

How To Write Irresistible Articles That Sell!

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Introduction

Article marketing is one of the most steadfast and rewarding forms of promotion you can do. The principal of marketing with articles is to write an article about a topic in your niche with the idea of gaining exposure & links to your website for free.

Because the popular article directories are all very powerful in Google and other search engines, some people have been using the method to attain high ranking key terms on low competition terms, attracting a lot of traffic.

However, many people simply just forget about how the most important part of article marketing is to “convert” the visitor into someone who wants your product. With the intention of just receiving traffic, they just pump out article after article and “hope” to get clicks.

The whole point of this report is to set the record straight and to help you write articles that SELL (I.E don't just sit there and get plenty of views).

You see, there's a 4-step process of gaining exposure for your offer with article marketing.

That is:

- 1. WRITING.** It begins with you writing a 500~800 word article related to the topic of your small report. You might even excerpt a portion of your small report or extract 5~7 “tips” from your small report to showcase in the article. You create a 4~6 line “resource box” to include at the conclusion of your article which identifies you as the writer and points the reader to your web site through a URL.
- 2. DISTRIBUTING.** You submit your article to article directories while granting permission for others to publish your content in their newsletters, eBook, mini-courses, web sites, etc. I highly recommend using [Article Marketer](#) to get your articles out. It saves you a lot of time by automating the process.
- 3. REPRINTING.** Publishers visit the article directories looking for quality content to reprint in their own publications. They spot yours, love it, and decide to publish it...along with your resource box.
- 4. CLICKING.** Subscribers, site visitors and viewers of the publishers' materials read your article and are impressed. They click on your link in the resource box to find out more about you and what you offer. You get free traffic as a result of writing, distributing and allowing others the privilege of reprinting your article.

By relying on this 4 step process to gaining traffic from articles, I want to show you how to actually make money with the traffic you attract...

Finding A Profitable Market

Before you do any writing or any promotion, you first need to know that what you're trying to sell has a market large & demanding enough to buy it. A “hot market” is one which has enough people in it that want your product AND other related products to yours.

A few good examples of hot, profitable markets include:

- Dating
- Weight Loss
- Body Building

- Hobbies (especially golf)
- Relationships
- Computer Software
- B2B (business-to-business)
- Financial

Because you need to know that what you're trying to get people buy is something that a lot of them want, your number one goal in online marketing is to find those markets where people are HUNGRY for more stuff to buy.

This is why you need to find DATA to make sure that you're advertising products that will make you money instead of just getting you good search engine results.

For me, when I tackle affiliate marketing, I use [ClickBank's](#) marketplace to find the products which are already making plenty of other affiliates lots of cash and then get to work on selling them too. Of course competition is going to be there but the fact is that even if your articles are nowhere in the search engines, you'll attract visits and views anyway because of the sheer scale of the market (the numbers of people looking for info on that topic will be so much greater).

Instead of looking for low competition niches and keywords, I actually embrace competition because it simply means that more people will be looking for info on that topic. You'll obviously get a smaller "slice of the pie" but because that pie is so much greater than other markets, you will definitely making a better business choice.

Other data sources you could also use to find information on what people are looking for include:

<http://trends.google.com> – shows the popularity of certain search terms. Plugging a market name (E.G "Weight Loss") in here will show you how many people are searching for that generic term. Use that to gauge whether the market's a big one.

<http://answers.yahoo.com> – is a community full of people asking questions. What's a better way to market a product than to fix problems or ANSWER QUESTIONS? The more questions people ask, the more demand there is and the more money there is to be made in that market.

<http://compete.com> – shows information on how much traffic a website gets. Plug in some sites in any niche here and see how many people are browsing to them each month. If you use this on some ClickBank products, you will be in for a pleasant surprise because the more traffic means a bigger market and more people to sell to.

Once you find a market with plenty of popular products and lots of people to sell to, it's now time to plan out some articles which will get sales... which brings us onto our next point.

Write Articles That Solve Problems (Not To Get Search Rankings)

Typically, articles are written to attain high placements on the search engines in the HOPE that some people might just click through and buy what you want to sell. The thing is that with the Internet being this large network of interlinked content providers, if your article receives lots of traffic but the information it delivers is APPALLING, then visitors are going to click on other people's articles and/or other search results.

What I'm trying to say is that since people aren't dumb little robots: they do have a mind to click onto something else... even if it's 3 pages into the search rankings! I always think of it as this: **If they've got the know-how to search for the term on Google, then they will be easy with clicking through to sites a couple of pages down the rankings...**

Think if you're looking for prices on "Nike Training Shoes", you don't just head straight to the Nike website, you check out Google & eBay first and if they don't yield any results, you check out some other sites for comparisons, etc.

This means that you DON'T need to make getting to #1 of Google your main goal through your article marketing. Instead, you need to focus on solving problems that your market has by providing high quality but incomplete information and the high quality traffic will naturally find its way to you.

The bottom line is that all the major article directories have a good rapport with Google, Yahoo & MSN. Any new content that goes up will be indexed quickly and quite highly. Depending on the competition and the competitiveness of the keywords, they can reach the top 10 or come in at the 4th page.

No matter how much you fret over not getting ranked in the top 10, if your content is good and helps them solve their problem, your visitors will find you. This helps if your competition in the rankings provides lesser quality articles (which will almost certainly be the case if you follow my next steps ☺)

So from now on, I want you to forget about writing JUST for search engines. The keywords that will make you money are probably chocker with sites that have been optimized for that keyword but are providing below par content.

Your job is to just pump out the content that your audience want to hear and they WILL find you (I promise).

Basics of Selling Through Articles – Write to Sell

Much of the advice online tells you to write content that the target will be able to use and will give them lots of free information. Well I've got news for you – if you want to sell products through your article, you've got to quit giving them everything for free and just pitch the product of their dreams to them.

But how do you do this when all the big article directories don't accept "self promotion"? That's easy – it's all down to the title and way the article is written.

You see, there's two types of promotion online – subliminal promotion (or preselling) and blatant advertisement promotion. The latter is where you cram ads in your user's face and say "LOOK YOU NEED THIS PRODUCT – BUY IT NOW!" and is reserved only for adverts such as Adwords and banners to be honest.

"Preselling", "subliminal promotion" or identifying the problem to the visitor, explaining why it's a problem and why it's important that they need to fix it, is the preferred method for affiliates looking to pre-qualify visitors into buying customers.

Essentially - you need to turn someone looking for "how to lose 10lbs" into someone who is very interested in the diet you're recommending to them which will help them lose 9lbs every 11 days (such as [Fat Loss 4 Idiots](#)).

For example, if you wanted to write on the topic of losing fat quickly, then you could write an article entitled "Which Foods Burn The Most Fat" and then talk briefly about how different foods allow your body to burn more stored fat and then describe the main food groups they need to include in their diet to burn the most fat. At the end of the article, you then need to offer your resource as an add-on to your article. In other words, you need to say something like "The diet Fat Loss 4 Idiots includes a

unique diet generator so you just have to eat what you're told to and you'll burn 9lbs every 11 days."

... and to do that, you need to follow the basic article design that I'm about to reveal!

Formatting Your Articles

Because your article's aim is to get the user to click through your link in your resource box, you don't want to write too much, because they will be put off, as it will look complicated or too little because they will see it as not being professional enough to be worth their time.

So, from my experience, you should stick to writing around 500-800 words. This gives the reader just enough encouragement to read on and helps them see that it will give them plenty of information and guidance too.

To help you write a quality article every single time, you should always stick to answering these 3 questions:

1. **WHAT IS _____?**
2. **CAN YOU SHOW ME AN EXAMPLE OF _____?**
3. **HOW CAN I GET STARTED WITH _____?**

By answering those questions in the following format, you're giving the reader a good idea of their problem.

An example of someone else with the problem (good reassurance technique to instil trust and compassion) and finally the "pitch" about how to start to solve their problem.

Notice the third question is just "start" to solve - you need to be able to recommend your resource that helps them go all the way and so you just need to give them half the story in the article...

To ensure that you write quality articles every time, try and stick to the following format for answering the questions:

- **OPENING (100 words)**
- **QUESTION #1 (200 words)**
- **QUESTION #2 (200 words)**
- **QUESTION #3 (200 words)**
- **CLOSING (100 words)**

TOTAL = 800 WORDS

If you stick to this simple format, you can't go too far wrong in pre selling your visitors whatever product you want! Now all you need to do is write your article...

Step 1: Writing Your Article (Determine Your Title)

The first step in creating an irresistible article that sells is the **title**. Many people don't bother with the title or think it's only for the search engines. They're wrong.

The title is one of the most crucial elements of your article and making it interesting and compelling is essential to help your conversions shoot up and your visitors start clicking through.

The key to making a great title is to keep it **simple, specific and group-centric**. These golden rules to writing titles will either see your articles FLOP or FLY, and here's each of them explained in full:

1. Make It Simple. Make your titles as simple and straight-forward as possible. No-one wants to read something like "How To Lose Fat By Inducing The Lipase Enzyme" because they just want to be told to do X, Y and Z and then come out with the desired result.
2. Be Specific. The more specific you are with your titles, the more success you'll have. Which one sounds more appealing to you: "How to lose fat quickly" or "How To Lose 9lbs Every 11 Days".
3. Speak To A Group. There's nothing better than to speak to demographics. Be it beginners, women, senior citizens – you will have a lot more success if you say "The Beginners Guide To Lose 9lbs Every 11 Days" than "How To Lose 9lbs Every 11 Days".

A good way to spot great article titles is to head to EzineArticles.com and take a look at the most viewed articles and more specifically, what titles they have. No matter what niche they're in, you can then model your own titles from the already successful ones!

Once you've got your title, you now need to stick with it because having a title and article and that don't match is a recipe for disaster.

Step 2: Writing Your Article (The Opening)

You've got around 10 seconds to try and persuade your visitor that you are definitely someone to listen to. And the way that they're going to tell if you're "the real deal" is by reading your opening.

By opening your article well, you are giving them a reason to read on and an excuse to stay on your article. You've got to outline what they're going to learn from the article, why you're confident you can help and whether the article is what they are looking for.

Your opening should be kept very simple and should just hit them with a question or idea.

For example:

I've always been impressed with those people who can seemingly eat anything and not get fat. With me, it's always been the complete opposite and my figure shows that... which is why I want to show you a secret "cheat sheet" to dropping those excess pounds the easy way. You see, I've discovered some foods which actually entice your body to BURN more fat than what it normally would, which means just by eating some of them, you can get your body to naturally use up that stored fat which you have always hated.

By showing them what the article is about in more detail, giving them a "preview" of what they are going to learn and then enticing them into reading further, you can really use your opening to be very effective.

Here are some more ideas for how to write your opening:

- **"There must be some reason why some _____ outperform others."**

This opening is all about informing the reader that some people have an advantage over others. And, in order to level the playing field, they need to follow the advice in your article. Example: "There must be some reason why certain tennis players win more matches than others. Said another way, if two equally skilled tennis player compete ... why does one get to go home a winner and the other a loser?"

- **"I've always been impressed with those who could _____."**

This opening allows you to mention a specific result that is desired to, not only you, but the reader as well. Your article teaches the person how they too can experience the desired result. Example: "I've always been impressed with those who could hit a backhand winner on the run. It never came easy to me and I have marvelled many times when others seem to hit that shot so effortlessly. Then, I figured out their secret..."

- **"Do you find yourself _____?"**

This opening is a good one because it allows the reader to identify with what you're writing about. When they say "yes" to your question, then they know the article is for them ... and they'll read on to discover what they can do about the problem they face. Example: "Do you find yourself double-faulting a lot? For years I gave away point after point - usually in critical times during my matches - by hitting into the net or just beyond the service box. Finally, I paid for a lesson from the local pro and this is what he taught me..."

The other key element of your opening is the fact that you need to introduce the rest of your article. So mention what you're going to do further on down the page so that they know you've made an interesting read for them!

Step 3: Writing Your Article (Describe the Reader's Problem)

If you've done this right, then your visitor will be looking at your article to solve a problem of theirs. According to our 3 questions at the top, you should be looking to use the first paragraph after the opening to answer **"WHAT IS _____?"**

So if we take our fat example, we could write something like:

What is fat and how can we burn it? Fat is something our body produces when it wants to store energy for future use. Depending on your metabolism, your body might want to store a lot of fat or not very much and determining exactly how much is all down to the foods you eat and how often you eat them... etc.

If you can give a brief description of the topic and tell the visitor about what their problem is and why they need to treat it fast then they should be HOOKED.

Step 4: Writing Your Article (Rectify Where They Want To Go)

This is in concordance with question #2 above, **"CAN YOU SHOW ME AN EXAMPLE OF _____?"**

This paragraph should be used to describe exactly where they want to be and illustrate their desired result. For example, if you're talking about the visitor wanting to lose fat – illustrate

that they want to not be out of breath when walking down the stairs or walking to the shops, etc.

Talk about case studies or examples of what they're suffering from and basically plant the seeds of persuasion in their mind that they really need to fix this problem right away.

Here's an example you could use:

Have you ever been so exhausted when doing the housework that you've had to take a 10-minute break? If you're overweight, you're not only putting extra strain on your muscles but also your heart and lungs. In fact, carrying extra fat puts a lot of strain on all parts of your body and needs to be removed if you're to live a fuller life. We weren't designed to carry lots of weight and so by doing so – you're putting your health at a big risk... etc.

You need to sympathize with their inner feeling of dread and guilt and get them to WANT to fix the problem pronto. You need to paint the worst picture for them as possible so that they will be more susceptible to your offering in the next few paragraphs.

After providing an example of why they need your product, you then need to move onto the next question.

Step 5: Writing Your Article (Briefly Introduce The Solution)

So you've told them what's wrong and you've explained how it's important for them to change. Now all you need to do is say HOW they're best doing that.

The question **"HOW CAN I GET STARTED WITH _____?"** is the culmination of your entire article. It should be a simple 1-3 steps the visitor can use to start to improve their problem.

By this point, they know what the topic is about and they also know why it's a big problem for them (if they haven't realized before). This means that they should want to hear how they can resolve the problem completely.

You can either give this as a single action step or as a staged set of actions but the point is that you must give some value to the reader about a simple solution they can use right now. For example, you could talk about the various food groups they should be eating to burn fat or how to find the right diet for them.

You need to provide quality, actionable content in order for them to trust and warm to you (and your offer later on). There's no point in just skipping this bit because let me assure you – the more value you add, the more return you will get.

This means that the more care and consideration you take in this section, and the more information you can provide for them to start solving their problem, the more chance you have of truly succeeding with your articles.

Step 6: Decide Upon A Close / Conclusion

To complete your article and to finish it off, you will need to use approximately 100 words to close your content. The conclusion should include 2 sections which I feel are necessities if you want to see any good results from them:

- **The Flame.** You want to leave your reader with a burning desire to get started. You want them to get excited, to get motivated. You want them to take action. I'm not necessarily talking about giving them a rah-rah pep talk (although that might not hurt either!). I'm

speaking of getting them to realize that they can get the desired results they want if they'll get busy doing something. Your job at the close of the article is to encourage them (gently or blatantly) and challenge them to achieve.

- **The Bridge.** The other thing you must do during your close is to lead into your resource box. Your article is for the reader. Your resource box is for you. Your content is to provide useful information for the reader. Your resource box is to get the reader to a point where you present an offer. And the closing of your article is the place where the two roads meet. Lead the reader to a decision to make a positive change in their life - to take action. And then use your resource box to provide a means to do just that.

Step 7: Create A Resource Box That Sells

Okay, so considering you've got the other parts of your article right, you now need to focus on the resource box where you can actually do your own little bit of self promotion. This is THE most important part of the article writing process.

Most people use a STANDARD resource box with each of their articles. In other words, it's the same resource box regardless of what the article is about. That's a big mistake in my opinion. With an ever-changing audience reading articles about ever-changing topics why would you want to use a never-changing resource box?

Your resource box - in order to be truly effective - must be a continuation of the article itself. It must offer something more that is directly related to the content of the article. I mean, think about it: the reader has warmed up to you at this point. You've shared something useful. They like your style. They are pumped up and ready to take action. Why blow that moment with a resource box that does nothing to really enhance or continue or build upon where they are at this moment in time?

Let me give you an example:

If you've just asked described about how being overweight is a really big problem, given them examples that they can empathize with about the problem and then suggested how they can start to fix the problem, you need to then explain about the best resource for finding out more information.

"John Smith is the publisher of Fat Loss 4 Idiots, a crash course diet which has helped thousands of people everywhere to lose 9lbs every 11 days. For more information on how this diet can help your goal of losing a lot of weight, drop by fatloss4idiots.com"

You need to be able to continue the story and make it seem as if it's MEANT to be there. Not like some resource boxes I see where it just says "Buy Fat Loss 4 Idiots Now to Lose Weight" in not many more words.

If you can do that for every article you write, then your click through rate will be something to shout about!

Write Your Articles Conclusion – Final Checklist!

So here's the final run-down of what you should be doing when writing articles, to ensure that you're going to earn the most money from them:

- ⇒ Decide On a Market (and products to promote)
- ⇒ Invent Your Titles (from some initial research, etc)
- ⇒ Write The Opening

- ⇒ Describe Your Visitor's Problem Back To Them
- ⇒ Rectify Where They Want To Go
- ⇒ Briefly Introduce The Solution
- ⇒ Decide On A Close / Conclusion
- ⇒ Create A Resource Box

If you can stick to the advice I've provided and remember that it's all about convincing the visitor that what you're selling is something they need, then you should be able to pull down some pretty nice numbers with the articles you submit.

Bonus: My Own Article

So if you're wondering about how on earth to go about writing your articles, I've included this sample article to help you along.

The article is aimed at people looking to lose fat quickly and so I've taken into account all of my tips & tricks and compiled them into a sizeable, readable article.

A Beginners Guide To Dropping 7lbs A Week

I've always been impressed with those people who can seemingly eat anything and not get fat. With me, it's always been the complete opposite and my figure unfortunately shows that... which is why I want to show you a secret "cheat sheet" to dropping those excess pounds the easy way.

You see, I've discovered some foods which actually entice your body to BURN more fat than what it normally would, which means just by eating some of them, you can get your body to naturally use up that stored fat which you have always hated.

But before I do, we first need to be clear on "what is fat?" Fat is something that your body stores when you eat. Because the substance of "fat" is something your body can use to generate energy on demand, it creates and stores the stuff when it feels it needs to do so (I.E when it feels that there's not enough food to last).

Because the mechanism that our bodies use to control how much fat we store (our "metabolism") has evolved with us, it's not used to dealing with anything more than natural whole foods. You see, when our ancestors lived off the land, they had no access to the food the corporations are giving us today - drenched in fat and laced with chemicals -which has made our bodies very susceptible to collecting and storing large volumes of fat.

The modern "power foods" of today give us so much energy, salt, sugar, fat, etc that our bodies simply don't know what to do with it all and so just "save it for later"... except later never comes. And so coupled with the sedentary lives that many of us now lead, it's literally a recipe for disaster!

*So much so that with many of us can no longer perform simple exercises without becoming tired; in fact... **Have you ever been so exhausted when doing the housework that you've had to take a 10-minute break?***

If you're overweight, you're not only putting extra strain on your muscles but also your heart and lungs. In fact, carrying extra fat puts a lot of strain on all parts of your body and needs to be removed if you're to live a fuller life. We weren't designed to carry lots of weight and so by doing so - you're putting your health at a very big risk and your life literally on the line.

To resolve this issue and to prevent long-term damage, you need to get your body back into shape. To do this, you need to eat less energy than you burn, which will make your metabolism have to resort to burning some of that excess fat it stored. To do this, you need to do at least one of these two things: 1) Eat less food and 2) Do more exercise to burn more energy.

Understandably, it's hard to do lots of exercise if you're not accustomed to it, which means that you should try and consume less energy than what you burn to start with. Luckily for me, I stumbled across some GREAT foods that allow me to do this easily... and it helped me lose 7lbs in just a week.

Because I knew that eating ANY kind of food would lead to some sort of energy intake, I decided to find the foods that contained the least amount of energy (calories). This would then allow me to eat quite a lot and still manage to burn through plenty of fat and get slim... I just didn't realize how powerful the method would really be for me!

All I did was eat such foods as salad and some wholesome vegetable soup for the week and at the end of it all found that I lost a whole 7lbs!! And you can do the same – just tuck into cereal or toast in the morning, salad at lunchtime (as much as you want) and then make some nice vegetable soup for dinner. It couldn't be easier!!

--- Resource Box ---

Do you want to drop 9lbs in 11 days? I've been doing a bit of research after my dramatic weight loss routine and found that there's actually a DIET designed to do what I attempted, except it basically helps you change your whole eating pattern and focuses on getting you to eat the foods which entice the "fat burning hormones".

That diet is called "Fat Loss 4 Idiots" and it has helped thousands of people to get slim. I recommend you take a look at their site and see what they have to say about what you should do to lose weight fast. It's definitely an eye-opener!