

7 Secrets to Writing Articles

By Marisa DVari

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Many people suffer from “writer’s fright” but writing articles is very easy and as you can see above, a fantastic way to bring in top paying clients & *top publicity.*

Remember, it takes potential clients at least 7 times to see your name before they decide to buy. So in writing an article you can also --

- = Jump Start Sales of your product or service;
- = Enhance your image;
- = Get your name in print;
- = Make yourself an expert in your field;

”But Marisa, I’ve never written an article! How do I begin?”

1. Consider your message

First, consider the end result. What action do you want people to take as a result of reading your article?

2. Write the ending paragraph first, even if you will change it later.

Why?

Your close is crucial, as it’s just above the resource box with your name. When you inspire a prospect, you will have them clicking on your name immediately.

3. Consider your target audience, and offer them “carrots” in the opening paragraph.

“Carrots” are the hook that will entice them. In a soap opera or TV film, the enticing “hook” is in the first few seconds.

Yours needs to be in the first sentence.

4. Stud your article with personal anecdotes.

Readers love anecdotes as it helps them map your concepts to others' personal experience.

5. Be generous with bullet points.

People "skim" rather than read. Bullet points help them accomplish this, and also help them retain information.

Of course, this generates more questions:

1. How can I use my article to get people to buy into my consulting services or buy my products?

Easy! Buy reprint rights and send it along with your sales letter.

2. How to I figure out appropriate publications - and who to address?

Go to the library. The librarian will direct you to the appropriate media directories.

3. Should I call, or email, or fax the editor?

Secret revealed: this information is in the media directories.

Be brave, and write the first word. The rest will follow!

See <http://www.deg.com/48hours.htm> or contact <mailto:mdvari@deg.com> for more answers!

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