



# A Logical Approach to Writing Articles

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**“A word is a bud attempting to become a twig. How can one not dream while writing? It is the pen which dreams. The blank page gives the right to dream.”**

Gaston Bachelard (1884 - 1962) French philosopher

**“Either write something worth reading or do something worth writing.”**

Benjamin Franklin (1751 - 1816) Irish dramatist, parliamentary orator

**“I learned that you should feel when writing, not like Lord Byron on a mountain top, but like a child stringing beads in kindergarten, - happy, absorbed and quietly putting one bead on after another.”**

Brenda Ueland (1881 - 1975) English novelist, humorist

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**“It took me fifteen years to discover I had no talent for writing, but I couldn't give it up because by that time I was too famous.”**

Robert Benchley (1889 - 1945) US humorist

## **Introduction**

Article Writing is having a profound impact within the field of Internet Marketing!

Anyone who might be considered an expert in their niche has achieved this status by using articles to show the world their skills. By doing so, they've gained the respect of their readers, opened minds to new possibilities, and made an incredible amount of money.

When you write articles and submit them, you expose your expertise to thousands of marketing hopefuls, fellow experts, and potential customers.

Writing articles is the fastest and best way to gain publicity and free advertising available, and so if you want to succeed in online marketing, you've come to the right place.

This Educational Ebook will take you through the complete process of writing and publishing articles that will produce the greatest effect for your business.

Whether you're new at article writing, or an old hand at it, you'll find something within these pages that will increase your writing capability.

Just take it step by step at first. Article writing is like putting together the pieces of a puzzle, and so you have to put each piece in its proper place to get to see the whole picture as it's intended to look.

Once you've understood the basic fundamentals and begin producing your own articles, then you can come back and pick out the chapters that'll help you fine tune your new skill.

Don't worry, it shouldn't take too long before you're writing articles by the hundreds, and the world sees you as a famous expert 😊

**“Learn as much by writing as by reading.”**

John Dalberg Acton (1834 - 1902) English historian

## **Chapter One – The Fundamentals of Writing Articles**

When you’re considering writing articles, you should have certain objectives in mind. In fact, any writer, whether they are a storyteller, playwright, or journalist, all write with a purpose. It could be to rouse emotion, teach a lesson, inform people of important information, or any number of other reasons.

Having an objective in mind is the key to motivation.

So, as an Internet Marketer, or whatever else you do online, what would be some of the objectives that could motivate you to write articles?

Of course, if you’re in the online marketing business, your prime objective is to make as much money as you can. However, those people who’ll read your articles aren’t the least bit interested in how much money YOU make. Rather, they want to learn how to make as much money as THEY can.

This means that there has to be a shift in your objectives.

In order to reach your prime objective of gaining income, you have to first assist your readers’ to reach their prime objective by giving them the information they’ll need to obtain their goals.

In other words, the sales person has to first become the teacher.

By becoming the teacher, your readers will turn to you for the lessons they need to become successful, find new tips to further their success, or simply use your words to build their own confidence levels.

As your readers become more and more accustomed to turning to you for advice, the more credibility you’ll achieve and the more your recommendations will be appreciated and followed.

As you might imagine, achieving this level of expertise can have a huge impact on your own business’s success.

So getting people to regularly and faithfully read your articles should be your new prime objective when it comes to article writing.

This takes article writing far beyond the scope of mere advertising, getting external links, or gaining page rank through link popularity.

Becoming a respected teacher in your field will have a long term effect on everything and anything you want to do online, and will assure you a faithful following for years to come.

Thus when you write articles, do so with the objective of becoming an expert in your field. Forget about links, forget about page rank, as these things will come on their own.

Rather, gain respect, gain readers, and gain integrity and credibility through your words.

Now this may seem like a difficult task to accomplish, but it's not so hard to do if you know what you're writing about.

Which takes us to the second objective, that is, your **focus**. After all, to be an expert in a field, you'll need to have a field to be an expert in.

Admittedly, this is a very simplistic statement, but it's a fundamental requirement to achieve an expert level that will have your readers eagerly anticipating each article you produce.

It's also what will set you apart from all the other online marketers and give you just the right niche for you to work with.

So many article writers go about writing articles with no focus on any particular market. Their objectives might be to drive traffic to their sites, or try to sell the latest gadget before everyone else does. While these things can be achieved, it's vital that they aren't the main reason for writing.

Writing articles just for the sake of selling something new might be a short term solution for an empty bank account, but will not gain you the credibility you need to maintain a strong reader base.

In fact, it could have quite the opposite effect.

Remember, your prime objective in writing articles is to get people to believe in and trust you as an expert. If you're out there recommending every new product to hit the market, just for the sake of selling something, you're bound to promote products that aren't all they're cracked up to be. Plus, you'll be projecting yourself as a sales person and not a teacher.

By focusing on a field that you know a lot about, and staying within its boundaries, you'll eventually find ways to incorporate "special items" that come along from time to time that you can adapt to your specific niche.

However, by remaining dedicated to a specific field, you'll be more inclined to adapt a product to fit your field rather than adapting your field to fit a product.

For example, let's take Article Submitter Pro as a marketable product.

Now supposing you're field of expertise was in Health and Fitness. Could you hold to your niche and yet still market a product designed for article submissions?

What if you introduced it to other people in your field as a viable tool for them to get their health and fitness articles some good exposure?

No doubt there are thousands of marketers trying to build reputations in the Health and Fitness field, as that is a huge niche market with millions of sub-niches.

Perhaps all it would take is an article titled something like "Gaining Exposure for Your Health and Fitness Market."

Because you're already in that field, an article like this wouldn't necessarily detract from your credibility, but might just gain you more respect as an expert trying to help others succeed in the field.

So even though you have a specific niche, you've found a way to incorporate an irrelevant product and make it relevant to the success of your readers.

Thus the key point here is that you were able to remain within the boundaries of your niche by making the product fit, rather than straying away from your field in order to market a profitable product.

Now so far we've touched on two very important fundamentals to writing good and effective articles . . .

1. The Prime Objective is to **become the Teacher**
2. To become a good Teacher, you need to **Focus on specifics** in order to gain the respect from your readers that a Teacher and Expert should have.

Next we can touch on the more obvious and basic purpose of this Educational Ebook, namely, developing the skills to write high quality articles that your readers will enjoy reading and learn something from.

After all, you can have all the knowledge in the world, but if you can't relate it in an understandable way to others, that knowledge is useless to everyone but you.

So to write effectively, you need to understand the fundamentals of proper grammar, spelling, punctuation, and presentation before you can expect anyone to take you seriously.

Let's face it, there's some pretty badly written articles out there that would-be writers just slapped together without giving it much thought, or even stopped to do a simple spell check on.

And unfortunately, all it takes is one poorly written article to destroy anyone's credibility regardless of how fantastic the message is supposed to be.

People can be harsh judges over the minutest details.

In regards to **spelling**, we don't need to say too much about it except to always remember to do a spell check before publishing. With all the latest technology, the only reason why an article would go out with improper spelling would be sheer carelessness. After all, spelling can be checked with a single click of a button on most text editors, so there really isn't any excuse.

Even **grammar** can be cleaned up with some editors like Microsoft Word, as long as it isn't blatantly so bad that the checker can't even decipher it.

Proof reading your article, or having someone else proof read it, can eliminate poor sentence structure, too many uses of slang, or misplaced words.

Now if you took a poll on what would be the number one factor in a bad article, it would have to be poor **punctuation**.

Unfortunately there isn't a punctuation checker on most text editors yet, so you're on your own in this area. But all it takes is a bit of thought and some conscientious proof reading to make your article flow smoothly.

Write like you speak. As you talk to someone, you take pauses as you relate your thoughts. Some are hard pauses that finish a point, while some are soft pauses between points.

As you proof read your article, do so out loud and read it as if you're talking to someone. You'll be able to pick out the pauses in your speech. The soft pauses would be where you'd put a comma, and the hard pauses are where a period would go.

Also, as you read to yourself, determine when you reach the end of a complete thought. Most likely, this is where you'd put a paragraph break especially if what

you've written after this begins a totally new thought or point. Each paragraph should support a single thought or point, and should end when that thought or point is made.

A paragraph doesn't necessarily have to be very long. In some cases it can only be a sentence or two.

As an example, the above two paragraphs, though on the same subject, talk about two different aspects of paragraph structure. The first is about what a paragraph is, and the second is on the length.

If you can master all of the above elements, you're well on your way to writing articles that people will enjoy reading.

The only thing left is how your presentation comes across which we'll discuss in the next chapter.

## Chapter Two – Think First, Write Later

Now that we've gone over the basic fundamentals of good article writing, we can get down to what will make your article stand out in the crowd. Your presentation, if effective, is like opening the door to your world of expertise and letting all interested parties in.

If you've mastered the fundamentals, you've eliminated the initial judgments of the masses, and can now draw your readers into the meat of your message.

They say in the business world that "Presentation is Everything," and this is also true in the article writing aspect of the business. Getting your article to the point where it's well spelled, grammatically correct, and well structured is a vital element to giving it a fighting chance to be read, but now you need to take it a step or two further.

You see, it wouldn't be in your best interest if people thought, "What a well structured article! I have no idea what it's talking about, but it looks nice!"

Having your article in a well structured form will tell your readers that you're an educated person with a good grasp on the language. But you want them to know you as an expert in your field more. So now you have to show them this side of you.

For some people, writing comes as easily as talking. They can just sit down at their keyboards and crank out article after article. Everything they write seems to ooze with expertise and precision.

There's a reason for this!

These people understand a couple very important points about writing. That is, writing should be very much like talking, and, if you talk, you should know what you're talking about.

These two points then become the backbone of what your presentation should be all about.

1. Write as though you're talking to someone
2. Know what you're talking about

So let's refer to the first point as communicating.

To communicate, you need two things. A transmitter and a receiver.

You, the article writer, are the transmitter of course, and your readers would be the receivers. The trick then would be to find a way for the transmitter to transmit the message in a way that the receivers could receive it so they can understand it.

If you have any knowledge of electronics and airwaves, then you know that in order for this to take place, both the transmitter and the receiver has to be on the same frequency.

It's not good enough to be close to the same frequency. You have to be right on the exact same channel, otherwise you may get something, but it will be all garbled and full of static.

Likewise, it's up to the transmitter, you, to make sure you're on the same frequency as your readers so that they can understand what you're trying to tell them.

If you don't accomplish this, then you can't really say that you've communicated. Because to truly communicate, you need to be able to transmit your message and have it received as it was intended.

This is what makes communication so difficult and why so many people fail to make their point. It's why so many relationships break down, why there are so many different interpretations to any given story, and why kids hate their parents.

Miscommunication is the easiest thing in the world to do. And the key to avoiding it is in knowing the frequency of your receivers.

What this means for you, is that you need to know who you're talking to and what they want to know.

So we could substitute the word "frequency" with "relevancy," and put it this way:

To truly communicate, the transmitter, you, has to transmit a message in a way that your receivers will determine to be relevant.

Being relevant to your readers means being of interest to them. Giving them something they find interesting will make it easier for them to understand and appreciate.

You might say, using our analogy of the airwaves, that providing relevant material to a targeted reader base would be like getting rid of the "garble." Your message will come across as intended and will be received the same way.

But that doesn't always get rid of the static.

Static is caused by the interference in the flow of current. Likewise, you can assure yourself a static free presentation if you make sure the message isn't being interfered with by choppy wording or by jumping around and over points you're trying to make.

One of the best ways to avoid choppiness in your articles is to put together an outline of your key points before you begin.

This Educational Ebook for example, started as a table of contents. The chapters served as an outline for what was to be written, and to assure that each point would have a place and follow a logical course to its conclusion.

Hopefully you've appreciated how one point has led to another, and how it's all brought us here to this point in the book.

But now using an outline does one more important thing towards removing static and also brings us to the second major point of this chapter, namely . . .

Knowing what you're talking about.

In order to put together a coherent outline, you need to have a full understanding of the subject matter the outline is about. You need to be able to break down the individual elements of a topic and divide it up into smaller more digestible parts.

You also have to know how those parts link together to form a complete picture of the whole and create a logical flow of information that will take your reader from beginning to end without missing a step.

In other words, you'll either have to know a lot about the topic you're writing about, or you've amassed an immense amount of research on it.

Now we're getting into the realm of expertise!

To put together an article based on a coherent outline goes way beyond the ability of someone who's merely trying to sell something he knows little about.

Rather it takes knowledge and planning.

To write an effective article as an expert, you need to think like your readers and at the same time, teach them something they don't yet know about a subject they have an interest in.

Sometimes this just means giving them a new viewpoint on an old topic, or it could mean opening a whole new approach. But in either case, it takes knowing

what you're talking about and who you're talking to, to make it all happen as it should.

And again, true communication comes when the transmitter sends out a message and is received as it was intended to.

This means that, to write an effective article, you may have to spend more time explaining some basics than you normally would speaking to someone at your own level of knowledge.

Not everyone knows what you know in the way you know it. So you have to illustrate what you mean in order to get through to everyone who might read your article, from fellow experts to the brand new novice.

So far we've covered:

1. Avoiding the initial judgments of people by understanding the basic fundamentals of good writing like punctuation, grammar, spelling, etc.
2. Understanding what communication is all about and how to come across as an expert by knowing what you're talking about and who you're talking to.

Next we'll dig deep to find the inspiration for your writing to avoid having your articles sound too technical or dry.

If you begin with inspiration, it will carry over to your readers and they too will be inspired and driven by what you write.

## Chapter Three – Getting Inspired

People who know a lot tend to be overly technical when they relate their information. To them, it's almost like a science, and if they're not careful, they will be very scientific in communicating it to others.

In some circles, this might be a good thing, but for the most part, an effective article is one with a little more casual approach behind it.

On the other hand, some people who are very familiar with a subject matter can tend to be overly simplistic, or "matter-of-factly" in their explanations of it.

This too can turn a great many readers off and cause them to lose some valuable information.

A better approach would be to relate the message in a more friendly and fresher way.

Though you might know a lot about something, and perhaps you've been in the field a long, long time, you can still create a highly inspirational message by becoming inspired yourself.

One way is to keep reminding yourself what your motive for writing is. Your goal is to reach people and have them see you as a teacher. Remember you want them to get accustomed to turning to you for help and encouragement.

This might mean that you have to put more of your feelings into your writing than you normally would.

Perhaps if you go back to the time when the information you want to relate was new to you, your recollection of the excitement over this new discovery could motivate you to write with more feeling and enthusiasm.

Or maybe you just need to keep in mind that when you're writing articles, you should do so as though you were speaking to one person and not a lecture hall full of half dead students just waiting to go back to the dorms and party.

Think about the last time you sat down with a good friend and talked about everything and nothing. It's that casualness you want to capture and use in your article writing (minus the cursing of course).

Or what if you turned your information into a story and told it that way?

All the greatest lessons ever told were presented as stories, either through mythical legends or through aphoristic tales. Stories can be extremely inspiring and are great for capturing the attention.

Enthusiasm is contagious! Write with feeling and you'll keep your audience enthused as well.

Now you may have noticed that so far, this Educational Ebook was written rather dryly and had more of a factual, text book "feel" to it. Well, I did that intentionally to illustrate the difference between a technical style of writing and a more casual approach.

Perhaps you thought it was boring as all get out, or maybe it sounded like a bunch of facts bundled up and loosely strung together.

If you thought that, you'd be absolutely right. But now, from here on, see if you notice a difference.

I apologize for dragging you through it, but I had a reason for it. You see, you can have the facts, and you can put them down on "paper," but if you don't throw in some personality into the mix, you force your readers to find their own motivation for reading it. And that doesn't always go well.

If you want people to see you as a teacher, then you have to put some of you into what you say, otherwise they'll just take what they want from the facts you present and leave.

But if you let them get to know you somewhat, then it becomes more like, "I read what Ken wrote the other day and it made sense." Instead of, "I read some good information about such and such the other day."

Now there's nothing wrong with giving away free information, but when you're writing an article, that's not your objective is it? You want people to know who you are, and you want them to remember where they got the information so they keep coming back.

By letting them in, and allowing them to know you a bit, you'll be making "friends" who'll remember it was you that gave them that good information.

And guess who'll they'll turn to when they want more?

And you know, this may be contrary to what you've read before, because most people will tell you not to put too much "personality" into your articles. And their

reasoning is that, if you want your articles reused on other people's sites, keep to the facts and leave it generic so it appears as though anyone wrote it.

But think about it . . .

You wrote the article, your name as the author is at the top, and your bio box has to be there at the bottom to be legally reused. So everyone who reads it will know that it's your article anyway. So why not put yourself in throughout the body of the article too?

You want to be seen as an expert in your field, right?

If you were on the lecture circuit giving this same information, you'd be known as a "guest speaker." Then how terrible would it be to request that all who reuse your article bill you as a "guest writer?" Or better yet, a "featured" writer or author?

Nothing wrong with that is there?

Really, if your article is good enough to be reused by someone else, then it's good enough to be used as a featured article.

So don't worry about what others say, use your articles to get some recognition for yourself. The more people who use your articles to build their own sites, the more recognition you'll get.

This in itself can carry quite a bit of enthusiasm, because the more sites you're seen on as a guest or featured author, the more respect you'll get as someone who knows what you're talking about.

Besides, throwing in some personality into your articles will almost force you to be more casual, which is what you want. They'll become you talking to your associates, which believe me, will be far more appreciated than a bunch of "blah, blah, blah" technical jargon.

When you write articles, be yourself, teach rather than tell, and reach down for some of your own inspiration and spread it around.

People will enjoy what you have to say much more, and will be eager to read your next bit of wisdom.

But most of all, they'll remember where it came from!

## Chapter Four – Writing Is Like a Putting a Puzzle Together

We've already touched on the use of outlines when putting an article together. Now we can expand on that idea and introduce the use of "keywords and key phrases" to really keep your articles flowing smoothly.

One of the first toys most children get as they reach the age of exploration is a puzzle. The reason why puzzles are so popular is because we humans, regardless of how old we are, tend to visualize things in picture form.

We figure things out one piece at a time until we see the complete idea laid out in front of us.

Even our memories are picture based. So much so that as we're confronted with things in the present, we revert back to those "glimpses" in our past that relate to them to formulate what course of action to take.

You could be doing this right now in fact. As you read the words that I've written, you may be thinking about other things you've read.

But really think about what you're thinking about for a second.

Maybe you're thinking about a piece you've read about NLP or Neuro Linguistic Programming, which is basically what this is about.

But what are you seeing in your mind?

As you think back, your brain takes you through all the memories you've had about the topic. If you read something like this on a website, you'll picture a website. If it came from a PDF file, you'll see that.

Then your memories will narrow things down to maybe what the actual page looked like, or who's PDF file you saw the info on. Then you get a closer look, like where on the page, or which page.

Finally, after all the "pictures" fall into place, you begin recalling what the words actually said and then maybe you'll judge whether what I'm writing now corresponds to the former.

The brain is an incredible thing. All of this can take place within a microsecond, but it takes place nonetheless. You might say we're constantly putting puzzles together each and every minute of our lives.

So knowing this, wouldn't you say it would be a good idea to use it?

As the average person reads an article, the above process is constantly at work trying to fit all the pieces in their mind together with what the article is telling them. The easier the article is to read and comprehend, the better chance there is the reader will assimilate the information and find it valuable.

He or she is looking for connections, or ways to fit all the pieces together. So by laying out your article in a logical, and free flowing style, you'll be assisting them in doing this.

Now we've seen how outlines can help do this, but keeping in mind how humans think, we can use "picture words" or keywords to make this even better.

Remember the example above? The recall of the human brain begins with a broad visual and narrows down until eventually a full view of the matter is realized.

So too, when putting together an outline, use keywords, or we could call them "trigger words" for clarity, to take your reader through this process. Start broadly by giving them an overall visual of the main thrust of your article, then narrow things down by using more targeted keywords to draw out how the article will break things down in a more definitive way.

For example, if we we're to use this Educational Ebook to visualize how a keyword based outline should look, we could start with the overall purpose as a starting point.

It's an **Educational Ebook!**

The phrase "Educational Ebook" tells us that it's . . .

1. An aide
2. Most probably going to remind you of school
3. Going to require activity

Ok, let's break this down . . .

The phrase "an aide" means . . .

1. It's bound to help with something important
2. It's going to teach something
3. When you're finished with it, you'll be better at something

The word "school" means . . .

1. Learning

2. Problem solving
3. Boring

The word “activity” means . . .

1. action required
2. Work
3. Exercise

Now when you look over some of these keywords we’ve drawn out of the term “Educational Ebook,” some of them aren’t too appealing are they? And if they were left on their own, most probably the average person would be more apt to run away than participate, wouldn’t you say?

I mean, they evoke some pretty grim visuals in my mind, so I can just imagine what you’re thinking.

But we can change that, by changing the visuals to something more positive.

Let’s focus on the key phrase we got from the phrase “an aide.” These aren’t too bad after all, so we can use them to create a upbeat feel to the whole thing.

“It’s bound to help with something important,” gives the Educational Ebook value, which is always a good thing.

“It’s going to teach something,” and, “When you’re finished with it, you’ll be better at something,” are also positive visuals.

So let’s build on this . . .

#### A. Educational Ebook

- i. An aide
  1. Important information about article writing
  2. Learning step by step how to write better articles
  3. Improve your writing skills

So here we’ve created the initial visual motivation to get a reader to follow through and use this Educational Ebook. There’s something in it for them!

Now we can start defusing some of the negatives the other keywords might bring up.

ii. School

1. Learn to avoid fundamental mistakes most writers make
2. Understand how to make people relate to your message
3. Get the benefits of hands on training

iii. Activity

1. Follow the guidelines and watch you article take shape
2. Develop your own style in a step by step process
3. Use this guide over and over to practice your way into becoming a professional writer

As you can see, though the subject matter is “Educational Ebook,” we’ve turned the theme into “what’s in it for you.” This gets rid of the negative images that might come up when one thinks of doing exercises, or working.

So if we were to create an article about this Educational Ebook, or any other for that matter, we could title it something like . . .

**“How You Can Effectively Use an Educational Ebook To Improve Your Writing Skills”**

Then we’d use each key phrase to “paint the picture” and answer the call to action. All it takes is simply turning the key phrase into a paragraph or two.

Start with the first problem that using an Educational Ebook can solve, namely . . .

**“There are a lot of good article writers who are able to capitalize on their work by gaining massive readers bases. However, there are far more not-so-good writers whose articles gather dust in the corner of their websites or in the deep archives of article directories. Sorry to have to ask, but which type are you?”**

**“You might be amazed to know that, the differences between a good writer and a bad one are remarkably simple and easily remedied. That is, if one knows some basic fundamentals to proper writing. Learning to avoid some common mistakes can make all the difference in the world.”**

After this you could go into more details about how using an Educational Ebook can save a lot of headaches because they take you step by step on how to get through the basics, all the way into how to grab people’s attention and hold it for as long as you want.

Take each key phrase and use it in subsequent paragraphs until you have the complete picture.

Keep to the theme, “what’s in it for me.” Tell them what’s in it for them all through the article, and you should come out with a dynamite piece of work!

You could use the last paragraph to drive all the points home by saying something like . . .

**“Even if you feel you’re writing skills are up to the level you want them to be, you can always use some practice and maybe another perspective on things. Educational Ebooks provide a way to do just that. They enable you to learn from an experienced writer, but at the same time, they let you learn from yourself by providing a sort of “ruler” to continuously measure your own abilities.”**

This last paragraph says, “yeah, I’m talking to you!” as it turns your article into something that applies to everyone no matter how good they think they are.

Which more or less brings us into the next chapter . . .

## Chapter Five – Getting Other People to Think

As we saw in the last chapter, people think in pictures. To get them to see your point, you have to, in a sense, paint them a picture.

However, as the old saying goes, “you can lead a horse to water, but you can’t make him drink.” Meaning in this regard, you can paint them a picture, but if they’re not inclined to look at it, you’ve painted for nothing.

I don’t know about you, but I thought about Michelangelo just now. Imagine what he would have felt like if, after painting the ceiling of the Sistine Chapel on his back, no one was interested in seeing it?

I know personally sort of how that feels. My first educational Ebook was a total flop. And because it was my first, I had put hours and hours of writing into it, and nearly ruined a relationship because of the all that time it had me chained to my computer. I mean, I really sacrificed to get that thing out.

But alas, it was to no avail. Not one person bought it.

It’s gone now. I took it off the market because I got tired of dusting it off. Funny though, once I got tired of trying to sell it, I started giving it away. A lot of people who got it as a freebie later wrote to me wanting to know why I was giving away such a great piece of work.

Go figure!

Well actually you don’t have to go figure because, the reason it didn’t sell, was because I didn’t give people a good enough reason to want it.

You see, I made one huge mistake. I wrote it from my own perspective and not that of my potential customers. So it was about what I believed in, but not necessarily what others took stock in.

Had I changed a few things, and been more aware of how other marketers were thinking at the time, things would have gone much differently.

But really, this is definitely something you should keep in mind when you go about writing articles. Always approach your subject matter from the perspective of your readers.

This may take a little ego tweaking, but if you can try to relate to what people are doing, even if it’s totally against your own principles, you have a much better

chance at gaining their attention. Once you have them, then you can show them a “better way” of doing things.

But your initial contact should always be on their “turf.”

Ok, so how do you do this?

Let’s take one of my pet peeves. Unsolicited Email Marketing.

Now I have to admit that, even though it can be as annoying as a swarm of hungry flies buzzing around my head on day where the humidity is up over 70%, it’s still a profitable way to earn a living. Totally unethical, completely nervy and arrogant, but profitable.

If it wasn’t, who’d still be doing it?

But I still want to redirect those people who do it by leading them into marketing another, more professional way. I don’t want any more spam, and so I have to address this issue and try to end it once and for all.

You with me on this??!!

If so, then we have to remember another old saying, which is, “you can catch more flies with honey than with vinegar.”

Redirecting people, that is, getting them to think in a different direction than they are, is difficult at best. Tie in the fact that they’re being successful doing things their own way makes it even worse.

But you’ll never change someone’s mind by attacking them or what they’re doing. That would be the vinegar approach, and it seldom ever works until you’ve actually gone and beat them into submission.

The trick then would be to relate to them and let them know, you know why they’re doing what they’re doing. The honey approach!

What if we wrote an article called . . .

**“From Rags to Riches. Email Marketing and Beyond.”**

Can you just hear those arrogant little flies say, “Hey, they’re talking about me!”

Like flies to you-know-what, they’ll be swarming to find out what we have to say about the field of their “expertise.”

So why not get them drooling by starting out with the glorious history of Email Marketing . . .

**“Ever since the beginning of the phenomenon known as email, marketers have found profitable ways to sell their wares to millions of people. All it took was an email harvester script to pull names and email addresses from any website, and just about anyone could have a lucrative online business.**

**“Even to this day, Email Marketing of this nature is pulling in the big bucks for the average guy and gal who might otherwise be flipping burgers for a living. Instead, some of these people have actually reached millionaire status working just 10 to 20 hours a week.**

**“And Email Marketing wasn’t effected by the Dot Com crash several years ago either. No overhead, readily available products through affiliate programs, and free email accounts that couldn’t be traced back to the user, kept things going without skipping a beat.**

**“But . . .**

And this is the proverbial “big but!”

Enter . . .stage left . . .redirection!

Now that we have their attention, we can start filtering in alternative marketing techniques that are just as profitable, and far more ethical and legal. This would be the “Beyond” part they may have missed seeing.

**“But lately, the more successful marketers are turning to other techniques to gain a healthy and profitable online career through advertising.**

To make a long story short, we could begin listing all the newer methods of marketing like article submission, opt-in mailing lists, forum advertising, etc..

So in essence we’re saying, yes, there’s profit in Email Marketing, even the unsolicited kind. But “those in the know,” have found better ways of achieving the same results if not greater by doing A,B and C.

Of course we wouldn’t get all the people who spam for a living to change. But we could get a few, and get the rest thinking.

And that’s the whole idea . . .

To get people to think you need to grab their attention. The only way you’ll grab attention is by giving them something they can relate to.

Once you get them to this point, you can then either enhance their knowledge base further about their field, or redirect them into a better way of doing things.

Or, at the very least, seeing things more your way.

In any event, using the honey approach will work much better for you than the vinegar.

You know, the old saying isn't always true. You can lead a horse to water, but you probably **can** make him drink, if . . .

You add a little sugar to the water!

## Chapter Six – Driving Your Point Home

Now that we're getting near the end of the lessons, we want to remember that the "end of a matter is just as important as the beginning."

I don't know why it happens. Probably for several reasons. But I've read (and written) too many articles that seem to fade into oblivion just as they reach their conclusion.

Maybe it's that the author is getting tired, or bored. Or maybe he or she realizes at the last minute that there really wasn't a point to make after all.

But for whatever reason, some articles just die near the end and leave the reader wondering if something was missed along the way.

I can't stress enough how disastrous this is. If you never want anyone to read your articles ever again, then this is the way to go. There's nothing more aggravating to a reader than to be taken through a lesson that has no moral.

I mean, if you get tired while writing your article, go take a nap and come back to finish it later please? Or if you run out of things to say, go do more research.

Do anything it takes to finish your article with as much enthusiasm as you began with. And for goodness sake, end with a point!

It's not really that hard to do either. Just save the finale to make your biggest contribution to your reader's knowledge bank. Tie in everything you said up to this point, and drive it home.

Your big finale could be the most important benefit, or the biggest "secret" about how to do something. Stick it in a summary that emphasizes your main theme, topped with some extra special enlightenment.

Whatever you decide to do, decide on something big. Make them say, "wow!"

You want them to be glad they found your article, and you want them to walk away refreshed with some new insight and with renewed enthusiasm for what they're doing.

In other words, your finish should hold up the painting you've painted them in the body of your article as if to say, "TAH DAH!"  
In effect, your article should support your ending, and your ending should support your article. Keeping a balance throughout and right up to the end will help assure you that your readers will get the intended message.

Watch the hype. Don't go overboard with phrases like, "You'll be amazed!" or other obvious come-ons. No one falls for that stuff anymore.

Be honest with your enthusiasm. Keep it to a low roar and you'll find that hype isn't necessary.

You're an expert, and a teacher . . . remember?

Hype sells products, enthusiasm buys readers. And when you have loyal readers, there's no need for hype. They'll learn to trust you and listen to your recommendations without the hard sell.

## Chapter Seven – Now It's Your Turn

So now you have the “skinny” on the best way to write effective articles. All you need to do now is start writing them. But before you do, let's go over the main points we've talked about . . .

### 1. **Keep your objective in view at all times:**

This should be to gain readers. You're not trying to sell anything, that's for classified ads. By writing articles, you want to end up being in the position where you've gained trust as an expert in your field. Being in this position, you'll be able to make recommendations and have your readers jumping onboard for nearly any product you tell them about.

Consider yourself a teacher rather than a sales person. You want to give your readers something they may never have thought of before, and in doing so, they may be more apt to click on the link in your bio box to see what else you can teach them.

### 2. **Remain focused:**

This is vital both as the writer of an individual article, as well as in your chosen field.

Your objective, remember, is to become know as an expert. Stick to your niche, adapt products to that niche and not the other way around. Eventually, people will come to you for information about your field if you remain true to it.

When writing articles, keep to the topic at hand. Communication is hard enough without wandering all over the place trying to make too many points all at once. Keep your topic as narrow as possible, and if you have points that don't quite fit, save them for the next articles you write.

### 3. **Remove obstacles that'll keep people from reading:**

Remember the fundamentals. Check your spelling, grammar, and punctuation. Avoid long, run-on sentences, and always start a new paragraph when you begin a new point or when you want to break down a point into smaller parts.

#### 4. **Don't get too technical:**

People read articles to get inspired, so be inspiring. Write like you're talking to one person, preferably a friend. You can teach just as easily if you remain friendly and casual, and your readers will appreciate it. Be yourself.

#### 5. **People think in pictures:**

Humans visualize what their memories recall. If you want to insert new information into what a person already knows, or if your goal is to bring them down an entirely new path of thought, you need to paint them a picture.

Think of it as putting a puzzle together. Each piece is a point you're trying to make, and so should always fit in the scheme of the overall picture. If you succeed, you'll have laid out a complete and easily recognizable picture for your readers.

#### 6. **Use an outline:**

To keep your article flowing smoothly, and so you can paint as clear a picture as possible, lay out an outline of your main key phrases to guide you. Doing this keeps your theme on top, your purpose at the bottom, and everything that connects the two moving logically forward step by step to the conclusion.

Besides, it's much easier to reshuffle the key phrases in an outline than it is to move whole paragraphs around. Using an outline allows you to stand back and get an idea how your article will evolve. If something's out of place, you'll know it before you even start writing.

#### 7. **Set up shop on their turf:**

If you want people to relate to what you're telling them, the best approach is to relate to them first. Whether your goal is to redirect them, or enlighten them, teach them from what their perspective would be to begin with, and then lead them down to where you want them to be.

Even if you totally disagree with their methods or form of marketing, it's better to introduce yourself as their friend and comrade than their enemy. Remember to bring your honey to the table.

## 8. Drive your point home:

Always finish your article with as much enthusiasm as you began it with. A lot of readers tend to skim through an article and read the last paragraph or two to determine if it's worth reading all the way through.

Save the best for last, but don't hype. If what you've said throughout your article rings true, and you can emphasize the key points at the end, you won't need "flashy" words to win your readers over.

Now if you remember all of these points, you should do fine. You'll be well on your way to writing great articles, and transforming yourself into an expert.

Be charitable with your knowledge, be friendly and honest, but most importantly,

Be Yourself!

Finally, here are some great references about article writing to help you along:

<http://www.writedirections.com/articles.html>

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

<http://www.lazette.net/Vision/>

<http://fmwriters.com/community/dcd/index.html>

<http://www.bookzonepro.com/insights/writing.html>

<http://www.oneofus.co.uk/articles/>

<http://ezinearticles.com/?cat=Writing-and-Speaking:Writing-Articles>