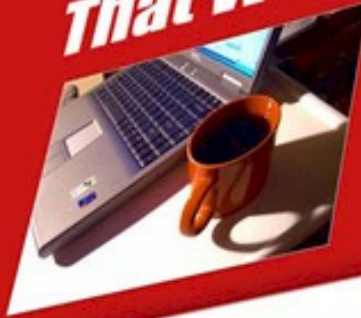


Article Writing Tips That Work



***Hot Tips and Info from
Experienced Web Writers!***

compiled by Darlene 'Dee' Bishop

Article Writing Tips That Work



compiled by

Darlene 'Dee' Bishop
Just Write for Business

<http://darlenebishop.com/>

Copyright © 2011 Darlene Bishop unless otherwise noted. All rights reserved worldwide.

Feel free to share this book with anyone, upload it to your web site, post it to online groups and even print and share copies as long as you do not change anything and do not claim this as your own.

Do you write for business?

Market with articles?

Write website content?

Write to sell?

Get free help to improve your skills when you subscribe to *Just Write for Business*, the no-cost weekly ezine offering tips, ideas, inspiration and advice to help you write like a pro.

Sign up Now at

<http://darlenebishop.com/free-writing-help/>

Disclaimer: While every attempt has been made to verify the information provided in this book, neither the author nor the distributor assume any responsibility for errors or omissions. Any slights of people or organizations are entirely unintentional. This book has been distributed with the understanding that we are not engaged in rendering technical, legal, accounting or other professional advice. We do not give any kind of guarantee about the accuracy of information provided. In no event will the author and/or distributor be liable for any direct, indirect, incidental, consequential or other loss or damage arising out of the use of this book by any person, regardless of whether or not informed of the possibility of damages in advance. Please use your own due diligence when following anyone's advice.

Introduction

If you're an Internet marketer or a business owner with a presence on the Web, you've certainly heard of the value of article marketing. And you may be wondering how you can use this valuable free strategy to build your online business. Well, here are some answers for you!

This ebook is compiled from articles found on the Wahm-Articles website at <http://wahm-articles.com>. These are just a few samples of the hundreds of possible articles you can use to add content to your website, build up your blog, and learn a lot about any number of things.

These articles all deal in some way with writing and article marketing. Each one comes from an online marketer, just like you, who wrote the article to educate others and to draw traffic to his or her own site. So, take a minute to visit the writers. Especially if you like one of their articles!

Remember that the number one key to article marketing is to use articles to attract visitors to your website. The goal is never to sell with an article! The only selling you should ever do is through your resource box, or bio. Samples follow each of the articles in this ebook.

Thanks for reading. Our sincere hope is that this ebook helps you take your article marketing to an entirely new level!

A handwritten signature in red ink that reads "Dee". The letter "D" is large and stylized, with a horizontal line extending to the left and a curved line at the bottom. The letters "ee" are written in a simple, cursive style to the right of the "D".

P. S. For additional writing help and article marketing ideas, be sure to sign up for Just Write for Business at <http://darlenebishop.com/free-writing-help/> where you'll get free weekly help to improve your writing in all its forms.

How Writing an Article Brings You Targeted Traffic

by Denise Willms

You've heard that writing articles can bring targeted traffic to your WAHM website, but maybe you haven't heard exactly how. Here's a look at how one article can bring you traffic from many corners of the Internet.

If you're writing an article for traffic, you need to allow your article to be reprinted for free on other websites and in other publications. It becomes a free reprint article. This means anyone who wants to publish your article may do so, so long as they don't change it, they keep your author's resource box intact and they include an active link to your website.

Your author's resource box contains the author's name, biographical information about the author, a call to action, and a link to your website, so the reader can click through to your site for more information about the topic.

Once you've written your article, let people know about it. You might publish it on your own website, submit it to the article directories, submit it to some article announce lists, and you can even send it to other online publishers.

As your article circulates and is published and reprinted in various places, your article will begin generating traffic for you.

First of all, people will search for the keywords you included in your article. Your article will show up in the search results, either on your website, in an article directory, or on someone's site who reprinted your article. Readers will read the article and click on the link to your site in the author's resource box to learn more about your product or service.

You'll also get traffic from people who are browsing the article directories. People browse the articles, read yours and click on the link in the author's resource box.

Visitors to other websites might see your article reprinted on someone else's site; they'll read it and click through to your website.

Finally, as you write more articles about your niche topic, you may also get name recognition traffic. The more articles you write, the more people will read them, and gradually you could be known as the expert in your field. People will actively seek out your site.

One article can bring you traffic from many different directions. If you look in your site statistics under referrers, you can see exactly where your article marketing traffic is coming from, and focus your efforts accordingly.

You've heard that writing articles can bring targeted traffic to your WAHM website, but maybe you haven't heard exactly how. Here's a look at how one article can bring you traffic from many corners of the Internet.

*Denise Willms was a professional article writer who specialized in creating content for moms. Visit <http://www.WAHM-Articles.com> to download her free ebook, *Get Started!! Making Money by Writing WAHM Articles* and learn how you can tap into this lucrative market.*



Calling Yourself a Writer Don't Make it So

by Darlene 'Dee' Bishop

As a full-time professional freelance writer—one who makes my living from writing—I'm always on the lookout for new article ideas. When something strikes my creative fancy, I often save it, whether in print or digital format. Then, when bricks begin to form to create that wall we call writer's block, I have somewhere to turn to for inspiration.

That's how I came across an article by Dennis Loy Johnson called, [*A Simple Lesson in E-books: Self Publish And Perish*](#). It was live at the time of this writing.

Since I deal with, and write about epubublishing via articles, ebooks, newsletters and online reports, this caught my eye. And well it should have. It's a well-written, insightful article.

Johnson's thesis is that the majority of ebooks available aren't worth the code with which they're compiled (my paraphrase).

I agree.

There was a time when 'being a writer' meant that you read every book about writing you could get your hands on; you studied grammar and punctuation; you took English composition and literature classes; you practiced writing; and you *learned* to write. Then, and only then—unless you were a brainchild who could successfully craft a bestseller on the first go-round—with enough hard work and enough ambition, you might (**MIGHT!**) become a writer. Not so today.

Today, anyone who has a keyboard can punch out poorly constructed sentences, create incoherent paragraphs and pages, convert this garbled mess into HTML and call it a 'book'—with an 'e' in front. They then call themselves writers.

These people aren't writers, they're opportunists.

Nancy Pate, book editor of the Orlando Sentinel, is quoted well in Johnson's article as saying that "The national pastime is no longer baseball but writing an e-book."

She appears to be right.

Now, don't get me wrong... there are some great ebooks available. In fact, I've written my own ebooks and will continue to write them. I believe wholeheartedly in this publishing format. These aren't the kind of ebooks, or the kind of writers, I'm talking about.

I'm also not referring to the resource directories, ezine articles, or even Websites that are compiled to create electronic books. While some of these are rather lame, they have their purpose, and many of them are very helpful. Again, I have created my own and hope you're enjoying it as you read.

There are people who have worked diligently to increase their writing skills and improve their writing, and who have then published electronic books. While not writers, perhaps, in the strictest sense of the term, they have added value to the epublising world because they care about their writing expertise and they care about creating a quality product. These are not the people I'm talking about, either.

No, what I'm talking about, and what I believe Johnson's article refers to, are the ebooks created by those whose only motivation is profit or Internet fame, and who have no idea what it means to be a writer. These poor souls have fallen for all the hype that 'anyone can write' (when the correct statement should be that anyone can *learn* to write), and they now consider themselves and their creations the next best thing since ground coffee.

These wolves in writer's garb are actually online marketers and would-be entrepreneurs who, because they see others finding success through writing, feel they can write, too. So, they throw together some common knowledge, a handful of hyperlinks, and unmindful of their craftsmanship with words (or lack thereof), slap a \$49.95 price tag on it and call it an ebook.

Then, when called on the carpet, these shysters cry, "*Hey, we're writing for the Web, right? Nobody cares about grammer any more!*" (Yes, it should be grammar. That's my point.)

It seems that, as a culture, we have forgotten that simply putting an 'e' in front of 'book,' does not create a foreign and unique object. It's still a book. The 'e' is for Electronic. Remember? Why, then, should ebooks differ from print books except in format? My belief is that they shouldn't.

Whether you write for print or for digital compiling, there is a need for quality. There is a need for proper structure and format, good grammar and punctuation, well stated ideas and theses. Yes, the Web is more casual than the world of print. And no, you don't have to write for a compendium of college professors. But you should write with clarity, knowledge and coherency. These are tasks that can be learned if you're not proficient at them now. And you must be proficient at them... if you want to call yourself a writer and be treated like one.

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



Write for Success

by Darlene 'Dee' Bishop

Whether you are a professional writer or write simply for your business and personal needs, the purpose in writing is always to elicit a response from your audience.

That response could be a check from a publisher or an ezine subscription from a website visitor, but whatever it is, the goal is the same:

Get them to read your writing and do what you want them to do.

That's why, when I came across a website with information on dressing for success while surfing the web awhile back, it occurred to me how much of this information can be applied to writing. That phrase—Dress for Success—has been around for so many years that it's become a cliché. Yet, the principles of dressing professionally still apply to the corporate world today. Some of those principles can be applied to writing as well.

The goal in dressing for success is to "put your best foot forward"... to leave people with the right impression of you, and to instill in them the confidence that you are able to do what you say, when you say, and to the best of your abilities. The idea is to get people to respond favorably toward you.

Isn't your goal in writing the same?

You write because you want people to trust you, to have confidence in you and to respond favorably toward you. Whatever you write, you want to leave your reader with the right impression.

Whether you write for pay, to educate your audience, or to get someone to buy what you have to sell, the goal is to be perceived as successful, professional and trustworthy.

So, how can you accomplish this?

1. Start with the basics. Just as a good wardrobe starts with basic pieces such as a wool blazer, skirt and slacks, good writing starts with the basics of good grammar, punctuation and spelling. These build the foundation upon which you will build your writing.

2. Make sure your pieces fit well and are the best quality you can afford. Poor-fitting clothes leave an impression of sloppiness, laziness, and a lack of professionalism. Poorly-chosen words leave the same impression.

Take the time to select the right words for the job and to get your message across in the most readable manner possible. Make your writing the best it can be. Your readers will notice the difference.

3. Expand your wardrobe over time. Just as you continue to add pieces to your wardrobe, continue to add to your writing skills. Subscribe to Just Write for Business at <http://darlenebishop.com/free-writing-help/>. Read a book on writing well. Take a course. Start a journal. Continue to improve your skills.

4. Add quality accessories. A colorful scarf or a well-made brooch can dress up a plain suit, making it more lively and attractive. Quality sentences and well-written phrases make your writing more pleasing and enjoyable as well.

5. As your wardrobe grows, add more original, quality pieces. When you begin to create a successful wardrobe, you start by acquiring the basic, necessary pieces to look mature and successful. Unless you're independently wealthy, you don't start out with a fully complete wardrobe. You build it over time, adding a little here, a little there, until you have created a good foundation that will serve you well in most every situation.

Beginning to write is much the same. Unless you're a "born" writer—and few of us are—you don't start out as a professional. You develop your writing "wardrobe" over time by increasing your knowledge, improving your vocabulary, and learning to apply new skills until you realize one day that people have begun to perceive you as a professional who has the ability to handle most any writing situation.

Dressing for success gives you confidence in yourself. When you look professional and confident, people respond favorably to you. The same is true of writing for success... and it pays off in the form of more sales, more assignments and more positive feedback from your readers.

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



Create A Winning Article Marketing Strategy

by Bonnie Jo Davis

Make the most out of your time and efforts by creating a submission strategy for your article marketing. Both beginners and experts can and should use a submission strategy that will evolve over time. Your strategy, at a minimum, should brand you as an expert in your field, define your target audience and help you measure your results. Use your word processing program to develop your strategy and keep it front and center when writing and submitting your articles.

To begin creating your article submission strategy answer the questions below:

1. Your target audience:

Who is your most desired reader?

What size business does your reader own or work for?

What needs does your desired reader have that you can fulfill?

2. Submission goals:

Are you submitting in order to receive incoming live one-way links?

Will you be promoting a blog, forum or website?

Do you hope to become an expert and prove your capabilities?

Are you hoping to increase sales of a particular product or service?

3. Search engine benefits:

What targeted keywords will you use in your title, article and byline?

How will the one-way links from sites publishing your articles increase your search engine rankings?

Will you agree to a reciprocal link if asked by a publisher?

Will you display a "Featured Author" graphic on your site if requested by the publisher?

4. Submission formats:

Which of these formats will you offer when submitting your articles?

- PDF

- HTML
- Word
- Text

5. Submission list:

Will you be submitting your articles in print and/or online?

Do you have an existing submission list that targets topics of interest to your target audience?

If you do not have a submission list where will you obtain one?

How often will you search for new submission sites to add to your list?

6. Scheduling submissions:

How often will you write an article for submission?

Will you be sending out an article weekly, monthly or quarterly?

7. Stand out in a crowd:

What will you do enhance your relationships with publishers?

Will you offer customized versions of your articles for free or for fee?

Will you display the list sites that published your articles on your web site?

Did you consider allowing publishers to insert their affiliate link in your article or your byline?

8. Tracking your results:

Have you asked publishers to notify you when they use an article?

Will you spend time checking to see if sites publishing your article gave you a live link to your site as required?

During what time intervals after submission will you search Google for your article name?

How often will you check your website metrics to see traffic driven by your article submissions?

You will be ready to forge ahead with a submission strategy after answering these questions and recording your answers. There are many excellent marketing strategy

checklists online that you can use to consider any other questions you should answer for your strategy. You may want to network with your colleagues who are experienced in article submission to get their suggestions for your strategy. Continue updating and using your strategy as your business changes over time and you will be miles ahead of your competition!

An expert in article marketing shares the ingredients needed to help you cook up a successful article marketing and submission strategy.

Bonnie Jo Davis is an article marketing expert and prolific writer who teaches other businesses how to profit from this free marketing strategy. She created Article Submission Sites in order to provide others with her frequently updated list of submission sites and she offers visitors a free copy of her "Article Submission Summary Sheet" at <http://www.articlesubmissionsites.com/>.



Article Writing - Avoid the Regurgitated Content Writer's Trap

by Sophia McIntyre

A good writer does not write regurgitated content from an original article they have previously written unless they have something new to add.

What does it mean to regurgitate your own articles?

It's an article you have previously written and then it's rewritten with the same ideas, points and tips. Rearranging of paragraphs and changing sentences around also falls under the regurgitated category.

It's okay to use this method if you plan to use the similar articles in two different places like on your website and to an article directory, but it's not wise to submit both articles to the same place.

Here are two examples describing article rehashing with the third example showing how it should be done properly.

Example: Original Article

Data entry jobs are hard to find. If data entry jobs ask for registration or training material fees, they are most likely scams. Real data entry jobs ask for a cover letter and resume. You also go through an interview process. This is how you can distinguish between real data entry work and a scam.

Example: Article 2

The most sought after work at home job is data entry, but be careful of the ones who ask for money for registration or other fees as they are not legitimate. True data entry job openings go through the traditional application process of sending in a resume and getting an interview. If you don't see or they don't ask for these requirements, then it's most likely a scam.

Example: Article 3

Many people prefer the non-phone jobs such as data entry, but these positions are rarely posted to the public. You can find freelance data entry work by registering on bidding sites like Elance.com at <http://elance.com>. In place of data entry, general transcription is often highly recommended. If you're accurate, have excellent typing skills and have a good ear, transcribing may be for you.

See the difference? Article 3 adds new information as opposed to article 2 where it was rewritten to create the same meaning as the original.

Here are four tips on how to avoid writing regurgitated articles:

1. Refer to your original written articles and take out the main points. These are the points you're going to avoid or expand to bring new and different ideas.
2. It's often said to write what you know, but what you know may be superficial so dig deeper by researching to learn more so you can add more depth to your article.
3. Choose article topics that are in your niche, but something you are quite unfamiliar with so it requires you to do research.
4. Look for thought provoking quotes to jumpstart your thinking process and to come up with new concepts. Often you can take a simple quote, translate it and tie it to a topic that can be used in your niche. I also find reading articles that are not within my niche can spark new ideas.

Just like a comedian, a writer needs to come up with new material to keep its audience coming back. You don't want to be a one dimensional regurgitating article writer, but a writer who cares about its readers by adding quality, value and knowledge to their articles.

A good writer does not write regurgitated content from an original article they have previously written unless they have something new to add.

S. McIntyre is the founder of WorkAtHomeSpace.com at <http://workathomespace.com>, a free work at home resource focusing on providing work at home jobs, daily telecommute job leads, articles, business resources and other work at home related topics. Find more tips on article writing on Sophia's work at home forums at <http://www.workathomespace.com/forum>.



Writing Effective Blog Posts and Articles for Online Marketing

by Roger Moody

If you're reading this, you found it online and most likely are seeking assistance in growing your online presence or an online business. Any successful online business owner should have and maintain at least one blog.

Blogging has become an integral part of any online business and updating the blog or blogs should become routine. Having a business blog can be one of the best things you can do for your successful online business as it helps attract people to you and gain more prospects for your business.

Blogging and article marketing should be done simultaneously and can significantly increase your online marketing efforts.

Blogging also allows you to stay in touch and build a relationship with people already on your team that may be scattered around the country or the globe. If you desire an effective and popular blog you don't need much.

For example this author, Roger Moody has a successful online home based business from a home office in Indianapolis, Indiana. We may operate a successful online business from Indianapolis but our home based business income is spread nicely across the country. Our business blog (at <http://rogerlmoody.com>) mentions Indianapolis but the information contained on that blog site is applicable to anyone working an online home based business.

The real trick to building an effective blog doesn't lay in the domain name, or the layout (although obviously you don't want an ugly blog) but in the content, a.k.a. the posts themselves.

So how do you write more effective blog posts that will not only captivate your current readers and keep them coming back but help you gain a bigger and bigger audience and at the same time raise your blog in the search engines?

Here are a few simple tips to help you write better content for your blog.

1. Keywords

This can not be said enough. If you want to build a successful home based business, popular and effective blog you can't do it without the use of keywords. Take some time and do your keyword research because it will pay off big time if you do it right! Another good tip is to use keywords in the categories for your blog as well! Wherever you can fit in a keyword, do it!

2. Be Original

Nobody is going to come back and visit a boring blog. Make sure your content is original and exciting. The most effective blogs I've found will have a mix of helpful content and personal stories. You want your readers to know and trust you as a business person as well as care about you as an individual.

3. Use Videos and Pictures when applicable

I can not stress enough how much adding videos and pictures will add to your blog. Breaking up your text with pictures will make people want to read more and more and the more personal the pics can be the better. So if you're talking about your trip to Hawaii with the family don't just use a stock photo of Hawaii use one of you and your family! Another tip is to make sure and keyword optimize the titles of your pictures before you post them as well!

Those are just a few simple tips that will help your blog become more popular. Make sure you work on your blog at least a couple times a week and follow these tips and you'll be good to go!

If you're reading this, you found it online and most likely are seeking assistance in growing your online presence or an online business. Any successful online business owner should have and maintain at least one blog.

Blogging to grow a successful online home based business from Indiana or anywhere in a home office. Understand that it's a total lifestyle shift.

Find Roger online at <http://www.ChristianFaithBusiness.com>.



What Types of Articles Should you Write?

by Corrie Petersen

There are so many types of articles you can write for your business. You need to consider your target market, the type of business you run, and what your ultimate goal is for your articles. When you have this understanding, you'll know what will work for your articles and what won't work.

Whether you're new to article writing or you've been doing it for years, you may not know all of the different types of you can write that will not only make you a better writer, but it will also give you a better chance of helping your readers. Here are a few of the different types for you to consider using with your future articles.

1. Tips

Writing tips articles will be very helpful to your customers. It will help you explain things to your readers and it will also help you give several suggestions for the task or item you're explaining. The style of writing that comes with tip articles is easy to read and a lot of people prefer to read them for that reason.

2. Positive and Negative

Positive and negative type articles are a good way to show your readers the good and the bad with your article. It also helps you explain why the topic may be good or bad to your readers or it will help them to make a better decision regarding the topic. You'll need to have a lot of information for this type of article, but it will be valuable to your readers.

3. Advice

Advice articles give you the ability to tell your readers your thoughts and opinions on the topic. With this type of article, you need to know your readers might not agree with your opinion and may voice it if you submit your article to a place where they can leave comments. If you place this type of article on your blog it's a great way to drive traffic to your site and increase your outgoing links.

With almost any type of business you have the ability to use all three of these types of articles and have good success with them. Each type will give you the ability to reach out to your readers and help them in ways you wouldn't be able to do otherwise. You may find you enjoy writing one type or the other and that's ok because you'll write better articles when this happens. You should write these types of articles regularly so you help your readers all the time.

There are so many types of articles you can write for your business. You need to consider your target market, the type of business you run, and what your ultimate goal is for your articles. When you have this understanding, you'll know what will work for your articles and what won't work.

Corrie Petersen runs a successful ghostwriting business. She enjoys helping business owners reach success through the content on their site and blog. She also likes to help her clients with article marketing. If you're ready to increase the traffic to your site and help your customers, visit her site at <http://ghostwritertotherescue.com/> to see how she can help you make this happen.



Writing Articles for Readers

by Judy H. Wright

Are you a writer? Would you like to increase the effectiveness of your articles? Are you feeling unsure about your audience or your ability to reach them? In order to build self confidence, the more you know, the more you can grow.

The clearer you can be about your reader and your message, the more widely your work will be accepted. So, will you take a few minutes and make some notes (either mentally or on the printed paper.)

Who

- Who are you writing for?
- Who is your target audience?
- How do they learn information?

What

- Is the problem they want they are having?
- Do you want them to feel?
- Action do you want them to take after reading the article?

When

- Will your piece be out before, while, or after the problem occurs?
- Can you tie the article to a national event to get more coverage?

How

- Can you help them solve that problem?
- Empower them to solve their own dilemma.
- Assist them to identify with the article
- Trust you and want to build a relationship?

Where will they be reading it?

- Online, article, blog, post, forum
- Offline print magazine (national or local)
- Side bar, opinion page

Why

- Should they believe and trust you?
- Should they agree/disagree with you ?
- Should they buy from you?

Are you a writer? Would you like to increase the effectiveness of your articles? Are you feeling unsure about your audience or your ability to reach them? In order to build self confidence, the more you know, the more you can grow.

Would you like to learn to set boundaries and build self confidence in yourself and loved ones? Check out the new eCourse by Judy H. Wright at <http://www.EncourageSelfConfidence.com> Please join us for free weekly teleclasses at <http://www.ArtichokePress.com> where you can sign up for a free newsletter; The Artichoke-Finding the Heart of the Story in the Journey of Life.



Brainstorming Blog Post & Article Ideas

by Courtney Chowning

Do you keep a list of blog post and article ideas? I do. They are great to reference when I get stuck or in a rut when writing. I just look at my post and article idea list and choose one topic off the list to write about. It is a great time saver.

If you do not already have a blog post and article idea list it is easy to create one. Just take a piece of paper and write down every topic you can think of. This should give you a pretty good start. As you think of more topics you can add them to the list.

What happens when you start running out of ideas? Then take a look around on the Internet. There are numerous ways you can brainstorm ideas for blog posts and articles. Below are a few of ways I brainstorm ideas.

1. Read other blogs.

I read other blogs to see what they are writing about. If I find a topic I really like on another blog I add it to my list. If I find a certain blog post is getting a lot of traffic and comments I add the blog post topic to my list. With thousands of blogs on the Internet it is easy to come up with blog post and article ideas this way.

2. Read Comments on other blogs

Some people leave great comments on other blogs. Often times the comments left on blogs will spark an idea. If a comment gets a reply then that usually means it would be a topic people are interested in so add it to your list.

3. Trending Topics on Twitter

Twitter is the place to be if you are online. Trending topics on Twitter tells you what people are talking about the most. If a topic is a trending topic on Twitter then it must be a popular topic. If any of the trending topics fit within your blogging niche then add the topic to your blog post and article idea list.

By creating a list of blog posts and article topics you are saving yourself valuable time. Next time you can't think of anything to write refer to your list, choose a topic from the list, and get to writing.

What happens when you start running out of ideas? Then take a look around on the Internet. There are numerous ways you can brainstorm ideas for blog posts and articles.

Courtney Chowning is a Christian entrepreneur who runs a Christian PLR site and affiliate program, <http://christianmomplr.com>. She also blogs at <http://courtneyspeaks.com> about putting God first in your blog and online business.



7 Types of Article Writing Formats

by S. McIntyre

Article writing formats can be presented and written in many ways and there are different types of articles that can reach and meet the needs of your target audience. To broaden your writing skills, work with different types of articles to give your readers variety. The most important thing is to be able to effectively convey what you want to say in the clearest way so choose a format or a combination of formats that works for your niche and target market.

How-To Articles

How-To articles are very popular and are one of the easiest articles to write. They are articles that show you step-by-step instructions on doing something. These types of articles may or may not consist of sub-titles, but you will often see them in numbered or sequenced steps. When writing how to articles it's important to be clear and concise. If it's possible you can use illustrations to help in your explanation.

List Articles

A list article is also popular, easy to write and this article is a fine example. It consists of related information written in short paragraphs or in several sentences. These types of articles are easy to read when you're looking for specific points.

Review Articles

With this type of article writing it's based on your honest yet objective point of view about a product or service you used.

Seasonal Articles

Seasonal articles relate to a holiday event or certain time period during a particular time of the year. Some examples are Valentine's Day, Christmas, graduation, summer holidays etc.

Evergreen Articles

These articles are opposite of seasonal articles. They are called evergreen, timeless or classic article pieces that require little or no revision of information and rarely do they become obsolete.

Personal Experience

This type of article writing is written in first person and it tells of your personal story. It can be positive or negative and if it's negative be sure to offer some wise words or tips to turn the situation into something positive.

Humor and Satire Articles

Humor articles are one of the more difficult articles to write because not everyone is going to get or think your type of humor is funny. More so, satire articles are even harder because it can be taken the wrong way and many people are easily offended. When it comes to satire writing make sure you know what you're talking about because you would look pretty stupid if you got your facts wrong.

Look to these article writing formats when you want to inject something new and fresh to your writing. Your readers will appreciate the diversity when you write from different formats.

Article writing formats can be presented and written in many ways and there are different types of articles that can reach and meet the needs of your target audience. To broaden your writing skills, work with different types of articles to give your readers variety. The most important thing is to be able to effectively convey what you want to say in the clearest way so choose a format or a combination of formats that works for your niche and target market.

S. McIntyre is the founder of WorkAtHomeSpace.com at <http://workathomespace.com>, a free resource focusing on work at home companies, articles, business resources and other work at home related topics. You can get information and tips on article writing on Sophia's work at home forums at <http://www.workathomespace.com/forum> where you will also find daily job leads including freelance writing jobs.



5 Unethical Article Writer's Pitfalls

by S. McIntyre

What kind of article writer are you? Are you an ethical writer? There is an unwritten code of conduct for writers who should always follow the right rules if you want be known as an honest, genuine and knowledgeable person in your niche.

Unfortunately, there are article writers who make costly mistakes and damage their credibility by being unethical. To be an ethical writer, you must avoid these five pitfalls.

1. **Avoid plagiarism** at all cost. This is one of the worse offenses a writer can make. There's absolutely no excuse for a writer to steal another writer's article and claim it as their own. Even if you don't take the article as a whole, but take paragraphs or sentences and incorporate them into your article, it's still considered plagiarism. Plagiarism isn't worth it and it does a lot of irreversible damage to your reputation.

2. **Avoid writing anything that is illegal** or frowned upon by the majority. It's not smart to write on topics about hacking software, how to add spyware, violence, pornographic materials, hate or anything of that nature. Just don't write it.

3. **Avoid rehashing previously written articles.** This is another bad offense. It's fine if you're updating a previously written article with new ideas, but it's not fine to rewrite an article for the sake of rewriting. People write articles to build and promote their business, to gain trust and show people they are knowledgeable. It doesn't help you if you regurgitate information they read before.

4. **Avoid misinformation.** To be known as an expert in your industry, you must make sure you write with correct facts. It's wrong to lead someone down the wrong path and it's an insult to people who are in the same industry as you.

5. **Avoid bad writing.** Bad writing doesn't get you anywhere fast. Poor grammar and bad spelling is a major turn off. You can't expect someone to take you seriously if you don't take pride in your writing. It's a bit different if English is your second language, but you still have to be able to write with clarity so people can understand what you're trying to say.

Don't waste people's time by being an unethical article writer. Take the time to be a knowledgeable and informative writer. Keep this in mind people who read your articles may be people who are looking up to you as a leader or a mentor. Don't disappoint them and don't ruin your reputation by slipping up and falling into one of these pitfalls.

What kind of article writer are you? Are you an ethical writer? There is an unwritten code of conduct for writers who should always follow the right rules if you want be known as an honest, genuine and knowledgeable person in your niche.

Visit Sophia's website at <http://www.workathomespace.com/> or her forum at <http://www.workathomespace.com/forum> for more [article writing](#) tips, freelance writing jobs, business resources and other [work at home](#) related topics.



Write a Great Article in 15 Minutes

by Denise Willms

Writing an article isn't difficult and it doesn't have to take a lot of time. You're not out to create a literary masterpiece. You just want to communicate your ideas to your audience.

You can write a great article in 15 minutes by remembering these points:

- Write about a topic you know well
- Know what you want to say about your topic. Have an opinion or some important information to share
- Your online audience has a short attention span. They want to find out what you have to tell them and get on to the next thing as quickly as possible.
- Keep your article short and to the point
- 500 – 750 words is usually most effective
- Don't use big words, keep it simple

A quick, easy way to write an article is to list a few, or several, main points that you want to tell your reader about your topic. You don't need to include everything you've ever thought of, just some of your favorite or best ideas. A short article might have only three points, a longer one could have twelve or more.

To make these points stand out for your reader you can create a numbered list, a bulleted list, or just type your main ideas in bold.

Now write a short paragraph about each point, explaining your idea. Always put your most important information first. Most online readers have short attention spans and they'll only read the first part of your article or the beginning of your paragraph.

Write in your own words. My favorite writers, on the web and off, write just the way they talk. I love to hear the author's unique voice come through their written words. It makes the article interesting and it helps me connect with the writer. Trying to copy someone else's writing style only wastes your time and energy, and it won't be appreciated by your reader.

When you're done, go back to the beginning of the article and write your introduction – just two or three sentences. You'll want to grab the reader's attention here. Tell them what you're going to tell them, and tell them why it's important.

Make sure you include what the article is about and why it matters to them. Make it immediate. Your reader wants information they can use right now, not in two months or even in a week.

Lastly, go to the end of your article and write your conclusion. An easy way to do this is to tell your reader what you told them or to simply rephrase your introduction.

Make it short and snappy. Never introduce a new idea in the conclusion. Just wrap up the ideas you've already shared with them.

There you have it! A good, informative article written in 15 minutes.

Writing an article to promote your home business isn't difficult and it doesn't have to take a lot of time. You're not out to create a literary masterpiece. You just want to communicate your ideas to your audience. Here are some ways to write a great article in 15 minutes.

*Denise Willms was a professional article writer who specialized in creating content for moms. Visit <http://www.WAHM-Articles.com> to download her free ebook, *Get Started!! Making Money by Writing WAHM Articles* and learn how you can tap into this lucrative market.*



An Outline Makes Business Writing a Snap

by Darlene 'Dee' Bishop

There are several ways to simplify the writing process. One of the quickest and most easily adaptable ways is to create and follow a simple outline for all of your business writing.

While you don't need a detailed, four-page outline that encompasses every point you want to make or every theory you purport, a simple outline can assist you in organizing your thoughts, narrowing your topic, helping you decide exactly what you want to say, and ensuring that you cover every important aspect of your subject.

An outline also helps you jump over the writer's block hurdle that plagues nearly every writer at one time or another.

Organize Your Thoughts

Before you even begin to write, spend some time brainstorming. Grab a sheet of paper and a pen, or a blank computer screen and a keyboard, and write down everything you can think of that relates to your topic. Include ideas that are only slightly relevant, ideas that you may eventually discard, but don't filter your thoughts at this point. Spend about 10-15 minutes writing down EVERYTHING you can think of about this subject.

When you're finished, go back over what you've written and eliminate duplicate thoughts, unnecessary or irrelevant ideas, or anything else you don't want to include. Now you have a fairly thorough list of the general ideas you want to discuss.

Narrow Your Topic

Next, look at your ideas more closely. Do you really want to cover every one of them? Are some of these topics better left unsaid, or some such common knowledge that you don't need to mention them? Only you can decide what's important, but focus on what you really want to say. Ask yourself some questions, such as:

- Who am I trying to reach with this writing?
- What do I want my readers to understand?
- Are each of these ideas necessary to my central theme?
- Have I left anything out?

Decide Exactly What You Want to Say

Once you have each general topic area defined, it's time to think about each area in more detail. Decide what makes each thing you've written down important. Determine what it is that you want your readers to understand about each specific idea. Write your first

draft at this point, being careful to fill in every detail you can. It's much easier to edit and cut extraneous material than to try to go back and fill it in later.

Cover Every Important Aspect of Your Subject

After you've written your first draft, you'll want to go back and evaluate every sentence, and every paragraph. Have you covered every important aspect of your subject? Should you expand an idea more fully? Can you rewrite a sentence or a paragraph to make it read more clearly or professionally? Now is the time to do your best work. Ensure that your subject is covered fully and completely and that you have said exactly what you intended to say.

Consider Hiring a Professional

Most small business owners and entrepreneurs must wear many, if not all, of the hats in the company. While it's easy to recognize the importance of your business communications, it's also easy to allow them to crucial documents to exit your office without full consideration for their impact on your bottom line.

Consider this... if you don't communicate clearly and effectively with your clients and prospects, you'll lose their attention -- and their business! Immediately. Permanently. Period.

That's why, if your business writing skills are less than professional, you should seriously consider hiring a professional writer and/or editor to assist you.

Often, the first thing your audience sees is your written communication, and if you fail there, you'll never get the chance to show them what great products and astounding customer service you can provide!

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



How to Write Articles That Rank Highest in the Search Engines

by Denise Willms

I like writing articles because they educate my potential clients and help me build relationships with them. But another important thing your articles can do for you is help you show up higher in search engine results pages. Wouldn't it be great if whenever someone searched for something related to your business, an article by you showed up in the first page of results?

Here is how you can make your articles rank highest in the search engines.

- 1. Carefully choose the keywords you want your article to rank highest for.** If being number one for a certain phrase is important to you, choose keywords that aren't very competitive. At the same time, you want to make sure that it's a phrase people will actually search for, and that people who search for that phrase are interested in what you have to sell. Wordtracker.com offers a good free tutorial on how to choose good keywords for your website. The same techniques apply to your articles.
- 2. Put your keyword phrase near the beginning of the title of your article.** It may take some wordsmithing to make it sound like it belongs there.
- 3. Your keyword phrase should also be near the beginning of the first sentence** of your article and sprinkled throughout the article body. Remember to write naturally so your keyword phrase doesn't stand out and detract from the readability of your article.
- 4. Use subheadings in your article.** Place your keyword phrase in one or two of the subheadings you use throughout the article.
- 5. Use your keywords near the beginning of your article summary** and make sure to include it when you add your keywords on the search engine directories.

After you've optimized your reprint article, you'll want to make sure to submit it an article directory that will publish it in a timely fashion and that the search engines visit regularly so they can find it! If you follow all these steps, you will be on your way to having your article rank well for your desire keywords.

I like writing articles because they educate my potential clients and help me build relationships with them. But another important thing your articles can do for you is help you show up higher in search engine results pages. Wouldn't it be great if whenever someone searched for something related to your business, an article by you showed up in the first page of results? Here is how you can make your articles rank highest in the search engines.

Do you need help writing articles for your audience? Visit Denise Willms' website at <http://CassidarInk.com> to get your free article marketing checklist and learn how to write articles that can make you a little bit famous.



Article Spinning, What It Is and Should You Do It?

by Corrie Petersen

Do you know what article spinning is? Article spinning is defined as the process an article writer takes to change an article to develop more articles and more link backs. Keywords and phrases are generally changes that are made when you spin an article.

When an author does article spinning, they do it so they will have more original content online. The more original content you have online the more link backs you will have and the more likely people are to read your work and use it as content.

Some authors find it's better to have one article submitted to the big article directories while others find it's better to have a different article on each directory. This is something that I don't quite understand, but feel it's up to each person and how they feel about it and what's right in their mind.

Some people find it difficult to write articles, so they look to ghostwriters and virtual assistants to help with this process. These business owners know how important it is to use article marketing, so they take care of their article writing problem by hiring ghostwriters or virtual assistants.

When people find it difficult to write, they sometimes lean toward article spinning. Another reason they go with this avenue is that it's less expensive than having a ghostwriter write a brand new article. The reason for this is with a brand new article the person writing it may need to do research. When you spin an article, the information is already provided. All you do is move some topics around, change some words, and then you are ready to go.

The problem you have with article spinning is you don't change a lot of the article and this could cause you legal problems. When someone takes the time to do research or pay someone to write the article, they feel it's theirs and nobody should take it from them. This is how everyone feels whether it's an article or website content. Changing an article is the way to go, but you need to change it by a large amount so the author doesn't feel it's not enough.

Some people feel that PLR articles are not good either. PLR articles are sold to more than one person. You don't want to purchase a PLR article and submit it as is, because if you are not the first one to submit it, you could be hit with plagiarism. At the same time you don't want to spin it because you could be hit the same way.

If you purchase a PLR article, you need to take the ideas in it, but rewrite them with your own thoughts and opinions. This is the best way to have an article written without coming up with your own ideas. PLR articles also give you a start with a series of articles. If you can come up with enough to say, you may be able to write one article for each idea in it.

My opinion is article spinning is not the way to go. It's not worth the risk of being sued or having someone post all over the Internet that you stole their article. It could ruin your business or career if this were to happen.

Do you know what article spinning is? Article spinning is defined as the process an article writer takes to change an article to develop more articles and more link backs. Keywords and phrases are generally changes that are made when you spin an article.

Corrie Petersen runs a successful Virtual Assistant business. She is also a ghostwriter and writes articles for clients to help them out with their article needs. If you're ready for maximum exposure from articles, check out her site at <http://www.ghostwritertotherescue.com>.



Business Report Writing Tips

by *Tim North*

Let's assume that you have to write a document for work or study. Your instructions consist of the title that you are to use and nothing else. Could you—with only the title as a guide—write a suitable document?

Unambiguously, the answer is no.

Why? Because you haven't yet been told such things as WHO the document is for, WHY they want it or WHAT they already know (or don't know).

Without such information, it's most unlikely that you'll just happen to write a document that correctly targets these questions of who, why and what.

TIP #1: Your readers—just as much as the topic of the document—will determine what you write.

This article discusses these key questions and will help you to learn more about your readers and their needs.

Who will read this document?

Before you start writing, do your best to identify who will read your document. Will it be just one person, or might it be passed around to others?

If you're writing for a single reader, you're in luck. This will make it relatively easy to target your writing at his or her specific expectations and level of knowledge.

If you're writing for several people, though, they may have different expectations and levels of knowledge. If so, can you identify one of them as your main reader: the person whose interests you most need to satisfy?

If you can, it may be best to write the document as if you're writing just for this main reader. Trying to satisfy the needs of several different readers at once can be very difficult. You risk ending up with a document that tries to be everything to everyone yet ends up being nothing to anyone.

Sometimes it may not be possible to single out one reader as the main reader. You may have to write for several different readers (or groups of readers), and it may be important to satisfy all of them. In such a case, it might be best to write two or more separate documents, each one closely tailored to the different needs of a specific reader or group.

TIP #2: Before you start writing, clearly identify whom you're writing for.

Why do my readers want this document?

One of the most valuable questions you can ask your readers is why they want your document. What do they want to do with the information they'll gain?

The range of possible answers is just as varied as the range of possible readers. For example:

- Reader A may want to read a comprehensive introduction to the topic before she decides if and how to use the information further.
- Reader B may want to use your information to persuade a client or superior to a certain course of action.
- Reader C may want to use your information to evaluate an idea of her own.
- Reader D may want to use your information to evaluate an idea from someone else.
- Reader E may be a fellow expert who wants to review other opinions on the topic; i.e. yours.
- Reader F may want a brief and straightforward overview so that he knows just enough not to be embarrassed when the subject is discussed.

TIP #3: Before you start writing, clearly identify what your readers expect from your document.
--

What do my readers already know?

Imagine that a colleague asks for your advice on a purchasing decision—be it for a PC, a car, a house or a pet. Ideally, what level of detail would you provide in your answer?

- I'd pitch my answer at a very technical level. They can always find out what it means later.
- I'd pitch my answer at a very simple level in order to be certain that it didn't go over their head.
- I'd pitch my answer at a moderate level and hope this was about right.
- I'd pitch my answer at the level that is convenient to me.
- None of the above.

Let's consider choices a and b. If you provide a very technical answer, you risk pitching the answer too high, and your colleague may not understand your advice. Similarly, if you provide a simplistic answer, you risk pitching the answer too low, and your colleague will learn little or nothing.

It may be tempting to choose answer c and say that it's reasonable to pitch your answer at a moderate level; that way it's likely to be about right. But how do you know what level your colleague will find moderate? If you're an expert on the topic, your guess about what constitutes moderate is likely to be too high. And if your colleague knows more than you realize, it may be too low.

We'll skip over answer d without further comment. :-)

We're left, as you may have suspected, with answer e. Ideally, you'd pitch the answer at exactly the right level to suit your colleague's existing level of knowledge. Of course, you can't know what this is without first asking how much your colleague already knows.

TIP #4: Before you start writing, identify how much your readers already understand.

So, before you start to write that next report, ask yourself these three questions:

- Who will read this?
- Why do they want this information?
- What do they already know?

Once you've answered these questions, you stand a good chance of submitting a report that will be both useful and well received.

Good luck.

You'll find many more helpful tips like these in Tim North's much applauded range of e-books. More information is available on his web site, and all books come with a money-back guarantee.

<http://www.scribe.com.au/ebooks.html>.



10 Tips for Writing Better Articles

by Darlene 'Dee' Bishop

Writing articles and submitting them to ezine publishers and webmasters for reprint has proven to be my number one business marketing tactic. And it costs nothing except my time!

Granted, I'm a professional writer who has been writing for nearly 20 years. I've been published in a number of print magazines and newspapers, and have been paid well for my writing. But you don't have to be a professional to write for the Web!

Writing for the Internet is much more casual and less rigid than writing for print. Most anyone with a basic understanding of English can craft helpful, readable content for use in ezines and on Websites. Here are some things to keep in mind as you do so...

1. Keep your sentences and paragraphs short. Readers, especially online, like small "bytes" of information. Don't "choke" them with too much at once.

2. Don't fill your page too full, either. White space makes for a visually short, quick read and time is certainly a high-priced commodity in today's world. Someone scanning the page to decide if it's worth his/her time will be much more likely to read your article if s/he sees plenty of white space surrounding the words.

3. Bulleted paragraphs provide a quick outline that will attract the reader's eye to the most important points you want to make. Bullet points are also easy to scan and make for quick reading by breaking up the copy in smaller pieces.

4. Numbering your paragraphs is another way to break up the page. Be sure you number your paragraphs when your title demands it, as in "10 Tips for Writing Better Articles."

5. Proofread carefully! This is crucial when writing anything - for online publishing or print. As a novice writer, no one expects you to know the proper placement of every comma (few professionals would), but you ARE expected to do your best to eliminate spelling errors and blatant mistakes in your writing.

6. Don't overdo the punctuation. It's better to use too few exclamation marks (!), asterisks (*) or UPPERCASE letters than to use too many. Let the strength of your statements be in the words you choose.

7. Decide what you want to say BEFORE you start to write! I've found myself many times writing an article with no idea of how it should end, only to write a full page and give up in frustration because I didn't know what I wanted to say. Don't waste your time sitting down to write until you know what where your writing is headed.

8. With that said, keep in mind the well-known maxim about making a speech that says, "Tell them what you're going to tell them; Tell them; Tell them what you told them." The same format works well for an article.

Give a short summary of what the article is about, give the "meat" of the article, then recap the main points for emphasis. You'll have a concise, well-targeted read that focuses on what you intended to say.

9. Along the same lines, stick to your topic throughout your article. Don't try to write about more than one thing in one article. Stay on target and save the off-topic information for the next time.

10. Don't talk down to your readers! Share the information or tips you know, and share them well. But do so without giving the impression that you believe yourself to be an expert on the subject. Allow your readers to make that judgment for themselves. If what you've written is worthwhile, they'll appreciate your honesty and humility, and will eagerly await your next article.

Writing for the Internet is different than writing for print, but it needn't be more difficult. And it's a tremendous tool for increasing exposure for your Website or products online.

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



Proofreading 101

by Darlene 'Dee' Bishop

There are three basic steps that you need to take every time you create a piece of writing, be it a letter, article, whatever. These are basic proofreading steps. All your writing should be checked by these three criteria. There are other steps in proofreading, but these three initial steps will minimize your writing errors dramatically. Begin to use them today!

1. Look over the material as if it were a picture. Look for spacing and margin errors, poor layout design, errors in placement of text boxes and graphics, misaligned indentations, bullets and numbering, etc. Get a feel for the overall impression of the piece.

2. Read the material once for meaning. You can work on grammar and punctuation as your writing improves, but for now at least, check the basics—comprehension and clarity.

You might want to ask someone else to read the writing for you, especially if you've worked on the same document for awhile. It seems the more we look at a document (and I use that term for any writing we do), the more likely it becomes that we will miss an error. Ask a friend to help, or if the writing is important, hire a professional editor/proofreader.

3. Read the material again—carefully. Read word by word, or letter by letter. Check for typos, misspellings, incorrect word usage, skipped words, etc. Read slowly. You might want to read out loud at this point so words or errors are not unintentionally skipped.

If you find yourself in the "reading for content" mode, reading phrases or sentences, rather than checking each word or letter for correctness, you might try reading the document backwards. It definitely helps you slow down!

We all make mistakes in our writing, and occasionally those mistakes will make it to print, but proofreading is an essential element of document production if we want to present a polished, professional image to the public.

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



Spellcheck Isn't Enough

by Darlene 'Dee' Bishop

Too often we rely strictly on spell check programs to catch our errors and typos. But spell check isn't enough! Here's a little poem that can help you keep this thought in mind:

A Little Poem Regarding Computer Spell Checkers

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea.

Eye strike a key and type a word
And weight four it two say
Weather eye am wrong oar write
It shows me strait a weigh.

As soon as a mist ache is maid
It nose bee fore two long
And eye can put the error rite
Its rare lea ever wrong.

Eye have run this poem threw it
I am shore your pleased two no
Its letter perfect awl the weigh
My chequer tolled me sew.

from <http://www.latech.edu/tech/liberal-arts/geography/courses/spellchecker.htm>

Remember: Your spellcheck program looks for correctly spelled words, it doesn't determine if the word used is the proper one. You must still proofread!

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



Adding Emphasis to Plain Text Writing

by Darlene 'Dee' Bishop

As an entrepreneur, you probably realize the importance of adding emphasis to your business writing -- as in the form of bold, underline and italics -- especially when creating advertising copy or ezine articles. The problem is how to add emphasis when writing copy that will often be viewed in plain text only.

Here are some ideas to help you draw attention to your writing without the benefit of popular word processing features.

Use Asterisks

Setting off a word or phrase with asterisks is the plain text equivalent of bold.

Emphasis can be created in a *number* of ways when writing in plain text.

Use Headings and Sub-Headings

Headings work well to draw attention to important points in your text, especially when set off by equal signs, carets, "greater than" symbols, dashes, etc.

==> Headings Also Add SEO Value

Vary the Indentation

Simply indenting a paragraph by one or two spaces draws added attention.

Be sure to keep your indentation uniform, however.

All indented paragraphs should be aligned at the same point.

Use Limited UPPERCASE

Uppercase letters are another great way to emphasize important points, but use them sparingly! One or two words is sufficient. Too many uppercase words have the same effect as shouting in your reader's face.

Exclamation Points are Great, too!

Use exclamation points to drive home your message. A sentence that ends in a period simply does not evoke the same response as the same sentence when followed by an exclamation mark.

This is a great deal.

This is a great deal!

See the difference?

Add a Little Dash

One or two dashes -- with or without a space on each side -- also works well to set off a sentence or line of text. Don't you agree?

Create Paragraph "Borders"

Dashes also take the place of horizontal lines and work well to create borders that set off full paragraphs of text.

Titles Work Well When Set Off by Lines

Reorder Your Words

Simply changing the order of words in a sentence can change the emphasis.

The advertisement was posted by the sales manager.

The sales manager posted the advertisement.

Capitalize on Certain Words

Capitalizing a word that is not typically capitalized is a great way to add emphasis.

Proofreading is crucial to effective writing.

Proofreading is Crucial to effective writing.

Repeat Yourself

Repetition of specific words can be extremely effective.

To succeed, you must consider yourself successful. Act as if you're successful.
Think as if you're successful. Talk as if you're successful. And you'll be successful.

Break the Pattern

Another possibility is to alter the pattern of repetition for emphasis.

To succeed, you must consider yourself successful. Act as if you're successful.
Think as if you're successful. Talk as if you're successful. Or you'll fail miserably.

One final note... if you must err when adding emphasis to your writing, let it be on the side of understatement rather than overstatement. You'll present a much more polished and professional image with your writing.

Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her Just Write for Business ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!



Make Your Writing Come Alive

by Darlene 'Dee' Bishop

Ever read a passage like the one below?

Beyond the shadow of a doubt, if you want to climb the ladder of success and find fame and fortune, with all other things being equal, it is a fact of life that you must work long and hard, and keep your fingers crossed that you don't land in the wrong place at the wrong time. If you follow this tried and true rule of thumb, you will sooner or later enter the land flowing with milk and honey and be allowed to bask in the limelight of your success.

Surely, that's the most boring piece of writing you've ever read. If it's not, you need to change your reading habits. Why is this passage so bland and meaningless? It's full of clichés!

Clichés, or trite expressions, are phrases that we have heard repeated so often and read so many times that they have become meaningless. We don't really "hear" them when we encounter them in our reading.

Obviously, words serve a purpose. They communicate. They create a mental image of our thoughts. They verbalize what we want someone else to visualize. Clichés destroy that vision.

Clichés, when originally penned, were often crisp, clear, unique thoughts. They said something many people felt in a way that most people had never considered. That's why they became clichés. They were so well received because they stated clearly what we wanted to express. So, everyone used them. Sort of like slang. What is considered slang today, can easily become a cliché tomorrow.

Remember, "Where's the Beef?" The world went crazy over that phrase. But now? It sounds dated and trite.

What about "Just Say No." When Nancy Reagan coined that phrase, it was fresh and original. Kids hadn't been told until then that refraining from drugs was so simple. Everyone thought, "Why didn't I think of that?" Today, it's overused and has lost its impact.

What about "Content is king," or "Been there, done that," or "Got...?" There are many other examples like these, but I think you understand.

Clichés weaken your writing. They give the impression that you haven't clearly thought about what you're trying to say. If you want to communicate a fresh idea, you must use fresh language. If you want your writing to come alive, you must use language that is alive. Clichés are dead.

No one expects you to be completely original with every sentence, or to amaze your readers with your creative abilities, but you need to help your readers visualize what

you're saying and feel what you want them to feel. This is done through fresh language that says what you mean. Clichés don't say anything, because they're often not even "heard" with the reading ear.

So, how do you eliminate clichés from your writing?

1. Learn about them. Learn to recognize clichés when you see them. Find a good reference book. (*The Thesaurus of Alternatives to Worn-Out Words and Phrases* by Robert Hartwell Fiske at <http://amzn.to/hiSeGo> is a good one. It's out of print, but Amazon usually has a copy.)

2. Once you recognize them, look for them. Be aware that we often speak in clichés, and since much of our writing, especially online, is in a conversational tone, it's easy to transfer those worn-out phrases to pen or keyboard. Make a focused effort to eliminate them from your writing.

3. When you find clichés in your writing, reword them. Use your own language, your own choice of words to say the same thing. Often, even a simple change can make a much more powerful, forceful statement.

When it's all said and done, there's no getting away from the fact that clichés and trite expressions should fall by the writing wayside at all costs. 😊

*Darlene 'Dee' Bishop is a professional writer whose work has been published in hundreds of places online and in print. Her *Just Write for Business* ezine offers tips, ideas, inspiration and advice to help you write like a professional as well. Sign up at <http://darlenebishop.com/free-writing-help/> now!*



Why You Need To Be Writing and Submitting Guest Blogging Posts

by Shelly Hill

One of the hottest free ways to market any type of business online is by writing blog posts. Yes...you should have your own blog pertaining to your business niche, but you also need to write blog posts and submit them to similar niche blogs. When you spend time professionally writing up some great posts and you submit them to other blogs, you are exposing your business to other readers that you might not of reached by just staying isolated on your own blog site.

Now you might be asking yourself...how do I find a blog that will accept a few of my written posts? Well, that is pretty easy! You will want to spend some time searching out blog sites that have similar content on them to what you are writing about. If you like to cook and you are marketing kitchen gadgets...you would do a search for cooking, recipe and home life type of sites. Once you find a site that you like, you can contact that site's owner to see if they accept guest blogger posts.

Another easy way to find blogs who accept guest blogging posts is to join a few online blogging networking groups. You will find that within a lot of these groups that the members will frequently request guest written posts from other members within the group. It is a great way to find bloggers who are interested in accepting other blogger's professionally written posts.

When you participate in guest blogging it will open up a whole new world to you. You will reach new readers who you normally wouldn't of come in contact with plus you will get free traffic to your blog or web site because you are writing posts for another blog site. **(Tip: remember to make yourself a resource box and include your bio and links in the box at the end of your post.)** One final word...guest writing for another blog will give the appearance to others that you are a leader or an expert in the topics that you are writing about...which is a plus in any business!

Shelly Hill is the owner of the Work At Home Business Options web site at <http://www.workathomebusinessoptions.com> and has been successfully working from home since 1989. Shelly is a professional ghostwriter who specializes in writing articles, blog content, web site content, newsletter content and ad copy and has partnered with her business partner Chris Carroll in a ghostwriting business at Two Classy GhostWriting Chics at <http://www.twoclassyghostwritingchics.com> for information on the services they provide.



Three Keys to a Successful Article Reprint Request

by Michelle Shaeffer

You can be successful in requesting your articles be reprinted on targeted niche websites if you know how to ask.

Key One: Submit Your Requests to the Right Websites

Don't send out mass emails requesting your article be added to random websites. Instead, take time to find websites that are a good fit for your articles, where your target market gathers and read.

Key Two: Connect With the Website Owner

There should be an easy to articulate reason that you want your articles published on the website you're contacting. Are you a long time reader of the site? A fan of the blog? Love their newsletter? What draws you to the site? Did you notice they're looking for content? Why is your content a good fit for their readers?

Including a short note in your email request that lets the website owner know that you're familiar with their site, their content, and that you're not randomly sending form emails. They'll be much more likely to read your email and consider your request.

If you've been published on similar sites, include those links. If you have linked to their website from yours, note that in the email.

Key Three: Make it As Easy As Possible

If you make it as easy as possible for the site to publish your articles and you're more likely to get a yes.

Include the article you're pitching in the body of the email in plain text format, ready to go, with your bio box at the bottom. Many email readers are wary of opening attachments from unknown contacts so don't expect someone who doesn't know you to open an attached copy of your article.

Also include a link to where the site owner can find more of your content for reprint, such as your WAHM Articles author page. If they like the article you submitted they might reprint more of your articles.

You can be successful in requesting your articles be reprinted on targeted niche websites if you know how to ask.

And now, let me give you access to some great free resources for small businesses including 101 Free/Cheap Ways to Market Your Business, 119 Things You Can Outsource, and more at <http://www.michelleshaeffer.com>.

Michelle Shaeffer has been a work at home mom for more than 10 years and loves to share the tips and strategies she's learned to help other home based business owners balance, manage, and market their businesses.



Four Ways to Find Targeted Websites to Submit Your Articles To

by Michelle Shaeffer

Are you ready to take your article marketing to the next level? Submitting to article directories is a great first action step in your article marketing strategy. For the next level of traffic and exposure, consider submitting your articles directly to niche websites.

There are millions of websites. Not all of them appeal to your target market. Here's how to find the right ones to target so you spend your time wisely.

For each of the sites you find with the strategies below, take a quick look at them to see which ones are a good fit and reach your target market then note the URL and the contact email for the site. You may want to create a spreadsheet so you can track this step (use columns like URL, Contact Email, Date Contacted, Answer, and Notes).

1. Search for sites that have published your articles previously. At Google you can search by putting your article title, surrounded by quotes, in the search box. This will bring up pages only with that complete phrase so if you've got a unique title the results should be websites who have published your article.

2. See who's talking about you. Do a Google search for your name, surrounded by quotes, and websites that have mentioned you will come back in the results. You can also setup a Google Alert so you'll get an email every time Google finds your name in a web page.

3. Ask your network. Add a note to your blog or mailing list that you're looking for websites where your content and expertise would fit, and let your network help you by sharing the sites they're already reading. If they're reading it, it's likely a great, targeted place for you to request your content be added.

4. Search for your key phrases. Search Google for the key phrases you target with your articles and your marketing and see what sites come back. You may want to search for "key phrase forum" (example: "time management forum") or "key phrase blog" (example: "time management blog") to find community or interactive websites that may be looking for quality content.

These four tips can help you find the right places to submit your articles so you can save time and get your content in front of the people you want to reach.

Bonus Tip: Add a "Reprint My Articles" page to your blog or website and include your reprint rules and a link to your articles or the article directories where you publish, and invite your readers to reprint your articles.

Are you ready to take your article marketing to the next level? Submitting to article directories is a great first action step in your article marketing strategy. For the next

level of traffic and exposure considering submitting your articles directly to niche websites.

And now, let me give you access to some great free resources for small businesses including 101 Free/Cheap Ways to Market Your Business, 119 Things You Can Outsource, and more at <http://www.michelleshaeffer.com/>.

Michelle Shaeffer has been a work at home mom for more than 10 years and loves to share the tips and strategies she's learned to help other home based business owners balance, manage, and market their businesses.

