

# Write Your Own Success Story: Using Articles to Promote Your

## Business

By Meredith Pond

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Meredith Pond  
wordsmith25@hotmail.com

No Site Listed <http://www.marketing-seek.com>

Most likely, you've tried marketing with classified ads, sales letters, compelling web copy, or even press releases. These methods can be extremely effective ways to get the word out and drum up some business, but if you're looking for the kind of exposure that can take on a life of its own (and a potentially very long one), try using articles.

"But how can an article be used as a marketing tool?" you ask. Well, it's really quite simple; just write an article that is somehow associated with your business. For example, if you're marketing a business opportunity, an article about recognizing the scams in the biz opp world might be a great angle to take. People who are looking for business opportunities (like the one you're offering) will be interested in reading your article.

At the end of the article, include a brief bio or subtle ad that tells who you are and what you do, as well as an email address or link to your web site. That way, when people finish reading and are convinced that you know what you're talking about, they're likely to contact you.

So how do you get your articles out there for people to read? There are plenty of online self-publishing sites you can use for free, such as IdeaMarketers.com, MarketingSeek.com, and MakingProfit.com. Placing your articles on these sites is easy, and ezine editors and others are always looking for articles at in these places. So, not only does the general public have easy access to your work, but so do editors who will almost certainly publish your article in their online or offline publications. That extra exposure can get the word out to a huge audience... potentially hundreds of thousands.

Be aware, however, that only the politest of editors will ask

your permission or notify you when they've published your article. However, the exposure you're likely to get will be well worth it.

Give your article a catchy title that will grab attention and make people want to read. Articles that give good information or explain how to accomplish something are usually best, and will be read most often. If you lack confidence in your abilities as a writer or don't have the time, there are plenty of writing firms out there that have experience writing these articles, and they'll be more than happy to help.

Meredith Pond is a professional and freelance writer with extensive experience working on the web. Meredith provides writing and editing services to individuals and businesses alike at great prices. See <http://www.geocities.com/wordsmith25/MeredithPond.html> for details. For instant info on prices and services, send a blank email to <mailto:meredithpond@getresponse.com>. Contact Meredith directly at <mailto:wordsmith25@hotmail.com>.

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