

The 3 "Be's" To Writing Articles

By Tim Bossie

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Writing articles are an excellent way to get more exposure for your website and establishing name recognition.

Being published in a major ezine, or website, is a fantastic boost in your marketing efforts, not to mention ego. It just feels good to see your works in print.

Everyone has their own style of writing. I have mine and you have yours, so I'm not going to tell you "how" to write.

But, there are some things your article has to 'BE' to get published.

Be Original.

Ok, how many times have you read an article about website promotion that gives the same information and resources as the other 8 million articles on the same topic? It does get a little irritating after awhile.

People want to know something new, not recycled. By coming up with your own article ideas and topics, you'll have one article published more times than 100 recycled ones.

Be Informative

You can have the most original idea in decades, but if you're not going to put useful information in it, you might as well go

back to recycling old topics. You'll get just as much exposure and just as much recognition. Both bad.

Research your topic and really know what you're writing about. Putting in useful information and resources people can use, (in the form of links if it's an ezine article), and you've pretty much guaranteed your article being published.

Be Entertaining.

You've got originality. You've got tons of resources and tips to put in your article. Now, you need to inject a little personality into it or it'll drone on and on.

Readers know instantly if an article is going to be fun to read or a test of will just to get through the first few paragraphs. Just like writing style, you have your own personality. Use it. You don't need to try and be funny or use a million metaphors.

You do need to make the reader feel comfortable and want to keep reading. Sounding like a college physics professor won't do.

An article should entertain the reader while you're blasting out the original and useful information.

If your article can 'BE' these things then, yes you will be able to benefit from writing articles to promote your business and yourself.

Tim Bossie is the owner of Glimmers Marketing Services, and editor of An Outlet For Success. A step-by-step detailed weekly guide into what it takes to succeed and prosper with Internet Marketing. Everything is covered from A to Z each and every week. Completely Web-Based. No Emails!

<http://www.glimmersmarketing.com/outlet>

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