

Getting Your Articles Accepted Using The "I'll Wash Your Back, You Wash Mine" Principle.

By Mike Merz

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Writing articles has long been a great way to promote your wares.

You provide the content, satisfying the user forum's needs, while at the same time establishing yourself as an "expert" on the topic, making it that much easier to promote your interests successfully.

But how can you ensure that your articles will reach, and be read by, a large number of targeted prospects?

Well, unfortunately, there is no guarantee.

But this method can help ..:)

It involves submitting your article to a newsletter/ezine whose owner's products/services allow you to join as an affiliate.

Once you have established yourself as such, write an article, or adapt a previously written one, that only indirectly promotes it (the article content), leading to a direct referral at the end of the article.

Include your affiliate link, preferably cloaking it by using a meta refresh redirect, making it less blatant, and ensuring that your affiliate reference in the link is not "chopped off".

What are the benefits of using this method?

It gives the newsletter owner ...

- an indirect testimonial.
- promotion of his/her product by an unrelated (to the reader) source.
- the chance to reach additional prospects if the article is used elsewhere.

It gives the author ...

- a better chance of having his/her article accepted in a major forum.
- a targeted list of recipients that already trust the wares of the newsletter owner, making it easier to convert.

Give it a shot, and start enjoying greater acceptance (and profits ..!).

Regards,
Mike Merz

P.S.

In my capacity as a consultant, I would never recommend joining a program that you, yourself, didn't stand behind 100%.

Don't affiliate with just anybody, for the sake of more exposure.

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