

# The Big Picture of Article Marketing

By Connie Ragen Green



Article marketing is a 'big picture' marketing strategy that has helped me to build my business. This short report is intended shed some light on what I did and how you can do the same thing to build your business on the Internet.

When I came online at the end of 2005 I had no idea how I would be able to earn a living. I was not a coach, and I had few skills from my years as a classroom teacher and real estate broker/appraiser that would transfer onto the Internet, but I was determined to figure out a way that I could work from my home computer and replace my income. I began to research what others were doing and learning as much as I possibly could about marketing online.

I realized very quickly that writing was going to be a huge part of what I would be doing, so in early 2006 I signed up for a blogging course with Denise Wakeman from The Blog Squad. (Check out what she does at <http://Blogspirations.com>.) I then started several blogs on different topics, posting regularly and turning many of these posts into articles. The writing was not very good, especially during the first six months or so, but I persevered.

When I was younger I had wanted to become a writer, but I didn't stick with it. Someone had told me that my writing was not very good when I was in my twenties, and instead of taking that as a challenge to continue writing and honing my skills, I just stopped writing altogether. I returned to school a few years later to earn my teaching credential.

For the next twenty years I worked as a classroom teacher, helping students from Kindergarten through high school learn how to write. Most of them spoke English as a second language, and writing was always the most difficult skill for them to master. I had endless patience with my students, editing their writing and helping them to brainstorm ideas, but my own writing aspirations ceased to exist. I also helped people in the real estate business to write a variety of things, including narrative reports for commercial appraisals and drafts for purchase agreements, but none of this writing was mine. I believed that my writing would never be 'good enough', and that was that.

Fast forward to 2006 and I knew that had to change my thinking about this if I was going to be able to build a profitable and successful online business. I started several blogs and began writing posts and short articles. They were not very good, but I kept doing it anyway.

It wasn't until 2007 that I decided to get serious about writing and marketing articles. I challenged myself to write 100 articles in 100 days, and even purchased the domain <http://100Articlesin100Days.com> (this domain is now forwarded to my Article Marketing Profits Workshop, where I share even more details of how to write articles to build your list, get massive traffic to your sites, and build your business).

I did not write 100 articles during that 100 day period in March through June of 2007 – it only took me 78 days! Since that time, EzineArticles CEO Chris Knight has held 5

Hundred Articles Hundred Days (HAHD) Challenges, and even interviewed me about my motivation for doing this to get started as a writer when I was a new online entrepreneur.

Article marketing can be the basis and foundation for your entire online business, as it has been for mine. Think of it as the building blocks to your future. Every time you write and submit another article to the article directories, you have added to both your content and your marketing foundation.

When you write a series of articles on one aspect of your business, you have content that can be repurposed into a short report or an eBook. This can be given away or sold as a product. Always be thinking past the article itself and on to what that article can become in the future.



### **Writing and marketing articles will:**

- Get you into the habit of writing – Writers write. I had wanted to become an author, but did not stick with it. By writing an article almost every day, I became a writer. When I wrote an article every day for three months I got into the habit of

writing regularly, and now it seems like something is missing from my day if I do not write.

- Bring you massive traffic almost immediately – The article directories publish your writing in such a way that you will be found almost immediately by all of the search engines, as long as you have given your article a keyword rich title. This will bring you targeted traffic for years to come.
- Help you to build your list – By sending readers back to your blog, optin page, or other site through a link in your resource box, your list will begin to grow. Each person who signs up for your list will be someone who has already read one of your articles and knows who you are and what you do in your online business.
- Increase your credibility and authority – The word author is derived from the word authority. The more you write, the more you will know about your topic and the more it will add to your credibility. I believe it takes about one hundred articles to get to this level, so write as often as possible to achieve the success you are working towards.
- Give you content to repurpose – I repurpose everything I write, giving me material for my blog, short reports, e-courses, eBooks, teleseminars and webinars, courses I teach, and even my book.

I wrote my book, *Huge Profits With A Tiny List: 50 Ways To Use Relationship Marketing To Increase Your Bottom Line* (it's available at Amazon) by writing a series of articles on the topics I wanted to cover. So why would people spend approximately ten dollars to purchase information that is already available for free on the Internet? Because it is more convenient to have something that has been compiled into a complete volume, without having to spend many hours doing the research and printing it out. Get used to repurposing every article you write and you will be amazed at what you can accomplish in a very short period of time. Also, think about combining your articles into a book for an additional stream of income and more income over time based on your expertise.

The majority of business books will sell approximately 10,000 copies over time, depending on how well you market it. The real money comes from simply having the book. Think of this as the equivalent of having an advanced college degree – post-graduate level – as opposed to only having a high school diploma, in terms of life-time earnings. I have found this to be true, and my book was only released in July of 2010. You, too, can write a book on your topic, one article at a time. It's simply a matter of creating content and organizing it into chapters.

- Hone skills that can be used for a variety of other purposes – In order to write effective articles that will bring you profit for years to come, you must know something about keywords, copywriting, and marketing.

Keywords are the words that we all type in when we are searching for information. During this past week I searched for Thai restaurants in my city, information and details of a particular song used in the trailer of a movie, websites from someone I made a purchase from, and images related to online writing and marketing. In each case, I went over to Google and typed in the words I thought would give me the results I was looking for. For example, when I was looking for the name of the song and the artist that was used in the trailer for the movie *The Social Network*, I began by typing 'song in trailer for the social network'. When that did not give me the result I was hoping for I modified my search, eventually finding out that it was a song from 1993 called *Creep* from a group called Radiohead, being covered here by a Belgian women's choir headed by Stijn Kolacny and his brother Steven Kolacny, also known as the Scala and Kolacny Brothers. I was able to find all of that out, and listen to the song again, simply because I had typed in the keywords that would return the specific information I was looking for. (You can listen to the song on YouTube by going to <http://www.youtube.com/watch?v=3FnijiMZDaM>)

If you have ever written an effect email or blog post, you are a copywriter. I think of copy as persuasive writing that explains why someone else should change their behavior and actions based on what you are saying with your words. You

will get better with this over time, and it all starts with writing articles that share a piece of you with your audience.

It's called article *marketing* because we want our readers to do more than just read our articles. We are marketing with our article title, the words we choose within our article, and the resource box (the paragraph at the end of the article that encourages the reader to click on our link to visit the site we are recommending, in order to take a specific action, such as to download a free report). I believe we must market *at least* 60% of the time we are working, so writing two or three articles each week is an excellent way to fill that need.

- Enable you to sell more of your products, services, coaching, and affiliate products – Each article you write is a sales agent that is at work 24/7/365, promoting whatever you have pointed readers to in your resource box. Once someone has spent time reading your article through to the end, they are much more likely to be ready to make a purchase based on your information and recommendation.



### **Writing Your Articles**

All writing begins with an idea. This idea may be an original one, but most times it is based on something we have read, discussed with others, or heard explained by

someone else. Our mind processes this input and ideas begin to emerge. If you are in the process of becoming an expert authority in your niche, read as much as you possibly can on your topic by everyone who is currently in that space. While I was a classroom teacher I noted that it was the students who did the most reading who were the best writers and overall students. Reading about your topic will give you food for thought as you begin to brainstorm new ideas.

Start making a list of the topics you are going to write about from within your niche topic. If you aren't quite sure what to include, go to a site such as <http://Wikipedia.org>. I have found this site to be extremely helpful in filling in the details for what I need to do in order to do my best writing on a variety of topics.



### **Submitting Your Articles**

Start by submitting every article you write to <http://EzineArticles.com>. This site has more than 340K authors as of this writing, and allows you to submit your writing in more than thirty categories and hundreds of sub-categories. I have maintained my position in the top 100 authors since 2008, but it is becoming more competitive every day. Small businesses and enthusiastic marketers finally understand how important it is to add article marketing to your weekly schedule for maximum credibility and visibility.

Purchase a domain such as <http://ArticlesbyConnieRagenGreen.com> to point people to your expert bio page over at EzineArticles. I have done this since 2007 and find it to be a simple way to answer the question I get most often when I meet someone in person who wants to know where they can read something I have written. My book and other sites are also shown there, so it becomes a way to market myself very easily.

Your articles must be at least 250 words in length in order to be published at EzineArticles. I like to make mine about 400 words long so that I can also submit them to a paid article directory called <http://SubmitMoreArticles.com> (my affiliate link). This site is \$47/month and has made it possible for my writing to appear worldwide. If you Google my name in quotation marks – “connie ragen green” – you will find that many of those tens of thousands of entries are from the many articles I have written. This is one of the secrets as to how I am able to make so much money online and crush much of my competition.



### **Repurposing Your Articles**

Get used to the idea of repurposing everything you write. This will save you time and enable you to be found much more easily by your prospects. For example, this short report started out as an idea, and has been repurposed into several articles, blog posts, and soon will become an audio recording.



You can repurpose from something small to something much larger, or start with a chapter from a book you are working on and repurpose that into many articles, blogs posts, a short report, a teleseminar, and an e-course. Be creative, and think about all the ways you will be able to get your content out to the world. I have even tweeted out entire articles one sentence at a time on Twitter (I'm @ConnieGreen).

### **Getting Started With Article Marketing**

Whether you are just getting started or you have already been writing and submitting articles for some time, I hope this short report has motivated you to keep up this process as a part of your overall marketing plan. Considering that article marketing is free to begin with, this is certainly worth the time and effort required on your part.

I teach the 5 paragraph model to my students, and most of them now tell me they can write an article in about thirty minutes. That level of proficiency takes some time to achieve, but think of how productive and profitable your online business will be if you are both persistent and consistent in your efforts with this.

Schedule the time to write every day. I usually write for an hour or two in the morning, when I have the most energy. I write down my ideas on a notepad next to my computer, so when I'm ready to write my ideas are there waiting for me. The sooner you start writing, the faster your 'big picture' marketing strategy will fall into place.

*Connie Ragen Green*

*Feel free to share this report with anyone who may benefit from it.*

*To learn more about article marketing as an online marketing strategy visit*

<http://ArticleMarketingProfitsWorkshop.com/main.html>