

Don't Forget to Write!

By Rosalind Gardner

Don't Forget to Write!

Rosalind Gardner
articles@rosalinds.com

RosalindGardner.com <http://RosalindGardner.com>

"Don't Forget to Write"

Copyright 2003 (c) Rosalind Gardner, All Rights Reserved.

I'm embarrassed to admit that it took me a couple of years to realize the one thing that super affiliates do that sets them apart from all the rest. It's something they do repeatedly and often, even if they don't always do it well.

Do you know what they do?

They write.

They write articles, endorsements and recommendations. They write ad copy and sales copy. They write for their own sites and newsletters, and they write articles for other webmasters' sites and newsletters.

The bottom line is that they all write.

Super affiliates know that sharing sincere and honest opinions about the products that they promote builds visitor trust. They also know that their personal product endorsements convert visitors to buyers like banners never will. Successful affiliates understand that writing a newsletter to keep in touch with their visitors enhances trust over time, which results in more sales.

Unfortunately, many webmasters run scared when it comes to writing.

I know and understand that fear. I used to sit and stare blankly at a similarly blank computer screen, or chew the top off my pencil and waste hours producing nothing more than stomach acid, worried about what others' would think.

Then the wise words about the difference between winners and losers would come to mind. Winners do what needs to be done, whether or not it pleases them to do so.

Because I like to put food on my plate and clothes on my back, I saw that I didn't have much choice in the matter. I knew that I needed to start writing, despite my fear.

To address those fears, I asked myself, "What is the worst that could happen if people really hate my writing?"

The answers proved not to be so frightening. They could email to say that my grammar sucks, that I'd made umpteen spelling mistakes or that I made no sense at all.

The reality is that ninety-nine percent of all the emails I receive are compliments or expressions of gratitude for my efforts, and not the derision I feared. Those kind folks fuel my fire to continue sharing information from which we all benefit.

As for the critical one percent - so what? I'm still here enjoying the fruits of my labor. It pleases me to think that the critics are probably still wasting their efforts carping rather than earning money on the 'Net.

So, as it turns out, there is nothing to be afraid of.

Fears aside, you may think that you are not a writer. On the contrary! If you've ever sent an email, you're already a writer! Even if all you've ever written is a grocery list or a postcard, you have what it takes to be a writer.

Writing is nothing more than telling someone something, while saving your words so that the telling can be experienced more than once.

When you set out to write endorsements for your site, simply pretend that you are telling your best friend about the product you are recommending. Tell them what you liked about it, what it did for you, and why you think the product will benefit them. Say it in your own words, and be honest.

You may use a tape recorder to capture your words, or write a rough draft in point form on legal paper. However you choose to capture your words, simply keep in mind that you are speaking to a friend, and write in the manner that you speak.

It really is that simple.

When you need content for your site, give your visitors excellent, first-hand information about the products that you promote.

Content is, and always will be, king on the web. Pay proper homage and you'll be duly rewarded.

=====End Article HERE=====

Rosalind Gardner is the author of '123eBusiness: A Beginner's Guide to Online Profits' and the 'Net Profits Coach' ezine. Her online success has been profiled in 'Secrets to Their Success' and 'Six Figure Income' magazine. To learn more about how you can build your own lucrative eBusiness, please visit:

<http://RosalindGardner.com>

=====

Permission is granted to reprint the article above, in your Opt-In Subscriber publication or on your web site, as long as the copyright info and resource box are included with the article.

If you use this article, please send a brief message to:
<mailto:articles@rosalinds.com>

Thanks kindly,
Rosalind Gardner

P.S. To receive a list of my free articles (with autoresponder addresses) please send an email to freearticles@rosalind.par32.com

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)