

How To Write A Profit Pulling Article

By Rich Hamilton, Jr

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Having an article published is one of the fastest and easiest ways to build your credibility as an industry expert. At the end of the each article you are given the opportunity to gain free exposure for your online business or affiliate program.

As more and more people realize the true power of having your article published, the Internet has become saturated with them. Everywhere you turn there are plenty of articles to choose from, making it tougher to get yours noticed, let alone read.

If you can't get your article noticed, then it won't be read, therefore, no free exposure or profits. But getting your article noticed is only the beginning, you also need to hold your reader's attention with good quality content.

In this article we are going to go over the key elements of writing a succesful article and how to get them noticed. We will also go over how to turn an article into an unstoppable profit generator, even if you don't have your own product or service. That's right, you don't need your own product or service to take advantage of this golden opportunity.

Research Before Choosing A Topic

When most writers write their articles, they only write about what they want to write about. This is not an effective way to write an article. The most effective and recommended way to write an article, is to write one on a topic that your targeted market is already interested in. To find out what kind of article your targeted market is interested in, will require some research.

You should always do the research before you actually pick a topic to write about. When researching for your article you should try going to forums that cover your targeted market. Observe to see what they are talking about and even looking for. The best approach to use, is to find a problem, then write an article that resolves the problem.

By using this approach you are showing your dedication as a problem solver. When you help people resolve their problems and/or endeavors, you will strengthen your credibility and then the profits will soon follow.

Article Title

Choosing the title of your article will be one of the most important decisions you will make and will

determine whether or not it will be read. You need to take your time, when it comes time for you to select an article title and it will require you to do some brainstorming.

Your article title should reach out and grab the reader's attention and compel them to want to read it immediately. The best thing to do when trying to come up with an article title is to write the biggest benefit that your reader will receive while they are reading it. The biggest benefit may not be the exact article title, but it is a good place to start.

When I choose a title for an article I write down several before I initially select a one. So don't choose just one title, write down several different ones, get the feel of the word variations, and tweak the weak areas.

Content

Most of the articles out there are nothing more than an abstracted sales pitch or material that does not contain any valuable information, therefore is useless to the reader. The best way to get your article read, is to educate the reader. Any good article will be educational to their readers and have some sort of value. If you can't sell your article, than don't publish it.

If you publish a poorly written article, then people will not read it. This will have an impact on your credibility and on any future articles you publish, so do it right the first time by educating them.

Promote

If you want to make some cash with your article, then at the end of it, will be the time to promote your product, service, or affiliate program. Make sure that the product, service, or affiliate program is relevant to the article, you'd be surprised at how many people get this wrong.

Not sure, let me give you an example, I previously wrote an article that was entitled "The Wrong Email Format Can Destroy Your Offer". In this particular article I discussed the advantages and disadvantages of text and html email formats. At the end of the article I presented an autoresponder that is capable of performing both formats.

If you promote a product, service, or affiliate program that corresponds with the article, your chances of getting a click through is very high. If you don't have a product or service that corresponds with the article, then I recommend finding an affiliate program that does.

Rich Hamilton, Jr is the CEO/President of <http://www.ElitesMarketing.com> a.k.a. Elites Marketing, Inc and the Author of "Inside Internet Marketing". Unlock the absolute truth internet marketing without ever paying a cent for advertising.

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