

# An Article about Articles

By Jim Schultec

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Everyone that publishes a newsletter or ezine knows that the "list" is the most important thing, if you want to be successful with any online venture. To build that list we are told to submit ads to other ezines, join as many ezines as is humanly possible to read in a 24 hour day without food or sleep. And of course write articles.

They also tell us that any dim bulb can write. I've read a few articles and I think that statement may be somewhat false. Ok, we know we can write because all of the kids in your daughters 3rd class think you write "neat" poems.

Now all we have to do is pick a topic that is interesting, informative, is less than 1 ba-zillion words, and will make people want to come back and read more of your articles. Hopefully they will become subscribers to your publication.

Oh yeah, they have to be good enough to be able to submit them to other ezines and make the public think you are the second coming of Mark Twain.

We all know that there are 1000's of articles out there right now that deal with a variety of subjects ranging from trimming your dogs nails to starting your own Zen Budda cult.

When you are choosing a topic to attract more subscribers to your ezine or newsletter, pick one that will keep them awake and alert. You don't want them

getting half way through the article and then hitting the old "delete" key.

Keep it short so you can hold the readers attention, and tell them something they didn't know about , before they read your Pulitzer Prize winning piece.

People want to be informed when reading anything! They also want to be entertained. So you see what you write about isn't as important as how you write it, and present it to your readers.

The proof in that statement is in what you just read. I wrote an article about absolutely nothing just now, and I got you to stay with me until the end.

So now this is the end. Please go subscribe to my newsletter.

Jim Schulte is the creator of the Internet Marketing Junkie Mouse Pad and Editor/Publisher of the Internet Marketing Junkie Newsletter

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