiences to develop the article ideas.

5. Relax Your Mind & Enjoy It All

By turning article writing into a burdensome, repetitive task, you will pay for it in stilted prose and cliché ideas. You must learn to relax and enjoy educating the World as you establish credibility, build link popularity and increase traffic, leads and sales.

A relaxed mind is an open mind. And an open mind is prepared to accept new and creative ideas for your article writing and marketing efforts.

Every single day I remind myself to enjoy the craft no matter what– and I’m the article marketing expert. I know if I don’t remind myself to relax and enjoy writing articles to educate authors, experts, marketing professionals and business owners just like you, I would not be able to write articles on a daily basis.

I write articles for article submission. I write articles for my blog. I write articles to be posted on ArticleMarketingExperts.com. I write articles for my Article Markets Secrets & Breakthroughs Newsletter.

And, guess what?

I never ever run out of ideas, and you won’t either if you relax your mind, enjoy the art and follow the strategies, I described in this article.

About the Author:

Article Marketing Expert, Eric Gruber, has helped hundreds of businesses, authors and experts just like you beat writer’s block and kick start an article marketing campaign that drives thousands of visitors to their websites. For 88, unbeatable, sure-fire ways to writing your articles fast so you can build traffic, targeted leads and profits, get Eric’s NEW A to Z Article Marketing System at www.BroadcastYourArticles.com

Step-by-Step Article Template

Step-by-Step articles are very similar to How-to articles as you're giving the how-to achieve something in bite size chunks for each step of the way. If you thought writing a how-to article was easy, you'll think that this is an cinch.

Title	You Can Use a How-To Title Such As: How to Write Articles in Just 7 Steps or format your title this way: 7 Steps to Driving Your Parents Absolutely Insane
Describe the Results	In how-to articles, I start off with the problem or pain that my prospects are experiencing. And, then end with the results. In a step-by-step article, I like to sell the dream. I want to instantly connect with my prospect's desires, wishes and needs. So explain the results that can happen if prospect follow the advice in your article and add real emotion to it.
Step 1	Tell what the step is
Describe the step in 2 to 4 sentences	Remember, don't give too much of the "how." If you give too much of the "how," people will have no reason to go to your website.
Step 2	
Describe the step in 2 to 4 sentences	
Step 3	
Describe the step in 2 to 4 sentences	

Concluding sentences	For example, you can say: If you follow these steps and the information in my (book, product or special report and link it to that specific page), then you too will achieve (desired results.)
Bio Box and Call to Action	

Step-by-Step Article Example

Marketing on YouTube: How to Promote Your YouTube Videos with Article Marketing in 4 Steps

YouTube videos instantly turned William Sledd, a Gap store manager in Paducah, KY into the hottest style guru on the Internet. Now with almost 60,000 subscribers and millions of views this YouTube blogger turned Internet celebrity is the owner of the fourth most popular channel on YouTube. He has a growing coterie of famous friends and development deals in the works with mainstream media outlets like NBC. He has even come into the status of beginning his own website and t-shirt company.

Sledd is not a computer geek. He is not an Internet Marketing guru. He is just a normal, small-town person his audience can relate to. You too, can become an Internet Celebrity and sell more books, products and services using YouTube, when you follow my Internet promotion strategies below.

My Fool-Proof Plan to Generating Instant Buzz for Your YouTube Videos with Article Marketing

Step 1: Create an Article That Grabs Readers' Interest

Once you have uploaded your videos to YouTube, you must heavily promote your videos if you want to sell more books, products and services online. One of the most effective ways to broadcast your message is by writing articles related to your videos and submitting them to the top article directories, websites and ezines that accept articles.

While writing your articles keep in mind that the best result-producing articles are the ones that provide unique, high quality content that solves at least one piece of a problem puzzle. However, to convert readers to buyers, you must not give the reader all of the answers to the "HOW" to solve a particular problem. Instead you want to tease them with some of the how and top it off with the why it's important.

Step 2: Turn Readers into Prospects With a Strong Call for Action and an Offer They Can't Refuse

At the end of your article, you can promote yourself and attract visitors to your YouTube video page with a bio box. This is where most article marketers make the fatal mistake of failing to encapsulate the essence of what makes you and your offering unique. For example, they may write something like:

Blah Blah, is a keynote speaker, seminar leader and author. She has spoken in 26 countries on four continents. She is president of Yada Dada, Las Vegas. Check out her YouTube video at _____

Technically there is nothing wrong -- except it is BORING.

You need to stimulate people to visit your website immediately. Otherwise, they will forget you are alive five minutes later. Here's an example bio box for you to model:

Fitness Expert, Craig Ballantyne helps millions of busy moms lose fat while gaining muscle with just 3 short workouts a week. Watch his new YouTube Video at _____ and discover 3 new turbulence training exercises that will help you burn belly fat now! And as a special bonus, you'll receive a FREE special offer to receive Craig's Controversial Fat Loss Report revealing the most common exercise myths that are sabotaging your fat loss efforts.

Doesn't this make you want to go visit Craig's YouTube video right away?

Step 3: Submit your articles to the top article directories to build links and improve your search engine optimization.

Just like your website, to increase your YouTube Video page's search ranking on Google, you must increase the number of inbound links to the page. The higher you climb in search results the more unique visitors you will get.

By submitting articles to the top article directories like EzineArticles.com, you will instantly receive a guaranteed link to your YouTube page as long as you follow each directory's specific editorial guidelines.

Step 4: Submit your articles to the top, targeted websites and ezines that accept article submissions in your niche.

For best results and to climb higher in search engine rankings you can't just have any link. You must have links on high-trafficked websites with high Google Page Rankings and high Alexa Traffic Rankings. Plus, by placing your articles on highly-competitive, targeted websites like About.com, instead of just second tier article directories that will publish anyone's articles, you will win trust in the hearts and minds of your targeted audience before they even see your YouTube video.

Follow these tips, and you will drive traffic to your YouTube video pages and create an instant buzz so you can become an Internet celebrity and sell more books, products and services online.

About the Author:

With premium article placements on websites like About.com, Entrepreneur.com and Disney's Family.com, [Article Marketing Expert](#) Eric Gruber can help you generate a massive, targeted Internet publicity campaign resulting in an instant buzz for your YouTube videos. Before you submit your next article, make sure you download Eric's FREE REPORT "How to Choose an Article Submission Service" at <http://www.IWantMoreProspects.com/10questions>

Myth-Busting Article Template

Do your prospects have misconceptions about your industry or the services you provide? Don't you think it's time that you WRITE OUT LOUD and break those misconceptions now so you can get more sales?

Use my myth-busting template and you'll be able to motivate and persuade prospects to take your side on an issue and invest in your products or services.

Title	Ex: 3 Article Marketing Myths That....
Intro	An easy way to do this is to describe the experiences people could have if they weren't being held back by these myths. Then before you go to the next section, you could write: "You can experience this too, if only you didn't believe these 3 myths..."
Myth 1	
Fact	Provide real proof that debunks the myth. Show case studies, results, and research studies.
Myth 2	
Fact	
Myth 3	
Fact	
Closing Statements	
Bio and Call to Action	

Myth Busting Article Example

3 Article Marketing Myths Exposed & Debunked So You Can Get More Prospects Now

As I was doing extra research for my A to Z Article Marketing System product, I discovered there is so much garbage about article marketing on the Web. People that say they are experts are infiltrating your minds with myths that are absolutely FALSE!

And, that's exactly why I've created a Special, Must-Have Report to be included within my system. And, now I'm ready to make some real waves in my industry by debunking 3 of these myths right now in this article!

Article Marketing Myth #1: Article Marketing is Dead

Article Marketing Fact:

It seems that a lot of people are questioning whether article marketing is "dead", but I think it's quite bizarre. Newspapers still publish articles, all the big news sites are still delivering news...so where is the death?

I figure it's because people equate article marketing with distributing to ezinearticles.com, isnare.com, articledashboard.com, etc. With everyone jumping on the bandwagon and many talking about Google slapping duplicate content, the competition on the article directories has become fierce.

For me, article marketing is not dead...as I've never limited it to that.

Article marketing is using articles on your own site, contacting BIG and targeted website/newsletter publishers directly and REALLY getting your content out there, instead of just passively submitting to directories.

Use your articles to your advantage by re-using them in different and unique ways. For instance, publish them in your own newsletters or combine articles on the same topic into a report or ebook. Get everything you can out of your articles! The possibilities are endless as long as you'll open the horizon and think outside the box just a bit.

As with anything in business, don't put all your eggs in one basket by only doing one or two of these things. Give yourself multiple areas to work in. Then, if for some reason one of them isn't working the way you'd hoped, you aren't finding yourself at a complete loss.

Article Marketing Myth #2: Article Marketing is Just About Link Building

Article Marketing Fact:

Before Scott Glatstein, a pioneer marketing strategist and Founder of Imperatives LLC started submitting articles online, the only online exposure he had was his own website. A Google search term for his name only returned 8 hits. Two of the 8 hits were for his cousin. None of these hits linked back to Imperative's website. And they were all unrelated to his current business.

By the end of the second article submission, a Google search for "Scott Glatstein" yielded over 2,000 hits. A Google search for "imperatives" returned the website in the #6 position on page one.

I'd say this is a huge success to get excited about!

But guess what?

When I told Scott about this success, I didn't get the emotional response I was expecting.

Why?

Because, he understood this concept...

Article Marketing is Not Just About Gaining Link Popularity

You will automatically get links when writing and submitting articles. The increased search engine optimization is a bonus. But links don't put money in your pocket. So it should not be your top priority.

Article marketing is about getting the right messages to the right audiences and delivering measurable results that absolutely, positively impact your bottom line. Scott understood this and that's why he didn't get excited about his article marketing results until:

- He saw his articles on top online publications his audience is reading such as CEO Refresher, CEO Online, and Chief Marketer.com
- His website traffic quadrupled
- He started getting targeted leads from all over the globe (including Australia and the Kingdom of Tonga)

That's when Scott jumped up and down with excitement. You should have heard the excitement in his voice when he called to thank me.

Article Marketing Myth #3: Article Submission Software is the Way to Go

Article Marketing Fact:

You can buy software to assist you in article submission, but you should be aware that it's still very labor intensive. It is far from being automatic.

Here are the limitations and things to be aware of when using software:

- You will have to enter all the field information into the software;

- You will not be able to update the article directory site information in the software – you buy updates from the provider;
- Because you cannot update the site information, you may run into error messages, etc., when submitting;
- You will still be linking to each site;
- Even though the software completes the form information using what you have entered, you still need to read through the form before submitting.
- You may find blank or incorrectly entered information that you'll need to edit
- The software will freeze your computer at times. So, you will have to take the time to reboot the computer and reload the software.
- You will still have to register and confirm each sites registration
- You will still have to choose the categories your article belongs in
- You will still have to read each sites guidelines, and you will have to adjust your article accordingly
- You will not be able to submit your article on some of the top article directories as they **DO NOT ACCEPT ARTICLE SUBMISSIONS BY SOFTWARE**
- You will not be able to target top websites and ezine publishers as the software is specifically for article directories

Think about it, if there were effective pieces of article submission software that would get your articles distributed instantly, my article submission service (www.IWantMoreProspects.com) would have failed a long time ago. Instead we're growing strong, because our clients want to get published on top websites. And, they don't want to spend the 10-20 hours submitting articles themselves.

There you have it – 3 article marketing myths exposed and debunked. For all 10 myths, check out my A to Z Article Marketing System now at:
www.BroadcastYourArticles.com

About the Author:

With premium article placements on websites like About.com, Entrepreneur.com and Disney's Family.com, Article Marketing Expert Eric Gruber can help you generate a massive, targeted Internet publicity campaign no one else can match! Before you submit your next article, make sure you download Eric's FREE REPORTS "How to Choose an Article Submission Service" and "150+ Campaign Killing Mistakes You Want to Avoid" at www.IwantMoreProspects.com/10questions

Quiz Article Template

Why do you think magazines publish quizzes all the time?

Unless it's a pop quiz in school, people love taking quizzes.

So, why not turn your article into a quiz?

Plus, quizzes will allow you to do a soft, pre-sell of your products and services. When they answer "no" to your questions, you're implanting thoughts of "Maybe, we should be doing this."

So, let's get started!

Title	Ex: Article Marketing Quiz: Are You Submitting Articles the Right Way?
Intro	Describe the problem most companies are experiencing. Then lead to the next section with "Let's find out..."
Quiz Question 1	Design these questions to get your desired response!
Consequences	Here include real proof that shows how their current practices and behaviors are costing your prospects time, money, effort etc.
Quiz Question 2	
Consequences	
Quiz Question 3	
Consequences	

Closing Statements	Tell your prospects if they failed the quiz, it's not their fault. How can it? No one ever taught them how to....The good news is that there are tools, resources and services that can help you....A good place to start is my free report (title). Claim your free report at (link)
Bio Box	

Quiz Article Example

Organizational Efficiency Quiz: Is Your Organization Operating Efficiently

Miriam-Webster defines efficiency as "...productive without waste." In business, waste means money. So being efficient has a direct impact on your company's bottom line.

Is your company doing things efficiently?

My guess is that there are opportunities that are not being taken advantage of.

Take This Simple 4-Question Organization Efficiency Quiz to Discover Exactly How Productive is Your Organization

1. Do you have standard processes and procedures?

This is a simple concept, but requires a great deal of discipline and executive support to complete successfully. Essentially, it means getting everyone in your organization to do things the same way. A large banking client of mine had various methods of contacting suppliers to place orders for products. Some employees would send emails. Others would telephone. And, still others would send faxes. As a result, suppliers were delivering products two or three times per day to the same location. Each delivery had a \$35 charge and the company was spending more than \$25,000 per year on delivery charges from only one supplier!

Deliveries were reduced to two times per week simply by standardizing the ordering process and having the supplier consolidate orders. Costs were reduced to less than \$5,000 annually. That is an 80% cost reduction and a \$20,000 savings just by changing the processes with one supplier. Extrapolate that over your entire supplier base and you can see the opportunities that are presented to your organization.

2. Are you using current technology?

There is some amazing technology out there and it is good advice to start using it. When possible, use web meetings, conference calls and especially e-commerce solutions. This reduces travel and operating expenses by a significant amount. One of my clients reduced their paper usage by more than 80% by sending purchase orders and invoices through an e-Commerce solution, and storing their purchasing documents in an online repository.

A pharmaceutical client implemented an electronic ordering system to replace their paper-based system. Before the new system, nine employees reviewed a typical order before the order could be sent to a supplier. It took as long as six weeks for the supplier to receive the order and fulfill it. Currently, suppliers now receive more than 95% of the orders within 48 hours.

3. Are you making everyone accountable?

A couple of years ago, one of my healthcare clients had created an organizational structure with no accountability. Simple decisions would take weeks, include many different resources and were often revisited after the decision was taken. After some analysis, we implemented a new organizational

structure where roles and accountabilities were clearly documented and understood. Employees were given clear decision-making responsibilities and knew when escalation was required. Productivity improved significantly and most decisions were made quickly.

Does everyone in your organization know what their exact role is? Are they accountable for their successes and failures?

On any successful sports team, there are superstars and role players. No team wins a championship with only one or the other. You need a mix of both.

All successful companies have their superstars and their role players. The key is to create a structure and culture that supports the goals and objectives of your organization and removes ambiguity about people's roles and responsibilities.

4. Are you striving to improve your business efficiency on a regular basis?

An organization should never be satisfied with the status quo. Most of the top-performing companies are constantly improving on what they did yesterday. Through employee feedback, waste reduction, better use of technology and improving customer service, organizations will improve results directly related to their bottom line. Those results may come in the form of increased customer retention, increased profit, improved employee satisfaction and reduced administrative costs.

If you found yourself not taking advantage of the opportunities in my organizational efficiency quiz, you are not alone. But if you want to benefit from reduced costs, increased profit, better employee retention and improved customer satisfaction, then you need to take action today. Now, who could refuse benefits like that?

About the Author:

Organizational Efficiency Expert Andrew Miller of ACM Consulting improves organizational efficiency, increases productivity and reduces costs for companies who want to remove waste from their businesses. Now, you can discover value-added strategies that will improve employee productivity, increase value through strategic investment of time and money, and decrease processing and administrative costs. Go to <http://www.acmconsulting.ca>

Top Tips Article Template

Most people love to eat small "info-snacks" so feed them what they want. Give them quick tips or small bites of a strategy to solve a problem or create an opportunity.

Example Titles:

- 5 Tips on How To Perfect Your Backhanded Kill Shot
- 17 Racquetball Tips I Learned From Watching World Racquetball Champ Sudsy Monchik
- 6 Bathroom Remodeling Tips from an Extreme Makeover: Home Edition Consultant

Title	Use samples above
Intro	Introduce what readers will learn
Tip 1 & add 2 to 4 supporting sentences	
Tip 2 and supporting sentences	
Tip 3 and supporting sentences	
Tip 4 and supporting sentences	
Tip 5 and supporting sentences	
Tip 6 and supporting sentences	

Tip 7 and supporting sentences	
Closing statements	An easy way to end this is: “Follow these tips and you will....” Or “Now, that we got you started, check out my (product, ebook, book, special report) where you will learn even more ways to.....
Bio Box	

Top Tips Article Example

8 Tips to Stop Shopping Cart Abandonment & Increase Conversion Rates by 50%

You've spent a lot of time and effort creating great sales pages that lead prospects to your shopping cart. The only thing left is for them to put their credit cards into your shopping cart software and hear the computer go "ka-ching."

But, if you are like most online marketers, 80 percent of the people who see your order page will abandon the shopping cart.

80 percent! That 's huge!

I was just like you and most online marketers. My abandonment rate matched the industry average.

Here's my mistake: I thought I was doing okay!

No!

Being average is not acceptable when it comes to sales. When you think about it, if you're shopping card abandonment rate is 80 percent, you're losing 8 out of 10 sales. So, why would you want to be average if you can improve your conversion rates and make more money?

Fortunately, I received some good advice from experts who have increased their order completions. By applying these tips to my order page on shopping cart software, MyEasyOnlineStore.com, I boosted sales from 20 percent to 70 percent in a very short time.

I'm happy to share these ideas with you!

8 Tips to Stop Shopping Cart Abandonment Now

1. Make sure your order page looks and feels like the rest of your web site.

I made the mistake of using the generic, default order page on my shopping cart. It didn't have my site's logo or colors. Whereas my site was bathed in blue and gold; the generic order page was black and white! Can you think of a more stark contrast? People must have wondered if they were still on my site because they abandoned like crazy! When my web consultant added my logo and website colors, sales went from 20 percent to about 33 percent. Now, that's a massive improvement!

2. Make your order form sizzle.

I used to think, "This is an order form. Just ask for the order. What's so hard about that?"

But the golden nugget of advice here is that the order page has to sell as well as your sales page! People have buyer's procrastination when they see the order page. They ask themselves, "Do I really want this?" "Do I really need this?" "Does the site really deliver what it promises?"

Now, I know you're thinking, "Should you use long or short copy on your order form?" Through testing, I discovered it didn't make any difference whether I used long or short copy. Both performed the exact same. Just make sure your order form sells your product or service.

3. Add powerful testimonials.

I heard a speaker at a conference say that he got his sales to increase when he added a testimonial and a picture from a happy customer. Wanting to increase my sales, I followed his advice. My sales shot up to 70 percent! That's incredible! That meant that only 30 percent of the people were abandoning the cart. Other companies would kill for that!

I chose a testimonial from a very well-known consultant in my industry.. If you can use the law of celebrity to help you, then do it. If you don't have a celebrity, don't worry. People like to identify with people "just like themselves" so you can use a good testimonial from a person who isn't well known. Use the person's full name and company name to improve credibility. Don't use the rookie mistake that a lot of people make: "Joe. Z. from Scranton." No one believes that's a real person.

4. Put a guarantee on the order page.

Just like you want to restate the offer on the order form, put your guarantee on the order page. Do it even if you put it on the sales copy before. People want to be reassured. So, don't let them think twice!

5. Start the order form with "Yes, I want to get the benefits of..."

This will automatically hit a psychological trigger in your prospects mind that will make them say, "Yes, I want your product or service. I want to be able to..."

Plus, you will reassure prospects of what they are buying and what they are getting. This is the exact same copy that you see on direct-mail forms and magazine subscription cards. Learn from the best.

6. Make the ordering process easy.

PayPal and some other online shopping cart services, makes it way to difficult for prospects to buy. They add unnecessary steps. In order to buy, prospects have to log in to their PayPal accounts. And, if they don't have an account, they need to set one up. These extra steps, will give prospects enough time to think twice. In most cases, hesitant prospects, DO NOT buy!

7. Add thumbnail images of your products on your order form

While in the middle of the buying process, the potential purchaser has another opportunity to see the product and visualize ownership. The availability of product photos is a powerful completion tool for all shopping carts.

8. Use the correct shopping cart software program.

I use MyEasyOnlineStore.com, which lets me customize the way the order page looks and feels. I can add text and pictures to make the page do what I want it to do.

Other shopping cart programs do not have this flexibility. You can't add text or pictures. Some carts won't let you customize the design so it won't look and feel like the rest of your site. This will lead to abandonment and lost sales.

Be sure your shopping cart puts your sales in the best possible light. You need every advantage possible to make the sale.

I'm testing other ideas now to see if I can boost conversion rates even higher!

You can improve your sales closing rate if you use the right online shopping cart and follow my 8 tips to stop shopping cart abandonment now.

About the Author:

Internationally recognized speaker and serial Internet business entrepreneur, Dan Janal has built multiple six-figure income businesses using MyEasyOnlineStore.com. Now, for the first time ever, he's revealing the hidden truth behind automating your business & making more money online. Get his free special report, "How to Choose an Online Shopping Cart" now at: <http://www.prleads.com/meos>

3 Exercises Article Template

The template that I'm about to show you got fitness expert Tracey Mallett 15 new DVD orders in one day after her article was published on ModernMom.com and BodyConcept.com among many other top websites.

With this template, I'm using Tracey's article as an example, but your article doesn't have to be about health and fitness to use this template. It can be 3 marketing exercises, 3 relaxation exercises etc.

Title	Here's how I'd create your title: 3 (your topic) exercises for (audience) who want (Benefit 1), (Benefit 2) and (Benefit 3) Here's another way: 3 (your topic) exercises to (verb) (your audience) to (benefit)
Introduction	Start with a quick, little story that your audience can relate to and then explain how the exercises below will help them with their situation.
Exercise 1	
Exercise 2	
Exercise 3	

Concluding Statements	Reinforce the results your audience will get if they complete these exercises. Don't forget to mention how long the exercises should be done for. How many days a week it should be done? And when can readers expect to see results
Bio Box	

3 Exercises Article Example

*** Note – You can tweak these templates to match your article in anyway. The template above is just a guideline. For example, Tracey’s article below has 4 exercises, not 3 exercises**

Exercises For Busy Moms: 4 Quick, But Effective Exercises To Keep Busy Moms Strong

We all know how difficult it is to stay in shape and find time to exercise - but most especially for women with babies or small kids. There’s the sleep-deprivation factor, no time and priority changes. So what are the fitness options for busy Moms?

The fact is, the more you can take of yourself and the better you feel, the stronger you will be physically and emotionally to take on the day with the “little ones” and all of life’s challenges.

Below are some quick, but effective, exercises - specifically designed for the busy Mom - for the back and shoulders to keep you strong and prevent future injuries that may occur with poor lifting biomechanics and poor posture. The heavy weight of not just the baby, but also all the fun gadgets you’re expected to lug around. It’s no surprise that our bodies need a little help to get through the day.

Quick Exercise 1: Rotator Cuff Strengtheners

For this workout you will need a light theraband. The beauty about this piece of equipment is that it’s small enough to carry in your bag or your stroller. Now you have no excuses - you can do these exercises on the go, at the park or when you have a few moments to spare.

You can do this exercise either seated or standing; hold the elbows close to the waist with palms facing the sky holding the theraband. Pulling the hands away from each other externally rotating the shoulders

Reps:

3 sets of 10-15 reps

Muscle focus:

Rotator cuff muscles are the small muscles that stabilize the shoulder joint. If these get weak from over use you could end up with bicep tendonitis or other potential injuries. This is very common with Moms as everything is usually done with one hand while holding the “little one” in the other.

Quick Exercise 2: Tricep push-up extension

This is the one time in your life you are going to need arm strength, the biceps are going to get over worked from the motion of picking up the baby so it’s important to balance these out and keep the triceps strong as not to put unwanted strain on them.

Hands are directly under your shoulders and knees are on the ground in a modified push-up. The pelvis is slightly pressed forward creating work in the abdominals that stabilize the spine. Place the theraband under the right hand on the floor and extend opposite arm in a tricep extension. Whilst extending the working arm be careful to keep the wrist in line with the hand not to create any unwanted tension/strain.

Reps:

3 sets of 10-15 reps on each side

Muscle Focus:

- Drawing your shoulder blades down activating your upper back muscles, engaging abs at all times. Keeping your abs strong and being aware of contracting them is very important as they play an important role in stabilizing and protecting the back.
- Translating this in to functional activities such as picking the baby up out of the crib will really save your back.

Quick Exercise 3: Spine extension with pulses

Over time in pregnancy our posture completely changes due to the increased weight of the baby bringing our body forward and causing the spine to round forward with the shoulders. This causes the back muscles to become very stretched out and weak.

Seated up right with legs in front of body shoulder width apart, hands over your head. Hinge forward from the hips leading with the sternum, biceps are by your ears. Hold this position and slightly pulse the arms behind the body mobilizing the shoulders and working the upper back. Return back to an upright position to repeat the movement again.

Reps:

3 sets of 10 Pulses

Muscle Focus:

Upper back and hamstring flexibility. This exercise will strengthen the mid upper back and open up the tight thoracic area of the spine, correcting bad habits that the body formed through pregnancy.

Quick Exercise 4: Butterfly ab curls

Keeping you abs strong is essential for keeping your whole body strong and restoring poor posture left over from pregnancy.

Lying on the floor with heels of feet together and knees bent to the side in a frog like position. Arms are straight over you head, circle arms around and lift the head neck shoulders off the floor exhaling pulling in the abs hold for 5 seconds and return back to starting position.

Reps:

3 sets of 10 reps

Muscle Focus:

As you exhale and bring the head neck and shoulders off the floor think of pulling your abdominals in up and back to the spine. Moms, this is a time you can practice doing your kegal on the contraction working the pelvic floor.

These exercises take NO longer than 15 minutes a day – that’s it! And, even though we claim that we run around 24 hours a day and that we have no time for anything, the truth is that we can find 15 minutes a day to keep ourselves healthy and growing strong. Remember, the more you can take of yourself and the better you feel, the stronger you will be physically and emotionally to take on the day with the “little ones” and all of life’s challenges

About the Author:

A highly sought after fitness expert with over 15 years in the fitness industry, Tracey Mallett can help the busiest parents get into shape. Her Jab, Kick and Burn, Cardio Boot Camp, and Cardio Kick exercise DVDs each feature 3 different cardio workouts that hone in on kickboxing moves and techniques that will strengthen and reshape your body’s major muscles – in just 15 minutes per day. Even the busiest of parents, have 15 minutes in a day – so buy the DVD now at: <http://www.traceymallett.com/products.htm>

3 Reasons Article Template

People will buy into your ideas and buy your products and services if you give them REASONS to. But, until you give them reasons to believe or reasons to think they're wrong, they won't change their actions. So, why not give them the reasons in an article?

Title	3 Reasons to.... 3 Reasons Why....
Intro	1 to 2 paragraphs explaining the prospect's current situation or defining what their thought process is.
Reason 1	Now explain why they're thinking is wrong or what they're doing is wrong
Reason 2	
Reason 3	

Conclusion	Now, motivate prospects to stop what they're doing and take action!
Bio Box	

3 Reasons Article Example

Increase Website Conversions – 3 Reasons Why Your Website Conversion Rates Are Low

Everyone keeps talking about search engine optimization. We're obsessed with search engine rankings and visibility. It's SEO this and SEO that.

I get it. These things are important, and I've been known to check my own Google rankings from time to time. In fact, I'm on the first page of Google for: "get more prospects."

But, let's get real.

All the search engine optimization in the world isn't going to help you if you're making serious website conversion mistakes. So, for a moment forget about playing with META tags and ALT tags. Instead, take a deep look at your website and the kinds of traffic you're generating.

Are You Making These 3 Costly Mistakes That Will Negatively Affect Your Website Conversions?

1. Does your website lack a certain look that allows your targeted audience to feel like they belong at your site, reading what you have to offer?

A new article marketing service prospect of mine recently complained that his website is NOT converting. This prospect is an executive career coach for Directors, Vice Presidents, Presidents and CEOs. His website color is a dull, boring and lackluster brown. The color itself, isn't inviting to a high-level, high-salaried executive who looks for bold confidence. When I think of business executives, I think of a white background with accents and an emphasis on a "power" blue.

2. Does your website fail to speak directly to your targeted audience?

In his website copy, the career coach mentions that he works with accomplished executives and professionals? But, what does that really mean? Can you tell that his targeted audience is a senior-level director and above with a minimum \$100k salary a year and up to millions in annual compensation? The general audience looking for career advice is leaving his website as they cannot afford his services. And, his targeted audience is leaving his website because they're unsure of the fit. High-level executives run away fast, if there is any hint that the services and products are for those below them – such as a supervisor.

If you want to attract a specific audience, keep them coming back to your website and buying from you, then you need to identify who your audience is and speak directly to them.

3. Are you failing to drive targeted traffic to your website?

The career coach described above has been writing and submitting articles for a couple years now. Don't get me wrong, the articles he writes is great information. But, it's information that's geared for

everybody and NOT niched to his specific audience. Plus, he's only submitting articles to article directories that anyone can submit articles to.

Do you think a CEO wastes his time viewing articles on sites like EzineArticles.com?

No, they're viewing credible sites like About.com, CEO Online, CEO Refresher and ExecuNet.com.

So, instead of getting CEOs, Presidents and Vice Presidents visiting his website, the career coach is getting administrative assistants with a salary of \$30K per year.

No matter how many changes you make to your website, you will NOT increase website conversions, if you're attracting the wrong audience. You need to write articles that will fulfill your specific audience's needs and solve their specific problems. And, you need to place these articles where your audience is going to everyday for solutions that you can provide.

Don't know where to get started with article marketing? Check out the report that made PR LEADS Article Marketing Experts Famous: ["How to Choose an Article Submission Service"](#)

By simply correcting these three mistakes, you will increase get more targeted prospects. You will increase your stickiness and improve your website conversions. And, most importantly, you will get more clients and more sales.

About the Author:

With premium article placements on websites like About.com, Article Marketing Expert Eric Gruber creates online opportunities for authors, experts and entrepreneurs who want more website traffic, targeted leads and sales. Before you submit your next article, make sure you download Eric's FREE REPORT "How to Choose an Article Submission Service" at <http://www.IWantMoreProspects.com/10questions>

Differentiate Yourself Article Template

Today, you will get the template and you will be able to see the article that made us a quick \$10,000 in less than 2 months.

But before we give you the template, you have to do research.

You must identify all the features and benefits you offer as well as your competitors. This way you can create a unique selling proposition.

So, before you even think of filling in the article template complete the exercise below:

Benefits and Features of Your Product/Service	Benefits and Features of Your Competitors' Products and Services

Now, list 5 to 10 points of differentiation:

1.
2
3
4

5
6
7
8
9
10

Now, turn each point of differentiation into a question, prospects should be asking. Then, add 2 to 4 supporting sentences that explain why they should be asking that question.

1
2
3
4
5
6
7
8

9

10

Now write your title:

10 Questions to Ask Your Next...

Now write a conclusion:

Use this section to re-warn people against using the wrong services or products. Mention the consequences. Then describe the results people can get if they use the right services or products.

Differentiate Yourself Article Example

Choosing an Article Submission Service: Top 10 Questions You Should Ask Before Spending Your Hard Earned Dollars

By Dan Janal

Building your list and adding prospects to your sales funnel with article submissions is the hottest sales lead generation trend on the Web today. However, the article submission process is one of the most boring and tedious tasks around. That's why many authors, experts and businesses choose to outsource their article marketing efforts.

How can you choose the best company to handle this important process for you? Follow these tips to avoid being ripped off from unscrupulous merchants?

Here Are My Top 10 Questions to Ask Any Article Marketing & Submission Service Provider So You Can Reach Your Goals:

1. Are the sites on your company's article submission list well known across the Web, or are they dummy sites that you set up? Some unscrupulous article submission service providers promise to post your article to hundreds or thousands of sites for a very low fee – like \$15! What they don't tell you is that these sites are ones they have created for the sole purpose of posting your articles. No one visits these sites. Search engines don't index these sites. So no one will ever see these articles. Ask for a list of sites they submit to. If they don't seem credible, run fast!
2. Does Google index the sites you submit to? If Google doesn't, then you are wasting your time. Ask them for a list of success stories. By going to Google and typing the headline in quotes, you can check whether or not Google indexes the articles they submit.
3. Does Alexa index the sites your company submits articles to? Alexa.com is a website that tracks the traffic of all websites. Go there and type your website URL and you'll see where your site ranks among the millions of websites. It's easy and fun to do. Try it! Now, ask the marketing company to provide the names of 10 sites they will submit your article to. See where they rank on Alexa. Do they even rank on Alexa? If not, watch out!
4. Is this a targeted campaign, or a scattershot approach? Ask the company how well targeted the article submission process is going to be. Can they target specific audiences, like health, or marketing or C-level executives? If they can't, then you are wasting your money reaching audiences that aren't interested in your message.
5. Does your company submit articles by hand or by software? Most reputable websites that accept articles will not accept articles delivered by software. They want unique content and they know articles submitted by software will be sent to every site imaginable.
6. Does your company edit your article? I've written six books on marketing and the Internet that have been translated into six different languages, and I write and submit articles on a weekly basis. Yet, I still hire proofreaders to review my articles. Sure, you think you are a great writer,

but there's not a person alive who won't benefit from a copy editor giving the article a second look.

7. Will your company use sound search engine optimization strategies to make my articles search engine friendly. If you hire a good article marketing company, they will not only edit your articles but they will make your articles search engine friendly as well. This way, your articles can be found on Google.
8. Will your company handle the day-to-day correspondence with site and ezine editors? You can spend hours answering questions from website and ezine editors. The best firms handle the routine correspondence for you. They bring you in only when you need to answer an important question. You should avoid firms that don't respond to editors because your articles will never be published by highly targeted websites. They can say they submitted the article, but you won't have any pickup.
9. Does your company submit articles in a way that Google respects, or do you blast articles out there? Google hates when people try to manipulate their rankings and will ding your article campaign if you send out too many articles too quickly. Make sure your article marketing company understands this. Otherwise, Google could blackball your article marketing efforts.
10. What do you charge? It has been my experience that the article submission process, if performed correctly, can take up to 10 hours or more to submit your article to 100 sites. That doesn't count the proofing, editing, optimizing, consulting and following up. All this work takes time and effort. If the price seems too low, remember the old saying, "You get what you pay for."

You want an article submission company that cares about your success. Many fly-by-night artists just want to take your money and run. Make sure the service you select takes the time to get to know you, your marketing goals and your audience? Follow these tips to ensure you get what you pay for! If not, you could be headed for disaster.

I hope to see you all over the Web.

About the Author:

Internet marketing pioneer, Dan Janal has influenced several generations of Internet Marketers including the top executives from IBM, American Express and Reader's Digest. If you're ready to jump-start your [article submission](http://www.articlemarketingexperts.com/articlenewsletter) efforts and make more money online then get your FREE tips now at <http://www.articlemarketingexperts.com/articlenewsletter>

What I Learned From... Article Template

Through my years as the article marketing expert, I've learned I can connect almost anything – no matter how unrelated it may seem – to various secrets that I teach my clients, subscribers and readers.

I've written articles such as:

- ✳ 7 Lessons I Learned From Being a Martial Arts Champion
- ✳ 3 Lessons I Learned From the Mother of a Fearless PR LEADER
- ✳ 5 Relationship Building Lessons I Learned From My Parents

It's so simple to create a bulleted list of what you have learned from any number of things or events.

<i>Title</i>	7 (subject matter) Lessons I Learned From...
<i>Intro</i>	Just introduce the topic in a clever way – I like telling a story here.
<i>Lesson 1</i>	
<i>Lesson 2</i>	
<i>Lesson 3</i>	
<i>Conclusion</i>	
<i>Bio</i>	

What I Learned From... Article Example

7 Article Marketing Lessons I Learned from Being a Martial Arts Champion

How does my martial arts training directly relate to my success as an article marketing expert?

When I was seven, I was a scared, scrawny cry baby. Kids in the neighborhood stole my hat and I ran home crying! My younger brother, who was only four at the time, knocked on the bully's door to get my hat back.

My parents enrolled me into Chirico's School of Karate, where I learned steps that took me from NOTHING to a SELF-ASSURED 4th DEGREE BLACK BELT.

I also learned secrets on how to become a champion in the martial arts. I discovered that these same secrets helped me become a champion in all areas of my life.

So do you want to know what these life-changing, business-evolving secrets are?

7 Black Belt Secrets for Article Marketing Success

Secret #1: Watch who you hang around with

One of our black belts drives all the way from Pennsylvania to New Jersey to practice. That's a 3-hour round trip.

Why?

The furious energy at Chirico's School of Karate is undeniable as soon as you walk in the door. You're surrounded by a true grandmaster with more than 40 years of martial arts training and black belts who are determined to succeed.

Who are YOU hanging around? Where are your articles being associated? Are you just blasting articles out there? Or are you carefully selecting websites and ezines which your targeted audiences and prospects read? Remember, who you associate with will determine the level of success you can reach.

Secret #2: Consistency is the key for long-term success

When I don't train consistently because of traveling or personal issues, I lose karate tournaments. If you want to achieve your business goals online, you have to consistently write and submit articles. You have to be in front of your audience on a regular basis. Otherwise you will lose sales to your competitors.

Secret #3: Ups and downs are part of the process

During my martial arts training, I learned that there is NO possible way that you can win every tournament. Yes, I can't even tell you how many trophies, medals and plaques I have won throughout my more than 20 years of martial arts training. But, I also lost count of how many tournaments I lost in the very first round.

Not every article you write and submit online will be a success. You will have ups and downs with your article marketing efforts, but you have to keep writing consistently. It's the only way you will win in the long term.

Secret #4: Hard work is part of the game

It took me ten years of blood, sweat and tears to get promoted to the rank of black belt. I learned that there are NO obstacles that I couldn't beat if I consistently persevere.

How many of us secretly wish our success would be handed to us on a silver platter? Get real. There is work involved. The solution is to make the hard work FUN by doing what you love to do (sharing your expertise) and delegating what you don't (the mind boggling, manual article submission.)

Secret #5: Model others who are already successful

My instructor is a 10th degree black belt grandmaster. Yet, he doesn't try to reinvent his own martial arts training programs from scratch. He adapts training techniques, forms and strategies that were created from the ancient masters who have proven their immense success.

When writing your articles, model article templates that work for others and then adapt it to your own writing style.

Secret #6: Don't put all your eggs in one basket

When we practice self-defense, we train for a variety of attacks from the front, sides and back. We do grappling and ground techniques. And, we even practice fighting against multiple attackers. So we're ready for all situations.

Just like we want multiple fighting strategies, you want multiple streams of income that will help you fight the recession. You can easily turn your articles into products like special reports and eBooks.

Secret #7: Find a mentor or coach for faster results

I would not have been a state champion for two years in a row, if my instructor didn't walk me through every step of the way. I know many entrepreneurs who have wasted thousands of dollars on marketing programs that got them nowhere. Don't make that mistake. Invest in someone to show you the way - the right way - the first time. (Not sure where to start? Join my [Write Your Way to Profits Insiders Circle](#))

Follow these secrets, and you will reach article marketing success. You will be found online. And, you will get more prospects, publicity and profits

About the Author:

Article Marketing Expert Eric Gruber uses the power of articles to create online opportunities for entrepreneurs who want more publicity, prospects and profits. Now, Eric is sharing the exact roadmap, broken into 5 easy-to-follow steps that thousands have used to launch and build their businesses online

with articles. And, he's giving this knowledge for FREE, with his new e-Book at:
<http://www.BroadcastYourArticles.com/freebook>

3 Mistakes Article Template

When you mention mistakes within a title, you will automatically grab attention. People will think in their minds, “Am I doing it right, I better find out!”

Title	3 (subject matter) mistakes that will....
Introduction	Describe the problem
Mistake 1	Mention the mistake and why it's a mistake
Mistake 2	
Mistake 3	
Conclusion	Briefly describe how to fix the mistake and the results they can expect.
Bio	

3 Mistakes Article Example

3 Biggest Marketing Mistakes Every Business Manager Makes By Terri Langhans

Who hasn't let a typo slip by or misspelled the CEO's name or printed the wrong phone number somewhere? Those marketing mistakes don't warrant an article. In fact, just one word of how-to-fix-it advice is sufficient: proofread!

Here are a few more important marketing mistakes that just about every business manager out there makes, along with a recommended fix that will help you attract more business and get better results from your marketing, regardless of how big or small your marketing budget is.

Marketing Mistake #1: We think that marketing is something we “do.”

“We need to do some marketing.” It's the first thing you think when you need to boost business. Problem is, when you think of marketing as something you “do,” you're usually thinking about publicity, direct mail, flyers, email, ads and promotion. Marketing is much more than merely promotion, and it's rarely a quick fix.

The real fix is to expand your definition of marketing. Instead of thinking of it as something you “do,” think of marketing as anything that helps or hinders the sale or use of your product or service. This includes: your location, the attitudes of the person who answers the phone, your name, pricing, policies, proposals, personality and more.

Before you write a promotional word, do a “help or hinder” once-over. Make a list of what's helping you attract business and what's getting in the way. Figure out what obstacles you can quickly fix or remove? What “helps” can you enhance or spotlight? Until the help-or-hinder homework is done, working on promotion is premature.

Marketing Mistake #2: We breathe too much of our own exhaust

We are such big believers in our businesses that we can't wait to show it off. We admire our attributes and inhale our excellence. Then we exhale it all into our marketing communications. The problem is, when you do that, your marketing is all about you. And people don't care about you. They care about themselves.

If your marketing is going to get any response at all, the first thing it must do is connect to something prospects care about. Connect before you convince. Try this four-step exercise:

1. Describe your products and services. Get the exhaust fumes out.
2. Identify one or two attributes or “attraction factors”
3. What is the benefit, the need or the want, that is satisfied by those attributes?
4. Why is that benefit important, personally, to the target audience?

For example, Joy dishwashing liquid (description) has real lemon (attribute) that cuts grease and leaves dishes shinier (benefit). “What a nice reflection on you!” (Connects to what she cares about.) Connect to what people want. Not to what you do.

Marketing Mistake #3: We all look alike

A bank is a bank is a bank. Realtors, lawyers and consultants are a dime a dozen. The list goes on. But here’s the good news: the more two businesses look alike, the more important each difference becomes, and the more impact even the tiniest difference will have on setting you apart. Why?

Consider identical twins. What’s the first thing you do when you meet a pair? You try to find a little something to tell them apart. The same is true for your business. Your prospects are looking for a point of difference—just about anything—they can use to set you apart from your competition.

To find your points of difference, start with your points of contact, or “touch points” in your company. Make a list. Business card, fax cover sheet, invoice, phone greeting, front door, home page, etc. Then look at what the competition does and ask yourself how you can do it differently. Just a little bit will make a big difference, because your prospects are looking for them.

For now, try the Help or Hinder, Connect Before You Convince and Find Your Points of Difference tools to make your marketing more meaningful and effective. Be wary, too, of unrealistic expectations, faulty research, deadly bullet points and lack of follow through-- four other common marketing mistakes.

About the Author:

Terri Langhans is the author of the book “The 7 Marketing Mistakes Every Business Makes (And How To Fix Them)” teaches companies of all sizes to be anything but blah. For a limited time, you can receive a FREE copy of the book and a FREE Audio CD when you order the DVD of a live 90-minute workshop at: <http://The7MarketingMistakes.com/DVDoffer.htm>

Why? Article Template

How-to articles are great! And, it's the most popular article templates available. But, sometimes, when you give too much of the "HOW," you give prospects no reason to come to your website for more information. So why not write an article that focuses on the "WHY" and give prospects a reason to come to your website and join your list.

Title	Why You Should Hire a Virtual Assistant Why You Should Never Use PLR Articles Why You Must... Why You Need.... Why Successful Entrepreneurs.... Why Moms....
Intro	
Why Reason 1	
Why Reason 2	
Why Reason 3	
Conclusion	
Bio Box	

Why? Article Example

Why You Need a Virtual Assistant Now

Are you a business owner juggling between different tasks just so you can keep up with schedules and other business concerns? If you are, then better listen up.

Virtual assistants are now coming to rescue you. These are skilled employees located anywhere in the world capable of doing what a regular employee can do. Many business owners have seen the benefits that virtual assistants can do for them.

Unbelievable?

Below are some of the reasons why you need a VA:

1. No time to carry out great ideas for your business. There are a lot of things that need to be done in order for your business to run smoothly. It seems that every one of them is on the top spot of your "to-do" list. Getting a virtual assistant to help you carry out these plans would mean you are not missing out on any great idea that will boost your business.
2. It is weekend and you are still working. Having a virtual assistant also means that you finally will get to enjoy weekends with your family and friends. And why not? You know that your VA is doing your work for you and making sure operation is running smoothly.
3. Your business website has been stagnant for years. Most businesses today can be found online. And you probably have your own. Your VA can update your website regularly in terms of refreshing contents and applying changes relevant to it.
4. Erroneous correspondents. Sending out correspondences is important. They reflect what you and your business are about. Having them filled with grammar errors and spellings is a definite no-no. Letting your virtual assistant do this for you means that there someone can review and make changes for you if necessary.
5. Required skills and software. It is apparent that you do not have everything at your disposal. There may be projects that require specialized software and skills. Having a virtual assistant means that you do not have to pass up on that project since you have the needed skills and equipment at hand.
6. Deadlines and To-do list are always forgotten. To have a virtual assistant is to have a personal secretary who can check your emails for you, send out correspondents and remind you about important matters way ahead of time. Now you do not have to worry about what you are missing out and what needs to be done first.

These are just some of the basic reasons why you need a virtual assistant. Having one is the same as having a business that is running smoothly with free time for yourself on the side.

[Agents of Value Virtual Personal Assistant](#) is a webmaster staffing company based in the Philippines that provides direct access to motivated agents for cost-effective web services.

Cycles Article Template

From menstrual cycles to life cycles to sales cycles, everything has a cycle. So, obviously we're going to include a cycle template.

Title	(Subject Matter) Cycle Explained & How (Audience) Can...
Intro	Explain what the cycle is
First Part of the Cycle	
Second Part of the Cycle	
Third Part of the Cycle	
Conclusion	
Bio Box	

Cycles Article Example

The Internet Sales Cycle Explained & How You Can Make It Work for You Just by Writing Articles

Most new online business owners think that Internet marketing is their magic pill to making more money.

I have news for you...It's not magic. It's a process.

But once you WORK that process, it CAN work like magic!

Here's the Internet Sales Cycle Broken Down into 5 Simple Parts

1. Collect Leads

The absolute best way to get leads online is to write unique, original articles that position you as the expert in your specific niche. And, it's not that hard. All you have to write is a simple 500-word "how-to" or "top tips" article that will solve your prospect's pain. Wonder what a "how-to article" is? You're reading one!

Then, you want to submit your articles to the top websites, ezines and article directories that your targeted audience is reading. This way, you will be able to drive more website traffic and build your list.

2. Get Them into Your Sales Funnel – And Build Your List

Once you've written your article, you need a way to get prospects into your "sales funnel." The best way to make this easy is to offer a special report, e-Book, e-course, checklist, audio, video or anything else your heart desires. You will not charge for the product. Your goal is to get names now, and make sales later. You will put this information at the end of your article in what we call the bio box.

In the bio box, you can promote your:

- Website
- Products
- Services
- Specific "call-to-action" that leads them to the special product you offer

For an example just read my bio box at the end of this article.

Most people make the mistake of trying to sell high-priced products and services in the bio box. Getting visitors on your list should be your number one objective! Why? Up to 99% of your first-time visitors will not buy from you. They'll take a quick look and then they'll click away. If you did not capture their names and email addresses, you will have lost them forever.

3. Follow Up

Marketing studies have always shown that your prospects need to be exposed to your message **at least 7 times** before they'll take any action! That's why you need to build and maintain relationships with your list.

This is where ezines, e-course and autoresponders work like a charm. They will follow up for you automatically. In fact, with the marketing and shopping cart system [My Easy Online Store](#), you can schedule email messages up to two years away! It's like putting your marketing on autopilot, so you can just set it and forget it!

4. Close the Sale

Your ezine, e-courses, special reports and autoresponder messages should drive readers to what you have to offer. However, don't forget to provide useful content and information. That's why they gave you their names and emails and that's why they'll stay on your list.

Here are two reasons why you shouldn't make the mistake of trying to sell from the actual email:

- 1) You don't have the room in an email to fully explain what you're selling and demonstrate its value to the prospect
- 2) It can turn people off who aren't ready to buy yet. You'll instantly lose those prospects from your list.

The idea of the email is to get them excited about your offering and to get them to CLICK. Once they click, then they should be taken to a sales page that you set up specifically for that product or service you're promoting. It's THERE and ONLY THERE that the prospect will get the full scoop on how great your product, book or service is, why they need it, how much it costs and how to order.

5. Upsell, and Upsell Again

Here's the biggest mistake I made when I started to sell my first information product online, "The [A to Z Article Marketing System](#)." It was the ONLY product! I didn't even have a membership club in place. So once people bought my product, I had nothing else in my funnel to sell them. I had to work extra hard at finding new prospects all the time. It's been said for ages: "It is easier to sell an existing client a new product than to find a new client."

That's why you need to continue turning (churning has a bad connotation) out valuable new products and programs that your customers will eat up like crazy. You can simply create new products by recycling the articles you used to collect leads.

Now, you have it -- the Internet sales cycle broken down into five easy parts. Now, you should see the missing links in your own Internet sales cycle. Have patience, keep learning and don't stop writing. You'll begin fill in these gaps, and start to see the magic of article marketing work for you.

About the Author:

Article Marketing Expert Eric Gruber uses the power of articles to create online opportunities for entrepreneurs who want more publicity, prospects and profits. Now, Eric is sharing the exact roadmap, broken into 5 easy-to-follow steps that thousands have used to launch and build their businesses online

with articles. And, he's giving this knowledge for FREE, with his new e-Book at:
<http://www.BroadcastYourArticles.com/freebook>

Timeline Article Template

The easiest way to get people to print out your article and keep referring back to it – so your website is in front of them at all times, is to use a timeline template. The serious people, those who will buy your products and services, will want to make sure they're doing things correctly at the right time.

Title	30 Day Plan for....
Intro	Use a story here to create a connection. A disaster story here would be perfect and then mention: You can avoid his (subject matter) disaster simply by following this (30, 60, or 90) day plan.
First time period tips	
Second time period tips	
Third Time Period Tips	

Fourth Time Period Tips	
Fifth Time Period Tips	
Conclusions	Describe results that you can achieve following this timeline
Bio Box	

Timeline Article Example

Wedding Planning 101: Keep It Simple With A Wedding Timeline For Brides and Grooms

You're Engaged!

You certainly want to enjoy this wonderful and magical time in your life but you know that planning your own wedding is going to be a big job! The following checklists might make it a little easier for you to keep it simple, keep it organized and keep you sane!

The 12-Month Countdown

6-12 Months Before Your Wedding...

The wedding date has been set and now like any large project, it's a good idea to step back and take a look at the big picture first, then break it down to the finer details later.

The Big Picture: Who, What, Where and How

- Decide *who* will pay for *what*, *where* you'll get married and *how* expenses will be shared
- Talk to friends, family, bridal consultants or wedding coordinators to get the direction you need for starting an organization system
- For most couples, the wedding day can be a blur, so decide early on the best way to capture your special day's cherished memories - like with an Adesso Photo Guest Book.

The Details

Once you have your organization system in place, start going down your to-do detail list. Here are a few of the critical ones:

- Call your church or synagogue for an appointment with the Officiate
- Explore pre-marriage counseling
- Decide on what size wedding you want
- Consider and decide on wedding attendants
- Start a guest list for the wedding
- Begin determining ideas/themes/color schemes for your wedding and reception
- Select a reception location and a caterer if need be
- Consider reception entertainment
- Select a florist
- Together, shop for wedding rings
- Select a wedding dress, headpiece and schedule fittings
- Decide on the bridesmaids' dresses

4 – 6 Months Prior To Wedding Date...

As the wedding date gets closer, the to-do list will consist of finer and finer details. And because you put an organization system in place months ago, you won't miss a one!

- Check details and requirements for marriage license
- Coordinate theme and color schemes with florist and decorator
- Decide on a gift registry and register your gift selections
- Order your invitations and other wedding stationery
- Shop for the groom's attire and select what the men in the wedding will wear
- Select wedding ceremony readings
- Select wedding ceremony music
- Decide and order wedding favors
- Select a bakery for the cake
- Arrange and plan honeymoon
- Review your agreements with all your vendors and service providers to insure you haven't forgotten any details

2-Months... and Counting

- Mail out invitations
- Arrange and plan your rehearsal dinner
- Select and purchase your wedding day accessories
- Arrange attendant's parties
- Coordinate and prepare accommodations for out-of-town guests
- Select a hairdresser and makeup artist and schedule those appointments
- Finalize those honeymoon plans

1-Month To Go!

- Last wedding dress fitting
- Final fitting for bridesmaids' dresses
- Final fitting for men attendants
- Get marriage license
- Have your wedding attendant's parties
- Shop and purchase your outfit to wear when you leave the reception
- Organize the final check list of wedding day events
- Confirm all the wedding day "accessories" are in order, i.e. rings, pillows, garter, etc.

2-Weeks Remaining!

- Finalize entertainment arrangements
- Go over and finalize music lists
- Go over and finalize the special music events, i.e. first dance, dance with parents, etc.
- Pick up wedding rings, make sure they fit and review any engravings

1-Week Before Your Big Day!

- Review your marriage license to make sure it's in order
- Prepare seating arrangements for ceremony
- Prepare payment envelopes for Officiate, entertainment and vendors and give to the person who will handle that
- Confirm honeymoon reservations
- Make necessary honeymoon preparations, i.e. bank, traveler's checks, etc.
- Prepare and pack for honeymoon
- Confirm out-of-town guest accommodations and transportation

- Check in with the florist to confirm arrival time set up
- Have your wedding ceremony rehearsal letting everyone know what they will do on the wedding day
- Have and ENJOY your rehearsal dinner!

Your Wedding Day!

- Allow plenty of time for your scheduled hair and makeup appointments
- Allow at least 2 hours for dressing
- Bring the rings and marriage license
- And MOST IMPORTANTLY, take a long deep breath and relax and enjoy your day!

** Now, this is too many bullet points for me. You should definitely have some paragraphs here with some bullet points. But, you get the point.

Top Emerging Trends Article Template

This template is very similar to the “Top Tips” template. But, now, instead of mentioning tips, you’re describing trends in your industry. This is one of the easiest ways to be identified as a “thought leader.”

Title	3 Emerging Trends in....
Intro	Introduce the subject
Trend 1	
Trend 2	
Trend 3	
Conclusion	Explain why you think these are the top emerging trends and why these trends are important.
Bio	

Top Emerging Trends Article Example

3 Emerging Trends to Shape Public Relations

<http://overtonecomm.blogspot.com/2006/10/3-emerging-trends-to-shape-public.html>

I was recently asked to offer a little information about Second Life at the monthly meeting of communicators that kicked off at Lee Hopkins' and Allan Jenkins' Better Comms Café in SL last month and a little about my position as an "informed skeptic" of the space.

During this meeting I laid out three emerging trends that will shape communication in the way that public relations professionals would interact with consumers and constituents in the future. Here is my take on these three emerging trends:

1. Fragmentation. Media and information is becoming more fragmented and consumers have more choices than ever. Breaking through the clutter, and reach, are harder that ever to achieve.

2. Trust is built peer-to-peer. As the Edelman trust barometer showed, a "person like me" is the most credible source of information.

3. Empowerment of the Consumer. New social media and peer-to-peer platforms make it easy for likeminded individuals to find each other and network, diminishing the need for outside communication.

These three trends will require that communicators understand the intricacies and tools to enable pull communications. It will also require communicators to be a trusted part of the communities in which they hope to share information. That means a fully immersive, two-way conversation. Last, the influence of the search engines will continue as people use them to find peer groups. Being able to be found in an organic manner (which goes beyond advertising, adwords, etc.) on the search engines continues to be key to credibility.

3 Examples Article Template

Why do you think speakers have you raising your hands during their speech or yelling out?

They understand the power of social proof as everyone wants to be a part of a group. The more supporters they have, the more people that will buy from them.

On website pages, the use of testimonials is a form of social proof.

So, how can you use the power of social proof in your articles to motivate and persuade readers and prospects?

By showing examples of people using the information you provide and showing real proof.

Title	3 Real Examples That....
Intro	Introduce what people are saying is NOT possible. Then in the next part, show how the results are possible.
Example 1	
Example 2	
Example 3	

Conclusion	Use this section to further motivate prospects to take action
Bio Box	

Negativity Slant Article Template

I was recently reminded of a concept that will help you get more attention for your articles at record-breaking speed.

It's called using the negativity slant!

I warn you, that this may push your comfort levels, but it works.

So hold onto your chair and take a deep breath.

Because content with a negative slant will get discussed more than content with a positive slant!

Bad news travels faster than good news. Here's proof...

Have you noticed what proportion of the TV news is bad news? It's a HUGE percentage.

Now, I'm not saying that every article you write should be negative. After all, many of us are here to improve not just our own lives, but the lives of our targeted audiences as well. However, it's possible to give a piece of content a negative slant without making it a negative article.

For example, Barry Dunlop wrote an article: "10-Step Guide to Being a Loser." He also wrote the article: "The Dangers of Working From Home"

These article titles definitely have a negative slant. After all, dangers and being a loser is a negative thing. But these articles are actually full of awesome self-improvement advice that literally transformed many people's lives.

Remember, a negative slant will ALWAYS have more of a chance to go viral as it will get noticed by more people.

****Note – Read the article example before attempting this template!**

Title	Think of a topic that most people would never think you'd say or write. For example: 10-Step Guide to Being a Loser, The Dangers of Working from Home.
Introduction	Introduce the topic with some comments that would really shock your readers and make some waves.

Negative Subheading 1	For example give a danger or a step to doing something bad and out of the ordinary.
Positive Advice	For example, in his 10-Step Guide to Being a Loser article, Barry gives information on why you want to avoid taking each loser step. He also describes the steps you should be taken.
Negative Subheading 2	
Positive Advice	
Negative Subheading 3	
Closing Statements	Finish off with saying: "If you follow my advice, and avoid _____, you will achieve_____. Add a couple more motivational sentences and you have another completed article.

Bio Box	

Negativity Slant Article Example

The Dangers Of Working From Home

By Barry Dunlop

I have been working from home for almost five years now, and there are many benefits... but there are also many unseen dangers. Today I am going to shed some light on a few of them.

Always Being At Work

The main problem with working from home is that you are technically always at work. It becomes very hard for your mind to separate your leisure time and your work time, and this can result in Internet addiction, checking emails every 10 minutes and using the computer during non-working hours.

Physical Fitness

Sitting on your ass for 8+ hours per day is never a good recipe for physical fitness. If you do work from home, then aim to take up a sport as a hobby. Golf, tennis, running, swimming and football are all ideal options.

Also, aim to do a 20-minute walk in the morning, and 20 minutes in the evening. This will not only help keep you fit, but it will reset and help your mind.

Motivation and Procrastination

This is an area I used to struggle with quite a lot. When you are on your own, working from home, it can be easy to slip into procrastination mode. I beat this by setting attainable weekly goals, and breaking them down into small chunks.

Also, aim to just get started, as starting is often the hardest part.

Distractions

This is especially a worry if you have children. I know many entrepreneurs who could no longer work from home once they had a child. After all, little Timmy won't understand that you can't play with him because you are trying to increase your Google Page Ranking.

If you do work from home and have a baby or young child, I strongly urge you to get a virtual assistant to help you move forward.

Not Real Work

Despite working from home being more popular than ever before, a lot of people still don't see it as "real work." They think if you don't have blisters on your feet and an aching back, then surely it can't be work!

To other people, working from home means you have a license to do what you want, when you want. And, even though you do, you have to be very careful. People will call you, and ask favors as though you are not working.

Rise and Shine

Nobody likes getting up at 7am, but most of us have to do it, or we get sacked. Working from home will often give you some degree of flexibility. But, be careful that you don't take advantage of this too much, as waking up at noon can easily be done.

I recently fixed this by being accountable to someone else at 9am each morning. So arrange a chat or meeting with someone, and you will have to get up on time.

Alternatively, you can work late into the night like I normally do, thus giving you license to start a little later.

Getting To Sleep

Again, the fact that you are always at work means it becomes hard to shut down. Quite often I will go to bed just 2 minutes after reading emails. This means that I am in bed thinking of work, and this prevents me from getting to sleep on time.

To avoid this, make sure you don't use your PC within an hour of getting ready for bed. The Internet will still be here in the morning.

Summary

I love working from home, but it is not the paradise that many people presume it is. Avoid these dangers, and you too can enjoy working from home for many years to come.

Right & Wrong Article Template

If you were engaging in an activity, and someone told you that there's a right way and a wrong way, wouldn't you want to know if you were in the right or in the wrong?

Well, so do your prospects. This is the BEST way to let them know in a nice way that they're WRONG!

Title	Example: Are You Submitting Articles the Right Way or the Wrong Way?
Introduction	Explain how many people are _____ the wrong way and they don't even know it. Explain to them how they are completely oblivious to it – but also let them know that it's not their fault. When criticizing, you want to reassure people and let them know it's not their fault – it's because no one taught them the right way until now.
The Wrong Way	Explain what the wrong way is.
Consequences	Why it's wrong and what could happen if they continue down the wrong path
The Right Way	Explain what the right way is
Benefits	Explain why it's the right way and the results people can expect if they change their ways

Conclusion Statements	Ask at the end: Now, which way do you want to _____? If you positioned the article correctly people will answer the question in your favor in their minds. Now you'll be able to sell them a whole lot easier.
Bo Box	

Right & Wrong Article Example

Article Writing & Submission: Are You Writing & Submitting Articles the Right Way or the Wrong Way?

There are two ways to write and submit your articles. But, only one of those ways will build targeted website traffic, increase your own hyper-responsive list of prospects, provide you with instant credibility and help you sell more books, products and services. The only things you will get from the other way are links and frustration from a lack of sales and traffic.

What do you want?

Here's How Most People Write & Submit Articles the Wrong Way

1. They write and submit the same old regurgitated content that's all over the web.

This doesn't this differentiate you from your competitors?

If you want your articles to be a success you must research your competitors and know exactly what they offer and what they don't. You must read forums, blogs, social networking sites and major online publications to see exactly what people are talking about now. If you don't you won't be able to differentiate yourself. You won't pick a popular topic. Most importantly, you won't be able to spark a controversy that sells.

2. They only submit articles to article directories.

When most people submit articles they hire a cheap article submission service like [Virtual Article Assistants](#) that submits articles to just the top article directories.

However, this will not build your list of targeted prospects and will not help you sell more books, products and services to a niche audience. And, this definitely, will not boost your credibility. I'm sorry, but I'm not going to send an email blast letting everyone know I'm on EzineArticle.com. No offense, but anyone can have their articles published on article directories as long as you follow their guidelines.

How to Write and Submit Your Articles the Right Way

1. Write an article that sells your unique selling proposition.

Through extensive research I discovered that my competitors use a scattershot approach instead of a targeted article submission campaign that reaches specific audiences. They do not perform effective search engine optimization and keyword analysis. They don't even offer general consulting to answer all of your questions.

I also discovered that my competitors don't complete bio box and call to action reviews to improve click through rates. They don't verify websites to assure you of quality traffic. They don't proofread and copy edit so you don't look like a fool. They also don't write cover letters to improve your chances of publication or follow up with website and ezine publishers to maintain relationships.

So we at Article Marketing Experts wrote an article entitled: “Choosing an Article Submission Service: Top 10 Questions You Should Ask Before Spending Your Hard Earned Dollars.” And can you guess what the questions were based on?

You’re right.

Every question was based on the benefits that businesses, authors and experts receive when using our service. This helped us set Article Marketing Experts apart from our competition

2. Complete a well-balanced article submission campaign.

You want to select the best websites, ezines, article directories and article announcement lists your audience reads for your article submission campaign. Our “Choosing an Article Submission Service” article can be found on top websites and online publications like MediaPost.com, SalesandMarketing.com and About.com.

These websites get thousands of unique, targeted website visitors per day. That means we’re not driving just anyone to our website. We’re getting actual visitors who want to buy our products and services.

3. Use the article placement to pre-sell your prospects.

After our article was published on top sites like MediaPost.com and About.com, we promoted the article on our blog, in our newsletter. We even did an email blast to our client and subscriber list.

And, when prospects call me or email me, I always give them the link to our article. This article pre-sells our service. **In fact when people read the article, they don’t just buy one article. They buy our 6 or 12 article publicity programs.**

By writing and submitting articles the right way, we made over \$10,000 with just 1 article! Of course, there are many other elements to a successful article campaign. But if I gave them all away, I’d be ignoring one of my biggest secrets: Peak curiosity and leave your prospects wanting more.

Now, which way would you rather submit your articles?

About the Author:

With premium article placements on websites like About.com, Entrepreneur.com and Disney’s Family.com, Article Marketing Expert Eric Gruber can help you generate a massive, targeted Internet publicity campaign no one else can match! Before you submit your next article, make sure you download Eric’s FREE REPORTS “How to Choose an Article Submission Service” and “150+ Campaign Killing Mistakes You Want to Avoid” at www.IwantMoreProspects.com/10questions

7 Things to Look For Article Template

This is very similar to the 10 questions article template. But instead of questions, you're stating 7 different features or benefits people should look for when investing in a product or service like yours.

Title	Ex: Choosing a _____: 7 Things to Look For When Hiring_____
Introduction	Tell a story. For example, if I was to write an article for my karate school on "7 Things to Look For Before Signing Your Child Up At a Karate School," I'd start off with a story how a parent paid more than \$5,000 at this other karate school. The kid was only 5 years old, and he had a black belt already. When we put him out to fight our 5-year-old yellow belts put the kid on the floor. So he definitely didn't have the skills. Plus, the so-called black belt had no respect, no discipline and no focus whatsoever as he would not pay attention to our instructors in the beginning. So the parents wasted their money. I don't want that happening to you. Now, write your story!
#1 Thing to Look For & Why	This is your first point of differentiation.
2 nd Thing to Look For & Why	
3 rd Thing to Look For & Why	

4 th Thing to Look For & Why	
5 th Thing to Look For and Why	
6 th Thing to Look For& Why	
7 th Thing to Look For & Why	
Conclusion	Remind them of your story in the beginning. Reiterate the consequences. Then mention: It doesn't have to be that way. Follow my advice and...
Bio Box	

7 Things to Look For Article Example

Marketing with Postcards? 7 Things to Look For in a Postcard Marketing Company

Yesterday to her surprise my wife received another huge postcard from a local salon. However, it wasn't just the size of the postcard that got my wife's attention right away. Here's what set this postcard apart from the competition:

- She recognized the salon. It was the third time she received a card from that salon over the last couple of months and
- It was written and designed for women just like her, age 45-55 with a high income

This simple postcard talked to my wife. It related to her. It connected to her. It delivered the salon's marketing message in a way that convinced my wife to visit it right away, even though she had been going to another salon. She felt she was ready for a change.

If you invested in postcard marketing in the past, I can almost guarantee your postcards were not as effective and did not create the emotional connection to elicit the above response.

Why?

Because there are many direct-response marketing rules that most people, including postcard-printing companies, fail to follow.

So, how can you choose the best company to handle this important process for you? Here's how you can avoid wasting your money, time and energy...

7 Things to Look For in a Postcard Marketing Company Before Spending Your Hard-Earned Dollars:

1. **Make sure your postcard marketing company is a marketing company and NOT just a postcard printing company**

Marketing companies who use postcards as their medium of choice tend to care about your business and your success. They want you to enjoy a generous return on investment. Most postcard printing companies just care about the sale. They use generic pictures. They use generic headlines and body copy. They won't set you apart from the competition and they won't guarantee results.

2. **Get a complete, all-inclusive turnkey solution with quick turnaround time**

It takes time and effort to effectively complete a postcard marketing campaign. . Most postcard marketing companies rely on you to do most of the work or to hire other outside consultants.

Those that say they will write, edit, design, provide the list and complete mailing will usually try nickel and dime up-selling strategies. Want them to write your postcard copy? Add \$\$\$\$. Want a list

targeting your prospects' age, income, gender, location and street boundaries? Add more \$\$\$. Want them to mail? Want it done in minutes? Want it mailed within 72 hours? Add even more money.

This doesn't save you time or money. By choosing a complete, all-inclusive turnkey solution you save money. And, you gain the advantage of getting your post cards in the hands of your prospective customers quickly. .

3. Postcard marketing company that targets specific audiences, such as women, age 45-55 years old with a high income, within a 5-mile radius

If your postcard marketing company can't target a specific audience, then you are wasting your money trying to reach people that aren't interested in your message. The postcard marketing company you hire should use state-of-the-art list selection tools to create a mailing list based on your prospect's specific geographic area, age, gender and income.

4. Demand unique design and messaging

Most postcard printing companies offer all potential clients the same generic images and generic writing, which does not talk to your prospects' emotions. Does that help you stand out from your competition? No! Does it target the specific people you want as clients? No!

The postcard my wife received in the mail was written and designed not just for salon goers. The postcard was written and designed to elicit action by posing real benefits people just like my wife can connect with. And, it included a compelling offer that made her want to visit the salon immediately. Beware if your postcard marketing company doesn't recommend a multitude of proven and compelling offers to make your mailing more effective.

5. A company that mails postcards according to direct response marketing best practices?

If your postcard marketing company doesn't make it easy for you to repeatedly touch base with your targeted prospects run away fast.

Most postcard marketing companies will persuade you to buy one huge mass mailing postcard campaign. However, when you send out, for example, 5,000 postcards only one time, you hit 5,000 customers who may or may not be ready to use your product or service. They may or may not have any familiarity with your business. And, they may or may not like your offer. That's why you will get a better response mailing to the same 500 people six times than 5000 people one time.

Repetition is the only proven way to overcome resistance, extend different offers and increase your chances of getting a response.

6. A guarantee is always a strong plus

Guarantees allow customers to shed the risk they would normally assume when making a purchase. If your postcard marketing company doesn't offer a 100% money-back guarantee or any kind of guarantee, then you should be wary. This means they don't have enough confidence in their ability to produce a strong return on investment for you.

7. Your money's worth

Design from scratch using a postcard printing company will cost you \$500-\$1,000. The question to ask is what do you get for \$500?

You want to make sure your postcard printing company's affordability gives you EVERYTHING including setup, printing, personalization, quick turnaround, targeted list, addressing, and postage permit. Make sure they do all the labor including designing, writing, addressing and mailing your postcards. Otherwise, they are costing you time, money and clients.

You want a postcard marketing company that cares about your success. Make sure the service you select takes the time to get to know you, your goals and the audience you want to attract. Follow these tips to ensure you get what you pay for!

About the Author:

Postcard Marketing Expert and co-founder of BBT4Salons, Adam Suson can build you a customized marketing campaign designed for your salon or spa business in less than 10 minutes. Now you can discover the quickest, easiest, most affordable way to grow your business, with Adam's FREE SPECIAL REPORT: "What You Don't Know About Postcard Marketing Could Cost You Time, Money & Clients" Get it now at: <http://www.bbt4salons.com/>

Good, Better, Best Article Template

Do you have an affiliate program that promotes several industry-related products? If your answer is yes, then this article template is perfect for your website or blog.

Title	Example: Graduation Gifts: Good, Better, Best – Where Does Your Graduation Gift Rank?
Introduction	Introduce the subject explaining why you're writing this article.
The Good Product or Service	Explain what the product or service is. Offer the advantage and the disadvantages
The Better Product or Service	Explain what the product or service is, why it's better than the first option but also mention its downfalls
Best Product or Service	Explain what the product or service is and why you ranked it as the best.
Conclusion	Give a quick summation of your findings
Bio Box	

Good, Better, Best Article Example

High School Graduation Gifts: Where Does Your Graduation Gift Rank?

Your son or daughter's high school graduation, significant and memorable accomplishment and one that should receive special recognition.

The challenge for friends and family members of the "honoree" is finding a graduation gift idea that is unique, creative and personalized for the graduate. With the wide variety of graduation gift ideas out there, finding a really special graduation gift can be a daunting task.

To help you I ranked 3 "outside the cap and gown" graduation gift ideas that will be memorable for your graduate.

Good Graduation Gift Idea: Scrapbook Keepsake

Sure, you can take the easy route and buy a watch, jewelry, photo frame, etc. OR you can get really creative with your graduation gift and make it specific to your special graduate. A scrapbook that has pictures from the highlights of the graduate's years in school, his/her friends and all the fun events - collected in a scrapbook in chronological order – will be like a trip down memory lane and become a graduation keepsake of memories to enjoy for years to come!

But, of course this is only good if you kept and organized your child's pictures during their high school years. If you're like me when it comes to keeping pictures and things, I have an organized chaos, which means things wind up getting thrown away.

Better Graduation Gift Idea: Homemade Gift Basket

Homemade gift baskets can be unique, practical, thoughtful and personalized. You can fill the gift basket with a variety of goodies specific and unique to your graduate. Homemade gift baskets are great because they can have a theme, be unique and you can mix and match the goodies. For example, for the high school graduate on his or her way to college, your homemade gift basket could have a "study night" theme and contain the graduate's favorite snacks, energy bars, eye drops, coffee, tea or other favorite beverages. Whatever you decide for a homemade gift idea, it will be unique, memorable and personalized because it came from YOU!

However, you must be careful because a wrong move can make your gift basket cheap and tacky.

Personalized Graduation Gift Idea: Instant Photo Guest Book

The beauty of personalizing a graduation gift is that it will be a one-of-a-kind gift created especially for the graduate. With a photo guest book like the Adesso Album Photo Guest Book, the graduate's graduation party is captured in pictures and handwritten sentiments from family and friends in a great album that he can look at for years to come! These personalized keepsake albums are all the rage because they use "retro" Polaroid instant photos. They truly become the life of any party as the photos are snapped and added to the instant photo guest book right away for guests to pass around!

About the Author:

Lesley Mattos, Founder of Adesso Albums helps people all over the world capture the Now in life's most important moments. Her [Adesso Instant Photo Guest Book](#) is an ideal graduation gift idea and the only guest book alternative that provides an instant memory of any graduation event in both pictures and words To start capturing your graduation memories now go to <http://www.adessoalbums.com>

Bad, Worse, Worst Article Template

You can use this article template in 2 different ways:

1. Instead of recommending products or services, this time you're putting them down. Rank the worst 3 products or services in order from bad to worst. Then at the end, add your recommendation for what they should be doing instead

Title	Ex: 3 Worst _____ Products You Can Buy For Your _____
Intro	Explain why you're writing the article
Bad Service or Product	Explain why it's bad
Worse Product or Service	
Worst Product or Service	
Make your recommendation and why you recommend it	
Bio Box	

The second way is to describe 3 bad events or circumstances. Then explain how it can be avoided.

Title	Example: 3 Worst _____ Situations for _____
Intro	Explain why you're writing the article
Bad situation	
Worse Situation	
Worst Situation	
How can it be avoided?	
Bio Box	

Bad, Worse, Worst Article Example

Occasionally, a property owner will have a bad tenant that slips through the rental application cracks and makes their life a living nightmare. If one owns property and hasn't yet encountered this unique breed of individual; they will.

Here Are 3 of the Worst – Ranked in Order from Bad to Worst – Situations That You Can Encounter as a Property Owner

Bad Situation: Domestic Disputes between tenants

When one has tenants that are renting a property together and continually getting into domestic disputes, the property owner must make sure that they stay neutral to the disputing. If the disputing gets bad enough, one of the tenants may request the locks be changed or the other tenant's name removed from the lease; don't do it. The most one can do in these situations is ask for proof of a restraining order from the requesting tenant. If proof is shown, the property owner must then get the written consent of the other tenant to have the locks changed or name removed from the lease.

Worse situation: Tenant Breaks the Lease

This is sure to happen eventually to any owner who owns more than a few properties. When a tenant breaks their lease and leaves early, the landlord needs to immediately get the property ready to be re-rented and begin trying to re-rent it. When and if the property owner and former tenant go to court, the landlord must be able to prove that they made a reasonable effort to re-rent the property, or else they lose the right to recoup the rest of the funds owed to them under the lease. Also, specific to each state and local community, there are certain situations, such as, military transfer or loss of job that can deem a tenant "not responsible" for the remaining rent under the lease.

Worst situation: Bankruptcy

This is the absolute worst-case scenario for a property owner. If one is in the process of evicting a tenant and the tenant files for bankruptcy, the landlord must immediately halt their eviction process. A "stay" is issued when the federal bankruptcy action is filed, meaning that the state cannot continue with the eviction process until the bankruptcy is settled. To proceed with the eviction, the landlord will have to file pleadings with the federal bankruptcy court requesting a "Relief from Stay."

While the three situations above highlight some of the worst tenant-scenarios that a property owner may face, it should be noted there are many more good tenants than bad. Unfortunately, it often takes only one bad tenant to completely ruin the experience for the small-time real estate investor, thus propelling them to leave the game and give up before they even got started.

The author is the founder and owner of both ManageYourRentals.com and LandLordDocuments.com

Article Source: http://EzineArticles.com/?expert=Adam_VanBuskirk

Failure to Success Article Template

Did you ever notice how speakers – especially those who sell from the platform – will always tell you about their hardships. The Ezine Queen Ali Brown always mentions how there was a time that she couldn't even afford to take out \$20 for a nigh out on the town with the girls. She describes how much debt she was in

Why do speakers do this?

Because we want you to connect with us. We don't want you to think that we're born into our riches. We want to show you that if we can achieve success, so can you.

By opening up and discussing your failures or your scars, you add realness to your written word. People will look up to you and they will wan your guidance. Plus, you'll motivate your readers and motivated readers buy on command.

Title	Ex. Martial Arts Success: How I Went From Being a Scrawny, Crybaby to Becoming a Martial Arts Champion
What's your failure or scars	Tell your story here

How you became a success	
Conclusion	In the last couple sentences, reinforce the idea if you can achieve success despite your challenges and circumstances, then so can they.
Bio Box	

Failure to Success Article Example

Article Marketing Secrets: How I Went From Unknown & In Debt to Known as Your Article Marketing Expert Fast

When I graduated Rutgers with a BA in Economics and English, the marketing and public relations field was practically closed. Before I graduated, I had three different public relations firms interested in me – but a couple months later my hopes were shattered as they told me that upper management decided not to hire any entry level workers at this time.

So, I quit my serving job at the International House of Pancakes and started my own marketing, public relations and writing firm called Everything Communications. I joined LeTip and BNI, and went to many Chamber of Commerce Meetings – but did not prevail.

The clients that I did get through my martial arts connections, started using me less and less even though I got them in the Star Ledger, Home News Tribune, Asbury Park Press and on the UPN 9 News and News 12. They received credibility and name recognition but no new students from it. They felt they weren't getting their return on investment, even though my work was top notch.

And I'm not one of those public relations professionals who say their work is top notch when it really isn't. I've won awards and gained International recognition for my work. Of course, I publicized this in top PR, marketing and business publications. Yet, I received no new customers. I didn't even get one lead.

Meanwhile, I had to rely on my parents to pay most of my bills – I was putting them into debt. There were times we even had to ask my grandparents for help. Do you know how embarrassed I felt?

I Had to Do Something New – And I Needed to Act Fast

So, I called up Dan Janal – a family friend and Founder of PR LEADS. I told him about my problems – and he asked if I've ever thought about Internet Marketing. I thought he was insane -- the only thing I knew about the Internet is how to research and how to email.

He told me to start researching Internet Marketing, article marketing and online article submission and syndication. So I did. I spent months researching the Web and reading other people's articles. I started talking and soaking in the knowledge of top article marketers like Christopher Knight of EzineArticles.com.

After months of intensive research, I started writing and submitting my own articles targeting authors. I researched associations, online publications, and websites that authors are visiting to learn how to market and promote their books online.

The Results Are In...How I Became Known As Your Article Marketing Expert

To my amazement my articles were published on About.com, Healthywealthynwise, PMA Magazine, John Kremer's Book Marketing Newsletter and many more.

The PMA placement resulted in people calling me up asking if I'd be interested in getting interviewed on teleseminars. It even helped get my article along with my name and website address in a new book, "Calling All Authors."

Through the online article submission process, I've established myself as "The Article Marketing Expert You Want & Need. Now", in present day I've helped over 10 clients within the past year with their article marketing and Internet publicity efforts. I've accumulated over 1 million article page views on tens of thousands of websites.

You too, can establish the credibility you need to build your online and sell more books, products and services. Start writing and submitting articles today.

Problem/Solution Article Template

People online are mainly searching for solutions to their problems. So, if you do effective keyword research and write problem/solution articles, they your articles will be found on the search engines when prospects type in their problems that need fixing.

The trick is to only give a little bit of the how so they'll want to go back to your website to discover the whole solution.

Title	Example: 3 Marketing Problems All Businesses Face & How to Fix It
Intro	Introduce the problems and explain why your audience is having these problems
Problem 1	
Solution	
Problem 2	
Solution	
Problem 3	

Solution	
Conclusion	Reiterate the consequences that your readers will experience if they don't fix the problems.
Bio Box	

Problem/Solution Article Example

Solutions to Parents' Top Discipline Problems: How to Cope with Tantrums, Bullying, and Biting

By Dr. Becky Bailey

As an early childhood expert parents all over the world have come to rely on my advice on how to cope with 3 major discipline problems:

1. MY CHILD HAS A TANTRUM IF SHE DOESN'T GET WHAT SHE WANTS.

Tantrums are typical for children between the ages of fifteen months and three years. Most parents blame themselves for temper tantrums. But the outburst generally reflects the child's inner struggle. She's trying to say, "I've tried desperately to make the world go my way. Now I'm frazzled. I feel angry, helpless, and powerless." Stopping a tantrum once it's started is impossible. When it happens, your role is to help your child move through it.

Here's what to do if your child has a tantrum:

- ▶ **Don't give in.** Giving in to a child when she's having a tantrum will only guarantee she'll have more tantrums and become more demanding. Your response to her tantrum teaches her how to behave in order to get what she wants and also how to treat other people when they're upset.
- ▶ **Use empathy to help your child become aware of herself.** Describe to your child what you see her doing, "Your arms are going like this (demonstrate), your face looks like this (demonstrate)." Then say what you think your child feels, "Your body is telling me you feel frustrated. You wanted to play longer." If your child is able to compose herself enough to say what she wanted ("I wanted to swing more") then you can incorporate what you hear your child saying to soothe her. "You wanted to swing longer and you wish we could stay and play. It's hard to leave when you're having so much fun."
- ▶ **Give the child two positive choices to meet your expectations.** You could say, "You have a choice. You can read in your car seat or have a snack. Which do you choose?" Shift the focus from the swing -- or whatever it is she wants -- to what you want the child to do.

2. MY SEVEN-YEAR-OLD BULLIES HER SISTER AND HER FRIENDS.

Young children don't separate who they are from what they do. So be careful not to attack your child's personality. Instead, focus on what you want your child to do and then decide how to encourage that behavior.

Here's what to do if your child is a bully

- ▶ **Go to the target of the bullying first.** It's imperative to approach the victims first. That way, you help empower children to deal with these situations. Teach the victims of your child's bossiness to use an assertive "big voice" to set the limit on your seven-year-old's bossy behavior. For example, if your child

pushes her sister, go to her sister first and say, "Your sister just pushed you. Did you like it?" When she says, "No," tell her to say, "Stop, I don't like it when you push me."

More often than not we give the attention to (and chase after) the aggressor asking things like, "Was that nice? How would you like it if people treated you like that? Why are you doing this?" or "That's mean, go to your room." Notice how none of these comments actually teaches children what to do in social settings when another person intrudes in their space.

► **Teach the bossy child another way of communicating.** After you've spoken to the victim of the bullying, turn to the aggressive child and say, "You wanted your sister to move so you pushed her. You may not push; pushing hurts. When you want your sister to move ask, 'Can you move, please?'" Now tell your child to practice using the correct behavior.

3. MY CHILD HITS, SPITS, BITES, AND TELLS US HE HATES US.

► **Figure out what your child is trying to say.** All behavior, including misbehavior, is a form of communication. Ask yourself: What is my child trying to say with his actions? Is he saying, "I feel angry" or is he saying, "I want attention"? If you believe your child is hitting because he's angry and doesn't know how to express his feelings without hitting and hurting, you could say: "Stop (hold onto his hand so he can't hurt you). I will not let you hurt me or anyone else. When you feel angry say, 'I feel angry.'" You must teach this skill over and over again.

► **Quit trying to stop children's behavior.** When most adults attempt to stop something, they tend to rely on fear, force, coercion, or manipulation. More than likely, these are the same skills your child is using to get what he wants. When we attempt to stop a child's behavior we end up with side effects like power struggles and crushed spirits (both yours and your kids').

► **Focus on transforming negative behavior so the child actually changes.** Focus on what you want your child to do instead of what you want to stop from happening. When I say, "Don't think about a purple alligator," what immediately pops into your mind?

► **Learn what's age-appropriate.** Stressed toddlers bite and stressed preschoolers hit. If you have a child four-years-old and older who is biting, this could be a sign of potential problems. If this is the case, seek professional help and guidance.

The way I see it, you have 2 choices:

1. Keep doing it your way and have your child continue to throw tantrums, be a bully and be abusive
2. Change the way you discipline your children

The choice is yours!

3 Stages Article Template

This template is very similar to the cycle template. You can break just about anything into stages.

Title	Example: 3 Stages of _____ & Why It's Important
Introduce the subject	
Stage 1	
Stage 2	
Stage 3	

Conclusion	
Bio Box	

3 Stages Article Example

3 Stages of Alcoholism You Should Know

Alcoholism stages can be categorized into three stages of alcoholism -- early stage, middle stage and end stage alcoholism or late stage alcoholism. Alcoholism stages generally take years to develop.

Alcoholism is a disease where alcoholic beverage consumption is at a level that interferes with physical or mental health, and negatively impacts social, family or occupational responsibilities.

Consuming no more than one or two drinks per day for healthy men and a drink a day for healthy non-pregnant women are generally considered acceptable alcohol consumption without health risks.

However, as the amount or frequency of drinking increases, the earliest of the alcoholism stages can develop as a result.

Early Stages of Alcoholism

In the early alcoholism stages, a person begins to depend on alcohol to affect their mood. They drink for relief from problems, and they begin thinking more and more about alcohol. The person and others around them may not recognize that they are in the earliest of the stages of alcoholism. A gradual increase in tolerance happens, meaning, it takes increasing amounts of alcohol to achieve the desired mood-altering effects. Often, the person can consume large amounts of alcohol without appearing impaired.

In the early alcoholism stages, the body has adapted to increasing amounts of alcohol. In fact, how a person functions will likely be improved with drinking as blood alcohol levels rise. For example, they can think and talk normally or walk a straight line with no problem. However, with continued alcohol consumption over time, the body begins to lose its ability to deal with high alcohol levels. As this occurs, when the alcoholic stops drinking and their blood alcohol level decreases, their thinking, talking or walking functions deteriorate, and they are moving into the next of the stages of alcoholism.

Middle Alcoholism Stages

The need and desire to drink gradually becomes more intense. Drinking larger amounts and more often happens as well as drinking earlier in the day. The alcoholic is losing control over drinking, and the body is losing its ability to process alcohol like it did in the early stages of alcoholism. Their tolerance decreases as they become intoxicated more easily. Withdrawal symptoms begin to become more severe if alcohol is reduced.

The person may now secretly recognize there is a drinking problem, and others may begin to notice as well. Unfortunately, the alcoholic no longer can judge how much alcohol their body can handle.

Typically, the drinker denies to themselves and others that alcohol is a problem so they won't have to deal with their inner turmoil. Hangovers, blackouts and stomach problems can now be physical symptoms that occur on a regular basis.

End Stage Alcoholism

As alcoholism progresses, the alcoholic has become obsessed with drinking to the exclusion of nearly everything else. Everyone can tell there's a major problem. During the late alcoholism stages, the mental and physical health of the alcoholic are seriously deteriorating. Many of the body's organs have been damaged which lowers resistance to disease. Relationships at home or socially may have been severely damaged, and there can be mounting financial and legal problems due to the alcoholic's powerlessness over alcohol.

Every alcoholic will suffer from malnutrition. Alcohol in large amounts interferes with the digestion process and the passage of nutrients from the intestines into the bloodstream. Liver function has been damaged, further limiting the conversion of nutrients into a usable form that the body can assimilate. The damaged cells are not receiving the needed nutrients, they cannot repair themselves and the damage continues. Nutritional deficiencies cause a host of related problems to become worse. For example, vitamin B-1 deficiency common in alcoholics can result in loss of mental alertness and appetite, fatigue, confusion and emotional instability.

And if the alcoholic continues drinking, alcohol will cause the death of the alcoholic in one way or another. From suicide, accidents and related injuries to direct damage to the body's organs and systems, death will likely be the final outcome of end stage alcoholism.

Are there warning signs of alcoholism? Yes! Understand the signs and symptoms that indicate that alcohol consumption is becoming or is already a problem. There are resources available in a variety of ways to help deal with alcoholism stages and the serious consequences of this disease.

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Learn more about [alcoholism signs](#) you should know. David Buster is VP of InfoSearch Publishing and webmaster of <http://www.safemenopausesolutions.com> - a website of natural health articles and resources.

Article Source: http://EzineArticles.com/?expert=David_Buster

What's Hot, What's Not Article Template

This is a take off from the many different magazine “what’s hot in fashion, what’s not” lists. Not only will this be a popular article format – especially if your audience is women – but it can be a very fun template for you.

Title	Example: Topic – What’s Hot & What’s Not in _____
Introduce the subject	
Describe what’s hot and why it’s hot	
Describe what’s not and why not	
Conclusion	
Bio Box	

What's Hot, What's Not Article Example

The Latest SEO Trends and Metrics: What's Hot, What's Not

Published on August 19, 2008 at MarketingProfs.com

By: Stephan Spencer

If you're not "living and breathing" search engine optimization, it can be easy to latch onto old SEO trends and metrics and focus obsessively on them, especially those few hot-button issues that get the most attention from the press or from your CEO.

It takes time and experience to stay on the cutting edge of SEO, and more than likely you don't have that kind of time, considering your other marketing efforts. So here's a quick update on what's hot and what's not in the world of search engine optimization.

What's hot:

- Becoming a trusted contributor on social news/content sites like Digg, Propeller, Reddit, Mixx, StumbleUpon, Wikipedia, and Knol
- Building your personal and professional network in online communities like Facebook, LinkedIn, MySpace, Flickr, YouTube, Bebo, MyBlogRoll, and the blogosphere in general, and then taking advantage of the residual network effect
- Link baiting—posting humorous/fascinating/contentious/controversial content that is a magnet for links
- Truly understanding and leveraging the power of "Long Tail" dynamics

What's not:

- Obsessively watching search engine indexation numbers and rankings on trophy keywords (like the one you know the CEO always checks first thing in the morning)
- Worrying yourself sick over duplicate-content penalties
- Relying on XML sitemaps to fix your indexation problems
- The old-fashioned link exchange

Speaking of what's hot, a new generation of SEO metrics exists so you can keep track of your progress once you've abandoned the old thinking and adopted more modern strategies. Gauging your success solely on your positions in the search engine results is old hat.

New SEO paradigms, such as the "Long Tail," universal search, and personalized search, call for new key performance indicators (KPIs).

In addressing "Long Tail SEO," consider the following KPIs:

Brand-to-Nonbrand Ratio

This is the percentage of your natural search traffic that comes from brand keywords versus nonbrand keywords. If the ratio is high and most of your traffic is coming from searches for your brand name, this

means that your SEO efforts are fundamentally broken. The lower the ratio, the more of the long tail of natural search you are likely capturing. This metric is an excellent gauge of the success of your optimization initiatives.

Unique Pages

This is the number of unique (non-duplicate) Web pages crawled by search engine spiders such as Googlebot. Your Web site is your virtual sales force, bringing in prospects from search engines, and each unique page is one of your virtual salespeople. The more unique pages you have, the more virtual salespeople you have out there in the engines selling on your behalf.

Page Yield

This is the percentage of unique pages that yield search-delivered traffic in a given month. This ratio essentially is a key driver of the length of your Long Tail of natural search. The more pages that yield traffic from search engines, the healthier your SEO program. If you have only a small portion of your Web site delivering searchers to your door, then most of your pages—your virtual salespeople—are standing around the water cooler instead of working hard for you.

Keyword Yield

This is the average number of keywords each page (minus the ones that don't get you any traffic) yields in a given month. Put another way, it's the ratio of keywords to pages yielding search traffic. The higher your keyword yield, the greater the part of the Long Tail of natural search your site will capture.

In other words, the more keywords that each yielding page attracts or targets, the longer your tail. So an average of eight search terms per page indicates pages with much broader appeal to the engines than, say, three search terms per page.

In a research study done by my company (Netconcepts) called Chasing the Long Tail of Natural Search, the average merchant had a keyword yield of 2.4 keywords per page.

Visitors per Keyword

This is the ratio of search engine-delivered visitors to search terms. This metric indicates how much traffic each keyword drives and is a function of your rankings in the search engine result pages. Put another way, this metric determines the height or thickness of your Long Tail. The average merchant in the aforementioned study obtained 1.9 visitors per keyword.

Index-to-Crawl Ratio

This is the ratio of pages indexed to unique crawled pages. If a page gets crawled by Googlebot, that doesn't guarantee it will show up in Google's index. A low ratio can mean your site doesn't carry much weight in Google's eyes.

Engine Yield

Calculated for each search engine separately, this is how much traffic the engine delivers for every page it crawls. Each search engine has a different audience size. This metric helps you fairly compare the referral traffic you get from each engine. The Netconcepts study found that Live Search and Yahoo tended to crawl significantly more pages, but the yield per crawled page from Google was typically higher by a significant margin.

Summary

Hopefully you're now more up-to-date on your SEO tactics, but keep in mind that any of these trends can change at the drop of a hat. Search engine optimization is a process, not a project. So as you optimize your site through multiple iterations, watch the above-mentioned KPIs to ensure you're heading in the right direction. Marketers who are not privy to these metrics will have a much harder time reaching qualified prospects.

If you'd like to hear more about these search trends and metrics, attend the [Marketing Profs Digital Mixer](#), a multi-channel online marketing conference coming up in October. Stephan is program chair for the search marketing track. Check out the [full program](#).

7 Things You Need Article Template

This is another variation of the “7 top tips” template. By creating an article “7 Things You Need to Know Before You Get Started...” you can use this article for customer service as well. When people buy your products or services, they should get an email with this article. This will cut down on phone calls and emails with questions. Plus, your customers will love it as you’re anticipating their problems or questions and handling it before they even get a chance to contact you.

Title	Ex: 7 Things You Need to Know Before You Get Started in Article Marketing
Introduction	
1 st Thing	
2 nd Thing	
3 rd Thing	
4 th Thing	
5 th Thing	

6 th Thing	
7 th Thing	
Conclusion	
Bio Box	

7 Things You Need Article Example

7 Things You Need to Know About Health Savings Accounts

Mary Hunt

Debt-Proof Living

We all know the saying about death and taxes. And if you managed to avoid the former this year, no doubt, you didn't avoid the latter. (And you thought there was nothing to look forward to after the holidays!)

If you've been fretting about the big bite Uncle Sam is taking out of your household income—especially in light of the rising costs of living in general and healthcare in particular—take a deep, calming breath. Personal finance expert Eric Tyson has three words for you: Health Savings Accounts. You may not know much about them, but it's time you learned.

“Like IRAs, Health Savings Accounts represent a great way for you to put away money for a rainy day and reduce your taxes,” says Tyson, coauthor along with Margaret Atkins Munro and David J. Silverman of *Taxes 2008 For Dummies*®.

HSAs offer relief for people whose traditional health insurance premiums keep rising and rising, with no end in sight. They provide a welcome tax break and they enable people to be more in control of their healthcare.

If you are unfamiliar with how HSAs work, here are the basics: The purpose of these accounts is to allow you to save, on a tax-free basis, toward current or future un-reimbursed medical expenses. If you're covered by a qualified high-deductible health plan with annual deductibles of at least \$1,100 for individuals and \$2,200 for families for 2007, you may be eligible to establish an HSA. If you get sick and haven't met your deductible, the funds in your HSA can be used to pay it off. Once your deductible is paid, your insurance plan will kick in and cover any subsequent medical costs under your policy, but your HSA can still be used to pay for your co-pays and any uncovered healthcare expenses.

Like IRAs, an HSA can be invested in most types of securities (typically mutual funds) and allowed to grow tax-free until you need to access the money to pay for qualified medical expenses (medical insurance premiums are excluded). Payouts for qualified medical expenses are tax-free. You may contribute to the account until you enroll in Medicare. At that point, contributions are no longer allowed, but you may continue to take money from the account.

If these tax-deductible accounts have sparked your interest, read on to find out more about HSAs:

1 HSAs help you keep thousands of dollars away from Uncle Sam every year. For 2008 your family can deposit a maximum of \$5,650 into an HSA—or if you're single the limit is \$2,850.

You can make your own deposits into the account or your employer can do so. For an immediate tax deduction, you can now do a one-time transfer of funds from an employer's health reimbursement account or a health flexible spending account.

“Another easy way to contribute to your HSA is to have your tax refund money deposited directly into

your account,” says Tyson. “If you normally have your refund deposited to your IRA, but would like to deposit some of the money into your HSA, you can now choose to have your refund split between as many as three accounts. There are all kinds of ways to contribute to HSAs, and it’s important that potential account users understand the possibilities.”

2 An HSA is not a “get-out-of-premiums- free” card. It won’t free you from the pain of having to pay a monthly premium, but it can lessen that pain. That’s because the high-deductible policies required for HSAs have much lower premiums when compared to those of traditional insurance.

3 HSAs are better than Flexible Spending Accounts because “use it or lose it” does not apply. If you are currently taking advantage of a Flexible Spending Account offered by your employer, then you know that one of the drawbacks of those accounts is that you either use the money in your account during your coverage period or it is forfeited back to your employer. This is not the case with HSAs. Your money can continue to grow from year to year until you need to use it.

4 You may have to pay state taxes. “Because nothing is ever simple when it comes to taxes, the treatment of HSAs on a state level can vary,” says Tyson. “Certain states follow the federal tax laws for HSAs, others haven’t decided what they’re going to do, and still others reserve the right to tax interest or dividends you’ve earned in your HSA. You’ll want to know how your state operates before you set up an account. Ask your tax advisor or do some research online to find out.”

5 In general, HSA money and IRA money must stay separate. You may be wondering how your other funds [an IRA or a 401(k)] relate to an HSA. If unused, can the money in your HSA be rolled into one of your other retirement accounts? Or if you experience unexpected health costs and your HSA and insurance won’t cover all of them, can money from a retirement account be rolled into your HSA?

The answers: no and maybe. Your HSA funds can never be rolled into one of your retirement accounts, and usually that’s true if the scenario is reversed. However, because of a provision in the Tax Relief and Health Care Act of 2006, IRA assets can be used to fund one year’s maximum HSA contribution, but it can happen only one time.

“Some people might enter into an HSA thinking if they don’t like it or feel it’s not for them they can just roll that money elsewhere,” says Tyson. “That’s not the case, and understanding that fact is vital before opening up an HSA.”

6 HSAs put you in control. (Just keep good records!) One of the great things about an HSA is that you don’t have to have approval from anyone or any entity before you use money in the account. There is no pre-approval process as there is with some medical procedures being covered by insurance. There is no threat of being told your medical expenses simply won’t be covered, as many insurance companies are apt to do. But remember to keep documentation of all of your medical expenses, or the IRS might tax your withdrawal.

“Another great aspect of an HSA is that those funds can be used to cover those expenses that wouldn’t be or aren’t covered by your insurance,” says Tyson. “Things like your dental or vision care, including eyeglasses or hearing aids, can all be paid for using your HSA account. And when you show the proper documentation for them, the expenses will be tax-free.”

7 HSAs could play a major role in reining in America’s out-of control healthcare costs. “With

HSAs, people tend to hold themselves accountable for their healthcare choices because they think of it as their money rather than the insurance company's," says Tyson. "They go to the doctor less and shop for the most affordable options. That's why many proponents see HSAs as a crucial factor in efforts to get a handle on the skyrocketing costs in America's healthcare system."

Tyson concludes that if more people used HSAs and started being more careful about when and where they seek medical care, healthcare costs could potentially decrease across the board.

"With health insurance premiums continuing to climb, HSAs and the high-deductible policies that they supplement are going to become increasingly popular," predicts Tyson. "And some will benefit more than others."

The rules for these accounts are fairly intricate, so if you qualify for an HSA, do your homework. And if you decide an HSA isn't right for you, don't worry; there are still plenty of good options to reduce your tax bill for 2008.

"[Debt-Proof Living](#)" was founded in 1992 by Mary Hunt. What began as a newsletter to encourage and empower people to break free from the bondage of consumer debt has grown into a huge community of ordinary people who have achieved remarkable success in their quest to effectively manage their money and stay out of debt. Today, "Debt-Proof Living" is read by close to 100,000 cheapskates. [Click here](#) to subscribe.

Article of Pain Article Template

This is simply a how-to or step-by-step article. But, this time you are focusing more on the “how” and over emphasizing how much time and how much effort it will take your readers to do it on their own. In most cases, I tell people give only a little of the “how” and more of the “why.” However, in this case you want to add as much “to-do” as possible and still add the why they need to do it – so they’ll want to come to you. This works well if you have a long, tiresome service – such as article submissions that can take 10-15 hours to submit articles to 100 top websites, ezines and article directories.

Title	I suggest Using a How-To Article Title
Describe the Results	Start off with the problem.
Step 1	Tell what the step is and show as much pain for the reader as possible.
Step 2	
Step 3	

Concluding sentences	Mention – now, you can do this yourself. But, how much is your time worth to you? To complete the steps above, it will take you.....I suggest outsourcing it to experts who do this every single day for _____ just like you.
Bio Box and Call to Action	

Article of Pain Article Example

How to Get Your Articles Published on The Top Websites, Ezines & Article Directories

I often hear business owners who are new to marketing with articles complain that their articles are not producing the article results they had expected. They thought that article marketing is the profit pill that will bring instant results. They thought the process would be easy.

Well, it's about time that someone breaks these misconceptions to you. I'm not going to lie to you, *if you plan on doing it right, you've got a lot of work ahead of you*. I mean a LOT! Can you get instant success? Yes you can – it's happened before. With one article submission, Lesley Mattos of Adesso Albums tripled her website traffic, Mark Hyman MD jumped to the #2 spot on the New York Times Best Seller List and several other clients had great success on their first submissions as well. But, results vary!

Remember article marketing is a long-term marketing project that can boost your traffic, sales and search engine positioning over time. Whether you're writing your own articles or submitting for a client, your ultimate goal is to be seen in prestigious places. That means high-ranking sites. That means sites where prospects are willing to pay for your services frequently search.

Here are five things you must do to get your articles printed (and 5 things that make article marketing one sucky job!) :

1. Research the best article sites.

Before you start typing into that submission box, do your homework. Sleuth out the best article sites on the web. Look for author names that you recognize - and respect! Make sure that the site has working links, an attractive design, sensible navigation, and living, breathing human beings ready to email you back with answers to your questions. I also suggest going to www.alexa.com and check out the site's traffic ratings. You'd be surprised how many sites get absolutely no traffic! I wonder how they stay in business – or why. Don't get trapped by them.

2. Update your list frequently.

Upon close inspection, you may come to learn that at least a third of the URLs in your article site list don't work after a couple months. Trust me, we have a list of over 1,000 sites and we constantly have to update our list as article sites spring into existence with a finger-snap... and then drop out of sight just as quickly! An outdated list means you wasted your time. Stay ahead of the article game as best you can!

3. Keep track of your submission info.

Every article site has different requirements to post an article. Some ask for a "username." Others request an email address. Some require that you type in a password. Others generate the password for you. Are you getting a sense of how confusing this can become when doing bulk article submissions? Take notes: "Site X doesn't accept HTML formats." Record and store your user info for each site.

4. Organize your files.

Article submission varies drastically from one site to the next. You'll need to have two versions of every article - one Plain Text and one HTML-Formatted. If you change one word of one article, both versions must also be edited. If you let article maintenance go by the wayside, you'll be sending some confused drafts out into circulation!

5. Store your personal information.

Some sites ask for an author photo, others do not. Many accept URLs - sometimes from more than one website! If you're bulk-submitting for a client or yourself, this brings a ton of questions to mind. Even the author biographies vary. You'll need to keep several bios on file - one extended bio containing several paragraphs, one brief "generic" bio, and then any bio that's part of an "article marketing campaign" where you might feature a special promotion or link to a sales page/sign-up box.

If you don't have the time to invest in article efficiency, you can always stick to just a handful of article submission sites. But the truth is, you're short-changing yourself if you do this. The more top-quality sites you submit to, the more top-quality content-seekers will showcase your work on their sites and in their email newsletters.

I believe that if you're going to do something, you should do it right and do it all the way... or don't do it at all. That's why I'm strongly suggesting to you now, to PAY SOMEONE ELSE . You will not believe the time, effort and confusion of mass-submitting on the web. This is a FULL-TIME JOB that's best handled by an expert.

Think about this: do you want to spend hours, days and weeks trying to keep up with your web articles? Or do you want to focus on offering the best service to your customers?

Book Review Article Template

Write a review of a popular book in your niche. Give the main points and ideas. Highlight the different features, benefits and ideas that the author brings out. By using a popular book title and author in your title, you can be sure that your article will have high rankings in the search engines.

**** Note:** Don't forget to include your own thoughts. Say why you agree or disagree and add your own experiences.

Title	Book Title – Book Review
Introduce the book	Name of book and author. Why you chose the book. Offer a brief description for why you connected with the book or author
Features of the Book	
Benefits of Reading the Book	
Tips in the Book	

Why you agree or disagree	
Final thoughts about the book	
Bio Box	

Book Review Article Example

Review of Robert Kiyosaki's "Rich Dad Poor Dad"

References to Robert Kiyosaki and his bestselling book "Rich Dad, Poor Dad" can be found in virtually every industry. From stock trading to real estate to home-based businesses, entrepreneur's and businessmen look to him and his books for inspiration and often times credit him for their own success. "Rich Dad, Poor Dad" is the story of Kiyosaki and his journey from being a child of modest means to a self-made millionaire and bestselling author of multiple books.

As an entrepreneur myself, I have always struggled with the development of a millionaire mindset. I had been told by many that Robert Kiyosaki's books could be a starting point in my search for an attitude that would take me where I want to be financially. What I was looking for in his book was a step-by-step guide on developing the type of mindset necessary to take control of my financial future. What I got instead was a realization that for my entire life, I had been shaped and groomed to grow up and conform to society's standard of success: go to school, get good grades, and get a good job with benefits. I had done just that. I received a Master's Degree with a 3.92/4.00 average and found a stable job with good benefits. Unfortunately, although I fit into society's standards of success, I knew that working for someone else and living from paycheck to paycheck was not the life that I wanted for myself or my children.

Which brings me to the story of Robert Kiyosaki, a man who was essentially raised by two different fathers each with a very different philosophy regarding finances. His biological father raised him as I was raised...education, job, retirement with pension at 65. The father of his close friend Mike, whom Kiyosaki refers to as his rich dad, taught him that the only way to be rich was to think outside the box and to use his mind to generate income. Through a variety of jobs, rich dad was able to teach Robert Kiyosaki invaluable financial lessons that would help him to make millions.

Basically, the key focus of the entire book can be summed up in three words- assets versus liabilities. The only way that you will ever acquire wealth is to acquire assets. We live in a society that relies on credit and we have a loan for every major purchase: cars, houses, vacations, even everyday expenses. Robert Kiyosaki's advice is to simply stop spending money that you do not have, pay yourself first, and rethink purchasing that new purse or lawn mower. Instead, use that money to acquire assets that will generate income for you and then use that income to purchase your luxury items.

Rich people are acquiring assets while the poor and middle class are acquiring liabilities. A person has joined the "Rat Race", as it is termed in in this book, when their expenses increase as their income increases. So, instead of making their money work for them by purchasing assets that will in turn put money in their pockets, the poor and middle class spend their money on items that decrease in value over time. In order for a person to leave the Rat Race and enter the Fast Track, they must first have enough income generating assets to cover their monthly expenses.

It seems simple, and to some it is. Unfortunately, the majority of us, myself included, were trained in school to be employees, not self-made millionaires. So, my only unanswered question regarding this book would be "Is it possible to develop a millionaire mentality when you are in your 30's, 40's, 50's, etc or is it something with which you must be raised as in the case of Robert Kiyosaki?" Personally, I read this book just previous to starting my own business and found my attitudes changing with each page I

read. So while I will never have the benefit of being raised by a man like Robert Kiyosaki's rich dad, I do believe that with enough drive, motivation, and guts, anyone can become a self-made millionaire. I would recommend this book to any current or future entrepreneurs.

Heather A. Carroll is a home-based business owner (<http://www.alternativeincome4u.com?t=art7>) and has written multiple articles on various financial topics. She is a single mother of three and resides in Illinois.

Article Source: http://EzineArticles.com/?expert=Heather_Carroll

FAQ Article Template

Are you being asked the same questions over and over again by prospects and clients? Don't you think it's time to educate them with a Frequently Asked Questions article? Use this article to educate prospects about your service and use it as a customer service tool for new clients.

Title	Example: _____ Expert Answers Your 7 Most Frequently Asked _____ Questions
Introduce the subject	
FAQ 1 and the Answer	
FAQ 2 and the Answer	
FAQ 3 and the Answer	
FAQ 4 and the Answer	
FAQ 5 and the Answer	

FAQ 6 ad the Answer	
FAQ 7 and the Answer	
Conclusion	Now that I have answered your (subject) questions, you can start (action) today. If you need more help check out my free report, "title." Claim it here (link) <= click here
Bio Box	

FAQ Article Example

Dog Grooming: 7 Most Frequently Asked Dog Grooming Questions & Its Answers

Although it's often overlooked, grooming is an important part of your dog's health and wellness program. Here are some of the most frequently asked dog grooming questions our experts at PetPlace.com are asked by their 600,000 visitors per month:

1. When should I start grooming my dog?

Start regular grooming when you first bring your dog home and make it a part of his or her routine. Purchase a good-quality brush and comb and get your dog used to being handled. Praise your dog when he or she holds still and soon he or she will come to enjoy the extra attention. Some breeds have special grooming needs, so ask your vet or a professional groomer for advice on particular grooming equipment necessary for your particular dog.

2. How often should I brush my dog's hair?

Routine brushing and combing removes dead hair and dirt and prevents matting, while giving your pet a healthier and shinier coat.

Your dog's skin and hair coat reflects his or her overall health and nutritional status. Many dogs maintain a healthy skin and hair coat with minimal assistance. Some long-haired or curly-haired breeds require regular brushing. For most dogs, a good brushing once or twice a week will do the trick.

3. How often should I bathe my dog?

Your dog's need for bathing depends on its breed, the skin type and hair coat. It also depends on the owner's preference and how dirty your dog gets. Bathing your dog every month or two isn't unreasonable, but some dogs will need more frequent cleanings. A good rule of thumb is to bathe your pet only when the coat gets dirty or begins to smell "doggy."

When bathing your dog, make sure to rinse all the soap out of the coat. If there are persistent problems with scratching or flaky skin, he or she may need a special medicated shampoo or have a skin problem that your veterinarian should examine.

4. What skin problems are common among dogs and what should I look for?

Skin problems – including fleas, ticks and mites or allergies and infections – are common among dogs. Most conditions are manageable with early detection and treatment. If you notice excessive scratching, hair loss or flaky skin, contact your veterinarian. If your pet is continuously exposed to fleas and ticks, speak to your veterinarian about products to minimize the parasite's impact on your dog's skin. Remember that consistently poor hair coat with lots of skin flaking may indicate a deeper medical problem.

5. I have problems cleaning my dog's ears. What's the best way to clean his ears and how often

should it be cleaned.

Ears also require cleaning, especially in dogs with oily skin or allergies. This is a delicate task and is probably best left to your vet. However, if your dog is easy to handle (and there is no chance that you will be bitten), you can learn to do this chore yourself. To remove excessive wax and debris from the ears, consider an ear cleaning every two to four weeks. Ask your veterinarian about products you can use at home, and be sure to ask for a demonstration of proper ear cleaning techniques.

6. I have problems keeping my dog still so I can trim its nails. Do you have any nail trimming advice?

While clipping nails is a painless and simple process, it takes practice and patience to master the skill. When you muster enough courage to trim the nails of your dog, you'll need a good nail clipper, a nail file to rub any sharp edge away and a styptic stick to stop any subsequent bleeding easily.

Ask your vet to show you the correct technique, and then get started by getting your pet used to having his or her paws handled. Once you start using the clippers, go slowly. Try clipping just a few nails in one sitting. Maintain a regular schedule and be persistent. Your pet will eventually develop patience and learn to cooperate.

7. What is the most important thing to include in my dog grooming kit?

The most important thing required in your grooming kit is your own confidence. It will form and take shape within you and grow in time.

So, go ahead and start grooming your dog. If you can overcome your hesitation, beautiful and rewarding experiences are waiting for you. Grooming your dog properly helps to keep him or her healthy while building an important bond between you and your pet.

About the Author:

As Founder of [PetPlace.com](http://www.petplace.com), the definitive web destination for PetCrazy people, Dr. John Rappaport provides you with a library of 8,000+ veterinarian approved articles to keep your dog living longer, stronger, healthier and happier lives. For a wealth of free information including dog grooming tips and information on dog grooming supplies and techniques go to <http://www.petplace.com/dogs.aspx>

Q & A Article Template

In a “7 tips” article, you should be taking each tip and creating a whole new article based on each individual tip. You could do the same thing with your FAQ articles.

Title	Example Format: (Topic) Q & A: Now Add the Question Here
Question	
Answer	
Conclusion	
Bio Box	

Q & A Article Example

Article Marketing Q & A: How Do You Increase Your Article Marketing's Conversion Rates

By Eric Gruber

I recently received this email from a subscriber to my Article Marketing Secrets & Breakthroughs Newsletter:

Dear Article Marketing Expert:

After reading your articles in your free weekly e-newsletter, I've come to realize that writing and marketing articles online is the most effective, most cost-effective way to publicize my website, and promote my products and services online.

I've followed your invaluable advice, and have asked my virtual assistant to find the top websites, ezines and directories within my niche that accept article submissions and have a strong emotional connection to their audience. Although, my articles can be found all over the Web, I have yet to make a sale. Can you please tell me the number-one secret to increasing my conversion rate?

*Sincerely,
Conversion-less*

Believe it or not, the answer to increasing your conversion rate and building your very own hyper-responsive list of hot, rabid customers is very simple and basic – if you know what the #1 most powerful word in marketing is.

Do you know what the #1 'MOST POWERFUL Word' in marketing is?

We'll the #2 most powerful word is NEW. But, according to Phoenix based entrepreneur extraordinaire and direct marketing legend, "Millionaire Maker" Dan Kennedy, the #1 most powerful word is.... (drum roll)..... FREE! It's a word that jumps out at most people and catches their attention. When you offer something for FREE in your bio box, your readers are more likely to be interested in what you have to offer.

Yet, 8 out of 10 article marketers forget this very important marketing principle. They forget that people don't usually buy on the first introduction and that you must first develop a relationship.

Here's My List of the Top 4 Free Offers To Promote In Your Bio Box – So You Can Build Your List & Increase Your Conversion Rate:

- 1. Promote a free ezine**

If I read your article today, but I'm not ready to buy from you today (and there's a 99% chance I'm not), you've likely lost me forever when I click away. But if you invite me to sign up for your free ezine that features helpful information on the topic I came to learn more about anyway, I'll be more than happy to sign up. And, if you write a decent ezine, I will more than likely pass it on to friends and colleagues. After several months, of promoting your articles and free ezine you can have thousands of readers from around the world on your list — thanks to viral marketing mixed with some promotional legwork.

- 2. Promote a free special report**

The special report is an effective tool that educates, informs and, most importantly, influences a prospective customer. The viral marketing power of a good special report can be astonishing, especially when you're trying to educate and influence corporate executives in large companies. In fact, statistics show that decision makers in organizations use them as their first external source of information. I guess that's why the special report is considered to be the standard marketing tool today. Yet, it is surprising how few article marketers have created their own special reports.

3. Promote a free e-Book

When you write a book, you gain instant credibility. By offering your readers the opportunity to download your free e-Book and receive real content-- in exchange for their names and contact information -- you are taking advantage of a powerful viral marketing tool that can literally provide you with an entire network of people who promote your business, absolutely free. And don't forget to promote your books, products or services for sale within the context, embed affiliate links, and add sales letters at the end of the e-Book to generate even more income.

4. Promote a free sneak preview

This is a perfect promotion if your article marketing's goal is to promote your books. In order to capture his prospect's names and email addresses, best-selling author, Mark Hyman M.D. promotes a free sneak preview of his book UltraMetabolism -- The Simple Plan for Automatic Weight Loss in his bio boxes.

Here's the bio box that helped push Dr. Hyman's book to the top of the New York Times Best Seller List:

New York Times best selling author, lecturer, and practicing physician Mark Hyman, M.D., is the Editor-in-Chief of Alternative Therapies in Health and Medicine and Medical Editor of Alternative Medicine Magazine. Download a free sneak preview of his most recent book, UltraMetabolism -- The Simple Plan for Automatic Weight Loss at [http:// URL](http://URL) and discover how you can ignite the fat burning code hidden in your own DNA.

Through article marketing, you will build your list and convert readers into buyers over time – if done properly. Now the question is: How are you going to capture your reader's interest long enough to complete a sale?

About the Author:

Article marketing expert, Eric Gruber, has learned everything there is to know about article marketing & [list building strategies](http://www.startwritingarticlesfaster.com). Get the PR LEADS Article Marketing Secrets & Breakthroughs Newsletter for FREE at: <http://www.articlemarketingexpert.com/newsletter.htm> and learn how to increase your conversion rates and build your very own list of hot, rabid customers in 6 months or less.

Series Article Template

You can easily create a series of articles based around a theme. For example: 15 dating traps or 10 universal laws for singles. Create an article on each trap, law, etc. This is a great blueprint for an eBook that you can give away for free or sell for some extra continuous passive income.

Template

First Article – Dating Trap #1

Second Article -- Dating Trap #2

Etc.

Series Article Example

Personal Rant Article Template

Find something in the news, in your niche or a personal experience in your life on which you can offer a strong opinion. Take a strong stance and back it up.

Personal Rant Article Example

Intuitive Parenting: Communicating with Your Child Telepathically

Sleep wasn't coming easy.

Getting appropriate rest on a firm bench in a hospital room was always a challenge. The room was sterile and cool with bright light and noise filtered in from the nurse's station just outside our door. My young daughter, Raegan Aria, laid motionless a few feet away, connected to numerous monitors and machines. We had been there for weeks, recovering from surgery to place a stomach tube. It seemed that everything that could go wrong did go wrong.

Raegan wasn't doing well. Her brilliant smile and joyful laugh had been absent for days. The doctors just kept repeating that special needs children are at greater risk for complications when undergoing medical procedures and she would take longer to recover.

Raegan was born with a rare brain malformation three years earlier leaving her without the ability to walk, talk or develop normally. Although her initial prognosis and life expectancy were quite grim, this beautiful, angelic child had been thriving, despite her many physical and developmental limitations.

But, things just didn't seem right to me.

I understood what I was being told by the medical team, yet I just kept feeling as if something was being missed. My pleas for more tests were met with condescending remarks about over-reactive parents. I was advised not to question the wisdom and experience of a gifted surgeon.

Intuition and Telepathy

As I sat there in the dark, physically and emotionally exhausted, the phrase "It's growing" popped into my mind.

I asked out loud, "What's growing?"

I heard in my mind, "In my throat, Mommy."

I leaped from my position on the bench to my daughter's side and said to her in a teary voice, "Are you trying to tell me something, AngelBaby?"

A resounding, "Yes" was the reply that flooded my body. Yet, she remained sleeping with no physical indication that she was communicating with me. I knew it was Raegan, as we had similar moments at other points earlier in her young life.

I didn't know how she was doing it, however I decided at that moment and believed with all my heart it was the Truth she was conveying. So I pressed for immediate medical intervention.

And, to the doctor's surprise, Raegan was correct.

A surgical stitch had been misplaced during her procedure and caused scar tissue to grow. This blocked her esophagus and left her unable to swallow. This fact was confirmed by a simple test we insisted on being performed.

She was required to have additional surgery to correct the problem. In fact, she had numerous procedures to try to reverse the harm done. Throughout the many months she was hospitalized, Raegan continued to teach me how to use our hearts to talk.

This unusual form of communication seemed especially acute during times of crisis and when we were both sleeping. At that point, I decided I would no longer make any decision regarding her care without checking in via our heart connection. It seemed to me, Raegan was operating from a higher place.

Telepathy & Heart Communication Are Not Typical Topics When Discussing Care Modalities for Children with Special Needs

Yet, this information may be invaluable to a parent facing their child's medical crisis. Having words, symbols and pictures in my mind's eye provided clues for the fast action that saved my daughter's life.

Mother's Intuition and Listening With the Heart

If I could utilize this heightened "mother's intuition", surely others must also be able to do the same. This was a chance for children to greater express themselves and improve their quality of life in countless ways.

Like Raegan, a child reaching out would be heard by those listening with their heart. Training and education of this ability would empower parents to unlock their own potential in the healing energies, yielding growth and understanding of the miraculous power inherent in all of us.

Through vibrant demonstration, Raegan has shown me how children intuitively draw upon their innate energy source and bring forth awareness to those willing to listen with a loving heart. This same source emanates through us as well, and can be firmly established into our consciousness by our thoughts, decisions and actions.

Raegan is now eight years old and flourishing. Although her chronic medical condition poses many challenges, it also gives us great opportunities for learning and growth. Our journey together has led me to develop an intuitive parenting program. Its mission is to empower parents to be an instrument of healing for their families by employing their intuitive hearts as a powerful tool.

By opening their hearts to love, their minds to energy and being more receptive to the subtle clues of inner knowing, a caretaker can perceive, interpret, and act on information not accessible by other means. Life takes on a new dimension when feeling the glow of an intuitive heart.

Old Way/New Way Article Template

This is very similar to the “Right Way and Wrong Way” template. This template takes advantage of the copywriting power word: “New.” Whenever the word “new” is used, it automatically attracts our attention.

Title	Format -- Topic: The NEW Way to _____
Introduction	Use a story that your audience can connect to. Put yourself in their shoes at this moment of time.
Old Way of Doing Things	
What would happen if they kept doing the old way	
The New Way	
Results	

Conclusion	For stronger results, compare the results of the 2 ways.
Bio Box	

Old Way/New Way Article Example

Executive Job Search: 7 New Secrets to Finding Your Next Executive Level Position in 90 Days

By Karen Armon

Doug Compton, a laid off 43-year-old operations executive, was frustrated. His efforts to find a new role had resulted in only two interviews in six months. And, although he's growing his list of contacts, Doug's networking hasn't resulted in any real job leads, either.

Doug was used to finding a job quickly but that was over 10 years ago, and based upon his results this time around, he knew he had to change his strategies. "But to what?" he asked himself. Executives, like Doug, who are looking for their next position often experience these same results.

Many like to blame the economy, their age, or their networking efforts, but none of these factors are the main cause behind the lack of results. Instead, executives must shift how they approach their campaign.

The Traditional, Old Way of Finding an Executive Level Job

To conduct an appropriate executive level job search, most executive coaches suggest:

- Creating a list of target companies that you want to work for
- Contacting your network to find people who work for those companies
- Calling those people you find and ask for a "informational interview"
- Continuing this process until you find a position

These tactics used to work. But, that was before you took on a high executive level role. Now, your strategies and tactics must change.

The New 7 Elements of an Executive-Level Campaign

Landing a top role in a company is tricky. It entails presenting your potential, not your past. It includes defining yourself within your network as a top talent. There is a mix of elements in an executive presentation – both in print and in person-- that "gets the ear" of the top CEO or President.

These elements, which suggest that a candidate is a top talent, include:

- **Being Tops in the Industry:** A CEO wants to hire only the best. When CEOs are looking to fill their top ranks of decision-makers, they want to know that the executive they hire is at the top of his or her game.
- **Has Name Recognition:** Top decision makers look for executives within their network. Rarely is the position filled through job positions available in traditional job banks. Even if a company

hires an executive recruiting firm, the recruiter is out to find the candidate that has name recognition in the industry.

- **Easily Found, But “Not Looking”:** Executives who can be wooed away from their current positions are the most desirable. Leaders who distribute their resumes or profiles on every available job board give the impression that they are “damaged goods.” The trick, then, is to be easily found (through their network or on the Internet) but appear to be not looking for a position.
- **Considered a “Thought-Leader”:** Presidents or Boards of Directors who offer positions to executives want leaders who have a persona with a point-of-view. This does not mean that an executive must go out and try to be a celebrity. But, as I state in my book, [*Market Your Potential, Not Your Past*](#), having a point-of-view means that one is known for having an opinion about how to move forward in a crowded industry, find new markets to offer products and services, and/or gather new potential customers to a brand.
- **Distinctively Different than Others:** The number one reason that executives fail in their positions is that their leadership style can’t or won’t fit the culture of the company. Offers given to top executives include those who not only do their job well but also those fit the cultural style of the company.
- **Message-Ready and Visible:** Today everyone checks everything out on the Internet. To “Google” is now a verb as well as a noun. Yet getting visible on the Internet requires a strategy and a thematic message. You also to execute that strategy consistently. It is well known that top ranking executive recruiters search the Internet thoroughly before presenting a candidate to a company. Therefore, if you are invisible your chances of finding that next executive level position are significantly reduced.
- **Extensive, Engaged, and Active Network:** Landing an executive-level role quickly depends on how large one’s network is and how active it is in helping you find that next position. If your network is small, then you are asking each member to do a lot on your behalf. But if your network is large, then a small amount of effort from each individual can yield lots of leads.

These seven elements should be part of every executive’s game plan when trying to land a new executive-level role. For most, however, building these elements into an executive campaign takes time. What can you do if you need a job right away?

Landing a Top-Level Role

The answer is to begin where you are. It's what I call, "building the wall and fighting the battle at the same time." There are no short-cuts. But you can improve your odds by just beginning to incorporate these elements. Even a little movement in this direction begins to set you apart as a "must-have" executive.

And that's the point, isn't it?

About the Author:

Executive coach Karen Armon prepares leaders around the world for their next move. Her popular book, [Market Your Potential, Not Your Past](#), is a hit among executives who desire a clear-cut and systematic game plan that drives them forward in their careers. Now get her new FREE eBook, "Ten Micro-Trends that Impact Executive Careers Today" & get a critical look at today's marketplace at: <http://www.marketyourpotential.com/ebook.asp>

Best Advice I Ever Got Article Template

This template is very similar to the “What I Learned From Template,” but this time take lessons that you learned from different people.

Title	Example Format: Best (Topic) Advice: # Secrets I Learned From....
Intro	
Advice Bullet 1	
Advice Bullet 2	
Advice Bullet 3	
Advice Bullet 4	
Advice Bullet 5	

Advice Bullet 6	
Advice Bullet 7	
Conclusion	
Bio Box	

Best Advice I Ever Got Article Example

Best Leadership Advice: Business Success Lessons from 7 Top Leaders By Paul B. Thornton

Fortune magazine once published an article entitled "The Best Advice I Ever Got." It was a great article that offered wit and wisdom about achieving business success. I liked it so much, that it motivated me to produce my newest book which describes the best leadership advice 136 successful CEOs, coaches, consultants, professors, managers, executives, presidents, politicians, and religious leaders received that most helped them become effective and successful leaders.

Here are 7 secrets to leadership success that I have learned through interviewing today's top leaders:

1. Leadership is about making things happen

If you want to make something happen with your life – in school, in your profession or in your community, do it. Perceived obstacles crumble against persistent desire. Author, John Baldoni, shared this advice that had come from his father, a physician. He taught him the value of persistence. At the same time, his mother taught him compassion for others. Therefore, persistence for your cause should not be gained at the expense of others. Another bit of leadership wisdom!

2. Listen and understand the issue, then lead

Time and time again we have all been told, "God gave us two ears and one mouth for a reason"...or as Stephen Covey said..."Seek to understand, rather than be understood." As a leader, listen first to the issue, then try to coach.

3. Answer the three questions everyone within your organization wants answers to

What the people of an organization want from their leader are answers to the following: Where are we going? How are we going to get there? What is my role? Kevin Nolan, President & Chief Executive Officer of Affinity Health Systems, Inc. believes the more clarity that can be added to each of the three questions, the better the result.

4. Master the goals that will allow you to work anywhere in today's dynamic business world

Debbe Kennedy, President, CEO and Founder of Global Dialogue Center and Leadership Solutions Companies, and author of *Action Dialogues* and *Breakthrough* once shared this piece of advice that was instrumental in shaping her direction, future and achievements.

She was a young manager at IBM just promoted to her first staff assignment in a regional marketing office. For reasons she can't explain, one of her colleagues named Bookie called her into his office while she was visiting his location. He then began to offer unsolicited advice, but advice that now stays fresh in her mind. He mentioned that jobs, missions, titles and organizations would come and go as business is dynamic-- meaning it is always changing. He advised her not to focus your goals toward any of these, but instead learn to master the skills that will allow you to work anywhere.

He was talking about four skills:

- * The ability to develop an idea
- * Effectively plan for its implementation
- * Execute second-to-none
- * Achieve superior results time after time.

With this in mind, Kennedy advises readers to seek jobs and opportunities with this in mind. Forget what others do. Work to be known for delivering excellence. It speaks for itself and it opens doors.

5. Be curious

Curiosity is a prerequisite to continuous improvement and even excellence. The person who gave Mary Jean Thornton, Former Executive Vice President & CIO, The Travelers, this advice urged her to study people, processes, and structures. He inspired her to be *intellectually curious*. He often reminded Thornton that making progress, in part, was based upon thinking. She has learned to apply this notion of *intellectual curiosity* by thinking about her organization's future, understanding the present, and knowing and challenging herself to creatively move the people and the organization closer to its vision.

6. Listen to both sides of the argument

Listen to all different kinds of people and ideas. Listening only to those who share your background and opinions can be imprudent. It is important to respect your neighbors' rights to their own views. Listening to and talking with a variety of people, from professors to police officers, from senior citizens to schoolchildren, is essential not only to be a good leader in business, but to also be a valuable member within your community.

7. Prepare, prepare, prepare

If you fail to prepare, you are preparing to fail. If one has truly prepared and something goes wrong the strength of the rest of what you've prepared for usually makes this something easier to handle without crisis and panic. One of the best pieces of advice Dave Hixson, Men's Varsity Basketball Coach at Amherst College has ever received and continues to use and pass on is this anonymous quote – "Preparation is the science of winning."

Along with this are two expressions from Rick Pitino's book *Success is a Choice*, which speaks to preparation. Hixson asks his teams every year: "Do you deserve to win?" and "Have you done the work?" This speaks to the importance of preparation toward achieving your final goal. If you haven't done the work (preparation) the answer to the second question is an easy "no!"

Great advice comes from many sources – parents, other relatives, consultants, bosses, co-workers, mentors, teachers, coaches, and friends. The important point to remember is to stay open, listen to everyone, but also develop your own leadership style.

Paul B. Thornton is President, Be the Leader Associates (www.betheleader.com) and author of seven books on management and leadership. His latest book, *Leadership-Best Advice I Ever Got*, is available at WingSpan Press, amazon.com, and bn.com.

5 & 5 Article Example

Simple Ham Recipes - 5 Ways For 5 Days

A quality spiral ham is the ultimate simple yet versatile meat and here's proof. These are five different ways to serve it so you can have a different meal each day of the week with limited prep time. And since the ham is fully cooked, it is a snap to create these comfort food masterpieces day after day. And you thought that half ham was going to be too large for your family of 4!

Monday's Hammy Quiche

Cook time: 45 minutes,

Prep Time: 10 Minutes,

Serves 4

Ingredients: 9 inch pie crust shell, 3 eggs, 1 ½ cups half and half, 1 ½ cups shredded cheddar cheese, 1 cup chopped cubed pams-hams, salt and pepper to taste, optional: chopped spinach, onions or mushrooms

Sprinkle half the cheese on the pie crust, whisk remaining ingredients and pour into pie crust. Bake at 375 for 45 minutes or until knife inserted in center comes out clean. Remove and let stand for 10 minutes before serving.

TIP: If you don't have half and half handy, use the milk in your fridge and add 1/3 stick melted butter.

Tuesday's Great Ham Dinner

Cook time: 45 minutes,

Prep Time: 20 minutes,

Serves 4

This is my idea of the perfect meal - holiday or otherwise. See recipes - sides for the side dishes that best compliment the ham. My choice would be green bean casserole, macaroni and cheese and sweet potato casserole. Delicious and colorful!

Wednesday's Chef Salad Extraordinaire

Cook time: 0 minutes,

Prep Time: 10 minutes,

Serves 4

Ingredients:

1 cup chopped pams-hams, 4 slices swiss cheese sliced, 4 slices cheddar cheese sliced, 2 hard boiled

eggs chopped, ½ cucumber sliced, one head of iceberg lettuce chopped. Combine all ingredients and serve with your favorite dressing. In my family, we each use a different dressing but here's a couple of fun and simple dressing suggestions. Combine 1/3 cup each ranch and thousand island dressing. Ranch island dressing! Combine 1/3 cup each Italian dressing (I like Newmans) and Caesar dressing (again, I prefer Newmans.) It's a Newman medley!

Thursday's Jambalaya

Cook time: 30 minutes,

Prep Time: 15 minutes,

Serves: 4

Ingredients: 1 1/2 cups pams-hams diced, 1 large onion diced, 1 can okra drained, ½ green pepper chopped, 2 cloves minced garlic, 1 cup uncooked rice, 1 can (14 oz.) diced tomatoes, ½ cup chicken broth, 2 T. olive oil, hot pepper sauce (Tabasco or other), salt and pepper to taste. In a large saucepan, use olive oil to brown onions, garlic, okra and green pepper. (about 5 minutes) Add remaining ingredients. Cover and simmer until rice is cooked (about 25 minutes).

Friday's Wild Rice and Ham Chowder

Cook time: 45 minutes,

Prep Time: 10 minutes,

Serves 4

Now that you've widdled down the ham, you can end the week with a great soup using your ham bone. See recipes - soup for this favorite or any of the other ham soup recipes. Serve with crusty bread and/or remaining salad from Wednesday!

For more of my simple versatile recipes and cooking tips, go to www.pams-hams.com. An inviting place for glazed baked ham, dinners, gifts and clever conversation.

Pam is the owner of <http://www.pams-hams.com> and retired marketing director for a specialty ham retailer. As anyone with kids can understand, the move was made in order to have more flexibility with the family. Hobbies include cooking and entertaining and finding clever new ways to make a meal easier or better. Also fond of water sports, Samoyeds, cats and small red head children.

Article Source: http://EzineArticles.com/?expert=Pam_Cole

7 Must-Have...Article Template

This is perfect if you're selling products or, if you're a service provider who recommends products that you are an affiliate of that will help your clients get better results with your service.

Title	Example: 7 Must-Have Article Writing Templates So You Can Write Articles Faster
Introduction	
Thing #1 – and Why they need it	
Thing #2	
Thing #3	
Thing #4	

Thing #5	
Thing #6	
Thing #7	
Conclusion	
Bio Box	

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7 Must-Have... Article Example

Note: Because the template says 7, you can use any number. For example, the article below has only 5 must haves.

Eco-Friendly Fashion Footwear: Cruelty Free Fashion Shoes Every Vegan Must Have This Fall/Winter

By Sara Kubersky

Most Vegan women like myself, who dread of the thought that over 35 million beautiful, intelligent animals are killed just for their fur or leather on their backs (and that's only the wintertime!), are no different than our carnivorous sisters. Except for the fact, that we only want cruelty-free fashion, we have the same desire to collect dozens upon dozens of sandals, sneakers, loafers, flip-flops, knee-high boots, and other footwear for our shoe wardrobe. Ten years ago, this would have been a challenge – one that would seem almost impossible as all Vegan shoes practically looked the same.

Nowadays, finding cruelty-free shoes isn't as hard as it sounds. Now more than ever, companies are beginning to cater to those with a cruelty-free fashion sense and are now offering a wider variety to choose from. As this trend continues to emerge, the only challenge you will have is figuring out how many shoes do you really need. You'll have to begin asking yourself how many of them do you really love, and how many fit well, complement your fashion sense and are versatile enough to serve multiple purposes.

Here a 5 fall/winter fashion shoe styles to help you create a cruelty-free shoe wardrobe so all encompassing, so perfect, that no matter what the occasion is, you'll have just the right eco-friendly shoe:

1. One pair of weather-protective footwear.

If you could only buy one boot in your life, an eco-friendly, air-seal range boot like the 14-Eye boot is the one to go with. If you spend a good amount of time outdoors, go with two pairs. Air-sealed range boots, with a steel tipped toe and a sole made from rubber tires will provide you with that everlasting quality you need and want.

2. One or two pairs of fashion boots in a medium or dark neutral.

These leather alternative boots are classic enough for work-wear yet sexy enough to add an edge to jeans and an everyday tee. Top-of-the-calf boots with a flat heel are one of the cold weather season's hottest looks, but are surprisingly in-demand even as the weather grows warmer. For those of you who love the Engineer boots, but want something a little more fitted, the Biker boots are perfect! When you're feeling a little "rebel", wear them as biker boots. When your style is more classic looking, just take off the buckle instantly providing you with simple, comfortable boots that go with everything.

3. One pair of chic looking boots

Almost knee high boots like the Aurora, give you the chic look with straight skirts and classic-cut trousers. They can be worn with bare legs or opaque winter stockings. Plus, they work well with formal and near-formal wear, they add sophistication to jeans, and instantly dress up a denim skirt and cardigan like nothing else can. You can also get the same look with the Alta boot style that is only 11" from the top of the shoe to the bottom of this eco-friendly fashion footwear. The upper is made from the highest quality synthetic micro-fibers while the lining is usually comprised of extremely soft synthetic micro-fibers or fleece.

4. One pair of neutral-colored casual boots for the weekend

A woman can never go wrong with classics such as the Amy boot. Your weekend casual cruelty-free boot should have an extremely soft and flexible sole making it extremely comfortable for all day wear. Make sure your casual eco-friendly boots exteriors are made of "leather" like synthetic micro-fibers giving you that sexy look, while the interior is made of a soft cotton lining and a generous foot bed that will accommodate your feet.

5. One pair of attractive athletic shoes.

The fall time is the perfect time to run around the track at your nearby park, and enjoy your surroundings – the leaves changing color, the birds preparing for their flight south, and the squirrels gathering their food for the winter. Whether your eco-friendly athletic shoes are made from hemp or synthetic micro-fibers, they're good enough looking for your Juicy Couture tracksuit, yet hard-working enough to perform at the gym. The best athletic shoes are the pairs that have an extremely supportive EVA sole, and a thick padded tongue.

If you follow the above tips you will create the perfect eco-friendly fall/winter woman's fashion footwear wardrobe, that no matter what the occasion is, you will have the perfect non-leather shoe. Now, women can be just as sexy as other women, if not sexier. The experts say that sex appeal is all about how you feel inside, and judging by how good Vegans feel about not wearing leather, and wearing cruelty-free, eco-friendly shoes, we must be the sexiest chicks on the block. That's why it's my firm belief that no one can have fashion without compassion.

About the Author:

Sara Kubersky and her sister Erica are the Founders of Moo Shoes -- the first cruelty-free store of its kind in NYC. Later as popularity for eco-friendly fashion-wear grew immensely, they opened their [Vegan online store](#). Subscribe for their Moo News monthly newsletter at <http://www.mooshoes.com/news.html>, and be the first to find out about new shoes, bags, accessories and cosmetics and other products hitting the Vegan marketplace.

Warning Article Example

Are You Using Book Proposal Examples – 3 Warnings For Writers

Looking at another writer's book proposal example is like seeing a movie after reading a book. You're often disappointed. This is because what you have in mind isn't what another writer's book proposal deals with.

“But I need to find out how to write a book proposal,” I hear writers say all the time. “Where can I look for good examples? And can I trust what I read in the examples of other writers?”

The first point to be made is that you can find book proposal examples in books about book proposals, and also online. That may not help you much, however, if you fail to heed these three warnings.

BOOK PROPOSAL EXAMPLES DON'T USE YOUR STYLE

The only book proposal that contains your unique style is your own book proposal. (You may have heard that a book proposal is a styleless business document, but that's not true. Even a book proposal, which is essentially a business plan for the publication of your proposed book, can contain both the style and the voice of an author.) Hopefully your book proposal will contain your unique style and voice, especially in the sample chapters section.

When you look at examples of book proposals written by other writers you may become frustrated because they seem to be written in an alien style and voice. Your frustration is only natural since it was not your voice or your style that enlivened the other writer's book proposal. Don't let someone else's style or voice influence yours too much, especially when you're at the initial stages of putting together your book proposal. Some sample book proposals are all business, others are all excitement and hoopla. You have to find the tone and style that fits your book project and stick to that.

BOOK PROPOSAL EXAMPLES DON'T DESCRIBE YOUR BOOK

Naturally book proposal examples that you may read in books or online won't describe your book. But the problem is that when looking at another author's book proposal you may be tempted to follow his approach when it's all wrong for your book. For example, the overview of a sample book proposal may begin with a terse businesslike summary of the world of computer sales. But if your book is about adoption and you're going to narrate a first-person account of your adoption experiences in your book, then a cold and calculated businesslike approach may not be the tone you wish to use.

Carefully look at the examples of book proposals and determine what applies to your book and what does not. In some cases there may be entire sections that you don't need.

BOOK PROPOSAL EXAMPLES DON'T DESCRIBE YOUR MARKET

Keep in mind that everyone's book will appeal to a different market. A book about cars might appeal more strongly to men, whereas a book about breast-feeding might appeal more strongly to women. Your book may also appeal to a different age demographic than the sample book proposal you're perusing. You will want to modify all these things in putting together your book proposal.

Once you realize that there are things you must watch out for when looking at another writer's book proposal, you'll be in a better position to know what you can use and what you must discard. In this way you'll be on the road to writing a winning book proposal that fits your book and your voice. Remember that **book proposal examples** are only helpful after you have a good topic and approach firmly in your mind.

William Cane is the author of *The Art of Kissing*, translated into 19 languages. He taught English at Boston College for fourteen years and today is a widely sought-after speaker at colleges and universities nationwide. His Web site contains more insider writing advice for those wishing to get published:

<http://www.hiwrite.com>

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Is This For You Article Template

This article template will automatically qualify prospects. And, it gives prospects a chance to realize for themselves that your product or service is for them.

Title	Example: Is Article Marketing For You?
Intro	
Question 1 and it's importance	
Question 2	
Question 3	
Question 4	
Question 5	

Conclusion	End conclusion with: “Now, I have one final question for you: Is _____ for you?”
Bio Box	

Is This For You Article Example

Is Article Marketing For You?

Article marketing takes time. You have to write the articles. Then find and broadcast your articles to relevant sites!

Is it worth the investment in time, energy and money?

Ask these questions to find out...

My Top 10 Questions to Discovering If Article Marketing Is For You

1. Do you want to grow your business?

Articles will contribute to your bottom line. One of my articles made over \$10,000 in a two-month period.

2. Do you want more prospects and leads?

Your prospects are looking online for information that can help them. When you write an information-based article, you will attract prospects who can become customers for life.

3. Are you looking to stand out from your competitors?

When editors print your articles, you are getting their implied endorsement.. Top, targeted, high trafficked websites like About.com don't print just anything. So when they chose your material, you are judged at a higher level.

4. Do you want to build your brand?

Then article marketing is for you.

When you write articles and have them printed on dozens of sites, people will start to recognize your name. The more you do this, the more branding power you get. Eventually, you will be seen as an expert. Don't be surprised to hear prospects call you and say "I see you everywhere!"

5. Do you want maximum online publicity so you get your name out to your targeted audiences?

If you've ever wondered why your competitor's article was printed when you are a bigger expert than she is, the answer is simple. She wrote the article and you did not! So, she's getting in front of your audience, and getting your customers!

6. Do you want to improve your search engine rankings?

Article marketing will help you by offering links from credible sites back to your site. The bigger and better the site, the more clout the link has. And the more high quality links you have, the higher you climb in search engine rankings. So shoot for the moon!

7. Do you want to build your list of newsletter subscribers and blog readers?

Then write articles. People will see how smart you are and will want to read your material on a regular basis. This way, you can promote to them over and over again.

By writing articles and getting them published on sites like About.com Home Business, Marketing Profs and many more, we built our list of loyal subscribers. When we were ready to launch our A to Z Article System at <http://www.broadcastyourarticles.com>, we were able to sell to our list and score thousands of dollars in eBook sales in just one week!

8. Do you have a white paper or special report that can help you promote your company and sell more services and products?

Then writing articles will help you get the word out. Write an article that highlights two or three top findings from your report. People will click through to your website to learn how they can read the rest of the report. After all, articles are only 750 words long. Your report can be as long and detailed as you want. Your report can also include sales information so readers can take the path to become customers

9. Do you have info products like home study courses, teleseminars or e-books?

You can take the most important points and write an article that promotes your products. That's a great way to get people to visit your site to look for more information and create a relationship with you. Be careful that you do not write a press release and pass it off as an article. Web sites do not print press releases. So don't waste your time.

10. Do you want to differentiate yourself from your competition?

Do your prospects have pre-conceptions that every company in your niche is the same? Do they think if they've seen one product, they've seen them all?
Or, do you constantly have to explain your pricing?

Then write articles that differentiate your company, your products and your services from the competition. For an example, check out my special report: "How to Choose an Article Submission Service" at <http://www.IWantMoreProspects.com/10questions>.

Notice in my special report, how every question we tell our prospects to ask is something we include in our article submission service that no one else does. Now, we differentiated ourselves from every other article submission company. Now, you can tell that not all article marketing services are the same.

Now, one final question: Is article marketing perfect for you?

About the Author:

Internet marketing pioneer, Dan Janal has influenced several generations of Internet Marketers including the top executives from IBM, American Express and Reader's Digest. If you're ready to jump-start your article submission efforts and make more money online then go to <http://www.IWantMoreProspects.com> and get a FREE SPECIAL REPORT, "How to Choose an Article Submission Service."

3 Facts Article Template

One of the best ways to prove your case is to use facts. If you're trying to persuade readers to think just like you – then here's a template for you.

Title	Easy Title Format: 3 _____ Facts You Should Know If You Want _____
Intro	Explain the wrong mindset that most people have
Why They Should Change Their Mindset	
Fact 1	
Fact 2	
Fact 3	

Conclusion	Here's a great way to conclude this kind of article: "Still not convinced? Then you should check out my new special report, "Title" for even more reasons why you should..."
Bio Box	

3 Facts Article Example

3 Newsletter Marketing Facts That Should Motivate You to Start Using Newsletters Now!

By David Gruttadaurio
www.NewslettersMadeForYou.com

Mike did an incredible job. He was punctual and thorough. He made sure his client was satisfied... actually, more-than-satisfied.

Yet, two weeks later these same happy clients couldn't tell you the name of his company if their lives depended upon it. And the next time they need someone to <name the job> they'll start all over again by looking in the yellow pages.

However, you can keep your clients longer if you engage in this one activity....

Start Publishing a Client Newsletter Now

Client newsletters will build an iron cage around your clients so strong they would never even consider calling your competitors.

You must understand, it doesn't matter what business you're in, what service you offer or if you work in a small town or a large city. Life moves at the speed of light. And so does the awareness, people have about you and your business. A monthly client newsletter will guarantee that you always stay in their 'awareness path.'

Here's Why You Must Start Publishing a Client Newsletter Now

FACT: 75% of business (or buying) decisions are based on relationships.

If you have a high priced product or service, people will NOT buy on impulse. You need to build a relationship and develop trust. People buy from people they trust.

REALLY BIG FACT: People don't do business with businesses. They do business with people.

A well-constructed monthly client newsletter is a constant reminder of what you did for them. It will reinforce the friendly, professional competence you displayed and the satisfaction they felt when you completed the job.

BIGGEST FACT OF ALL: It's harder to sell to a new client than it is to a current client.

Research by the Harvard Business School shows that the probability of selling services to a *prospective* customer is 1 in 16. However, the probability of selling services to a *current* customer is 1 in 2.

Yet, despite these statistics, many businesses continue to spend a disproportionate amount of time on new client acquisition and ignore their existing client base.

Client newsletters offer an inexpensive, effective tool that companies can use to help equalize this imbalance and keep your brand in front of existing clients. At a minimum, client newsletters are a cost effective way to educate them on the range of services you provide. And it will set your business apart from the competition.

Professionally researched and well-written client newsletters are a proven, take-it-to-the-bank marketing strategy. Newsletter marketing will build iron cages of strong relationships around your clients. And they will buy from you over and over again.

Rules or Laws Article Template

This is another very easy, “Top Tips” kind of format. And, by the time that you get to this template, you should have this kind mastered.

Title	EXAMPLE:3 _____ Rules For _____
Define the problem	
Rule or Law 1	
Rule or Law 2	
Rule of Law 3	
Conclusion	Describe the results people can expect to achieve if they follow your rules
Bio Box	

Rules or Laws Article Example

Leadership Skills Training: 5 Irrefutable, Non-Negotiable Laws of Leadership You Must Know Now

By D. Kevin Berchermann
Triangle Performance, LLC

Leaders, new and old, sometimes lose sight of the most fundamental tenets of leadership. Here's a reminder...

I frequently tell executives that leadership and its concepts, theories and core applications haven't changed in a millennium.

Some of our demographics may have changed. This forces us to use alternative applications of those concepts. But the basic leadership concepts and theories remain.

So, why don't we "just do it?"

Sometimes we aren't motivated. Sometimes the "time" just doesn't seem right. Maybe we simply forgot some of the basics... hence this article.

When I train companies and corporations worldwide on how to improve management and organization performance, I start off with these 5 laws new and experienced leaders should never ever forget.

Kevin's Leadership Skills Training Survival Kit for New & Experienced Managers

Leadership Law #1: Never delay a decision that must be made.

Make your decision and move on. You may have to immediately make another decision. This doesn't mean your first one was wrong. It merely means that your second one had the benefit of additional knowledge.

Leadership Law #2: When you want something specific done, say so specifically, using clear, plain language.

Employees generally have some difficulty doing their basic jobs. By adding "mind-reading" to their description is just plain unfair.

Do not use hints, implications, or innuendos. Say what you want, and use plain English! Directness counts.

Leadership Law #3: Never answer every employee's every question.

Questions are teaching moments -- don't rob employees of the opportunity. But don't spend your whole time answering questions.

When you always answer every employee's every question, you'll forever be answering your employee's every question. This will leave you with no time to spend on areas that need your direct attention now.

Sounds trite, and I don't mean it to.

If employees are asking because they're stupid, get rid of them. If they are decent employees asking because they do not know, then teach them. They'll know next time, and you'll both be better for it.

Leadership Law #4: Make your expectations clear, then back up a bit and give employees room to do their job.

That doesn't mean to never look back. To inspect what you expect isn't micromanagement. It's good management.

Even your top performers need clear expectations. Give them a target. Provide resources and guidance. Remove obstacles when necessary. Then let them do their job. But, don't forget to check back later, since you still have management responsibilities.

Leadership Law #5: Employees need their managers to be leaders

Your employees don't need a shoulder. They don't need a buddy, a sympatico, or a commiserator. If you want a friend, buy a dog.

We all struggle with this. Everyone wants to be liked, and it always seems difficult to decline a beer after work, or something similar. I'm not advocating a monk-like existence, disallowing any contact with your troops. I'm just merely reminding you that they would like to have a friend, but they need a leader if they are to be successful.

You do want them to be successful, don't you?

Closing Leadership Thoughts

These leadership laws are fairly intuitive, and certainly not rocket science or brain surgery. They are simple management and leadership truths that have passed the test of time.

Print these out. Laminate it. Put in your top desk drawer and don't forget them.

About the Author:

Described as a Human Capital Expert by The Harvard Business Press, Kevin Berchemann helps private equity, Fortune 500 and medium mom and pop companies foster, motivate, and improve existing human capital to achieve breakthrough levels. To get your FREE "At C-Level," cutting edge newsletter go to <http://www.triangleperformance.com/register> and instantly receive this FREE SPECIAL REPORT: Survey of Senior Executives: 2007 Business Challenges

Combining Templates

You can combine mix and match the templates any way you like. For example, you can star off with “Is This For You Template.” Then see, if _____ is for you, then make sure you follow these 5 tips. So, now I’m following the tips format.

Mix, match and have fun.

Combining Templates Example

Improve Your Productivity with Done-For-You-Services

Home Depot has ushered in the era of Do-It-Yourself Service in home repair. And that feeling has definitely worked its way to the Internet, where every trainer, coach and marketer has a system that will show you how to fix any problem in your relationships or office life.

I doubt there's ever been a similar time in history when the average person has immediate access to so much information that can improve their lives.

But wait a second. What's wrong with this picture?

Let's assume all the info you read and all the systems you buy are 100 percent bonafide information that will work. The question really is: should you implement these tactics yourself?

Here Are the Top 3 Questions to Ask Yourself Before You Buy Your Next Do-It-Yourself System:

1. Can you devote the proper time to do it correctly and consistently? Remember, everything takes time.
2. Do you have the skills to carry this out? Information marketers try to sell you on the dream that even you can do it all. They're hoping you will forget these programs require at least one skill. Can you write well? Can you sell well? Can you design a web page well? If so, that's great. If not, a big question mark should flash in your mind.
3. Here's the most important question: assuming you have the time, skill and competence to do it yourself, is it a good use of your time? In other words, if you can sell \$1,000,000 worth of real estate in the same time it takes to produce a six-volume CD set with instructional materials, train the trainer modules and other supplementary texts, which activity would get you more money in the long term? In other words, I don't mow the lawn. It takes too long and it hurts my back. So I hire a neighborhood kid who does it for much less than my hourly rate. I save time and he makes money. It is a very fair trade. And I don't have to buy "How to Mow Your Lawn in Half the Time with Half the Energy," a six-set DVD and coaching program!

While the web might be the greatest place for do-it-yourselfers, I see a need for another kind of service: the done-for-you services. If you want to save yourself time, energy and aggravation you must find companies that can do the work for you.

Here Are 3 Examples of Done-For-You Services and How They Can Help You:

1. I know I must develop my websites with lots of information-rich content so visitors will want to return and buy from me. However, I don't have the time or the patience to sit down and try to figure out HTML and all of the web design and development aspects. That's why I outsource my complete web management to [Assess Communicate](#). They create my sites, update my content

and do it for less money than it would cost me to do it myself. Remember, any activity that takes my focus from making new sales is costing me money in the long run.

2. Before I created the PR LEADS Article Marketing Service, I hired Eric Gruber to write and submit articles that promoted PR LEADS. I could have submitted the articles myself, but hiring Eric was a no-brainer after he explained that it would take about 10 hours to submit one article to 100 sites. I had better things to do with my time. For a reasonable fee, Eric found the best sites, optimized my articles so they received good placement in the search engines and even found a typo or two that I missed. Those value-added services are things I couldn't even begin to think about, as I needed to focus my time on handling my clients. Now, I've joined forces with Eric, who has really taken article marketing to the next level and has helped more than 65 of my clients through the [PR LEADS Article Marketing Service](#) get the online publicity they need to sell more books, products and services.
3. My [Great Teleseminars Audio Production Company](#) is another great example of a done-for-you-service. We record teleseminars, duplicate CDs, and make transcripts and MP3s. It's like one-stop shopping for all of your product creation needs. My teleseminar clients just show up with their audience and deliver their lecture. The next thing they know, they have a slew of products they can sell.

These are just three examples of hundreds of done-for-you services. So, before you buy your next do-it-yourself system, think twice and check online for a done-for-you service instead. You'll have less stress and become more productive.

About the Author:

Small business expert and entrepreneur Dan Janal has created several done-for-you services that will save you time, energy and aggravation. For complete, reliable recording production, sales and administration for your teleseminar needs, go to www.greatteleseminars.com. If you're looking for a done-for-you service that handles all of your article submission needs, go to www.articlemarketingexperts.com