

The "Secret" and Single Most Effective Step in Internet Marketing

By Craig Lock

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We hope that the following article may be informative and helpful to your e-zine readers, or on your web site. You have permission to publish this article (formatted to 60 characters, approx) electronically or in print.

"We share what we know, so that others may grow."

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...and best of all, it's FREE (that "magic" online word)

What is it (I can't wait for the suspense a moment longer)?

WRITE ARTICLES - for ezines (or online newsletters) and article announcement lists.

WHY DO THAT? WHAT ARE THE BENEFITS TO ME ("WIIFM")?

If it is well-written and most importantly, helpful and informative, your article could become widely published =

* Extra exposure (sounds rude that!)

* You'll "brand" yourself and your business. You then "make a name" for yourself online; so that you become known as an expert in your field.

* You'll gain people's trust, as you establish extra credibility online, regarding your product or knowledge in your field.

* It's free advertising at its very best (ie. most effective).

Writers don't get paid. But on the other hand, they get free advertising, which may be just as valuable...especially as most writers live off tins of baked beans and carrots (no wonder they are "arty-farty types!").

What's the difference between a writer and a large pizza?

The pizza can feed a family of four!

After that little joke at the expense of my occupation (get a "proper job", Craig!), back to my point...

You are advertising your web site (in the form of your resource box with your web site listed at the end of the article); so that your www... could multiply all over the internet, like a "marketing virus", a "bubonic plague" (that's a metaphor, by the way!).

Now a little "info" on E-BOOKS...

When you have a number of useful articles written and published, you could perhaps put them all in the form of an electronic book and offer them for download on your web site. We've done this with my various articles (internet marketing, writing, self help and money) at: <http://www.bridgeniche.com/CLOCK/zaniestbooks.htm> (thanks, Stefan in South Africa).

At the end of each article is a resource box with a link back to your main product site... and hopefully you'll make some sales (especially if your site visitor likes the style and content of your articles)! (Incidentally, one of my main writing aims is to inform in a "light breezy style", ie. inform + entertain at the same time!).

Finally, if you're really adventurous and innovative, you can even create an e-book and give it away for free. Really good for promotion of your product or service. Just place a link to your web site on each page of your e-book. I've got the first three chapters of my various books available as e-books at <http://www.bridgeniche.com/CLOCK/zaniestbooks.htm> .

You are giving away free information (or entertainment) of value (hopefully!).

No harm in all this, is there? Now do you see the benefits of article writing? Enough questions, Craig (like the Spanish Inquisition!).

Lastly (and most importantly), writing ezine articles HELPS others out there in cyberspace. Though it takes quite a bit of time and effort (even for us writers). Though you don't have to be a writer to write good articles. I believe, virtually ANYONE can do it.

The results for your efforts don't usually come overnight. My advice is...Do a little writing and research on your topic(s) every day...even if its only an hour.

Just do it regularly and re-write your article (many times). Re-read it aloud, so that it flows nicely. With practice, you'll get better in your article writing and your confidence will increase in "leaps and bounds". Funny expression that, like a "runny babbit" (that's a simile, by the way)!

Tourist to street vendor...
"How do I get to Carnegie Hall?"

"Practice, Sir, practice!"
Back to my point after that little interjection (my "grasshopper mind" at work - creative minds are rarely tidy, as my dear exasperated mother, Hazel, often said to me) .

Then just be very patient and the results DO come.

As the saying goes...

When you come to the end of your rope, tie a knot and hang on. Success comes to those who ride out the "ups and downs, the highs and lows" of life - the ones who stick with their dreams, never giving up.

To your internet marketing dreams in 2003

Craig Lock

P.S:

Hope this helps and best wishes in your newsletter article writing and internet marketing strategy. Why not start writing articles for the www?

This year could be a new beginning.

YOU CAN DO IT.

Craig Lock
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"Do not go where the path may lead, go instead
where there is no path and leave a trail."
- Ralph Waldo Emerson

P.S:

We hope that these tips help in your article writing. In my opinion it's the best internet marketing strategy. To your internet marketing dreams.

The books that Craig "felt inspired to write" are available at: <http://www.nzenterprise.com/writer/books.html> and <http://www.novelty-gift.com/ebooks.html>

P.S: Don't worry about the world ending today...
it's already tomorrow in "little" scenic and tranquil
New Zealand

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