

Writing for Publicity and for Profit on the Internet (new)

By Craig Lock

Writing for Publicity and for Profit on the Internet (new)

Craig Lock
clock@xtra.co.nz

CraigLock.com <http://www.craiglock.com>

Article Title: Writing for Publicity and for Profit on the Internet (new)

Contact Email Address: clock@xtra.co.nz

Line Space: 60 characters (approx)

Category (key words): Internet Marketing, Online Marketing,
Writing, Articles, Internet, Web (www).

Internet address: <http://www.craiglock.com>

Additional Articles: <http://www.bridgeniche.com/ebooks/Ebooks.htm>

Publishing Guidelines: This article may be freely reproduced
electronically or in print (with links, please).

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

*

WRITING FOR PUBLICITY AND FOR PROFIT ON THE INTERNET-
SELL MORE BOOKS BY WRITING A SHORT ARTICLE (or even better,
articles)

by Craig Lock

If anyone's equipped with what it takes to launch a a successful
venture on the Internet, it's we (or is it "us"?) writers. I sincerely
believe that there has never been a better time for us to make
a living...or even put "our stamp, our mark" on the internet - this
totally amazing communications tool of today.

WHY is this so?

Because of it's instantaneous means of communication with far-flung
people in all corners of the globe, the 'net' is an incredible publishing
medium. The world is being transformed into a "global village" through
the emergence of the net...and it has great benefits for we writers
and authors.

Online readers love information (especially FREE info, but ensure your
information is accurate, crisp, clean, clear and concise (enough "c's"
for you, Craig?). Make your copy strong and direct.

However, some points to bear in mind. Writing for the web is different to writing for the off-line world. Because (can I begin a sentence with a conjunction - yes you can, as well as use that impressive word, Craig), unlike reading a book, scan or scan articles. In fact, if most are like your author, the majority of people don't read every sentence online.

Here are some points, that will be hopefully helpful to you...

1. Keep your paragraphs short - sometimes even a line or two, so as to let your reader read "small chunks" of information at a time, like "eating an elephant"* Cruel!

* That's a metaphor, by the way (BTW).

2. Make your heading "compelling" - to read the article

3. Get to the point quickly in the title and in your first line.

Keep the introduction and concluding remarks short - just a line or two.

4. Target your article to your preferred audience with "focussed information".

5. Outline the benefits to your reader. They want to know what they can get out of reading the article. "Radio WAIFM" = the "What's in it for me mind-set?"

6. Conclude with a strong message. A message that summarises your article, or gets your reader to take further ACTION.

7. Finally, be humble, hard though it may be. Do not talk down to your readers. Everyone has an area of expertise and knows more than you about something. Thank goodness we human 'beans' have unique interests.

CONCLUSION:

Read widely about this subject. "Beg, steal and borrow" useful information, as I've done in my article; but give credit, where credit is due.

When one writer copies your work, it's called plagiarism.

When many people do, it's called research!

Learn as much as you can about writing on the internet. It really is different to writing in the off-line world.

I can speak from experience and not "tout" the www as a get rich utopia for aspiring writers. I definitely don't go along with all the "hype" about making easy riches online! As ever, there's no substitute for hard work, discipline and perserverance, when it comes to developing, as well as maintaining a successful writing career. However, I sincerely believe that with creativity, persistence and most importantly, the right ATTITUDE and MOTIVATION, imaginative and resourceful writers can and do "mine the nternet for gold"...and make a decent living from it. I know that there's plenty of "gold out there in cyberspace" for those writers, who do the basics

correctly and persevere, sprinkled with large "dollops" of IMAGINATION and heaps of PATIENCE. The "recipe for online success", I believe.

There may never be another invention like the www, where "netpreneurs" can publicise their services, market their ideas, products and writings to a world-wide audience at minimal cost. So writers...

With your writing skills you have a unique advantage over other online marketers. Grab this moment in history and use this incredible tool effectively to reach the world through your writings. You have a gift to share and most importantly, HELP others through YOUR unique knowledge, life experiences, skills and abilities.

The development of the printing press about 1400 in the German city of Mainz by Johannes Gutenberg was one of the most important events in the making of our modern world. It opened up the world to information. Similarly for writers today, I see the incredible invention of the www as a wonderful tool in making online writing available to the globe - through virtual instant publishing. This amazing resource makes entrepreneurship possible for each one of us, because valuable information can be so easily transmitted via the internet. Writers aren't all "non-marketing, airy/fairy /arty/farty, impractical, intellectual types"; so why not "give it a bash" (no violence, please) and learn about the net and internet marketing. I believe that a netpreneurial (big word, eh?) mindset lies within each one of us - even though we may not even know it, so deep it may reside in the recesses of our individual "arty farty" psyches. Writers, there has never been a better time in history to give wings to YOUR entrepreneurial spirit. DISCOVER IT, then USE it well.

Happy writing and travelling down the exciting path, that is the internet.

Good luck and happy writing

"Do not follow the well-beaten track of others towards success - like the rainbow, it is often an illusion always just beyond our reach. Make your own path and let your spirit blaze a brilliant trail towards the pot of gold, the prize for the gift - one that is uniquely you and YOUR successful journey down the river of life."

- Craig Lock

<http://www.craiglock.com>

OTHER USEFUL ARTICLES:

Some of which I used as excellent sources to extract material in my article.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them with a \$0 Marketing Budget."

<http://www.brisney.com>

Mary Anne Hahn publishes "Write Success", a free bi-weekly ezine for writers, who want to pursue successful full-time writing careers. Mary's

web site is at:

<http://group.com/writesuccess>

Thanks for sharing your valuable information, David and Mary!

About the author:

"Many moons" ago Craig Lock left his "ago-go" position in the corporate "jungle" to attempt to forge a career as a writer (definitely not a "proper" job) in "Sleepy Hollow" near the bottom of the planet. "Naive fool... but thank goodness for the internet"!

THIS ARTICLE MAY BE FREELY PUBLISHED

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)