

Using The Writer Within You To Build Your Online Business

By Keith P. Stieneke

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In an article I wrote called There's A Writer Within You I suggested that everyone has good or bad experiences, which they could use to write articles or stories. In the article I go on basically to suggest that by accessing these experiences and/ or our imagination we can use them to be writers. To access this article click on <mailto:awriterwithin@infogeneratorpro.com> or visit http://www.opportunityassistance.com/articlce_awriterwithin.html

In this article I am going to show you how the development of your writing skills can help you to build your business. Each one of these ideas can easily when expanded upon make at least one article within itself. Here I will only touch upon the finer points. Writing experience helps you to do all of the following:

1) - Writing an Ad - Think of something creative. Use your imagination to develop an ad headline that will stand out above the rest and grab the attention of those who see it. It should lead the reader to read the ad.

A good friend of mine Tom "Big Al" Schreiter teaches in his materials and his workshops that the way to write an ad for network marketing that catches attention is to take elements of Benefit, Occupation, Geography, and Odd numbers. A strange combination you must agree. He calls the method "Big Al's Cheap, Sleazy, Trashy, Four -Step Formula For Tabloid-Type Headlines." He states that the tabloids that we see at our local supermarkets know that these types of headlines attract readers so he experimented with the elements of writing the headlines that these tabloids used. The success was phenomenal.

Here is my condensed example that Tom uses in his article about writing headlines:

Step 1: Pick A Benefit. Okay, easy enough: "How To Make More Money At Home In One Month Than Most People Do At Their Full Time Job In One Year" It sounds exciting, enough doesn't it? But we can make this headline better. It's time to apply information from,

Step 2: Occupation. How about: "A 42 Year Old Psychiatric Technician can show you how to make more money at home in one month than most people make at their full time job in one year." Sounds better but lets apply,

Step 3: Geography. "A 42 year old psychiatric technician from Lincoln, NE can show you how to make more money at home in one month than most people make at their full time job in one year." There's one last step to improve upon this ad and that is the one that adds the final touches to your ad. That is adding the use of odd numbers such as 875, which is more specific than about 850 or about 900. Here is the application of:

Step 4: Odd Numbers. "A 42 year old psychiatric technician from Lincoln, NE can show you how to in 91 days make more money at home in one month than most people make at their full time job in one year." There you have a headline that incorporates Benefit, Occupation, Geography and Odd Numbers. For a more detailed article about this you can find Tom Schreiter's article "Big AI's Cheap, Sleazy, Trashy, Four -Step Formula For Tabloid-Type Headlines" at http://fortunenow.com/Reports/4_Step_Headlines.htm

2) - Creating and Publishing an Ezine- An ezine is an online newsletter that is sent and delivered via email. It is a great way of developing a prospect list for your business opportunities and a business in itself by selling either advertising or subscriptions to the ezine, or both. What experiences can you expound from to make great editorial comment? What theme best reflects your experience, knowledge, and/ or imagination while still reflecting the goals of your business and the products and services it sells. If you sell cooking products you may want to have an ezine in which you publish recipes, especially those utilizing the products that you sell. If you sell nutritional products you might want to develop and publish an online newsletter that talks about the benefits of taking certain nutritional supplements and other health related issues. These are just a few ideas and they are only limited by your imagination. Because I like to read and write I have an ezine for those involved in writing positive and inspirational poetry and fiction. Because I am involved in home business opportunities I also have an ezine for those investigating and promoting home based business opportunities in particularly, network marketing. You can find ways to get subscribers to your newsletter or

newsletters plus many other ideas by visiting
<http://opportunityassistance.com/promoteezine.html>

3) -Create An Ebook- Do several of your experiences have different points to be made about the same subject? If so you could write about these experiences with each one being a chapter in itself. Put them together as an Ebook (there are several eBook compilers available) but that is another article in itself. You can do a search on most any search engine to find some of these compilers. There are even some that are free; however two of the best are ones created by Armand Morin.

These are eBookGeneratorGold at
<http://www.ebookgenerator.com/?hop=opptyassis.ebookgen> and InstantPDFGenerator at
<http://www.instantpdfgenerator.com/x.cgi?id=27791&pid=2015>
Ebook Generator Gold is a very easy to use program that utilizes HTML. However, the drawback of the program is that it can only be used on IBM (PC) compatible computers. Although I have not yet purchased InstantPDFGenerator as I already have Adobe Acrobat, which produces PDF pages, I have heard that InstantPDFGenerator is easy to use and the pages can be read on any computer with a PDF reader. Therefore if you want to make your ebook compatible for both IBM compatibles and Macintosh purchase the InstantPDFgenerator.

4) -Look around for freelancing opportunities- Although this is not a business per se, one can make a great deal of money as an independent writer for any one of several publications looking for new material. There are several publications, some of which are looking for fiction, some for poetry and some for non-fiction. One great place to find these independent writing opportunities is by signing up for the newsletter from [freelancewriting.com](http://www.freelancewriting.com). Just go to <http://www.freelancewriting.com> and browse around their site for a while. You can find their subscription form at <http://www.freelancewriting.com/guidelines/pages/index.html>

5) -Free Publicity- One of the biggest opportunities today that although many involved in online marketing use is still not taken advantage of by many. That opportunity is to write articles, ones developed from your experiences in areas of marketing, writing, or whatever field and submit them to ezines looking for free content. The payoff is that they must publish your byline which has links to your website or websites as well as pertinent information about you that would make your material seem worthwhile. When readers of your material follow these links you will definitely see an increase in traffic to your websites. If you are selling a product or service at your website or if you are looking to

recruit affiliates to sell products or services you should see some new business generated from this free publicity. Some of the many places which you can submit your articles to are: <http://www.netterweb.com/articles/> , <http://authorconnection.com/> , <http://ezinearticles.com/> , <http://www.web-source.net/articlesub.htm> , <http://ideamarketers.com> , <http://www.writers-and-publishers.com/> , <http://www.connectionteam.com/submit.html>

These are just a few of the ways that writing can benefit your online business. The possibilities are truly endless and are only inhibited by the failings of your own imagination.

Keith P. Stieneke is a professional network marketer and Internet marketing consultant with experience in psychology, professional writing and network marketing. His Internet endeavors can be witnessed at <http://www.opportunityassistance.com> and the positive and motivational literary site <http://www.inthespiritofthebuffalo.com> . You can subscribe to his newsletter Opportunity Assistance Online by sending a blank email to <mailto:OpportunityAssistanceOnline@infogeneratorpro.com>

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