

The Power of Free Reprint Articles and the Terms of Reprint

By Bill Platt

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WRITERS ARE THE PUBLISHER'S AND WEBMASTER'S BEST FRIEND

As a writer of free-reprint articles, I know full well the intentions of the writer's who make their articles available to publishers and webmasters as *free* content.

When the game is played correctly, the free web content is able to provide value to everyone involved. The people who benefit from the content includes the people who read it, the ezine publisher who publishes it, the webmaster who posts it on their website, the advertisers who support the publishers, and the writers who take the time and initiative to develop the content.

But, when the rules of the game are broken, everyone suffers.

THE BENEFITS OF FREE CONTENT

As writers, we fully appreciate the value gained by everyone from the distribution of free-reprint articles.

- The End User -

The people who read the content benefit from the knowledge that is being shared with them. The content usually helps them to learn something he or she has wanted to learn.

The article might teach someone how to make a tasty Cajun chili. It might teach someone how to help their children with the problems that children face everyday. The article might even teach someone how to overcome the obstacles to owning and operating a successful online business.

- The Ezine Publisher -

The ezine publisher is constantly under pressure to deliver the

kind of content that their readers want, which is necessary to attract and keep readers for their publication.

- The Webmaster -

The vast majority of Internet surfers use the search engines as a starting point on their active hunt for information and products. Recognizing this fact, webmasters often use free content to build their keyword ratings in the search engines, thereby improving upon their chances of being located by Internet searchers.

The hope is that by providing targeted content to search engine users, webmasters can bring in people who are ideally suited to purchasing their products or services.

- The Advertiser -

The advertiser benefits from the free content by having a good ezine or website on which to advertise their products and services. The stronger the ezine or website, the more likely the advertiser's money will provide a good return on investment for the advertiser.

- The Writer -

Writers honestly do not create content for ezine publishers or webmasters from a purely altruistic point of view.

In fact, just as the reader, publisher, webmaster and advertiser do, writers also receive a benefit from the content they create. Through the *article resource box*, writers also have the opportunity to create traffic and sales for their own businesses. The *resource box* is the real reason writers make their content available to the world.

To protect their own rights, writers usually include a *Terms of Reprint* with their articles. Hyperlinking URL's is often a very important component of the writer's *Terms of Reprint*.

Free-reprint rights does not mean that there is no cost involved with using the content --- it only means that there is no monetary cost for using the content. The actual cost of using a *free-reprint article* is that the *Terms of Reprint* must be honored in full.

When a publisher or webmaster breaks the writer's *Terms of Reprint*, the writer's legal position to seek monetary payment is assured --- even when the article was released as a *free-reprint article.*

BASIC TERMS OF FREE-REPRINT

- You must leave the resource box unedited.
- You may not change the recommendations or context of the body of the article.
- You may not use this article in UCE (Unsolicited Commercial Email). Email distribution of this article must be opt-in email only.
- You must forward a copy of the ezine or newsletter that contains the article inside to the author's email address.
- If you post this article on a website, you must set the links up as hyperlinks, and you must send the author a copy of the URL where the article is posted.

WHY THE TERMS OF REPRINT ARE IMPORTANT

Writers are in the same boat as the publisher and webmaster. They have started their online business for the purpose of making money from their website. For the writer, the article that they provide to others provides a small advertisement for the writer's business in the writer's resource box at the end of each article. This small advertisement in the resource box of the article IS the writer's payment for all of his or her hard work.

Webmaster's spend a lot of their time building links to their websites for the purpose of promoting their own websites. Yet, for some reason, some publishers and webmasters think it is okay to cheat the writer of the same benefit.

THE LINE IN THE SAND

If you are using a free-reprint article in your ezine or on your website and you are not following the *Terms of Reprint* to a tee, then you are in violation of those terms and using the content illegally.

THE BOTTOM LINE

Here is the deal, if you don't honor the *Terms of Reprint* associated with a free-reprint article, then the writer has every right to ask for a cash payment from you for the use of the article. Should you choose to continue to deny payment, the writer has every right to contact your webhost and make them aware of your violations of Copyright Law.

Read the *Terms of Service* from your webhost provider --- I guarantee you that your webhost provider explicitly prohibits the use of illegally obtained content on your website. Failure to adhere to the writer's *Terms of Reprint* could realistically result in your site being shut down by your webhosting provider.

Considering that you could be put out of business by using the writer's content illegally, wouldn't it make much more sense to honor the writer's stated *Terms of Reprint*?

Do the right thing. Use our content that we are kind enough to provide to you, AND make certain that you honor our *Terms of Reprint* on every point. Your future success could depend on all of the decisions you make concerning your use of OUR content, which we are kind enough to make available to you.

MAKE NO MISTAKE

We writer's really do want you to use our content. We want for you to be successful, and we know that our content can help you to find the success you are seeking. In our hearts, we really do have an altruistic nature, but we must watch out for our own interests also.

The content we develop requires a lot of time and hard work --- this article alone took more than 12 hours from idea to fruition. We do need to be paid for our work, even when we do not require a cash payment for our work.

Hyperlinking the URL's on a website and in an HTML ezine is very important to our success. It is also important to your success since your failure to hyperlink could result in your not being able to use our content, and could even result in the termination of your online business.

Let us continue to work together in a way that benefits both of us. We will continue to create the content that will help make you a success. And you will pay us for our work by including our resource box with the article and hyperlinking the URL's in our resource box.

Let's face it. We both need one another. Let us continue to work together in a way that will continue to benefit all of us. Do the right thing.

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Bill Platt owns The Phantom Writers, a company committed to helping people to establish an Internet presence & promote their businesses through the use of Free-Reprint Articles and Press Releases. Articles are distributed to 6,000+ publishers & webmasters as part of the package. <http://thePhantomWriters.com>  
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