

*It Pays To Be A Writer In*

*The Field  
Of*

*Internet Marketing.....*

*Smooth Flow..*

*Jamie Holt...*

*"It's On an Poppin.."*

## **Before You Read Any Further..**

***I am fully aware that people may reverse engineer my campaigns...so searching the internet for my material will only lead you on a wild goose chase...I use pen names for my important article campaigns, by all means look at the work I have done elsewhere under my real name...but it will not be effective for you and will not benefit you in any way.....I am very territorial of my work..***

Start by writing for your audience - without concerns about the SEO technical stuff.

- Realise that your article is a birth taking place, and an article is born as you write it..
- Focus on readability...google uses a process of ( A.I. ) ...artificial intelligence to assess how well the article reads for the customer (reader) ...you will get extra clout if you allow the article to flow smoothly.
- Be sure to write your article without focusing too much on SEO first....and think about keyword definition later, if you write a comfortable article on the topic first, you will be able to do a word count and then allow for a 4% keyword inclusion afterwards...naturally your longtail keyword will jump into your article without having to think about it, and then you can consider the rest of the inclusion afterwards...

---

1. Use the active voice. Move your audience to action with action words. This means eliminating forms of the verb "to be" in all their wishy-washiness. Is, am, are, was, were: these sad excuses for verbs will weaken your message and put your audience right to sleep. Replace them wherever possible with action verbs, and make your message pop!

2. Direct the reader. Lately I've come across articles where the author tells the reader what they 'could' do. What a lame way to offer advice! Which of these sentences motivates you: "You could start your own affiliate program" or "Start your own affiliate program"? People want to be told what to do; not what they can, could, should or might do. Take a firm stand, and give your reader a direction to go in!

3. Be specific. Want to know the quickest way to lose your reader? Give them a broad topic and then don't follow it with any details. I speak on behalf of all the information-seekers when I say this: if you have valuable insights to share, then please take care to explain them fully. You don't have to go on for paragraphs. Just a few gems of wisdom are greatly appreciated, and will establish you as someone who really knows his stuff. If you're hazy on how to do this, always ask yourself the who, what, when, where, how and why of the topic at hand.

4. Check your facts. If your article shows promise, someone may very well come along and want to use it in their own marketing presentation. You may be quoted, and your name passed on as an expert in your field. If you intend to be an expert, then take care to back your arguments with solid evidence. There's nothing worse than seeing your article plastered all over the internet only to learn later that it contained the wrong information.

5. Include examples. Here's an example of how to include an example. Let's say you're writing about a weight-loss program. You've already told your reader that countless people have benefited tremendously while on the program. Now create a powerful image of the program with three short success stories from real people with real-live testimonials. Examples drive the point home and build your reputation as an expert!

6. Don't be a rambler. We talked about authors who don't provide enough detail within their articles. An opposite but equally novice offense is to include too much detail! Don't be tempted to go off on tangents that don't relate to the main idea. When developing your paragraphs and points of interest, follow the Goldilocks rule: not too long, not too short, but just right. If you feel like taking a portion of your article and going on for pages about it, great! Just be sure to do it in a different article.

7. Proofread. An expert article author always submits flawless work. Always, always, always proofread your writing before you hit Submit. All of the major word processing programs offer spellcheck, so there's no excuse not to use it. Also keep in mind that spellcheck won't always catch the error. For example, if you type 'thing' instead of 'think,' your computer will accept 'thing' as a valid word and your mistake will go undetected. So proofread thoroughly with your own two eyes, and be sure that your article is 100% error-free.

An article should be well written so that it is able to create impact on reader's mind. It is easy to write a bad article but it needs discipline and practice to produce good articles. A writing is more than assimilation of words and construction of phrases. It demands right use of words and expression in a neat and clean language that should be easily understood by the reader. This applies to every genre of writing including writing for internet.

Internet is just a medium. Writing follows the same principles here too.

I have summarized few cautions and tips for a good article writing.

**Use Good Language:** This should be free of errors and typos. Grammar usage should be accurate and spelling mistakes must be found and corrected. You should not write a complicated language. Instead a simple language would be appreciated by the readers. If you can, substitute difficult words by the simpler ones.

**Let It Flow:** Information in your article should not be haphazard. Instead it should be smooth flowing and in continuity. Do not jump from one point to another to third and then come back to first. That kind of zig zag motion of the mind irritates the reader.

**Be Conversant:** Write as if you are speaking to your reader. Do not write documentary kind of stuff. Make your article interesting and enjoyable to read.

**Follow Guidelines:** Do not clutter your article with unnecessary links in hope that reader would click. While you should provide the relevant links but stuffing the links should be avoided.

Most of the article directories will reject your article if you have links more than the allowed limit. So follow the guidelines to save yourself from the rejections.

**Write Regularly:** Writing is a skill. It improves by practice. Therefore write regularly. Choose a time when your mind is most productive and choose a place where you can write without distraction. Write on regular basis. Everyday if possible.

Not only your skill would improve but also your articles would increase in number all over the web.

**Read Regularly:** Reading is important because it provides you with information and also stimulates your mind to write more. Make reading a habit and watch your performance improve.

These tips can be applied not only to internet writing but to any other writing too

Read On Folks....

So.... Articles...

### **The Title...**

Be sure to include your longtail...twice if it is viable...

### **Paragraph One..**

The Introduction..

Explain what you are about to say in the following article and benefits, facts and reasons for the article and product and be personal...

Use your longtail keyword once in your introduction...and follow with facts and an indication of what is to follow...tease a little to encourage onward reading....

### **Paragraph Two...**

Explain the downsides of the problem that your product addresses.....

e.g.... If it was acne, you could touch on the problems faced by acne sufferers:

Redness  
Itching  
Humiliation  
Depression  
Blackheads

Don't beat around the bush here....be certain of the downsides of the problem you are addressing...these are real problems for the reader so it is beneficial for you to point it out as it is...I'm not saying over-dramatise it...but be honest and VERY direct.

### **Paragraph Three:**

In this section...your reader is already engrossed...so position yourself as an "expert" in the lightest of ways...

GIve, Give, Give.... If the reader sees you are knowledgeable on the subject they will begin to trust the face behind the words...so don't be afraid to give helpful tips that either work to beat the problem a little, or are directly related to the problem and when reading, the reader will be able to relate to...when a reader begins to relate to what you are saying, they will be compelled to read on...

### **Paragraph Four through Five:**

In this section, steer your reader towards a call to action...softly but with an edge of urgency...if that makes sense....

highlight the problems you stated above...include added tips and explain the reason for needing a solution..don't necessarily mention your solution, just be clear that a solution to the problem is the best way to go.....and state in no uncertain terms that a solution will increase pleasure and reduce pain...

### **Side Note:**

**People make decisions in life for two reasons...**

**To Avoid Pain...**

**Or To Gain Pleasure...**

**Period...**

so allow your reader to sell themselves on the fact that a solution, not necessarily yours, will either gain pleasure or avoid pain...and bang....there's the hook baby....

### **Bio Box...**

This is the most important aspect of the whole article...I have written naff articles, there are many across the net with my name on them. LOL..but a good bio will hit a home run almost every time...

There are 2 possible ways of doing this....

By using it as a final paragraph in the article and call to action.

or

Using it to once again position yourself as an "expert" in order to build trust and a relationship with the reader...and then a call to action

this is something you have to use your own judgement for as I know not which industry you are in...but don't be afraid to split test these two in your industry to see which works best..

here are two examples....

*Knowing that acne affects your mental state and can lead to depression is a worrying thought and can eventually lead to you being consumed with worry, on top of the problem itself... consider acne solutions and how you plan to overcome them, with our FREE report at [www.xxxx.xxxx.com](http://www.xxxx.xxxx.com)*

or

*Joe Bloggs is an acne inflammation researcher, using various methods to clear acne and helping in catching acne at the source instead of covering over the problem after the outbreak, see what your quickest options for getting rid of acne are here: [www.xxxx.xxxx.com](http://www.xxxx.xxxx.com)*

**Here is an example article for you...please do not use, copy, rent, sell or distribute this article at all.....**

#### How To Get Rid Of Acne: 5 Tips To Get Rid Acne

No matter what your age, if you wake up with pimples in the morning it starts your day off in the wrong direction. Is there anything that can be done to get rid acne? It isn't just the teenagers who have problems with severe acne. Is there anything that can be done to prevent pimples? The good news is, yes, there is, and this article will discuss some of the ways to prevent acne.

A pimple is a clogged skin pore that is infected with bacteria. White blood cells rush to the area to help fight the infection and the result is that disgusting pimple you find on the morning of your first date! Acne can be a severe problem for many, yet there are basic steps that can help keep your skin acne free.

One of the most important steps is to clean your skin twice daily with mild soap and water or an antiseptic wash. The facial cleanser should be mild and nondrying. There are special cleansers made to fight acne. Clean your face gently! Trauma can make your acne breakout worse and cause scarring. If you have an especially bad case of acne, its recommended that you use your hands as any other cleaning cloth may cause the acne sores to break open, and you may never get ird of your acne.

Washing your hair daily can also help reduce oil that is exposed to your skin. Because pimples are pores that are blocked with excess oil, it helps to keep your hair clean, especially if your hair is oily. If you have long hair, keep your hair pulled back at night so it is not exposed to your face.

Use an exfoliating cleanser or facial masque regularly. These cleaning agents contain

fine granules or small amounts of salicylic acid that acts as a mild peeling agent. They remove just the outer layer of the skin and opens the pores. Masques also contain sulfur and help draw out excess oil. There are special pads developed to help draw out the excess oil. They often contain benzoyl peroxide.

Your skin is kept healthy with good nutrition. What you put inside your body can affect your skin. Acne can sometimes be a signal that something is wrong on the inside and react by producing excess oil and clogging pores. Include chromium in your diet as well as beta-carotene. Beta-carotene contains Vitamin A that strengthens the tissue of the skin and can prevent acne. Therefore, when you were told to eat your carrots because they were good for you, it was true! And you may finally be able to stop asking the question, How do I get rid of my acne?

Drink eight full glasses of water a day. This is an important tip for dieters and applies to those that are plagued by acne. Water is important as it carries waste material out of your body. Water is not only good for the diet, but also for the skin. If you don't like to drink water, why not try the flavored waters that have just a hint of fruit flavoring. It makes the water go down a little easier and will help your overall health.

Last but most important, keep your hands off your face. In addition, never, ever pick, squeeze, scratch, or rub your pimples. This can increase the production of sebum and rupturing the skin can spread the infection to underneath your skin with the result being more pimples, Use our FREE report over at [www.xxxxx.com](http://www.xxxxx.com) to help you see the truth about your problem, and how you can get rid of acne.

**This article is what I would call a list builder....to lead to an opt-in and gather names who can be sold later...Acne is a major issue and doesn't really require a hard sell, more understanding and care is needed and you may be dealing with young teens or people sensitive to the problems of acne.**