



Top Tips on Article Writing - Keep This in a Safe Place

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There's so much to remember about article marketing that even seasoned article writers can forget to include it all. But you want to make sure everything is in place to optimize your article or all your sweat and hard work will go to waste. I'm going to give you a rundown of all the important elements to your article that I can currently remember... and then condense them into a **cheat sheet** at the end of this article for your personal use.

Elements of your article:

Fantastic article title. An article title has to do so many things in so little space that it can be a challenge. The title needs to entice people. A good title brings in people who read your articles, click on your link, and buy your stuff or post your article on their websites and give you groovy backlinks.

Article description is compelling. You don't have to use your first 3 sentences or first paragraph from your article for your description. Your article title is one chance to bring a reader in, and your article description is another chance. Like your title, your description can evoke curiosity, be funny, tell the reader he's making mistakes, or promise him tips for success. Think about what grabs **your** attention. Sometimes it can be just one line of compelling promise.

Example - "So you think you know everything about internet marketing? Well, I wonder if you know this..."

Lots of white space. Long paragraphs are a bore. Personally, if I see an article with long paragraphs my eyes start to glaze over and I start having flash-backs of school. I won't stay, even if the article is packed with information I need to know and my life depended on it.

Use bolded subheadings and/or bullets. Again, this makes for easier reading or skimming. You want people to find it easy to continue down to your bio and links.

Offer useful but incomplete information. This is the one I have trouble with. My overly helpful nature makes me want to tell people everything I know about how to fix their problem. **This is wrong.** Give an overview of the problem, empathize with them, offer some tidbits so they can see the light ahead, and then point them to the light/your bio.

Remember who you're writing for. Who's your audience? What are their wants and needs? What do they need solved, and quickly? You're not writing articles for entertainment, although they *can* be entertaining, you're writing them to offer a solution (your product) to those in need. Above all, be empathetic.

Keyword phrases in the title, description, first paragraph and last paragraph. You don't want to stuff the article with keywords as it will not only be frowned upon, but the article will sound stupid. Remember, your article is going to be read by real people, not just search engines. Optimize it for both.

No real conclusion. Don't wrap it up, let your bio do that for you. People who actually read or skim down your article are looking for a conclusion. They don't necessarily want to read your bio, but if that's where the conclusion is, then they'll read it. You don't want to say good-bye, you want to say "come find the solution at my website."

Anchor text in your bio. Here's another chance to use your keyword phrase. Include it in your author bio as a clickable link to where you want them to go. This is in addition to your regular link in your bio box.

Where are you sending your readers? Website, blog, sales page, redirected affiliate sales page, squeeze page, etc. There are choices, and your job is to decide which works best for you in your niche and circumstances. Keep track of which convert successfully and which don't.

Killer bio with a call to action. The bio shouldn't be about YOU or your talents, it should have a call to action that sends people where you want them to go - your website/blog/lens. Tell them they've got tips, templates, newsletter, etc. just waiting for them to scoop up, **free**, at your site.

Housekeeping. Be sure to have a folder where you store all the articles you've written for this particular niche. It also helps to have a document in the same folder that has all your keyword phrases. That way you can keep track of what keyword phrases you've used and which ones you still want to use. I usually put a date(s) by each keyword phrase as I use it.

Is your article perfect? Ha. This is a trick question. It should not be perfect because that would mean you spent way too much time fussing with it instead of getting on to writing the next article. Article marketing is not about taking all day to write one masterpiece, it's about cranking out many really decent articles and seeing results to your bottom line.

Now that you did the research for your article and written the darn thing, turn around and write one or two more on the very same subject while it's still fresh in your mind. These are called **article sets** and they are a very productive way to get your articles written quickly. What you do now is change the author's voice, the format, or the audience.

- Perhaps you originally wrote the article for the experienced. Now write it for the beginner and explain things in more detail.
- Maybe your original article was in bullet points. Take your research and make the article a list of Top 10.
- If your article was about the most successful way to do something, change the next article into a "3 mistakes people make when trying..." format.
- Change the style from informative to an interview or even FAQ with answers.
- Take your points in the first article and write an article about each one in more depth and detail.

I have included this cut-along-the-dotted-lines guide. You can keep it handy when you write and check off each item to make sure your article is fully optimized and ready to go out the door. You can certainly modify the sheet to make it work for you.

Article Writing Cheat Sheet

- Compelling title with my keywords.
- Great article description.
- Offered useful but incomplete info in the article.
- Keyword phrases in title, description, first paragraph and last paragraph.
- Lots of white space and short paragraphs.
- Used bold subheadings or bullets.
- No conclusion. Conclusion is part of my bio.
- Anchored my keyword phrase in my bio.
- Wrote a great bio with a call to action.
- Hit my minimum word count requirement.
- Complied with article directory's terms of service.
 - article not self-serving
 - no links in the body above the fold (or current rules)
 - good keyword ratio, not stuffed
- Used my correct author pen name.
- Saved my article to a folder with my other articles in this niche.
- _____
- _____
- _____

Oh boy, I guess I should do my own author's bio here. Talk about pressure. Let's see... um...

"If you'd like to learn more about article writing and how to *instantly* speed up your writing time, jump right now over to [Instant Content Creation...](#)"

Or should I use -

"I challenge you to write an article in 7 minutes. What? YES, you can! Find out how in [How To Write an Article in 7 Minutes...](#)" *

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