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🔍 In this issue...

September 1, 2006

Today's circulation: 155,309

🔍 Jim's Website Marketing Tip of the Week...

"Back to School... for You!"

About the BizWeb eGazette...

BizWeb eGazette is published by Jim Daniels of JDD Publishing.
[\(More about Jim.\)](#)

[Click here for a free subscription to the gazette.](#) You'll also get a free Beginner's Guide to Web Business ebook.

Hi Jim,

"Dang, Jim, you wrote the report I wish I had! This is jam-packed with the best start-up information a person could have. Step-by-step info for anyone to start with and build with. Kudos on an excellent product!

Regards, Chris Upson
buildupyourbiz.com

*[You can get that report **free** by clicking the **gold key** at my new [work at home site.](#)]*



In today's issue...

"Back to School... for You!"

As the youth of America, and many other countries return to class week, it's time for many web business owners to do the same. That open up your lesson book and take notes. Today you're going back

If you've read my newsletters for any length of time, by now you know writing and submitting articles is a super-effective, grass roots Internet marketing strategy. Not only can this strategy build you a loyal following, deliver targeted visitors, increase your search engine rankings and boost sales.

However, it is easy to equate article writing with days of high school university paper deadlines, and those dreadful all-nighters. Those memories can make article writing seem like hard work, and keep you from taking advantage of this powerful strategy.

I want to get you over that hump today, because the fact is, writing articles for the web isn't difficult at all. You can complete an article and finish in an hour or two.

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It All Starts With An Idea...

One of the biggest hurdles most new writers face is finding ideas to write about. The easiest way to begin is to write about things you are interested in and preferably passionate about. Most likely, you already have plenty of ideas in these areas which can be shared with others.

It is easy to underestimate your own abilities in areas you are experienced in. Talented people are often surprised by the level of questions novice writers ask (important to remember that there is no such thing as a stupid question or stupid answers).

Once you have decided on a general area, a good way to narrow the focus down is to focus on the problems that people have. Typically, people write articles because they want to be entertained or they want information. Making your articles entertaining can take time, writing informative articles can be as simple as sharing tips that you have learned. A guiding principle is to expect the readers to be looking for "What's in it for me".

You may already know the common problems that people have in your particular field, but if not, a good source of information is to look at online forums and note the most common questions asked. Try a search in your niche at <http://groups.google.com/> and you'll find some active discussions from real people.

Oh, and if you don't have all the answers, a small bit of research can help. Often the answers are readily available with a Google search which you could do themselves. However, you are adding value and convenience by providing a range of answers in a single document.

Short and Simple is the Rule Online...

Most people don't like to read large documents from the Web, so your essays, articles for the web can be as short as 500-700 words. If you write an article into an introduction, a small number of sub-headings and a conclusion you may only have to write about 100 words in each section. You'd be surprised how fast the words add up.

The first draft should be for your eyes only. Don't try to produce a finished product you write. It tends to be much quicker to get your thoughts down on paper and back to edit later. The final step in the writing process is to proofread your article making sure that the writing flows and would be interesting to read. Ask yourself, 'does the article provide information the potential reader needs?' Also ask yourself if you can you get your message across using simple words.

recent issue, you can [read past issues](#).

Finally, if possible, have someone else proofread the article, not on spelling and grammatical errors, but helping you cut out the "fluff".

Short on Time? Here's a Shortcut...

If you are simply too busy to write your own articles, there are many which can make the process easier. Many private label article sites let you literally "steal" their articles and claim them as your own. My [InfoGoRound™](#) which has articles in more than a dozen popular n adds fresh content daily.

(More after this important message.)



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Getting Mileage from your Articles...

Perhaps the most important thing about article writing is what you do articles once you've completed them. Here's a short checklist you can sure you are maximizing the use of your articles.

- 1. Add the article to your own website.** Search engines love original content and the more you add to your site, the better your ranking will be in the search engines.
- 2. Add an 'About the Author' section after your article, with a link to your website, then submit it to article directories.** As other websites publish your article you receive another thing that search engines look for, one-way links. (Article submission can be a tedious process, so consider using [Announcer](#) software to submit to multiple directories at once.)
- 3. Publish the article in your own newsletter and send it to your subscriber list.** If you do not have a subscriber list, you need to start one right away. You can do that by converting your best articles into a newsletter and giving it away at your site via an opt-in list subscribe form. Here is a [based tool](#) I use to automate that process.

In Closing...

After writing your first few articles you will find that it is not nearly as easy as it first appears. You never know, you may even want to offer your services as a freelance writer on the Internet as a way to make some extra income.



But one thing's for sure, you'll never find a better "grass roots" strategy marketing on the Internet. In fact, it won't cost you a penny and if you may see an increase of thousands of website visitors a month - mention a sharp increase in sales. I can personally attest to the power strategy, as I've used it extensively to build my income well into the year range. And you can do it too!

That wraps up today's gazette. See ya in a few weeks...

Jim Daniels - JDD Publishing Co.

P.S. Did you miss my 2006 Special Report?

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A Letter from a Subscriber:

Hi Jim,

"I wish I had your [EZ Web Business Builder](#) two years ago. Like me trying to build a home business I read all the ebooks, paid for courses to start an online living and got nowhere."

"In the last nine days I have built and up loaded a twenty nine page only working part time (evenings). I have learned more from your [C](#) last week or so than the last two years reading ebooks, course etc. have gladly paid double or triple just for the time it saved me on the curve."

One happy chappy. Thanks for saving my day.
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