

Here's your free guide to profiting from writing articles for moms, even if you don't have a product or service to sell, and don't have a website!

Do you know someone else who would enjoy this book? Please forward it to them. However, you may not make any changes to the content.



Written by Denise Willms of WAHM-Articles.com
WAHM-Articles logo and eBook button [Designed by Lara](#)

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What is a WAHM Article, Anyway?

WAHM is the acronym for work-at-home-mom, so a WAHM article is simply any article written for work-at-home-moms to read.

You don't need to be a mom to write WAHM articles, but it might help because you'll know first-hand what kinds of information they want to read about. However, writing WAHM articles can be lucrative for anyone who takes the time to learn about the information moms are looking for, and make it accessible to them.

Work-at-home-moms are constantly looking for all kinds of information. They need a lot of information on hundreds of topics to help them balance their busy lives, such as:

- How to Start a Home Business
- Home Business Ideas
- Websites and Blogging Information
- Marketing Ideas
- Childcare Issues
- Marriage
- Family relationships
- Hobbies
- Education
- Product reviews
- Book reviews
- Pets
- Health and Fitness
- Food and Nutrition
- Crafts
- Scrapbooking
- Entertainment
- Holiday Celebrations
- Parenting
- Money Management Tips

Which of those topics do you know something about, and could write an article on to help moms?

These are just a few that I thought of. What else do you know about that could help a busy mom? Give it some thought... you might be surprised!



Action Step #1: Sign up for an author account at WAHM-Articles.com

The first thing you'll need to start profiting from your WAHM articles is an author's account at the most popular directory for work at home mom articles, [WAHM-Articles.com](http://www.wahm-articles.com)

You'll want to sign up now, so you'll be ready to go by the time it's approved. Unfortunately, we've had to add a brief screening process for each applicant, so we can focus on promoting your articles, instead of dealing with spammers. However, we've tried to make getting an account as quick and easy as possible for you.

To claim your account right now, go to the **Sign Up** page right here: <http://www.wahm-articles.com/signup.php>

Fill in your information, and click **Submit** at the end of the form.

IMPORTANT: After submitting your information, you will receive a confirmation email from WAHM-Articles.com. **You MUST reply to this email in order to have your account approved and activated.** (To make sure this email gets through, you may want to add the domain name [wahm-articles.com](http://www.wahm-articles.com) to your whitelist.)

The confirmation email will ask you to send us a brief explanation of why you want a WAHM-Articles.com author account. This is just to help us make sure that you're a real person, who intends to submit articles that are relevant to work-at-home-moms. Just one or two sentences from you is all we need! Follow the instructions, and your account should be approved within two business days.

In the meantime, let's continue talking about how you can profit from writing WAHM articles so you'll be ready to go once your account is approved!

Why You Should Write WAHM Articles and Give Them Away for Free

If you've been working online for any length of time you've probably heard about the business-building power of article marketing – the practice of writing and

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submitting articles online. So, why would anyone choose to write articles for moms, and then give them away for free?

Why You Should Be Writing Articles for Moms

Moms have a lot of buying power, and are responsible for making most purchase decisions for their families. If you sell a product or service for ANYONE, you definitely want to make sure moms know about it.

As well, a recent survey of North American moms revealed that more than 70% of moms look online for the information they need. Writing WAHM articles and submitting them is an effective and affordable way to get your information online, where these moms can easily find it.

Why You Should Give Your WAHM Articles Away for Free

Writing articles and giving them away for free helps:

- build credibility with your target audience,
- establish you as an expert,
- build your opt-in list, and
- increase your website traffic.

Article marketing is so effective because most people are learning to ignore traditional advertising. Think about it for a moment: How many ads do you encounter every day?

We're literally bombarded with advertising on a daily basis. On our favorite websites, magazines, TV, radio, driving down the street, even on our shopping carts at the grocery store, we see ads everywhere we go. In fact, we encounter so many ads that often we just start to ignore them.

At the same time, we're hungry for information. We want knowledge that will help us reach our goals and teach us how to lead happier and more productive lives.

An article that gives someone the information they've been looking for will be read, bookmarked or clipped, and referred to again and again. Conveniently placed at the end of each article is a resource box that tells the reader exactly how to contact you—the expert – for more information, or to purchase the product

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or service you've just told them about, and convinced them they can't live without, or invites them to sign up for your newsletter.

If you're short on time for marketing your home business (and who isn't these days?) article marketing will give you the biggest "bang for your buck", so to speak. The limited time you do have will be well-spent writing and submitting articles.

As for the expertise—hopefully you already have plenty of that. But if you don't, take the time you need to become an expert in your field. Read books, take classes, talk to other experts. It's important to become an expert before you begin telling people that you are one. Otherwise, your inexperience will show through your articles and your work, and you'll damage the credibility you worked so hard to build.

How to Profit from Writing WAHM Articles, Even if You Don't Sell a Product or Service

Don't have a product or service to sell? You can still profit from writing WAHM Articles. In fact, there are many ways to profit from WAHM articles, without offering a product or service.

Become an Affiliate

One of the best and easiest ways for you to profit from writing WAHM articles is to become an affiliate for someone else's products or services. When you're an affiliate, you don't have to update the website, handle the customers, and deal with any payments. You simply promote products or services for someone else and they pay you for any sale that you make through your affiliate link. Sweet!

Publish AdSense Ads

Another option is to create a content rich website and publish AdSense ads on it. You can then make money on the click throughs on the ads.

Sell Ad Space on a Website

You can also create a website or blog and sell advertising spots. When you have content that is valuable to your readers and is relevant for their target market,

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they will purchase ad spots from you so that your readers will see what they have to offer as well.

All three of these are easy ways to make money from a website without selling products or services. When you write WAHM articles and include a link to the site in the resource box, you will increase your traffic and that, in turn, means more money for you.

Don't Have a Website? You Can STILL Write WAHM Articles for Profit

If you don't have a website, you can still profit from writing WAHM articles. Here are some of the many options you have to promote a business online, without owning a website.

Squidoo Lens

Squidoo lenses are easy to make and fun to create. You don't need any coding experience or software to create one. You can create a Squidoo lens on just about any topic you could imagine.

Blog

Blogs are a great way to promote a business. You can add pictures to your blog on the side and you can have a header created that is specific to your business. Blogs are free or you can pay for them.

Amazon store

Amazon is growing by leaps and bounds. They offer new and used on almost every product they offer. You can create a store and offer all sorts of products. There is no special training needed to create one of these and they have people that can answer your questions if you run into a problem.

EBay store

If you sell items on EBay, you can create a site that will allow you to list all your products in one place. You can still list your items on EBay, but you can now list in your auction details that you have other products available in your store too.

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Action Step #2 Join the WAHM Articles Forum – It's FREE!

Now that you know what WAHM articles are and how you can profit from them no matter what business model you use, it's time to come up with some ideas to write about!

This would be a good time for you to sign up for a free membership at the [WAHM Articles Forum](#). Here you'll find lots of ideas you can use for the articles you write. Plus, you can ask for help coming up with new article ideas for your specific market.

If you have any troubles using the WAHM-Articles.com directory, or questions about how we work, the [WAHM Articles Forum](#) is also the quickest place to find answers to any of your questions.

Finding Ideas for Your WAHM Articles

You may have heard that you should to write articles about what you know. That's only the beginning. Really, no one cares about what you know. (Sorry!) What your readers are interested in is how what you know can help solve their problems.

What are your target market's most important goals? What problems do they face?

Most importantly, how can YOU help them solve those problems?

If you don't already know the answers to those questions, *now's* the time to find out. Because if you can write articles that show your readers how you can help them reach their goals, they will look for your articles, and be interested in knowing more about you.

Here is a little challenge for you: Think about your target market and what their goals are. You don't have to think too hard. You can find out for sure by:

- getting to know them
- spending your time in the same places they spend theirs
- and building relationships with them.

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Then, think about how your unique product or service can help them solve these problems. Do you have an idea? Great! Now, it's time to put your research into action.

Write a description of one problem you discovered that you can help them solve. Then write a few points about how your product or service can help them resolve their problem.

Next, write another sentence or two about the results your reader can *realistically* expect if they use a product or service like yours. Don't make grandiose promises, or they won't believe anything you say.

Look at that! You just drafted an article about how you can help your readers meet their goals this year.

Remember to avoid promotional language, and to inform your reader instead of "selling" them. If you have more to say, you can break your article down into an article series.

The Anatomy of a WAHM Article

You're holding the draft of your article! Good for you! Now would be a good time to take a step back and learn about the main parts of your article, and what they do.

An article has four main parts: the title, the article summary, the body, and the conclusion.

1. Title The title is the first part of your article that the reader will see. If it grabs her attention, she might go on to read your article summary. If it doesn't, she'll definitely miss out on the important information you have to tell her. Help her out by writing a descriptive title that tells her she has to look at this article right now.

2. Summary The summary is a few sentences that tell your reader what the article is about. Again, it needs to grab your reader's attention, and tell them they have to read this now.

3. Article Body This is the main content of the article. It has three parts: an introduction, body, and conclusion. In the article body, you want to educate your reader, not promote your business. Remember, people don't like ads!

4. Resource Box This is also known as your byline. It contains the author's information and includes a link to the author's website. This is where you get to promote your business, and invite the reader to visit you for more information. For more information on the best ways to create each component of your article, visit the [WAHM Articles Forum](#).

How to Write a Great Tips Article for Moms

If you're brand new to article writing, a tips article might be the easiest thing to start off writing. A tips article is also an excellent way to get a mom's attention. Moms are busy people and tips article give them the information they need quickly, in an easy-to-read format.

If your tips article can help a mom solve one of her problems, you've begun to earn her trust. When she's ready to buy a product or service like yours, she'll be more likely to buy from a business she has a relationship with. If you've been helping her out by writing tips articles, that business could be yours!

Tips articles are easy to recognize. They usually start out with "Top Ten Ways to..." or "Five Simple Steps to..."

There are a lot of them around, but tips articles seem to be as popular as ever. I read them in my daily newspaper, they're run in magazines... even the nightly news show I watch sometimes gives tips sent in by viewers.

When I do an Internet search because I want to know how to do something, like how to housebreak my new puppy or get the chocolate stain out of my white blouse, I'll probably look for a tips article to help me out.

Here are three tips to help you write tips articles that moms will want to read.

Tip #1 - Use your best tips throughout your tips article. Don't be afraid that if you give away your best, they won't want anymore from you. In fact, it's the opposite: If you give them your best, they'll be so impressed, they'll want even more from you. Their reasoning is, if what you give away is so good, what you sell must be even better!

Tip #2 - Start the article off with one of your best tips. Moms are busy people. You need to convince them very quickly that what you have to say is worth

listening to. Put one of your best tips right up front to grab their attention and keep them reading.

Tip #3 - End your article with your very best tip. If a mom reads all the way to the end of your article, it's because she's interested in what you have to say. She feels a connection with you. She could easily become your next customer. If you leave her with your very best tip, there's a good chance she'll want more, and will click your link in the resource box.

Writing Articles with Keywords

When you write articles for profit, it's important that your market is able to find those articles. What's the point of writing an informative and interesting article if no one ever reads it?!

This is where keywords come in.

Keywords are the words people type into Google or other search engines to find information. If you've included the right keywords in your article, then your article will probably show up as one of the results.

When I ask my article writing clients which keywords I should optimize their articles for, sometimes they'll give me a single word like "widget".

Now, that's not a very good keyword for anyone to use (even if you really do sell widgets) because there are lots of different kinds of widgets.

Let's say you sell small blue widgets. If someone is looking for a large green widget, they're not looking for you! Your article will bring much better results if you optimize for the specific widget you sell.

Instead of writing with single keywords, think of writing with "keyword phrases", groups of words that specifically describe what your article is about. In the above example, you would want to write with the keyword phrase "small blue widget".

One more tip: **Stick to only one or two keyword phrases in each article.** Any more than that and your article probably won't make sense, or it won't rank well for any of your keywords.

Now that you know which keywords to use, do you know what to do with them? For example...

... How many times should you use your keyword phrase in an article?

There's a lot of chatter about exactly how many times you should use a keyword phrase in an article. But, you have to remember that search engine optimization is not an exact science. Many other factors also influence how well your article (or any website content) will show up for your specific keywords.

I don't ever count how many times I use a keyword, though I know many people do. To me, that seems like a lot of extra work that I'd rather spend on making the words fit well together!

Where the keyword phrase is placed is just as important as how many times it's used. Your keywords should be the first words in your article title, and should be near the beginning of each paragraph. "Sprinkle them" throughout your article

When I worked for an SEO, he taught me an easy little test to see if I was using a keyword phrase too often:

Have someone else read the article or copy you just wrote. Can they tell what keyword you optimized for? If they can, you may have used it too many times.

This test also a good reminder for me that I write articles for PEOPLE to read, not just the search engines.

My favorite place to get good keywords is at [Wordtracker](#). They have a paid version, but you will probably find the words you need with the free version of the program.

Getting Your Article Ready for the World Wide Web

If you want readers to really bite into your online articles, you have to write like chunky peanut butter.

I love chunky peanut butter, but it tends to tear up and leave lumps on my daughter's PB&J sandwiches. She prefers smooth peanut butter that spreads

over her bread like butter. But smooth is just what your online articles should NOT be.

How Online Readers Read

Online readers don't actually read. Instead, they scan and pick out individual words and sentences.

They may skim right over long paragraphs and words that visually blend into

each other **unless** you leave a few chunks in their way. Back to the analogy of my daughter's sandwich: you want to tear up the page a little.

How to Make Your Writing Chunky

Here are some ways you can use chunky writing in your own articles:

- * Use simple language and stay away from big words
- * Put the most important ideas first in your paragraphs and in your sentences
- * Don't write long paragraphs. Write in chunks of two or three sentences
- * Limit yourself to one idea per chunk
- * Keep sentences short and don't use unnecessary words
- * Use bolding occasionally
- * Use bullet points or numbered lists
- * Use subheadings to make your articles extra chunky

Proof That Chunky Writing Works

If you're looking for proof that following the above tips actually makes a difference, read on.

Example 1

Here's a paragraph from a print article I wrote for my virtual assistant business:

A virtual assistant, or VA, is an administrative professional who outsources his or her administrative talents and experience to small business, individuals and corporations for a long or short-term period. Most virtual assistants have several years of experience in the corporate world, and bring to their business the

training and experience accumulated during those years. Many administrators who leave the corporate world to start their own virtual assistant business do so because they are motivated to achieve and want to influence how their talents are used and developed. Virtual assistants are known for continually developing their administrative skills, business knowledge, and keeping up with leading edge technology to provide you, the client, with professional and reliable virtual service.

Example 2

This is one way I could rewrite the same paragraph for online readers, following the above guidelines:

A virtual assistant (VA) is an administrative professional who outsources his or her skills to:

- * Small business owners
- * Independent professionals
- * Corporations

Most virtual assistants have several years experience in the corporate world. Often, they have left corporate life because they are motivated to achieve and want to develop their unique talents.

Contracting a virtual assistant can give you and your small business access to:

- * Administrative expertise
- * Business knowledge
- * Leading edge technology
- * Professional and reliable service

Which was easier for you to read online?

If you're like most readers, you may have skimmed right over the first example but slowed down to read at least part of the second.

Of course, this is only one possible way I could have rewritten it. Why don't you try your own hand at rewriting it? Or even better, try rewriting one of your own articles?

Then ask someone else which they find easier to read on their computer screen.

Submitting Your WAHM Article

Now that you've had your peers review your article, added some keywords, and formatted it so it can be easily read on the Internet, it's time to submit your first article!

It's very easy to submit your own articles, but if you're busy and want to just get on with writing the next article, WAHM Articles offers a very affordable article submission service. [Please email me](#) for more details on how our submission service can help you out.

If you want to submit your own articles, here are the steps to follow. Before you submit your article, please review our guidelines at <http://www.wahm-articles.com/submitguidelines.php> and make sure your article meets all the requirements.

Here's how to submit your article at WAHM-Articles.com.

1. Go to <http://www.wahm-articles.com/login.php> to login to your WAHM-Articles.com author account.
2. Once you're logged into your account, you'll see **My WAHM Articles** on the right-hand side of the screen. That's where you'll find everything you need to submit and manage your articles at WAHM-Articles.com.
3. Click "Submit Articles". You will be taken to a screen where you can submit your new article.
4. Fill in each of the sections. Choose your author name and category from the drop down lists. Add your article title, summary, body and author's resource box.
***Special Note About the Author's Resource Box:** Make sure that you include a link to your website here. You may have up to two links in your resource box. In the keywords section, add the keywords you used in the article, separated by a comma.
5. Click **Preview** to see the article as it will look when it's published.
6. Once you're happy with how everything looks, click **Submit**. Your new



article is now in the WAHM-Articles.com queue and will be reviewed by our staff within two business days.

If your article is approved, you'll receive an approval email, telling you your article is being featured on our website. You'll be invited to place a Featured Author button on your website and link it to your author's profile (more about that in a minute). Placing this button on your website helps you for two reasons:

1. **Gets more exposure for your articles**
2. **Every month I pay CASH** to an author who displays the Featured Author button on their homepage

If we aren't able to accept your article, you'll get an email asking you to review our guidelines. It's probably an easy fix, but if you can't see why it was declined,

just email and we're happy to help you resolve any problems. If you have any questions about submitting your articles, please post them in the Author Support Section on the [WAHM Articles Forum](#), or [email me](#).

Updating Your Author Profile at WAHM Articles

While you're waiting for your WAHM article to be approved, this is a great opportunity to update your author profile at WAHM-Articles.com. Once people find your article, they're going to want to know more about you! Here's a good opportunity for you to give them that information

To add information to your profile, login to your account <http://www.wahm-articles.com/login.php>

Once you're logged in, click on **My User Profiles** on the right hand side.

On the **Member Profile** page, scroll down to where it says **Public Profile**. Click the wrench beside your author name.

You'll be taken to a page where you can add your photo, links to your websites and blogs, and your bio. Click **Save**.

Once your author profile is updated, please come by the [WAHM Articles Forum](#). We can show you some more places to submit your new article too.

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Maintain Momentum with an Article Writing Challenge

An article writing challenge is an opportunity to develop article writing and marketing habits that can keep you writing consistently for a long time to come. You can also learn some tricks to keep you focused on writing faster and creating more effective articles.

There are several types of challenges. In the WAHM Articles Forum, we have fun with monthly challenges. Sometimes we encourage authors to write a certain number of articles in a month, but you can always set your own goals and share your progress. It's fun way to develop your article writing skills and to develop an article writing routine.

Here are some of the tips and tricks I've picked up during the challenges I've done.

1. Write first thing in the morning. The best time I (and many other writers) have found to write is first thing in the morning, before the kids are up and even before you check your email. Your ideas will be fresher, and you'll be able to get more done, without any distractions.

2. Set a timer. Set a timer for 33 minutes or so, and tell yourself you can't do anything except write your article until your timer goes off. Your articles will be of a higher quality because you're not allowed to think about anything else!

3. Find a cheerleader. Connect with others who are taking your challenge, or people who write articles regularly. You can share ideas, successes and frustrations. At the WAHM Articles forum, you'll find several people who would love to encourage you and offer you support.

4. Ask for help. Remember you don't have to do it all on your own. Using an article ghostwriter is a valid way to increase your article output if you don't have time to write your own. If you're stretching yourself by taking a challenge, it's a good time to experiment with a ghostwriter and find someone you can work with longterm.

Action Step #3 Subscribe to the WAHM Articles Weekly Updates

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Now that you're a WAHM-Articles.com author and forum member, you'll want to stay updated with everything that goes on here. The best way to do that is to subscribe to our weekly WAHM Articles Updates.

Each week, I sent out a "What's New at WAHM Articles" type of email. In the newsletter, you'll learn about our contests, our writing challenges, and special offers that are available to our members. You'll also find some article writing tips there too.

To subscribe, [click here](#), and look for **Subscribe to WAHM Articles Updates** on the right-hand side of the screen. Be sure to add the domain wahm-articles.com to your email white list, so you don't miss a single issue!

Finding the "Write" Ghostwriter for Your WAHM Articles

If it's hard to find time to create content for your website, while still running your business and spending time with the family, perhaps it's time to consider outsourcing your content to a ghostwriter. A ghostwriter is someone who writes articles, blog posts, or any other type of content for you... and you get to take all the credit.

Below, you'll find some of the things you should look for when you're ready to find the "write" ghostwriter for your WAHM business.

Good communication. How well does the writer communicate with you? When you ask questions, does she give you the answers you need, or quickly change the subject? You will want to look for someone who answers your questions clearly.

How long does it take her to respond to your emails and messages? Most professionals will respond to your inquiries within one or two business days.

A good ghostwriter will also turn the tables and ask YOU questions about your business, who'll be reading the article she writes for you, and what you'll be doing with the content.

Writer or writing service? Neither one is necessarily better than the other, it

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depends on what you're more comfortable with. If your potential ghostwriter is working alone, what happens to your project when she gets sick, or falls behind? A writing service usually has a team of writers that can cover for each other when unforeseen circumstances arise.

Writing samples and references. Ask for writing samples. Does the writer use proper spelling and correct grammar? If you're not sure, ask a friend to review the samples with you.

It's a good idea to ask for testimonials, too, and references. Who has she worked with before? What kinds of projects has she worked on? Ask if you can contact her other clients and find out what their experience with this writer has been like.

A prepared and experienced writer will have samples, testimonials and references ready to share, so you don't need to feel uncomfortable asking.

Does the writer offer revisions? Some writers don't include revisions with their fee, others do. Find out how your potential ghostwriter works, and make sure it's an arrangement you feel comfortable with.

Payment. Many online service providers ask for payment upfront, before they begin a project. This is their way of protecting themselves from clients who walk away with the content, without paying the fee. You can protect yourself too, by paying through a third party, like PayPal.

Go for a "test ride" first. When you think you've found a ghostwriter who might be a good fit for your business, you can try them out by asking them to write a short article or blog post, before outsourcing a bigger project like your e-book.

Cost. Ghostwriters can charge anywhere from \$10 to \$500 per article. However, the cost should not be the deciding factor when you're looking for your perfect ghostwriter. It's much more important that the writer can do the job you need her to do.

You could waste a lot of money on bad content if your writer isn't able to communicate with you and meet your deadlines. If you can find a writer you feel good about working with, can communicate with well, and who can create the content you need, she is worth every penny.

At WAHM-Articles.com, I also offer a professional article writing and editing service that creates quality original articles and content, designed to help YOU

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reach the lucrative "mom market." My own articles have been published across the Internet and in local and national print publications, so I know exactly what it takes to write an article that people want to read.

If you're interested in learning more about how I can help you write or edit your next article, [please email me](#).

Action Step #4 Visit the WAHM Articles Blog

Have you discovered the WAHM-Articles.com blog yet? If you're serious about writing WAHM articles for profit, you should add this to the list of blogs you frequent. This is where I post my thoughts and insights on what's new in article marketing, and tips to help you get the most out of your article marketing campaign.

You can also subscribe to the blog while you're there, so you don't miss any of the posts. [Here 's the link to the WAHM Articles Blog and subscription box.](#)

And Finally... the Long Lasting Effects of Article Marketing

When you write and submit your first article, I have to warn you that you may not see many immediate results. But before you begin wondering if article marketing is really for you, here are some final thoughts on how article marketing works:

- One of the most valuable things your articles can do for you is help your audience get to know you. Show your personality. Share your opinions. Say what you think. Even if your readers disagree sometimes, they really do want to know who you are.
- The number of articles you write is another huge factor in the success of your Article Marketing. As I said, I read a lot of articles. The writers I know best have written more than 10, 20, 30 articles. They have literally hundreds of high quality articles to their name.

Even though I say I "know" these writers, I don't really. I've never met any of them in person. But the sheer number of their articles makes me feel like I know them and I trust them. If I need a service or product they

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provide, they're on top of my list to call or order from.

- How long you've been writing articles for also matters. When I began working online three years ago I noticed a particular writer was submitting a few articles here and there. She caught my attention, but I didn't think too much of her at the time. She seemed new to the online world just like I was. Recently, I was visiting another site and I saw her name and picture again. Because she's still around after all this time, I took her more seriously and I did stop to read her articles.

The time you spend writing and submitting articles to promote your business is definitely well-spent. Once you begin article marketing, there's really no limit to the success it can bring you. It's all up to you and depends on how much time and effort you put into it.

So what are you waiting for? Grab your pen and paper, or open a new document on your computer, and start writing that next article!