

Writing For Publicity And For Profit On The Web

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. If you'd like to check out Craig's other articles (internet marketing, self help, writing and money management), drop by at:

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

WRITING FOR PUBLICITY AND FOR PROFIT ON THE WEB

by Craig Lock

I sincerely believe that there has never been a better time in history for we (or is it us?) writers to making a comfortable living on the internet.

The World Wide Web offers you an opportunity, unique in history, to speak directly to millions of potential customers. Some commentators advise that if you want to be listened to, speak to them "in their language".

I only partially agree (but then, I'm always breaking the rules!)

When I write articles for "the international market" of the net, I don't target particular countries and try to adapt my writing style. I've found that people around the world don't seem to mind the fact that I may use "funny" words or spelling - small details, like "s's" instead of "z's", color or colour...as long as the grammar is reasonably correct. I just try to write in my "natural style" - one in which I feel comfortable (seeing I was brought up in South Africa with British English) and suggest you "foreign"

writers do the same.

Incidentally, I put this short note at the end of some of my articles...

"PS:

Dear Americans, please excuse my "strange" British English spelling. Very Colonial! I just write and use my own style and spelling - one that I'm accustomed to (sounds funny that ending]sentence n a "preppie"). I am quite happy for these articles to be used and distributed by other electronic and other magazines. If they help others out there in any way, then I'm happy."

To sum up...

My advice is just find your "natural style" by writing as you speak- as practice writing in your "natural style" breeds confidence. Then submit your articles to ezines and announcement lists, like Article Announce, Free Content, Publish In Yours, ArticleXpress and Article Publish. I find this marketing method by far the most effective means of getting traffic to our various sites (and one thing then leads to another)...

and best of all it costs nothing, but a little time and effort!

Lately, all our marketing has been done through writing articles (on internet marketing, writing, money and self help) and submitting them to the article announcement lists mentioned before. Often from there they get picked up by ezines with large readerships - from 10000 ...to even ones with millions of subscribers. True! These big ezine publishers are continually looking for new and quality content, particularly ORIGINAL material that can help others.

My advice is...

Write about what you KNOW - your areas of knowledge and expertise, based on your experiences. We find this strategy of SHARING relevant and practical information most effective of all in drawing traffic to our various web sites... and best of all, it helps others "out there in the vast void/realm of cyberspace". That is why I write.

Here is my "dime's worth" (see learning "American English" , or at least your expressions already) on the subject of writing for an international audience on the world wide web. The Web offers you an opportunity, unique in history, to speak directly to millions of potential customers. Some commentators advise that if you want to be listened to, speak to them "in their language".

I only partially agree (but then, I'm always breaking the rules - story of my life!).

Here are some other points in writing articles for the www:

Firstly,

- * Identify your target audience.
- * Keep your title reasonably short.
- * Keep your paragraphs short.
- * Get to the point quickly (enough waffle with maple syrup, Craig!).
- * Target your article to your audience with "focussed information".
- * Never use a big word, when a diminutive will do.
- * Use the occasional exclamation mark (!) to get your readers attention!
- * Make sure your article flows properly. Re-read and re-read.
- * Try to be concise.
- * Be credible (big word, eh?) at all times. I try to write my articles in a "conversational style".
- * Put some thought and effort into your heading - again to get your reader's immediate attention.
- * Use bullets in your lay-out - easy to read in point form...but be extremely security conscious, when "checking in" your articles. Bang bang ! (oops, er sorry - bad taste).
- * Conclude with a strong message. A message that summarises your article or gets your reader to take further action
- * Offer a free report with your article - you can collect a list of addresses for marketing your products.
- * Finally, make sure your layout is good (not one of my strong points!), as this greatly enhances your prospects of getting published

Some prominent article writers say one should write differently to one's natural style, when writing for the web. I say, DON'T. Just write what comes naturally...and BE YOURSELF. Though you may have to be briefer than usual, if you are a "waffler", like this writer. People want immediate information online and have limited time usually - it's the "instant coffee, sorry generation.

The internet is such an amazing medium for communication. I've just submitted this article and it's been published almost instantaneously (big word!) in a few places. So YOU TOO can write articles on your chosen subject in

your internet marketing efforts.
MORE TRAFFIC = INCREASED SALES

Writers and internet marketers - Grab this moment in history well.

"Carpe diem" (seize the moment!).

Happy writing and...

Just GO FOR IT

Craig Lock

P.S:

On re-reading this short piece, found I used a lot of "eyes". Very "ego-centric" (big word). Sorry, but didn't know how to write it any other way based on my experiences!

Hope this may help you readers "out there in cyberspace".

Craig Lock

Creative Writing Course

[">http://www.nzenterprise.com/writer/creative.html](http://www.nzenterprise.com/writer/creative.html)

- Craig's first five books are available at:
<http://www.nzenterprise.com/writer/books.html> and
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