

"How to..."



A Free

"How to..."

from
[Joe Green](#)

How to use other people's articles legally and ethically to supercharge your affiliate sales, get monumentally more visitors to your website and explode your mailing list

Presented by
Joe Green

at

<http://FreeEbooksForLife.com>

Personal Edition – You may not resell or distribute this ebook in any way.

If you would like full Rebrandable Master Resell Rights (your links instead of mine above and the right to re-sell at any price you choose and keep all of the money) to this publication, along with the sales page, graphics and licence, Click [Here](#)

I cannot be held responsible for the honesty or validity of any of the article content of this ebook and if financial advice or suggestion is made you should seek professional financial advice before committing yourself to anything.

Copyright © Joe Green [Free Ebooks For Life .com](http://FreeEbooksForLife.com) 2007/8

Contents

<u>Is it really this easy to get free advertising?</u> -----	Page 4
<u>Article Writing: Can it Help Grow my Affiliate Program?</u> -----	Page 6
<u>How to be Rejected by the Article Directories</u> -----	Page 8
<u>Article Writing: Can it help my E-book Sales?</u> -----	Page 10
<u>Article Writing: Can it help my Online Store?</u> -----	Page 12
<u>Article Writing: Can it Help Grow my Forum?</u> -----	Page 14
<u>Commonly Misused Words in Article Writing</u> -----	Page 16
<u>How to Market your Product Using Articles</u> -----	Page 19

Is it Really this Easy to Get Free Advertising?

By: Easy Article Marketing

One of the best ways to get free advertising is to simply write articles and give them away. It's a foreign concept to many in online business, but it's one of the best ways to get traffic, improve your search engine ranking, and sell more products.

Why Should You Write Articles?

Newsletter and website owners are desperate for content. As someone who owns websites and publishes several newsletters, I can vouch for this. I regularly search article directories, looking for quality information that will help my readers. And, every article I use from these resources gets published with the author's information and a link to their site.

Why Give The Articles Away?

How much would you pay to include your ad in a newsletter or popular website? Anywhere from \$5 to \$80. Wouldn't you prefer to have your ad placed for free? It's easy to see the financial reward. Look at the bottom of this article. Right there, plain as day, you can see a resource box with my website included, so you have proof that this method works.

How do you write an article?

Take another look at the article that you're reading right now. It's short. It's simple. I'm not a Literary Genius. I'm just being me.

Start by picking something you know about, or a problem that you can solve, and start writing. Just do it!

What should you include in the Author Bio?

Your Name

Something interesting about you or your website

Your website link - Don't forget this one!

Special offer - Mention a freebie or special offer if you have one.

Don't use this area to *sell*. Just get them to your site.

May you have lots and lots of free advertising!

Article by:

Nicole Dean is published all over the web, under numerous pen names. She welcomes you to visit EasyArticleMarketing.com to get started using article marketing to boost your business today.

Article Writing: Can it Help Grow my Affiliate Program?

By: Easy Article Marketing

Question: *I just set up a new affiliate program and have heard I can write articles to promote it. How does this work?*

Signed New Affiliate Manager

Dear New Affiliate Manager,

Oh, don't even get me started on this one! I love this topic.

If you're new to the concept of article marketing, you can write articles and share them with websites, blogs and newsletters. These publishers are hungry for content and will gladly publish your informative articles on their sites. Every time they do, your author bio, including your website URL and information about your website, is included at the bottom. (See the bottom of this article to see how it works.)

What does this have to do with your affiliate program? Well, it can help you in two ways.

First of all, you can write articles and submit them to the article directories (which are basically libraries of free articles). Then when your articles are published, you'll get traffic and a portion of those visitors will buy your products and a portion will sign up for your affiliate program (both of which will help your business grow.)

Secondly, you can allow your affiliates to use these articles on their websites with one special alteration. ENCOURAGE them to replace your URL with their link from your affiliate program. The article becomes monetized so the publisher can make money simply by sharing it (and you will, too.) Do you think your articles will be spread like wildfire by enthusiastic affiliates? Oh yes, much faster than you could spread the word alone.

Think about it. The viral aspect of this type of marketing can grow your affiliate program exponentially. All it takes is some research, a little time and some hard work. The benefits? Priceless.

Article by:

Nicole Dean doesn't pay for advertising – ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit www.EasyArticleMarketing.com to find out how.

How to be Rejected by the Article Directories

By: Easy Article Marketing

Article writing is one of the best ways to increase your traffic and get more sales. You've heard it a million times so you decide to finally just do it. You write an article and submit it to the article directories, eagerly anticipating the flow of traffic. Instead you receive the dreaded rejection letter.

What did you do wrong?

1. Did you proof-read your article before you submitted it?

Popular article directory sites receive hundreds of submissions each day. It's much easier for the owner to click "decline" than to edit your typo-filled or unformatted article. Before submitting, proof the article and proof it again. If grammar and spelling make you sweat, then hire a Copywriter or ask a friend to help you before you click that submit button.

2. Is it an Advertisement or an Article?

Article directory sites are looking for informative, useful content, not press releases or ads. If your submission reads like an ad, it will not be accepted. And, think about it -- even if was approved on a fluke, do you think that website owners will be clamoring to publish your 500 word advertisement? Not a chance.

If your goal is to write and submit a press release, then check out places like prweb.com.

3. Did you read the Submission Guidelines?

Each article directory has a different culture. Glance through the Submission Guidelines before setting up an account to make sure your article will be welcome before you submit it. If an article directory is based around a niche like gardening, then please resist the urge to submit your Mesothelioma articles. There are plenty of article directories that

want your articles. It's not an effective use of your time to submit unwanted articles to a niche site.

4. Is your article PG-rated?

Don't submit sex-related articles, profanity, or general nastiness. Article directories are businesses and, therefore, exist to make money. This means they generally receive income through affiliate sales or advertising. So, if your article includes sex or contains words stronger than "darn", don't be surprised if

your article is rejected. Of course, if your article contains nastiness or anything illegal -- don't even bother.

5. Is your Article original and written by you?

Submit only original articles. Please do not copy someone else's article, edit it, and submit it. That's stealing and you will be caught. And, do not submit articles from shared content sites. Article directories want original, unique content. Public domain is 'public' but think how ineffective article directories would

become if there were 500 versions of the same public domain piece. Instead of wasting your time figuring out how to reinvent other people's content, just write your own.

Now that you know what not to do, start writing the kind of articles that article directories dream of -- and watch your business grow.

Article by:

Nicole Dean is published all over the web, under numerous pen names. She welcomes you to visit EasyArticleMarketing.com to get started using article marketing to boost your business today.

Article Writing: Can it help my E-book Sales?

By: Easy Article Marketing

Question: *I wrote an e-book and I have a sales page selling it. Can I use article writing to promote my e-book?*

Signed, Where are the Sales?

Dear Where are the Sales,
Absolutely. In fact, I highly recommend it.

It's a perfect fit. Think about it. You've already got the content, and you obviously don't mind writing since you've written an entire e-book. You're a perfect candidate for using article sharing to get traffic to your website – and sell more e-books in the process.

If article sharing is new to you, you'll catch on quickly. It's an easy process, and it's so effective. Here's all there is to it.

1. You write an article about your topic of expertise. Or you use a section from your e-book and turn it into an article.
2. Add an author resource box at the end that includes the URL to your website – where you want the website visitors to go. Ideally this would be the sales page for your e-book. (See the bottom of this article for an example.)
3. Submit your article to article directories. These article directories contain thousands of free articles that publishers can freely use on their websites, blogs and in their newsletters.
4. Repeat. Repeat. Repeat.

Every time your article is published, your author bio will be included, giving you exposure for your website.

Now, if you have an affiliate program, there's even more potential. If you're smart, you'll also send the articles to your affiliates and allow them to use the articles – and encourage them to replace your URL with their affiliate link for your program. A smart affiliate will grab those articles in a heartbeat and start publishing them all over the web.

I hope you'll see the potential of article sharing, and embrace it. If not, you're really missing out on an easy way to grow your business and generate large amounts of traffic to your website. I look forward to seeing your articles in the article directories.

Article by:

Nicole Dean doesn't pay for advertising – ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit www.EasyArticleMarketing.com to find out how.

Article Writing: Can it help my Online Store?

By: Easy Article Marketing

Question: My online store can't make money unless I get traffic, but I can't afford to keep buying advertising. What can I do? I feel so discouraged.

Signed, Lonely in my Store

Dear Lonely in my Store,

First of all, you are NOT doing anything wrong. Online businesses take time and can get frustrating, especially in the first year.

If your online store is lonely, and you're watching the dust balls collect, waiting for traffic to come and buy, it's easy to get discouraged. As soon as the advertising ends, so does your traffic – if you're even getting any results from your advertising at all.

What if you could get visitors to your website – free? And, not only that, but the visitors keep coming for years? One of the best methods of generating traffic to your website is by writing and sharing articles. This is not 'get rich quick' and it's not a scam. It's just plain old fashioned marketing with a twist.

Now, even if you aren't a writer, you can use this method of getting traffic. It doesn't take a degree in Literature to succeed in article marketing. All it takes is a little time and energy. If you have that – you can get traffic to your website.

So, how does it work? Well, it's working right now. Look at the bottom of this article and you'll see ... me. I didn't pay for this advertising, but you'll see a link to my website right there, plain as day, just for writing and sharing this article with website publishers.

It's actually quite simple, and it is underused, especially in work at home mom businesses.

All you need to do is write a short, simple, helpful article about something related to your online store. If you sell makeup, then write an article about how to choose a foundation color, or how to care for your

skin during the winter. Then, after you've written your article, you submit it to the article directories.

Article directories are libraries of free articles. They are collections of articles that website and blog owners can use on their sites for free. The only stipulation is that everyone who publishes your article must include your author bio at the end which is where you include your website URL and some fascinating information about your wonderful online store.

So, now that you see how simple this free method of generating traffic is, I hope you give it a try. You've got nothing to lose and much to gain.

Article by:

Nicole Dean doesn't pay for advertising – ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit www.EasyArticleMarketing.com to find out how.

Ewan Chia shows you in this ebook and with eight videos just how incredibly simple it is to make money with your own or anyone else's product. This is unlike all the other ebooks which leave you wondering “*what's missing because I'm not making any money yet?*” Ewan leaves **nothing** out of this ebook.



Article Writing: Can it Help Grow my Forum?

By: Easy Article Marketing

Question: *I've got a forum and it's a ghost town. How can I get people to my forum? – NobodyLovesMe*

Dear Nobody Loves Me,

Building a forum into a happenin' place is a LOT of work. Don't be discouraged if your efforts aren't paying off yet. It does take time.

That being said, there are ways to boost your forum and keep boosting it, without having to spend a lot of money. Let me share one of my favorite ways to get traffic, writing articles.

You may not be familiar with article sharing. Basically, you write and share your articles with other websites and newsletters that need content. They publish your article with your author resource box (including your website URL). This helps both of you. The website publisher needs interesting, informative content and you need the exposure.

But, what does this have to do with building your forum? It can help you in two ways.

1. In your author bio, include a link directly to your forum so people that click through your link can sign up immediately and get chatting with the other members.
2. Or link to your website and have your forum prominently displayed on every page. The more incoming links you have pointing to your website content, the more important the search engines will think your site is – and you'll get more natural traffic from google, msn, and yahoo.

So, how do you take advantage of this method of generating traffic? You can start today.

1. Choose a topic. You can even use your own forum posts for inspiration. If you've recently answered questions in a post on your forum about any topic, turn it into an article. (Of course you may only use

the materials you yourself have written and any and all names should be changed.)

2. Include your Author Resource box. Make sure to think about this part a lot. Many people just skim over it and, frankly, have useless resource boxes. What do you offer to the visitors? Do you have a free incentive for joining? Think this one through. Make it enticing.

3. Submit your Articles. Find article directories where you can share your articles.

4. Then, don't sit and wait for traffic, repeat the process over and over and watch your forum grow.

The results will be long-lasting as your articles will float around the web for years and years to come.

Article by:

Nicole Dean doesn't pay for advertising – ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit www.EasyArticleMarketing.com to find out how.



MY MARKETING GOLDMINE
4462 2820 4282 4648
MEMBER SINCE 4/07

**The TREASURE TROVE of
Marketing Tools & Services
for SERIOUS BUSINESS OWNERS**

Click Here to JOIN NOW!

MasterCard VISA AMEX DISCOVER PayPal

— IMMEDIATE ACCESS —

Commonly Misused Words in Article Writing

By: Easy Article Marketing

In business we use writing every day. Does your writing make you look more professional or less professional? Look at these commonly misused words to see if you're making mistakes.

There are some words that are commonly used interchangeably, when in fact they have different meanings. Here are a few of the words that are frequently used incorrectly.

You're and Your:

The word "you're" is a contraction for "you are".

Correct: You're a good friend. (you are)

The word "your" is used to imply possession or ownership.

Correct: Is this yours? (possession)

Correct: I like your new car.

Sale and Sell:

The word "sale" and "sell" are not interchangeable. Sell is a verb, used to show what the noun (person, place, or thing) in the sentence is doing. "I am going to sell this."

Sale is most commonly used as a noun, such as in the sentence "There is a big sale at the mall."

Correct use of both words: "I am going to sell this shirt at a garage sale."

Too and Two:

The word "two" is the number 2.

Correct: There are two flowers in that vase.

The word "too" usually means "also".

Correct: I would like to swim, too. (I would like to swim, also.)

Prefixes Such As "Un", "In", and "Non":

Each word has only one correct prefix.

Correct: Unpleasant

Incorrect: Impleasant, nonpleasant

Correct: Irreversible

Incorrect: Inreversible, nonreversible, unreversible

A Lot and Alot:

The words "a lot" are correct. "Alot" is incorrect and there is never an occasion in which it should be used.

Good and Well:

Good is an adjective. Adjectives are used to describe nouns.

Correct: You are a good dog.

Well is an adverb. An adverb is used to describe a verb.

Correct: You are behaving well.

You wouldn't wear a dirty shirt to a business meeting, so don't let your writing make you look bad, either.

Article by:

Nicole Dean doesn't pay for advertising – ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit www.EasyArticleMarketing.com to find out how.

How To Market Your Product Using Articles

If you've read the last 17 pages you've seen one way of using other people's articles to market your own product. I chose to market two products. [Auto Pilot Profits](#) by Ewan Chia, and [My Marketing Goldmine](#).

I could have selected the articles to complement the products. For **My Marketing Goldmine** I could have collected articles on Membership Sites or Private Label Rights because MMG is a membership site providing great PLR ebooks and articles. It also provides Resell Rights, Niche products, Software and a whole lot more, so I could have chosen articles about those topics.

You could simply collect a number of articles and intersperse them with one or more affiliate links – requiring no writing at all on your part.

Having decided on the article topics you need to find the articles. Don't forget that people who write articles want them to be read (because they usually contain a link to *their* product). So there won't be any problem in getting permission to use them in an ebook or report. By the way, it's friendly and polite to write to the article authors to get their permission – and you never know, they may promote the ebook for you as well as letting you use their articles.

To get articles just look in any article directory – Google the phrase “article directories” . You'll easily find a statement in each directory that the articles can be used as long as the Bio box remains intact (that's where the author puts a bit about themselves and a link to their site or product). Here's a few with high Google PR and high Alexa ratings – which means they give you the best links back to your own website and therefore they contain a lot of articles you can select from.

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.webpronews.com>

<http://www.articledashboard.com>

<http://www.articlesbase.com>

<http://www.articles.web.com>

You can also search for article directories which specialise in a specific topic – maybe your niche topic:

<http://www.hobbyarticledirectory.com>

In the Search Engine just type in *article directories list hobbies* or *article directories list banking* etc.

Article-marketing, therefore, doesn't necessarily mean you have to use your own articles. By allowing me to use her articles, Nicole Dean is getting more publicity and more visitors to her website. She might also make some additional sales if you clicked on the link to her website.

Creating your ebook

The simplest way is to create your ebook in [Open Office](#) which is an alternative to Microsoft Office. The difference is that Open Office lets you compile your pages into a .pdf file at the click of a button. Open Office is a free download.

If you have Microsoft Word you can have it compiled into a .pdf document for free by going here: [Free PDF Convert.com](#)

If you want to make your ebook rebrandable by others, you will have to buy a program which allows you to create and re-brand your ebooks. I use [Viral PDF](#)

Creating an Ebook Cover

I really don't know how best to advise you best about this. If you enjoy creating your own graphics you should have no problems creating a simple but effective ebook cover. If you're not a graphic designer it might be easier to search for 'ebook cover graphics' and find someone you can pay to do it. Most if them will do it in a couple of days for under \$40.

If you happen to have a copy of Adobe Photoshop you can get an 'Actions' script which allows you to turn a flat cover into a ebook or box cover before your very eyes. Try here: [MaxCovers.com](#)

Marketing your Ebook

There are several ways you can market your ebook:

Give it Away

The idea here is that by giving it away, and allowing anyone who receives it to give it away, more and more people will read it and click on your affiliate links and you will make money that way.

There are tons of websites, especially free membership websites, giving away free ebooks. Ask them to give yours away. There are FireSales, 117 Days of Christmas, 62 Days of Easter – all sites which people can subscribe to for free and get hundreds of free ebooks. Join up early and submit your ebook. These are great for building yourself a 'list' but do be aware that, in my experience few of the people who download it and give you their email address will buy from you later unless you can excite and interest them via your newsletter.

Other places to offer your ebook are: Ebook Directories, Forums (some have free ebook sections), and ezine publishers (everyone likes to give away something of value to their readers).

Here's a link to page with a few ezines listed
<http://www.bellaonline.com/articles/art12836.asp>
otherwise “Google-it!”

Make it Rebrandable

Still giving it away, but this time make some of your links re-brandable by the recipient. Notice I said *some* of the links. If you make them all rebrandable you're not going to make any money. But you *could* make them all rebrandable *except* the link to your site if you've got another offer and you want sell that product, or if you just want to give another free ebook and build your mailing list from an email sign-up form on your site.

By allowing readers to brand the ebook themselves you stand a better chance of the ebook being passed further around the internet. This is known as viral marketing: your name and website url will remain in the ebook and be seen, eventually, by thousands if not hundreds of thousands of people.

Offer Resell Rights

When someone visits your website to download the free ebook, offer them an upsell “*You can re-sell this ebook and keep all the money and re-brand the links for \$x*”

This way you can make some instant cash. **And** your website and name are made viral.

Alternatively, let them download the ebook for free and on the second page (after the graphic) let them know they can buy Resell Rights to the ebook by going to your sales page.

I hope you've found this ebook useful. I've tried to show you that you can create a product – an ebook – by using other people's articles. I've also shown you how to convert it to a .pdf document and make it rebrandable and then how to create an ebook cover. Finally, I have suggested a number of places where you can market your ebook.

It requires some time and effort to create your ebook but the rewards can be amazing. One person I know makes \$1,000 + every month by creating a new ebook.

My Motto:

“If at first you don't succeed try, try and try again and then again, and again”

If you have any questions, please send them to me at feedback252@gmail.com and I will do my best to answer them.

You can find out if my next *How to...* ebook is ready for download from this link <http://freebooksforlife.com/howto.html>

Happy Marketing



Joe Green

<http://FreeEbooksForLife.com>

