

# How to Write Killer, Magnetic, Hypnotic Marketing Articles...and Why!

By Derek Reinhard

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Gather 'round ladies and gentlemen, boys and girls! Be prepared to marvel--to be astounded--AND enlightened. Because in this brief bit of print, this wonderous visual tidbit of bits and bytes, lies the secret to untold wealth. Now, lean in and listen carefully, I'm only going to say this once and never again...

## THERE'S NOTHING MAGIC ABOUT PROFITABLE WRITING!

Simply put, and I'll give you the bottom line up front, every successfully compelling marketing article follows a few basic rules that anyone can follow--and publishing those articles can open up a whole new world of contacts and name-branding, benefits for you that will be measured by the thousands; subscribers, income opportunities, page hits, party invitations--the possibilities are mind boggling!

So, whatever your motivation (I like the invitations idea, but I'm a social moth), here's how to write those killer, magnetic, hypnotic marketing articles (KMHMAs). By the way, with this article, you'll never need to buy another ebook or bit of software code to help you write and be original (sorry ClickBank)--[Actually, when you think about it, if everyone's titles and articles are ebook/software assisted, then wouldn't ALL the titles and articles have the same "feel" and begin to wreak of pseudo-exciting sameness?]. Ahh, but I digress!

First, you must decide what your article will be about (duh!). Whether it's about writing online articles (taken) or optimizing PC performance, or raising ferrets, you must KNOW that this is the time for you to write that particular article. I was going to write about how to make money with just an email address, but then THIS idea popped into my head and took hold of my imagination.

I had been thinking about the fact that I needed to write more articles (you are thinking that about yourself, right now, aren't you?). Well, instead of the email article, it came to mind that there is probably a whole lot of people who would like some to-the-point (I'm getting there) pointers on writing KMHMA's.

So you've got a topic that you know that you and others are fired up about, now turn it on its head--roll the idea around until you come up with a catchy (but relevant) title which A) captures a reader's attention or B) offers a benefit for reading the article or C) both.

Now, in technical terms, you've got the hook and the line--an informative, attention-getting title and a thesis (which is, basically, what your article will say, all in one sentence). But if your article is only one sentence, then it's better to post it on a FFA site than offer it to a publisher.

Next step, take your thesis and bust it up with the sledgehammer of your imagination--what kind of thought-chunks do you come up with? The most likely will be either sequential, "do this, this, and then that" sorts of thoughts OR they may be functional or topical chunks where you can group by similar ideas--and of course, there is C) both.

The last step, but one (besides what many writers forget: editing for lively language and checking grammar/spelling...grrrrr; yes, nobody's perfect): use examples to explain your thought chunks in a logical sequence or grouping. Just like I've been doing for you all along here, HA!

Finally, put it all together so it "reads." An especially important feature is the recap and end with some sort of "resonating" closure. It can be done this way...

To write a killer, magnetic, hypnotic marketing article, you need to:

- 1) Decide or discover what article you can and should write for your target audience
- 2) Kick around the idea until a catchy title and overall theme of your article emerges (avoid fad words)
- 3) Arrange the major thoughts of your article into logical groupings, such as step-by-step or like topics
- 4) Put all your thoughts together into a useful sequence and use examples to illustrate those thoughts
- 5) Edit so it's interesting and there aren't a lot of grammatical or spelling errors (I recommend you have another person read your article to accomplish this last step instead of only using a spell checker--software can't advise you on how clever or clear your writing is)

And that's what it takes to write KMHMAs! Again, I apologize for the plummeting ebook sales due to my revealing all the magic that's behind the curtain. Now YOU can get out there and make the internet a better place by writing your own KMHMAs. Whoops--looks like one of you needs to write about getting your KMHMAs published--go to it!

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Derek "Rhino" Reinhard got his nickname as a pilot. He earned an interdisciplinary Master's in organizational and interpersonal communications and moonlights as the forum administrator for The Residual Club. His save-the-world mission is wrapped up in publishing a free healthy, wealthy, and wise guy eZine, "Poor Rhino's Almanac" for whole-brained online marketers at <http://www.RhinoTaskForce.com>  
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