

Article Marketing With Bonnie Jo Davis Teleseminar Handout

Welcome Teleseminar Guests!

Thank you for attending my recent teleseminar focusing on marketing with articles.

Please consider signing up for my free, monthly e-zine Articles That Sell Update. This e-zine includes articles, tips, reviews, resources and submission sites. You can sign-up at <http://www.articlesubmissionsites.com>

Article Submission Sites is a membership site with over a 1,500 submission sites updated weekly that accept articles. You also receive the e-book "Articles That Sell", submission forms, a dozen e-books and special reports on marketing, a writer's dictionary and more. For more information on the membership site visit [Article Submission Sites](#).

One of the fastest and easiest ways to gain credibility and clients in your niche is by article marketing.

1. How to come up with a steady stream of topics.

Forums/Message Boards (You can use these for research and possibly for article submission.)

<http://www.mainstreetmom.com/forums/index.php>

<http://momcentral.groupee.net/eve/forums>

<http://www.mymommybizboards.com/>

<http://notjustmoms.proboards79.com/index.cgi>

<http://www.sybermoms.com/>

<http://groups.google.com>

<http://groups.yahoo.com/>

Article Directories

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articlecity.com>

Newspapers

<http://broadcast-live.com/newspapers/>

<http://www.localfreepress.com/>

<http://www.usnpl.com/>

Surveys

<http://www.ezquestionnaire.com/>

<http://www.surveymonkey.com/>

<http://freepollkit.com/>

Conferences

<http://www.allconferences.com>

<http://www.goingtomeet.com/>

<http://www.planetteleclass.com/>

2. Why internet writing is different (and easier) than any other kind of writing.

Internet readers tend to scan the text on a web page rather than read the entire page from top to bottom. If they find the article interesting they will back and read it more thoroughly.

- You write with a more conversational or informal style.
- Write articles with shorter paragraphs and lots of bullets.
- Use simple, short sentences.
- Internet articles are shorter than what you would see in print magazines. The average is about 750 words although you could write as many as a 1,000 words.
- You can repurpose the articles into tip sheets or e-books.

Start with an outline and then fill in the blanks:

Catchy headline
Paragraph: Point 1 Paragraph: Point 2
Bullets: Support the points you make in the paragraphs above.
Paragraph: Restate your main points.
Concluding Paragraph: Summarize the points and give your opinion and conclusion.
Copyright statement.
By-line.

3. Which article syndication sites draw the most traffic and will boost your business.

There are thousands of sites that accept articles on the internet. The top ten general directories based on ranking for Google and Alexa are:

<http://www.ezinearticles.com/>

<http://www.goarticles.com/>

<http://www.articledashboard.com/>
<http://www.searchwarp.com/>
<http://www.isnare.com/>
<http://www.articlecity.com/>
<http://www.articlesbase.com/>
<http://www.buzzle.com/>
<http://www.ideamarketers.com/>
<http://www.articlealley.com/>

4. Tips and tools to automate the entire process.

Pay Attention To Keywords:

Use this free keyword research tool: <http://www.digitalpoint.com/tools/suggestion/> Think of the problems your clients have and search on those keywords. Also think of the solutions to the problems of your clients and search on those keywords as well.

Create a keyword list you can keep in Word so that you can use the keywords for all of your articles.

- Use one or two of your chosen keywords in your title.
- Use keywords once or twice in the first paragraph, once in the middle and once in the last paragraph.

Use Free Tools Whenever Possible:

1. You always need to write and format your article in plain text before submitting it to submission sites. Following are free text tools.

Notepad – This is a simple text editor that is included with Microsoft Windows. You can find it under "Accessories" in Windows Explorer.

NoteTab Light – This text tool is free and has many more functions than Notepad.
<http://www.notetab.com>

Crimson Editor – A simple yet robust software it has additional functions such as undo/redo, user tools, macros, spell checker and more.
<http://www.crimsoneditor.com/>

2. An article submission program will not do all the work of submission but will pre-fill some of the fields in a submission form based on information you input when setting up the software.

[Artemis Lite](#) - submits a unique article to every publisher on the included list. This will help you avoid any "duplicate content" penalties that Search Engines may enact in the future.

[Article Manager](#) - Provides a simple to use method of organizing your published articles. A database of article directories is also included for submitting your articles. Don't waste any more effort in keeping track of to which article directories your Internet marketing article has been submitted.

[FreeArticleSoftware](#) - This free article software allows writers to submit custom written articles to all major article directories using this fully automated program. The entire software package is unlike other article submission programs, which can cost up to \$200.

3. Upgrade to paid submission software once you have some success with article marketing.

[Article Submitter Pro](#) – This is the software that I use on a daily basis. ASP automatically determines which format to submit to each submission site and ezine, so you can be sure that your submissions will get the best possible chance of being accepted and posted. It also stores the data that you'll use regularly, like your author name, your url, email address, login (for those sites that require it), and your bio box. In fact, it can store multiple bio boxes that you can link with any article.

[Article Post Robot](#) – Offers one-click submission. All you need do is to click one button once to submit the article to all the article sites you choose. For each article site which needs login account, users manage the account by themselves. Article Post Robot only uses the login id and password. You get automatic updates for free. Currently, Article Post Robot has more than 500 article sites and 53 mail lists.

[ArticleAnnouncer](#) – This is the Rolls Royce of article submission. You get the submission software in addition to a complete tutorial of article marketing. The package includes step-by-step video tutorials on 2 CDs averaging about 10 minutes each (covering the everything from how to research article topics, outsourcing secrets, the submission process... right up to advanced level teachings about article sitemap creation and article search engine optimization), almost 4 hours of audio instruction with my special guest John Reese that goes through dozens of the top questions about how to be wildly successful online by marketing your articles, a complete 105-page training guide, article swipe file, cheat sheet, quick start guide, and more.

[Article Marketer](#) – Get More Links and Traffic, and Save Real Money and Real Time with Article Marketer. It's easier than ever to promote your website, and save tons of time and money in the bargain! Now's the time to give your business the boost it needs, without breaking the bank.

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