

# 10 Quick Tips To Writing Profitable Articles

By Ken Hill

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Promote Your Business With Articles <http://www.scstats.com/r.cfm?i=3220>

One of the best ways to promote your business for free is to write articles for publication in ezines.

To help you get started, I've compiled a list of ten tips that will not only help you successfully write your own articles, but also help you get the most out of the articles you do write.

To begin:

1. Put a lot of thought into the title of your article.

Writing a good title will grab your readers attention and encourage them to read through your article.

2. Keep the introduction and conclusion of your article short.

3. Write your article as a series of tips that center around a specific subject. This is a very effective way to present your information and hold your readers interest.

4. Use numbers to list the tips in your article. This allows your readers to go quickly from one tip to the next, and also keeps your article neatly organized and easy to read.

5. Keep your tips brief and to the point.

6. Keep your article focused on one topic. If you have several things you want to talk about then try writing separate articles for each topic.

7. Write your article with a sincere desire to help your reader. Don't write an article that is basically just a sales letter for your company. Save your self promotion

for your resource box at the end of your article.

8. Do write a compelling ad for your business in your resource box. Entice your reader to go to your site or request more information from you.

9. Use your resource box to gain more subscribers to your ezine. An article is a very effective way to showcase the type of quality content your reader can expect as a subscriber to your publication.

10. Offer a free marketing course in your resource box. This will give you the opportunity to further increase your sales by following up with people interested in your information.

Once you start writing articles, you will find that your articles can bring a lot of free promotion to your business.

Write with your reader in mind and you will be on your way to creating more profit for your business with every article you write.

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