

1A Ways to Get To The Top Of The List

By Bob Pladek

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Pretty cheap, even for me. Then again, I don't care. Neither, O Internet Entrepreneur, should you. What you want is get noticed. To get noticed, you gotta be noticeable. To be noticeable, you can't be buried. Cream rises to the top. So does the best stink.

. The 1's and A's of it:

Anytime you can title your article (ie, your advertisement for all-natural intimacy-enhancing products, and/or offer of enormous downline wealth) starting with "1" or an "A" you have a much better chance of beating out schleps who use a "2" or above, and limitless opportunities of beating out the poor saps who opt for "ONE" instead of "1", or rest their hopes on "T". As in "The." You have to feel sorry for the "The's". All 20,000 of them that show up in every list.

Consider, too, the advantages in the letter "Z". An article (sorry, another another another article) on everything you need to know from "A to Z" about--- whatever--- can just as easily be titled "Z to A: All You Need To Know...[about making you, the author, rich]". Some people go to the ends of lists, first. Nobody really knows why. And its not like you want to marry them. You just want to milk their psychological peculiarities for your own pecuniary benefit.

If you have 2,347 distinct ways of becoming successful, for pity sake, don't LIST them that way. My suggestions would be as follows:

"1 Way to Discover 2,347 distinct ways of becoming Successful"; or
"A Way to Discover 2,347 distinct ways of becoming Successful"; or
"Z Best Way to Discover 2,347 distinct ways of becoming Successful"

I guess, technically, that makes 2,348. Or 2,346, more likely. I wouldn't worry about anybody calling you a liar. For that.

. Time Sensitives:

Some lists are created by date. LIFO principles. Just keep resubmitting. Every couple of minutes oughta do it.

. Top Topics:

Certain lists are arranged by topic, or category. Find the ones that everyone reads, and file

accordingly. You can also file it in every other topic if you want, if they allow it, or if you are feeling especially bored.

. Search Engines:

Search engines look for words and word relationships. Some even try to figure out what the hell it is you're really looking for. When you, submitor, are submitting your submission to the submittee, no matter what you are yakking about, include the following words:

Sex Drugs Rock and Roll Gates CNN Free How-To-Make-A-Nuclear-Weapon Stewart Pladek

Frankly, I wouldn't recommend diluting that list with anything having to do with what you're writing about. The point is to get the maximum exposure, not find your "niche" audience, because believe me, your "niche" audience, like all human beings, are only interested in Sex Drugs Rock and Roll, etc.....

. Yupod. Ir ttois,

Typos. Or Typos.

It is a know fact people are stupid, moreso after staring at a monitor all day. Both hands wander on the keyboard. They forget where they are. They are vulnerable to sharp business people who can prey on their weariness. Design your search terms to help them out.

Our key terms above become:

Drc ftuhd tovck asn toll ghates cnn gtrr hoe yo mskr s nuvlrst erspon dyresty plsfr
[left hand shift] and
sex drygs ricj abd rikk g=tates cbb gree giw ti naje a byckear weaoib stewart okacjde
[right hand shift]

. Length:

Alright. Not too many lists are arranged by article/ad length, but I bet some are. In any case, like me with this inane article, you still have to meet submission requirements: If a particular hapless eZine or newsletter requires articles not to exceed a certain length, don't exceed them. If this means chopping off your article mid-sentence, fine, so long as you got your links in. Put the good stuff in the first 2 paragraphs. You know.....the bull\$#!t. Qualifiers, if for some reason you still have a conscience, can go later. If your article is too short, just continue to copy and paste. Check your word count, and lop again, as necessary.

. AUTHORS:

Finally, consider changing your name, or at least adopting a more list-friendly one. Lots of stuff gets arranged alphabetically, by author. Aaron Allen is a nice name. Slightly better than "Bill Allen".

Damn.

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wordcount: 738

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