

Create a Library of Articles for Automatic Promotion

By Terri Seymour

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My Own Ezine <http://www.myownezine.com>

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Writing articles and submitting them for publication is a very powerful promotion tactic. BUT, this can be taken a step further to put your articles on auto-pilot.

First of all, you need to get a good free autoresponder such as <http://www.getresponse.com> or <http://www.sendfree.com>

Each time you write an article, what you want to do is set up an autoresponder account for that article. For example, this article will probably have an account named articlelibrary@getresponse.com What you want to do is put the article and a short but courteous thank you note in the message.

Here is an example of the thank you:

Hello,

Thank you for requesting Re-Gaining Your Groove!
Feel free to use this article in your ezine or on your website. Please include entire resource box and do not edit article in any way. If you have any questions, contact me at ter02@newnorth.net For a list of other articles that would be of interest to your readers, <mailto:myownezine-index@getresponse.com> Thank you.

Terri Seymour

To tie your library together, you want to make one message that contains all your article titles along with each autoresponder address. This account would be

named all articles or article-index or something on that order. Or name it whatever you want. ;-)

This way, people can request all your articles or just certain ones they might be interested in.

You can also give this list of articles and autoresponder addresses their own page on your website. This will give your articles additional exposure.

Then to help spread the word about your article library, add a link to your sigtag, mention it on discussion lists when someone asks for articles, put it in your resource box, mention it in your ezine, etc.

Your articles will automatically be giving you free exposure while you can concentrate on other aspects of your business!

And remember, you do not have to be an "expert" writer to write effective and helpful articles. Do not let your own self-doubt stop you from this excellent method of building your business.

Just write what you know and give the readers basic and straight-forward information and resources. And let your personality shine through in your articles, so your readers feel they know you and can trust you.

Ok, so get started and write that first article! ;-)
I accept article submissions for MOE at
<mailto:ter02@newnorth.net>

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