

Why You Should Be Writing Articles

By Ken Hill

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

Did you know that one of the most effective ways to promote your business online is to write articles for publication in ezines?

It's true.

Writing articles can successfully drive tons of free targeted traffic to your website and is a technique that is used by many successful online marketers.

Why is writing articles such a powerful way to promote your business?

Because as opposed to paid advertising, an article is an ezine because the ezine publisher believes the article writer has something important to say.

In essence, the ezine publisher is saying that what you write in your article is important and that you are an expert at what you're talking about.

Because of this, writing articles can help you gain trust with your readers, brand you as an expert in your field and thereby dramatically increase your sales.

Why would an ezine publish your article?

Because publishing an ezine requires a lot of time, and a lot of work on the part of the publisher.

Not only do ezine publishers strive to provide their readers with high quality content, but they are also responsible for all the day to day running of their ezines, as well as promoting their own businesses online.

Because of this, many ezine publishers just don't have the time to write articles for every issue of their publication.

Besides that, many ezine publishers just don't feel comfortable writing articles.

If you are able to write informative articles, then, you can provide ezine publishers with content that their subscribers will find useful while also promoting your own business for free at the same time through your resource box at the end of your article.

Your resource box is where you are able to tell people who you are and provide a brief advertisement for your business.

This is the trade off you have with the ezine publisher, and if you write a good article you will find that many ezine publishers will be glad to publish you in their ezines.

This can translate into thousands and thousands of subscribers finding out about your business, and visiting your site.

Not only that, but many ezine publishers also keep an archive of their past issues on their site so that they can provide their visitors with samples of the quality content found in their ezines.

Once your article is published in an ezine, your article could literally be listed for years in one of these archives providing even more free advertising for your business.

And because many search engines use link popularity as a guide to ranking your site, getting your article listed in these archives can substantially boost your site's search engine ranking as well.

How can you start writing articles for publication in ezines?

The main thing for you to concentrate on when writing an article for publication in an ezine is providing your readers with valuable information.

Choose subjects that you know about and write about them with a sincere desire to help your readers learn something new or learn how to do something better.

What you write about depends on what you know, but if you've been marketing your business online for awhile, it's very probable that you can think of a number of topics that you could write about and transform into high quality articles.

Share your knowledge freely, and you will find that you are able not only to provide ezine publishers with quality content for their subscribers, but also to substantially increase your profits with the unlimited free ezine advertising you can get from writing articles.

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