

# Make your Ezine a traffic Machine

By Sam Kern

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How would you like to reach a couple of million people with your products and services...for FREE?

That is exactly what occurs when you start writing articles and submitting them to hundreds of ezines. Currently there are tens of thousands of ezine publishers online and almost all of them have one thing in common. They are all looking for good content to publish in their newsletter.

If you have good content (not a sales letter cloaked as an article), then you can be their savior. You can give them exactly what they need. Then, they will give you what you need in exchange. They will give you exposure for your business.

Every article comes with a resource box attached at the end of it. While your article should not be an effort to promote your business, your 4 to 6 line resource box should be an outright ad for you and your business. You are free to advertise your web site, your products, your services, or any affiliate program that you are a member of.

You may say to me that you are not a writer. Well, that just doesn't matter. What do you know about your industry? I am sure there is something you know. The writing style online is not that of English professors. The best explanation of what is popular in the online world would be to define it as a "down home" style of writing.

Since the technology we are all using seems so impersonal, your readers are seeking someone who is real. You can write in a conversational tone. Below is a quick step-by-step system to writing your first article.

## 1. Decide on a topic.

You want to choose a hot online topic. What are people talking about on the news, in discussion boards, and in ezines that you are receiving. Look at the articles from some of the magazines in your industry to gauge where people's interest is at. You want to make sure that your article is covering a subject people are excited about.

## 2. Create a Title.

The title will make or break your article. A title for an article is just as important as a headline for an

ad. If your title doesn't grab people's attention they will never read the rest of the article. If they don't read the article, they won't see your resource box. Write a minimum of 10 - 20 titles and then let your family or friends pick the most interesting one to use in your article.

### 3. Write 3 - 5 Major Points.

The key to making your writing easy is dividing up the content. Through creating these main points you can also establish a flow to the article. Using a step-by-step system will also help you stay organized in your mind.

### 4. Decide on the number of words...probably around 500 for ezine articles.

Most ezines publish shorter articles than what you see in magazines. The best number to plan for is to create articles that are around 500 words in length although some ezines may ask for a little bit longer of articles.

### 5. Divide up the number of words and create each section individually.

If you have 5 points, each one only gets 100 words. Once you add on a short introduction and a short conclusion, then you are at about 80 - 90 words per section. If you have 3 points, then each section will have around 150 words plus an introduction and conclusion. It is easier to get started when you think of it like this. You don't have to write 500 words. You need to write 150 words.

### 6. Create Your Resource Box.

Give your contact info such as your name, email address, and web site. Then, give one or two benefit phrases, headlines you could say, along with web site links. You will receive your absolute best results if the benefit phrases coincide with the article you have just written.

### 7. Edit it.

Take a step back after you have written and prepared your article. Sleep on it. Come back to your article the next day and edit it. Rephrase sections that you can make better. Do a spellcheck. It is amazing what a short rest will do for the creative process.

### 8. Email it to ezine publishers with a short cover letter.

Find a large section of ezine publishers with their name and contact emails. Send it to them with a short personalized cover paragraph at the top. Personalization is a major key since most ezine publishers receive hundreds of these emails every day. You need to make your emails stand out of the crowd...

To find ezine publisher addresses, use databases such as:

<http://www.homeincome.com/search-it/ezine/>

Also, pick up the names and email addresses of any publishers you currently receive mail from.

You can either send out the article and personalize it for each individual publisher or you can use a program such as Postmaster which can send out personalized emails for you: <http://www.instantgoldmine.com/>

Simply build your list of ezine authors in Postmaster and anytime you have an article read to send just copy and paste it and send a personalized invitation to every ezine author on your list automatically.

Best Wishes

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