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Compiled by Dina Giolitto,
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<http://wordfeeder.com>
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Article Marketing: What Is It and How Can I Use it to Grow My Business?

by Dina Giolitto

Article Marketing: What Is It and How Can I Use it to Grow My Business?

Ever read one of those web articles written by an internet marketing expert? They're really helpful, aren't they. You can learn a ton about how to be a successful web marketer just from surfing the net and reading articles. And it's funny... you keep seeing the same author names pop up over and over, too! But did you ever consider that YOU can write web articles and use them to help grow your business? YOU can become one of these internet guru people just from writing articles!

Article Syndication Simplified

What's an article syndication site? Simply put, it's the pick-up and drop-off station for web articles. An author submits an article to the site and includes their website URL and professional bio at the end. The article site then posts the article in their queue of articles in distribution. From there, webmasters stop in and "article-shop" for the content they need. If they select your article, they'll also include your bio and website link on their site. That's free exposure for you!

The Number One Article Website That Will Get You Noticed

There are tons of article distribution sites on the web, but the one I recommend for superior content, personalized customer service and a friendly network of reputable authors, is Ezinearticles.com. If you want a crash course in article marketing and guaranteed mass distribution of your articles to quality websites, you must visit this place. I promise you'll learn a lot.

Start Submitting Articles Today

You don't need to prove yourself to become an article author. What you do need is a basic marketing instinct and a way with words. You can get started right away, by signing up for a basic membership with Ezinearticles.com. Once your first article is approved, you're on your way to carving out the perfect reputation for excellence for yourself and your business. You're on your way to building a solid base of customers who are eager for your products and services.

Article Marketing With a Focus

Once you get a feel for article marketing, you'll see the hits coming to your website fast and furious. This happens because your website link is attached to every article that gets distributed to other sites. You're basically riding the wave of exposure that high ranking sites like Ezinearticles.com affords. This is your opportunity to really hone in on one market. Why not make it work for you, by writing a mass quantity of highly-targeted articles that will be distributed all over the web! These articles will lead back to your website through your URL, and build your credibility as an expert.

Article distribution is like link distribution, but better. Think of it as FREE ADVERTISING. It's free! I don't know about you, but if it's free, it's for me. So start writing those articles, and marketing the brilliance that is Brand You.

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Find out how crisp, targeted copywriting can make a world of difference for your business. Dina Giolitto is a Copywriting Consultant with ten years of experience. Visit <http://Wordfeeder.com> for free tips on branding, copywriting, article marketing, and more.

NEW Publication on Lulu.com (a.k.a. Jan Verhoeff's son's first published work!)

posted by Jan Verhoeff

Because it was ready to go to press (and has been 'pre-printed' locally) I put my son's book on www.lulu.com to check it out and see how it works.

He needs some reviews and ratings on there. I wondered if any of you would want to help him out. The book is 18 pages long (he's 10 years old). Corky the Happy Lizard is about a little lizard he found in our front yard and adventures he created for the lizard.

The site: <http://www.lulu.com/content/142470>

Thanks,

Jan

Blog <http://writeurthoughts.blogspot.com>

The Difference Between Article Marketing and Traditional Article Writing

by Dina Giolitto

Lately, there seems to be some confusion between Article Marketing and regular article writing. People wonder why I would write articles when I'm not getting paid for them. Paid, of course being the traditional way where money is exchanged for labor.

Article Marketing is not "article writing" as you may know it if you're a writer or reader of magazines, journals and such.

Article Marketing is a new concept that's being used by web experts to help spread the word about their businesses. **It's a tool that's meant to increase your website's visibility.**

If you're familiar with link exchanging and link distribution, you know that the more websites who include a link to your own website, the more exposure you get and the more chance you have for making a sale. Of course, the drawback to Link Distribution is that there's nothing about your link that stands out in a crowd. **But what if I told you that you'd be able to include information along with your link?** And that information could be written in the form of a short article?

That's it, that's Article Marketing. It's not *really* about fantastic writers creating amazing and life-changing articles that took months of research and development.

It's about marketers and savvy web entrepreneurs who want to increase their popularity on the web while at the same time using a personal touch - an article - to draw in a loyal following who will be interested in purchasing their products.

Imagine what you could do with a little space to add some words and warmth and compelling copy to that website link of yours! Imagine no longer. Kids, the dream is here and it's Article Marketing.

Article Marketing Explained in 4 Points

1. Article Marketing starts with an article syndication site.
2. The site collects articles written by marketers and writers.

3. The article authors are asked to include a personal bio and link to their website.
4. The articles are then picked up by other websites who want to showcase fresh, relevant content in a specific niche.

As I mentioned in the first paragraph, I don't get paid cold hard cash to write articles for my own company (although you're welcome to pay me cash to write yours!). My payment for article marketing is exposure.

Exposure comes in the form of your articles that make front page search engine headlines. What do I mean by that? Well, let's say you're in the car wash business. If you write several articles about breakthrough conveyor belt technology, those articles will come up in the search engines when web surfers go hunting for that information. The more articles you write, the more frequently your website link and your name will come up... and then, the more interested prospects will come to your website. You want to sell that technology, right? Then start writing those articles.

So: who should think about using Article Marketing as a way to become well-known, respected, and potentially rich on the internet?

Anyone who wants to create a product.

Anyone who has a website.

Anyone who wants to build a brand.

Anyone who wants to start a web-based business that will be profitable for the long term.

Characteristics of Web Articles:

- Short and to the point
- Broken up into easily digestible sections of text
- Helpful, informative copy
- Light promotional tone
- Should always, always point to your URL

You can hire someone who works relatively cheap to write your articles. But a better strategy, if you really want to be a big brand name, would be to find someone who is willing to "concept out" your articles.

Get a real copywriter to streamline an aggressive marketing campaign to pitch a product that you will sell by way of that "gateway" - the link at the end of your article.

Article Marketing is Link Distribution plus Useful Information to lure in your reader. It is not meant to bring you the Nobel Peace Prize for your writing achievements. It's good old web marketing with a creative writing twist.

Want to join the article marketing craze and get your website noticed? Well then, go warm up with a few web articles! They're quick, painless and even fun to write. What are you waiting for? It's time to write that article.

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Dina Giolitto is the author of [ARTICLE POWER: Create Dynamite Web Articles and Watch Your Sales Explode...](#) a 49-page manual covering every aspect of article marketing on the web. Learn about article marketing, copywriting and more at [Wordfeeder.com](#)

Topic: What's Your Opinion on Posting Personal Anecdotes in Your Articles?

Reply from Lamar Morgan:

Dina,

One thing about posting to the Net. Once you post something you should not have, there is no way you can retrieve it and remove it totally from the system. It is kind of like saying something in public you should not have. There is no way you can retrieve spoken words and make it like they were never spoken.

Have I ever posted something on the Net I wish I had not? Absolutely! However, you learn to be more cautious once you have been burned by your own words. Life experiences can be a great teacher - provided you are really paying attention.

Lamar Morgan

Reply from Lisa Barr:

I think that personal anecdotes add color to writing, and that the more emotionally uncomfortable it feels to include it---the more important it is--to include it!

I've noticed that some of my more personally revealing pieces are the ones that inspire people the most, leaving them with a residue that they are not as alone as they previously thought.

Lisa Barr

Reply from Ann Zuccardy:

Storytelling is a fine way to teach and inspire. I am all for personal anecdotes in articles if they help support the thesis of your article by teaching a lesson. Telling a personal story makes you human and approachable, but there is a fine line between revealing too much and being a cold fish. Before telling personal stories you have to analyze your audience very carefully and ask yourself:

- What do they care about?
- Is there anything in your story that might be construed as offensive to a particular group of people?
- Does this story clearly support the main idea of my article?
- Does this story contain anything that might embarrass me, my family or other characters in the story later?

I use storytelling all the time when I teach and write. For me the formula that works best is light-hearted humor that is slightly self-effacing. It keeps me humble and human and lets the reader know that I'm good at what I do and smart, but don't take myself too seriously. People seem to like that.

Ann

Topic: Web Articles as Portfolio Samples on YOUR Website

(started by Dina Giolitto)

Allow me to point out another great advantage to writing web articles.

If you'd like to develop your writing in a new area, and you don't have those darned needed samples to get your foot in the door... write articles.

Has anyone here ever done this besides me? If so, has it landed you a new opportunity? Were people impressed by your skills?

For those who have never but just may dare to try...

There is absolutely nothing wrong with creating samples on your own and posting them on your site. Designers do it all the time when they want to land that account. Create a mockup of a piece you'd *like* to work on one day, for a real client!

For example, if you've always wanted to write about health and fitness but never landed that contract... post a handful of articles geared to this audience.

They'll get picked up, displayed on at LEAST one website that features this subjectmatter, and your article will look darned snazzy out there on the web in the appropriate context - the world of health and fitness!

You can include the link to the article on your website, where folks in the fitness market who may need a writer with experience will see your work and think, "Well, I'm impressed indeed!"

Yes, there are many tricks to be had when article marketing is free and available.

Reply from Jan Verhoeff:

I've occasionally created *a page* for a friend's site, and included that page in my portfolio.

That would include graphics, logo design, etc. If you notice a friend who hasn't yet come up with a stylized logo, this is an excellent opportunity to network and obtain a design you can claim for your portfolio.

Great ideas Dina.

Yes, I've done the articles online as part of my portfolio.

I think I would actually copy them into the site/on a portfolio page, and maybe put a link to the other location, however. Since some links defer to a substandard page, after some time passes.

Jan

Article Marketing Success Stories - a Quote from Priya Shah:

Most of my success and personal branding has come from my articles, ezines and blogs.

When people write to me they often mention an article I wrote, so I've personally experienced the impact that article marketing can have on your brand, reach and circle of influence.

Looking forward to lots of fruitful interaction here.

Priyah Shah, on Jason Potash's Article Announcer Software:

I received a copy of the software and tried it out. Its not completely automatic, but neither is Jason's other software Ezine Announcer (which I also possess).

You need to submit articles to each directory manually but it will fill the forms for you automatically and it did save me loads of time that I would have otherwise spent just copying and pasting the article into the form.

I actually see the manual thing as a benefit because each directory or submission site has its own rules (for instance some accept HTML submissions, some don't) so you can check if your article is being submitted the right way.

I like the software - would not pay so much for just a piece of software, but since Jason's also offering the CDS and article marketing tutorials, it might be worth it.

I didn't order the CDs because there's no guarantee of them getting thru the customs in India.

You have to create a log for each article, enter all the artice information and save it.

The software then fills in this information (like the TypeltIn or other form-filling software) into the form everytime you click to a new submission site.

All you do is check the information to see if it meets the submission guidelines, modify it if it doesnt, and click submit.

It also has an automailer function that mails out your article (using a template) to article announcement lists and ezine editors.

There's information about what sort of articles each announcement list and ezine accepts so you can select the ones appropriate to your article and mail it out.

The downside I see of this is that you may be accused of spam complaints and get a lot of bounces from lists. So far I haven't experienced the former, but the latter does occur from time to time.

Publishing Recommendation from Marilyn Jenett

Thanks, Dina, for the invitation and your kind comments about my contributions to ezinearticles.com. You said we can post the link on Fridays, right? http://www.ezinearticles.com/?expert=Marilyn_Jenett.

I really don't send in articles often - just have other priorities. But I would like to commend Chris Knight on his excellent customer service. His hands-on approach really makes a difference in the cyberspace arena.

Now, with all due respect to this new world of cyber articles, I would like to make a recommendation in my first post here. I suggest that along with your ongoing cyber marketing, you don't forget that the world of print is still alive and well. The following experience was several years back - 1993 - but the rewards still exist today in my opinion. This is an excerpt from my website, in the section where I relate how I used

prosperity principles over the years to attract clients to my corporate business (<http://www.feelfreetoproper.com/amazing.html>). It will illustrate the power of articles, in this specific case the power of print. This was the result of using my intuition, but you can do the same thing "on purpose"...

(Excerpt)

As mentioned in the story above, when I started my business in the early 80s, I used my "mind stuff" to get a lot of media exposure that really put my business on the map. The exposure was about my company and me. It certainly proved that publicity works, at least for your 15 minutes of fame. If you want it to last longer, then it's about service and good results.

Years later, in 1993, I was concentrating on my prosperity principles to create some new business. The Los Angeles Business Journal called me to ask if I would advertise in their Meetings & Conventions Supplement that would also be sent to a couple of other cities nationally. I told them that I never advertise but my intuition prompted me to ask if they accept articles from contributing writers. The truth is that I had NEVER written an article in my life, but she said I could write something and send it in to the appropriate editor. She wasn't too encouraging, by the way. Well, I sat down and wrote an article regarding the wonderful event sites Los Angeles has to offer the meeting planner but I never mentioned my company name or myself in the article. These were only mentioned in the by-line at the end.

Long story short...that article grossed me \$250,000! The profit wasn't bad either :-).

(End)

I went on to write additional articles for LABJ and other notable publications.

So, along with the Internet, it would behoove you to submit your articles to business journals, trade publications, magazines, etc. And don't expect print editors and journalists to be perusing the Internet articles and press releases. I learned that it doesn't happen that way. I just posted about that on another network recently. Submit to them personally to get results.

Marilyn

Feel Free to Prosper
<http://www.FeelFreetoProper.com>

6 Article Marketing Smarts: How To Get More Reprints And Exposure

By Priya Shah

Article marketing is the latest buzzword for marketers looking to promote their sites and products online. But how do you measure the success of your article marketing campaign?

It probably depends on what you expect your article to achieve for you - better branding, more sales, or more publicity.

One way to measure article performance is to check how many times your article has been picked up and reproduced on various sites.

To do that, just copy and paste the article title in quotes into a search engine like Google, and you'll see how many sites it's been reprinted on.

My article "How To Get To The Top Of The Marketing Food Chain" shows 1061 links in Google.

<http://ebizwhiz-publishing.com/articles/priyashah16.htm>

That means Google has indexed 1061 sites on which this article appears.

<http://www.google.com/search?hl=en&q=%22How+To+Get+To+The+Top+Of+The+Marketing+Food+Chain%22&btnG=Google+Search>

This gives me about 1061 quality links to each of the sites I included in my resource box. As you can see, this makes article marketing a very powerful way of building quality links.

So how do you ensure that your article gets picked up and reprinted by as many publishers as possible?

1. Pick A Topic That's Hot Or Always Fresh

For instance, my article on Neuromarketing got picked up pretty quickly because it was a hot topic.

<http://marketingslave.com/2005/06/01/neuromarketing-smart-marketing-or-jedi-mind-control-trick/>

The problem with hot topics is that they also tend to cool off quickly. So while they may get a lot of reprints over a short time, they may get very few reprints once the craze is over.

There are some articles that are slow starters but eternally fresh, like the one I wrote here.

To Be A Champion, Become A Child

<http://www.growmymind.com/positive-attitudes/be-a-champion.htm> (591 links in Google)

These are the ones that will give you reprints over a longer period of time. I think in the long run, these are more valuable.

2. Target A Large Audience

Another way to get a lot of coverage is write an article for a large target audience or one that is very active online - like bloggers.

This article gave me 164 links back, mostly from other blogs, even some for which I had to use a translation service :-)

<http://www.blog-maniac.com/blog-burnout.htm>

This shows 248 links back

<http://www.blog-maniac.com/questions-business-blog.htm>

316 links for this one

<http://www.blog-maniac.com/spam-blogging.htm>

But again, it's the quality of links back that matters - not the quantity. Another large target audience is the health market. I get a lot of links back from my health articles.

3. Craft A Catchy, Relevant Title

A catchy title ensures that your article gets the attention of publishers - the first step to getting your article published.

Follow the basic rules of copywriting to make your article interesting and readable.

Publishers are more likely to pick up an article if its title includes the keywords that they (and you) want to target.

Use your main keywords in your title, preferable in the first half (like I did in the title of this article), to ensure better rankings for those who reprint it.

4. Offer Publishers A Monetary Incentive

Give people an incentive to publish your article. I have an affiliate program and I allow publishers to use their affiliate link for my ezine in the resource box.

Allow publishers to earn by publishing your article and they will gladly reprint it.

5. Write An Article Series

Break up a long article or report into a series of articles like I did with my "Marketing With Blogs" series here.

Marketing With Blogs - Part 1, 2, 3 and 4

<http://www.blog-maniac.com/marketing-with-blogs1.htm>

<http://www.blog-maniac.com/marketing-with-blogs2.htm>

<http://www.blog-maniac.com/marketing-with-blogs3.htm>

<http://www.blog-maniac.com/marketing-with-blogs4.htm>

These gave me **5270 links** back in all. As you can see, a series of articles can be a very powerful link-building technique.

6. Distribute Your Article Widely

Ensure that your article is distributed to the best and most appropriate article directories and announcement lists online.

Feel free to browse through my own collection of article directories and announcement lists

<http://www.articlewritingtips.com/submit-articles.htm>

Priya Shah writes the [Marketing Slave blog](#). Visit [Article Writing Tips](#) for more article marketing tips and tools. This article may be reprinted as long as the resource box is left intact and all links are hyperlinked.

Ann Zuccardy on "Expert Authors":

If it's blatantly salesy without giving ME any freebies of value, my red flag activates.

In my vast (not!) experience with article marketing, I find that the real experts actually give you something you can use or something to ponder...something that makes you stop and say, "Oh, cool...I never thought of it that way before."

Of course, we are all doing this because, ultimately, we want to sell something. In my opinion, the difference between the experts and the non-experts is the level of selling (hard-sell, what's-in-it-for-me versus soft-sell, how-can-we-support-each-other techniques).

I, as a reader, am turned on by give and take. I immediately turn off if I scan an article and think, "There's nothing here for me." Turn me on and you've got a loyal business partner. Turn me off and I'll never come back.

Ann

Bonnie Davis, on Expert Authors:

Non-expert articles are often filled with inaccuracies, misspellings, grammatical & punctuation errors. Even though the author may have some "expert" information to share it is devalued because the article is in such bad shape!

Just my 02 cents.

Bonnie

Reprint Articles Hijacked by Text Link Ads - Great for Authors!

by Glenn Murray

We all know that online publishers earn revenue from our free reprint articles. They place pay-per-click ads on the web page that contains the article, and the advertiser pays them whenever someone clicks on the ad. Most use programs like Google AdSense which automatically identify the subject of the article and deliver an ad related to that subject.

But did you know that publishers can do a similar thing within the article itself? They can turn any word within your article into an ad! They use programs like TextLinkAds to turn select target keywords into hyperlinks to the advertiser's website. When a reader clicks on a link, the advertiser's website opens within the same window. In other words, the page is 'hijacked' and your article disappears!

Gasp! As authors, we spend a lot of time planning and writing content designed to hold the reader's attention. Surely we should condemn anything which hijacks our audience?

The answer to that question is most definitely, NO!

As a heavy Internet user, I'm personally not a fan of text link ads. However, as an author of free reprint articles, I think they're great. Before I explain why, though, let's cover off a few basics...

Text link ads some FAQs

Like every other form of advertising, text link ads have their detractors. The most common questions asked are:

Q: How can I tell if it's a text link ad?

A: Although text link ads look the same as text links, you can identify them very quickly simply by mousing (hovering) over them. When you hover over a text link ad for about a second, a popup displays the details of the advertiser and the ad content. Check out <http://www.seochat.com/c/a/Search-Engine-News/Microsoft-Hopes-to-Crush-Google/1/> for some examples.

Q: Are they ethical?

A: Text link ads are more covert than regular pay-per-click ads like Google AdWords. They look like normal text links, but they don't actually jump where you expect them to. For example, I clicked on a text link ad with anchor text MSN expecting it would take me to MSN's search, but instead it took me to the website of some sort of SEO service provider. As we all know, it's quite common for people to link to their site using unrelated anchor text. That's all text link ads are doing. So, by nature, text link ads are no more misleading than any other kind of link.

Q: Are they bad for the Web?

A: When people can't trust the links they're clicking on, won't they stop clicking? Won't this have a detrimental effect on the perceived usability of the Web? I said above that text link ads aren't really any more misleading by nature than normal text links. In reality, though, I suspect they may encourage the misleading use of anchor text, so in that respect, I think they're detrimental to the perceived usability of the Web. But does this make them bad for the Web? I don't think so. In fact, I think their overall effect will be good. By bringing more advertisers (i.e. businesses) to the Web, text link ads ultimately make the Web more useful. Users will quickly recognize text link ads for what they are and adapt.

Q: Are they effective for advertisers?

A: I can't really answer that. I've never used them, so you'll have to ask someone who has. Of course, you could ask one of the companies that offers text link ad technology, but you already know their answer...

Q: Will they become more popular?

A: Once again, I can't answer that question with any authority. But I have my suspicions; I suspect they will become more popular, simply because there are a lot of web publishers out there who are willing to try programs that offer a revenue return. Ultimately, the popularity of text link ads hinges how successful they are for advertisers, not how well-liked they are among users.

Q: Can I stop it happening to my reprint article?

A: No. I believe that power lies solely with the publisher. Of course, you can forbid it in your reprint guidelines, but that will simply limit the number of times your article is reprinted (consequently limiting your referral traffic and link popularity).

Conclusion - Are any of these questions really important to article submission authors?

In my humble opinion, the answer, once again, is No! As authors of reprint articles, we love the Google AdSense arrangement because it creates a demand for quality content. The more high quality articles a publisher reprints, the higher their site rank, the greater their traffic, and the more they earn from the pay-per-click ads on their site. As a result, our article submissions get widely published and we build brand awareness, credibility, authority, referral traffic, and of course link popularity (i.e. increased rank).

Text link ads are no different. Like Google ads, they encourage the publisher to acquire more high quality content. It's as simple as that.

But my article is hijacked! What if the reader doesn't return? There's no denying we'd prefer to keep our reader. But most readers know where the 'Back' button is, so if your article is good enough, they'll be sure to click it. And if they don't, well at least you've got the permanent link back to your site in the byline of your article. And after all, that's one of the big benefits of article submission, isn't it?

Anyway, enough talk. Let's see how it all unfolds.

Happy hijacking!

Glenn Murray is an SEO copywriter and Article Submission Specialist. He is a director of PublishHub and also of copywriting studio Divine Write. He can be contacted on Sydney +612 4334 6222 or at glenn@divinewrite.com. Visit <http://www.divinewrite.com> or <http://www.publishhub.com> for further details, more FREE articles, or to purchase his e-book, SEO Secrets.

Article Source: <http://EzineArticles.com/>

Jodie Foster Asks About the Article Blues

I find that I get an a roll and can crank out several articles in a short period of time, then my brain goes on the deep freeze cycle and I can think of a single subject to write about.

DO you experience this?

What is the way out of the deep freeze and keep more consistent with inspiration for article topics?

At the moment I have requests for 2 new subjects, but them what.. ??? Once I have my topic it's like I'm off to the races. It's just getting in the starting gate that can be the issue sometimes.

So-- I'd love to hear how others deal with this...

- Jodie Foster, Intuitive

Patrick O'Connor Answers:

When I find myself in writer's block, I direct my attention to another article, book, research, etc. I'm working on.
Sometimes though the best cure is to "rest" in a meditative state, with the analyst mode in me, off.

Denise O'Berry Replies:

One of the places where I think people really get stuck when writing is that they "think" they can only write about a topic once. And that's a big mistake. I haven't found a topic yet that can't be freshened up with a different angle so it's a new article.

That said, everyone runs into writer's block at least occasionally. To keep it at bay, I keep a pile of ideas on the back burner. Just keep a notebook handy to capture what you see happening around you, and keep track of the advice you are giving your clients -- those are good topics too. Plus take a look at your website stats files. What are people searching for? Can you turn it into an article?

Blogs and articles have a lot of similarities when it comes to writing and what you are going to write about. Here's an entry I wrote about blog writer's block -- [What Do I Write About?](#).

Another handy resource is Marcia Yudkin's book -- [Writing Articles About the World Around You](#). It's fairly inexpensive and contains some really good ideas.

Best regards,

Denise O'Berry

Srinivasan R.G. Adds:

I conquer my blues by extensive reading. I get new perspectives on what I read and then I start writing. The words simply flows and it is difficult to tap out the key boards at the speed of thought. Here are some samples at [http://www.ezinearticles.com/?expert=R.G. Srinivasan](http://www.ezinearticles.com/?expert=R.G._Srinivasan)

Srinivasan
<http://management-thoughts.blogspot.com>

p.s. I am currently passing through one of blues so I am just reading all the posts.

Reader Feedback on "Doing Business With Friends"

Becky Noles Writes:

I love my friends, but business is business.

I have hired friends for subcontract work and they appear to be very lax with their submission. Kind of like the "we're already friends so I don't 'need' to impress" kind of attitude. Quite frankly, I don't have time for that.

With that said however, I do have a colleague whom I trust implicitly. Over the months we have become very good friends through the subcontract work back and forth (we only knew of each other through networking). So I am not totally against doing business with a friend, but rather a cautious approach.

Becki Noles
<http://www.VirtualAccuracy.com>

Ann Zuccardy replies with an article:

Doing Business With Friends: Five Tips for Preserving the Friendship... and Your Sanity!

by Ann Zuccardy

My colleague, Jane, recently lamented to me an all too familiar story about mixing business and friendship. Jane subcontracted copywriting work out her friend, Joan. Jane's copywriting business was blossoming (partly in response to her most recent brilliant article marketing campaign) and giving the work to Joan seemed like a win-win for both of them.

As expected, Joan delivered a glorious first draft. The only problem was halfway through the discussed project, Joan suddenly disappeared!

It turned out that Joan was becoming overwhelmed with juggling her own work and the freelance work. The freelance work sunk to the bottom of her priority list because, hey, Jane was her friend and she wouldn't mind. However, as the days turned into weeks, Joan became embarrassed and began hiding from Jane's e-mail messages and calls. Now both friends were in a pickle!

Jane would have preferred Joan tell her up front that she couldn't meet the agreed upon terms. She didn't get angry with her friend, but it made her wonder how wise it is to involve your close friends in professional endeavors.

One the other side of the fence is the business person who agrees to do something for a friend for a reduced price or free. Another writer stated that she believes she gives away too much of her goods and services dirt cheap or free to friends. She's had experiences doing business with friends in which she's thought, "Oh, I'll do this one thing for him and then he will do something of equal value for me." Often this writer ends up feeling irritated because she's running short on time and money and she often doesn't get back what she put into the trade.

Here are some tips to help you no matter what side of the fence you're on:

1. Your time and services are valuable. Don't give them away. You can volunteer for PTA bake sales,

donate blood, or give money to your church, but your business services are not free. You've got bills to pay and a professional reputation to maintain.

2. If you're thinking about doing business with a friend, ask yourself, "Is this a person whose services I would pay for even if I didn't know him?" Do I admire and respect the way she operates her business?" I have some friends who are great business people and some who are just great friends (and I'm not convinced they're savvy business people).

That's okay. If you can't give an honest affirmative answer to these questions, DON'T do business with this friend.

3. If you choose to do business with a friend, be clear about the project specs, deadlines, and payment arrangements before the work starts. Get it all in writing (e-mail is fine). Be specific! Did I mention be specific?

4. Frequent check-ins are a must. (E.g., "How are you doing with that dog food project we talked about? Do you need any further information or material from me? How can we work together on this?"). Nip any problems in the bud with constant communication.

5. Listen to your intuition. Does your friend generally keep her promises? Is she a good, clear communicator? How would you feel about her if the business arrangement you're thinking about didn't work out well? If you have any nagging doubts, it's best to err on the side of caution and NOT hire your friend.

In business and in life, communication is key. The people who have the most successful business relationships and friendships will always be those who can speak and write clearly, efficiently, and concisely.

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Ann Zuccardy is a freelance technical and copy writer with 17 years of industry experience in marketing and technical communication. She currently consults with IBM in Essex Junction, Vermont where she writes software user manuals, training guides, and release notes. Ann is also the owner of Vermont Shortbread Company. She can be reached at Wordbrains.com.

Article Marketing: Why 2 URLs Equals Watered Down Orange Juice!

By Dina Giolitto

Are you an Article Marketer? If so, you know that it pays to write hundreds of articles and post them on the web with your URL attached to the bottom.

But did you also know? When you include TWO URLs in the resource box of your article, you're turning it into watered down orange juice.

Let's call one of your URLs "OJ" and the other "water."

You put two in, now your orange juice is only HALF as juicy as it was before. And the power of your brand, "OJ," is FIFTY PERCENT diluted.

And you may think it's tasty, but that's only HALF the vitamins of undiluted orange juice.

(Said in Plain English):

For those who run multiple websites:

How do you choose which URL to place in your article resource box?

As a marketing-minded individual, I choose the URL that's most appropriate for the audience.

For example, If I'm selling, say, orange juice, and my one site is "Freshpicked.com" but the other is called "dreamingincolor.com"... guess what?

I'm not including that second URL in the resource box... no matter how much I want everyone to notice how many websites I'm running.

I notice that many people include more than one URL in their article resource box, and I advocate strongly against it.

Even if the reader "knows you from around the internet," you are not attracting people to one website if you give them two options of where to click.

If you give ONE option, and someone clicks, they can explore the potentially many pages of one website, and let the info sink in and then burn your name into your head.

If you give them two, you've diluted the power of your brand by FIFTY PERCENT.

Do you think this helps to build a strong case for your brand? I don't.

People are NOT going to click TWICE.

They're just not, so don't give them a distraction with your two-URL-having resource box.

Don't do it.

Don't water down your orange juice.

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Need professional-quality articles written as a way to advertise your web based business? Then contact Dina Giolitto and her article-writing cohorts, at <http://thearticlewritingteam.com>.

Observation About Keyword vs. Non-Keyword Articles

posted by Dina Giolitto

SEO (Search Engine Optimization) experts claim that adding **keywords** to your articles makes them far more popular to the **search engines** than articles that don't contain keywords.

Keywords also make your article far more likely to come up in a **web search done by a HUMAN** who might have typed in that particular phrase into the Google search box.

Has anyone done a comparison?

Have you ever submitted two articles on the same topic, infused one with keywords and left the other "as-is", tracked and compared the performance of each?

I recently tried to be extra vigilant about using keywords in one of my articles.

I included a keyword within the **first three words** of my **article TITLE**.

I made sure to choose **commonly searched keyword phrases** and include them **throughout my article text**.

I even **bolded the keyword phrases**.

I didn't turn those **keyword phrases into anchored text links** that led to my website, but I've heard this is another trick that works.

I'm noticing that article is really rocketing up the hit list, getting far **more traffic** than other articles on the same topic that I didn't "keyword-optimize."

Have you ever done such a comparison?

Have keywords helped to bring your articles increased exposure?

eBook Solutions

By: Jan Verhoeff

Free Information Products inundate the web these days. eBook performance denotes miraculous sales and marketing procedures abound. Procedural documentation of a marketing article can be referred back to an eBook sold on your website. While most entrepreneurs may be seeking positions working at jobs online, others are actually seeking independent careers they can start working from home. An eBook representing a new method of business development, touting an ingenious financially beneficial business one can start on a shoestring, and proclaiming vast amounts of dollar success will sell well on any site, promotes well as a marketing article, and reprints well on other people's websites as a loss leader to bring traffic back to your site with a reference and signature ad.

What does it cost to bring traffic to your website? Can you make a dedicated profit by giving away an eBook that cost you only the time to create it?

Some interesting suggestions for marketing your eBook include:

1. Promote portions of your eBook as marketing articles with your signature and a reference back to your whole eBook. (Remember not to give away the secret of your book in the articles.)
2. Encourage publication of portions and excerpts from your eBook along with your special signature

referring buyers back to your eBook and website.

3. Make extra profit selling updated versions of your eBook after you publish the FREE eBook online for readers to read. Be sure to include examples of excerpts from the updated version to encourage them to purchase your book.
4. Promote your eBook as a buy in for other web developers to promote their websites. Encourage them to give it away, as you give it away. Encourage readers to also purchase the updated version of your eBook.
5. Locate other people's eBooks and promote them on your website. Buy rights to eBooks for sale on your website. Create packets using a collection of similar titles to sell eBooks on your website as part of your content and product.
6. Create saleable reports from the data used to create eBook. Sell reports through advertising spots on your website promoting FREE reports. Use portions of your eBook to promote your monthly newsletter. Use portions of your eBook IN the monthly newsletter.
7. Show prospective clients sample pages of your eBook. Sample pages create interest, offer basic information about what is found in the eBook, and promote sale of reports.
8. Develop a "come back theory" to encourage return traffic to your site. Build a market people will come back to purchase or review later.
9. Make your eBook available off line.

Use your eBook to create multiple high earning income streams, promote your website, develop your clientele, and balance your on line business. By writing several eBooks serving your topic, and introducing your clients to your way of doing business, promoting your values and work style, you increase your own popularity and visibility online. This process defines your brand and brings you back to the homes of your clients. Once they begin to recognize and understand your business brand, you become more visible and highly competitive with any other source they have for any given product.

Jan Verhoeff combines 27 years of service in the Free Enterprise domain and a lifetime of education in business development to bring expertise and understanding of basic business principles to new business owners. An expert in the field of business development, Jan presents conceptual information through publications, live presentations, and Power Launch, a weekly live conference chat for business developers. For more information see her site at: <http://wahopportunity.blogspot.com>

Christopher Knight on "How to Deal with Life Suckers"

Dina Wrote: "How do you gracefully deal with people who drag you down and suck the life out of you?"

Chris Replied: "No one can suck the life out of you without your permission."

:-)

The "Life Suckers" own their response, their actions and you must be independant of their opinions at all times...

What's really scary: We become more like those we hang around most...therefore it's very important to hang around people that support you rather than rain on your parade.

- Christopher Knight, <http://EzineArticles.com>

Marilyn Jenett, on Life Suckers:

If you want to advance in life, you must surround yourself with "Life-Enhancers". And release the others.

I like honesty myself. I would tell someone that their negative mindset is creating their problems and that they have the ability to change their thoughts and their circumstances.

If they are really not interested and don't want to change...I have no problem telling someone (if that is the only way they will understand) that I only want to be associated with positive people. I truly believe that many people are just not aware of how negative they are and by making them aware, you may be doing them a favor. My students have told me stories about how they would address this with their relatives and friends and the latter ended up agreeing with them! Even if someone were to be miffed at this initially, I guarantee you they will give it some thought...unless they are absolutely clueless, in which case you really want to stay away.

Marilyn

Breaking News!

New Testimonials at the Feel Free to Prosper Network

<http://prosper-network.ryze.com>

Kurt Schweitzer, on Yahoo Groups:

I've found Yahoo Groups to be rather useful, provided you follow a few guidelines.

1. When creating a group, make sure you set it up so that you need to approve new members. This step alone will get rid of most of the spam, even if you approve EVERY membership request!
2. Yahoo groups have three classes of members - those who can post, those who can't, and those whose posts must be approved by you. Set up your group such that new members' posts must be approved. Then, after members have posted enough times that you feel confident they are actual participants and not spammers, switch them to open (unmoderated) posts. This allows your group to be pretty spam free, without having to moderate every post.
3. Do NOT publish a "magic number" after which you will drop moderation! Let it be a surprise!
4. If a moderated member attempts to spam the group, ban them immediately! Warnings are a waste of time.
5. Publish the posting rules on the group's "home page" (similar to the Ryze Network Page). Then you won't have to give any warnings. Likewise you can have the posting rules be contained in a file that is sent automatically when a new member is approved. The file would be available for review in the Files area of the group.
6. Make your group public, so that people can find it when they search the groups.
7. Make postings be "members only" and subject to the moderation discussed above.
8. Make the membership directory either "members only" or "moderators only" - do NOT make it public!
9. Try to keep posts on topic. If an unmoderated member strays too much, remind them privately. Moderated members' postings will simply be dumped, perhaps with a private warning.

I follow these points on the groups I moderate, and have had few problems.

Kurt Schweitzer

Article Content Sources For Article Writers - 7 Quick Strategies You Can Use Immediately

By Christopher Knight

As an article author, sometimes you can only pull so much out of your head before you need to turn to a system or a strategy for how to produce more original content.

The following are (7) types of great content sources to help you produce your next batch of 100+ quality and original articles:

Article Content Source #1: Old Ezine Articles

This includes your archives for articles that you sent your ezine from the past 10+ years. If you've created multiple articles for each email newsletter issue, I recommend that you break your old ezine articles into single article chunks rather than multi-topic articles. If you have large ezine articles from your email newsletter archive, consider breaking them down into 250-500 word chunks rather than 1,000-3,000 word articles.

Article Content Source #2: Old Original Forum Posts

If you've been on the Internet for some time, there is a good chance you belong to a few forums that you might call yourself a "resident expert" on. All of your old forum posts that are greater than 250 words in length will make great new articles that you can put into distribution to create more traffic and sales for your business, if not to enhance your credibility alone.

Article Content Source #3: Old Blog Posts

The whole point of blogging, besides posting frequently, is that you can easily syndicate your blog for others to read via the RSS reader of their choice. Because of the syndication orientation of blogging, your blog posts that are greater than 250 words make great articles that you can slap on a longer title, add a resource box that pitches your blog website and put a fast 250-100+ articles into immediate distribution.

Article Content Source #4: Out of Date Books

Are you an author that has a book that is no longer in print? If you own the copyrights to it, this is an excellent place to create hundreds of quality articles with just a few days or a week of editing.

Article Content Source #5: Your Current e-Books

Grab 10%-20% of your hottest selling ebook and flip it into articles designed to introduce your reader into wanting the whole ebook from you. You still need to deliver real content value here and not get skimpy or tease them with 'what they could learn if they bought your ebook.' Just keep the articles short, with bullets or small numbered lists.

Article Content Source #6: Top 10 or Top 7 Articles

Everyone likes content they can read very fast. Why not create top 10 lists (or any number of "Top" things) related to your niche or area of expertise. To begin, just create a headline such as "Top 7 Leaders Strategies For Newbie Managers" and then number the list from 1-7. Come up with a sub-headline for each tip and then do (1) paragraph describing the tip. You'll find these are easy to produce and crank out 5-10 of them per day.

Article Content Source #7: Keyword Research

Using Google Suggest (<http://www.google.com/webhp?hl=en&complete=1>) or any keyword research tool, you can enter in keyword relating to your niche and discover topics that people are currently searching for that are related to your expertise. Use this as a springboard to launch another 25 articles that are 250-450 words each related to answering or providing short tips on how to solve or get more out of the keywords they searched for. Example: "Yoga" when entered into Google Suggest tells me that I should write articles

about "Yoga Journals or Journaling" and about proper form or different types of "Yoga Poses."

ps: Would it surprise you if I told you that this very article was created from a compilation of blog entries that I created over the past 2 months? I just stitched together relevant blog posts until I had a brand new article that delivered a single themed message...and YOU CAN DO IT TOO! :-)

About The Author:

Christopher M. Knight invites you to submit your best articles for massive exposure to the high-traffic [http://EzineArticles.com/ directory](http://EzineArticles.com/directory). When you submit your articles to EzineArticles.com, your articles will be picked up by ezine publishers who will reprint your articles with your content and links in tact giving you traffic surges to help you increase your sales. To submit your article, setup a membership account today: <http://EzineArticles.com/submit/>

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Be Prepared for the Unexpected

By Angela Betts

How long has it been since you last had to search for a new job? These days it's not at all unusual to change careers or jobs several times in a lifetime. The idea of retiring from the same company after a lifetime of service is much less a reality in today's world than it was a couple of decades ago. The likelihood of unexpectedly losing your job is greatly increased today due to a number of different factors such as corporate downsizing, technological evolution, and globalization just to name a few.

Being thrust into a job search can be a rude awakening and an eye opening experience. Ideally a job seeker should already be prepared for the unexpected with an up-to-date resume and versed in good communication skills. The reality is most people don't have a current resume much less know how to effectively converse with a prospective employer. This lack of preparedness intensifies the stress and fear that comes with being unemployed.

Having current documents and sharpened interviewing skills will greatly increase your sense of control over the situation and relieve some of the stress. The process of writing your resume will highlight to you the skills you have acquired and the challenges you have overcome. In turn your confidence in your abilities will have a positive impact on your self esteem which will effect a potential employer's impression of you.

Review your resume and determine whether it portrays you to be the candidate a prospective employer would be eager to meet. It should paint a picture of a person ready and willing to use your skills and talents to further the mission and improve the bottom line of a prospective employer. A progressive climb to bigger and better opportunities should be evident upon first glance.

Knowing how to answer and ask questions intelligently with professionalism and grace is just as important. Your resume is the tool to unlock the doors to interviews. Once the door has been opened the ability to communicate well is necessary to convey how you can be an asset to the company. This is the time to present your personal sales pitch.

You should be prepared to ask intelligent questions as well as answer questions. Inquiries about the company's philosophy and mission, what will be expected in the position, and the degree of camaraderie among employees are examples of some of the questions you should ask. Usually applicants are given an opportunity at some point to ask questions and are very well expected to do so.

Spend some time reviewing your personal marketing documents. Do some research on the internet or at the local library to learn how to communicate well in an interview. Make your own list of questions about the job and the company to pose toward the end of the meeting. Practice answering and asking questions with a friend or family member. Pay attention to your body language and composure as well as your verbal responses.

You can turn an unexpected job loss into a positive experience. Take some time to discover the multitude of possibilities in which your skills and talents can be used and make it a positive one. You know the old saying, "When a window closes, a door opens." Even if you aren't currently seeking a new job, a career advance, or a change to improved employment conditions, be proactive and do the best you can to stay a step ahead. Keep your resume updated and your interviewing skills sharpened...just in case.

Compelling, targeted resumes that will open doors to interviews developed by Angela Betts. Angela offers resume writing skills developed from over 8 years of experience.

For more career and job search tips sign up for our free newsletter at <http://www.resumeritr.com>.

Contact Angela at 501-467-8768 or send an email to info@resumeritr.com to request a free resume critique or resume development services.

Article Source: <http://EzineArticles.com/>

Capture the Resistant Half of Your Market... with Articles

by Dina Giolitto

Heard about article marketing but not sure why you'd need it for your business? Posting Articles on the net is a great way to capture the "stubborn" half of your audience who resists a direct sales pitch.

While some folks don't mind being approached directly, many others don't take kindly to it.

Let's say you have a service to offer, so you hit someone up face to face with a proposal:

"Hello Fred, isn't it time you made improvements on your life? My product can help you do this!"

Suppose Fred is in a foul mood that day, or maybe Fred's email box is overrun with messages. Or maybe Fred just doesn't like anyone confronting him about areas where his life can stand to be improved... because even if that's true, FRED WILL NEVER ADMIT IT.

Thanks to the unfortunate timing between your sales pitch and Fred's bad day, Fred reacts defensively to your suggestion and mentally blacklists you for bothering him with your pointed insinuations.

Now, suppose that instead of hearing or reading your direct approach that you delivered via email or in a chat forum, Fred came across your ARTICLE that day. The jist of the article was the same as the sales pitch you might make to Fred... but instead of being aimed directly at FRED, it's written to a general audience.

This time, Fred is reading your information BY CHOICE, and nobody is finger-pointing or insinuating he needs to change in some way. Therefore, Fred is free to analyze his own situation and determine whether

your service or product might enhance his life.

Pretty soon, Fred is visiting your website with interest... and not long after that, Fred has come to terms with his shortcomings and surrendered to the fact that, YES, what you're selling may be of help to him.

Finally... cha-ching!

Thanks to that article that you wrote that wasn't aimed directly at his fragile ego, Fred feels comfortable to just whip out his credit card... and surprise! He's officially your paying customer.

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Dina Giolitto is the author of [ARTICLE POWER: Create Dynamite Web Articles and Watch Your Sales Explode...](#) a 50-page manual covering every aspect of article marketing on the web. Learn about article marketing, copywriting and more at <http://www.wordfeeder.com>

Wendy McClelland, on "posting multiple topic articles?"

I don't think you need to worry about posting articles that are of different topics. I have written articles about parenting, home birth, raising teens, volunteering, guerrilla marketing, the internet, jet lag and travel and numerous other topics.

Find websites that cater to the market you originally wrote the articles for and post there. Just make sure you find the "right" sites for each type of article.

I have only benefitted from this. Potential clients can see I am able to write on numerous wide ranging topics.

I urge you to write and post and write and post.

Enjoy,

Wendy McClelland
"I coach people to think without boundaries!"
<http://www.thinkwithoutboundaries.com>

Getting Paid for Your Articles

by Dina Giolitto

If you've been writing web articles to help promote your business, you may also wonder if you can write articles and get paid for it. What type of articles will land you some extra cash, and what control do you have over the resubmission of your content once you hand it over to the editors?

Type 1. Magazine and Journal Articles.

These articles are at least twice the length of a typical web article, in-depth, highly focused on a topic, slightly academic and ethereal in nature, and often have extended quotes from authorized experts. These are the articles that you read in your magazines and journals. REALLY GREAT WRITERS write these - that is why they get paid the big bucks.

Payment:

You can get paid anywhere from maybe \$35 to \$2,000 depending on the size of the publication and your reputation as new or a seasoned freelance writer.

Other Important Info:

- **Requires a Cover Letter.** You must "pitch" your work to a... well, let's call them Elitist group of editors. The less known your name is, the harder you will have to sell yourself. There is an exact procedure for writing a cover letter - I recommend that you do research on it because if you get it wrong you're tossed right into the trash bin no matter how fabulous your article topic is.

- **Requires a manuscript (editable first draft).** You must submit your article BY MAIL, printed out in a standard font in a specific format that includes headers, footers, line spacing, page numbers etc. in an EXACT FORMAT. If you screw up the format, you screw yourself. Some "kinder" publications will send you a little card telling you what you did incorrectly, some won't even acknowledge you if you're brand spanking new and not aware of the protocol.

- **You must include CLIPS - the industry term for samples of your work that were already published.** Does a "web article" qualify as a legitimate clip? I really do not know. My guess is that the higher the quality of your piece, the better off you'll be... but I really can't say.

- **Your article will be edited.** IF it gets approved, and that's a BIG IF, it will be mailed back to you with corrections. The editors may wish you to take a new direction with it or modify in some other way. You must work with them.

- **Your magazine article is NOT going to be published "over and over" the way that internet articles are.** Why? Periodicals don't want to run the same articles as their competitors. You get a small shot at publishing something a couple of times in a few different places, but it's a slim chance. FRESH content is the name of the game. THAT is why magazine people are willing to PAY for it. Are these types of articles a good way to sell your business? Perhaps if you're hitting the world with some breaking insights... but that will likely be in ONE in-depth article, and by some stroke of luck that your area of expertise matched the publication's need for hot content.

Magazine articles are certainly NOT the advertising tool that internet articles are. I mean really, when was the last time YOU read a magazine article, took note of the author and said to yourself, "Hey maybe she's selling something I need! Let me scan for a website and visit it right now"?

Web businesses aside; some writers really just want to write for the thrill of writing itself: thoroughly researching an industry, creating some beautiful prose about it, and getting paid. This along with a byline and the thrill of being a published author can make freelance magazine article writing quite appealing. If this sounds like your cup of tea, start honing your article researching and writing skills, and practice those cover letters!

Resources:

If you think you have the gumption AND talent to write in-depth articles for magazines or trade publications, do a Google search on Freelance Writer Jenna Glatzer and see what advice she has. Sign up for her publication, **Absolute Markets** and start finding out what types of industries need articles and who is willing to pay cash for them.

Flip through your magazine rack and pick out the magazines you might want to write for. Then select a section of the magazine where you might be able to contribute to a general topic category.

You'll find "all the big names" of editor-in-chief and staff, along with the mailing address, within the first few pages of the magazine. You will need this information because this is who you'll be speaking to in your cover letter.

GOOD LUCK. You must have patience and perseverance and you must be EXACTING to get anywhere in this industry. Oh yeah, and it helps to KNOW PEOPLE. :)

Type 2: Articles That are Resold by Content Websites.

There are a handful of websites out there who will pay for your content. I don't know a whole lot about them, but I would think that submitting your work to these is mostly a WIN-LOSE situation, with you as the loser. I think it's because they pay you a few dollars to OWN THE RIGHTS to your work. You get a byline, and that's it. In most cases the byline doesn't even include a URL or author bio, so you're really just selling yourself out for some measly chump change in this situation.

Assumptions:

The website who buys your content is probably going to sell it at a higher price than you wrote it for. Again, this is just speculation on my part- but they must be doing something with your content to put a good amount of money in their own pocket or why would they bother? Perhaps they charge publications a membership fee to select articles to use in their own printed work. Again, I don't know much about these places but I will share what I do know.

Payment:

Content buyers may pay anywhere from \$5 to \$100 an article. I guess if you're really desperate to pay the rent this month, you can write four or five articles, spend 2-3 hours on each of them and then get \$15 back per article. But I really would think that you'd have to be desperate to do this. Legally, you can't submit the article elsewhere once you've signed it over. But the person who paid you ten dollars for 2 hours of work can and will.

Other Important Info:

- **THEY dictate the content, not you.** Here's an example: I went to Associated Content to see what the scoop was, and they had listed a few types of articles that they were looking for. One was "tourist information on your local area." Nothing I want to write about, so there goes my shiny opportunity. I would think that the requests for content either come directly from the people who buy the content from the Content Seller, or maybe it comes from some kind of supply and demand consensus that they come up with. Whatever the case, it surely isn't in your control and right now the demand is LOW.

- **They can edit the content if they so choose.** I believe that you sign away your rights to leave the content intact once anyone buys it from you. So, whomever gets your content via this type of merchant can do basically whatever they want with it, chop it up, add some oregano, whatever. Therefore it is no longer representative of your ability or a reflection of you. You SOLD IT, so now you have no control- that's the difference between this and article marketing via content distribution sites.

- **If they don't like your article, you don't get paid for it.** Upon receiving your rejection notice, are you allowed to "take your article back" and distribute it all over the net for free? I don't deal much with content sites so I don't know- but THIS IS A QUESTION WORTH INVESTIGATING.

If content buyers legally prohibit you from submitting elsewhere once they have your work, then to me that would be just another reason not to sell yourself short to this type of content seeker. But if you're allowed to use articles that they rejected, I'd snatch it back and go submit it everywhere else that I could.

- **This type of site is not going to plaster your content all over the net the way that a "free content distribution" site would.** So, not only are you fairly anonymous, NOT selling your business due to the subjectmatter that was dictated to you by the content website, AND getting paid a very miniscule sum of money for your work... but after it's all said and done, barely anyone is going to see your article anyway.

Do a Google Search on the title of an article you sold to a content buyer, and watch what comes up. Almost NOTHING. However, if you really need a quick source of income, you may as well do some research and see where you may strike gold where I haven't.

Resources:

AssociatedContent.com
WriteforCash.com
ARAContent.com
AbsoluteWrite.com
Writers.net

If you ever want to submit articles anywhere, paid or not paid, I recommend you do a Google search on a specialized term of your choosing, along with the words "submit article" in quotes. It's also worth doing a little research on copyright law and what type of reprint restrictions can be placed on your article once it's accepted for publication.

Best of luck in your article writing endeavors!

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Dina created <http://Copywriting101.com> as a response to the many queries she receives daily from folks who want to learn the tricks of the copywriting trade. She is backed by several gifted writers who help keep

the site's content fresh and relevant. Aspiring writers, stop by for the inside scoop:
<http://copywriting101.com>

Christopher Knight on "Getting Paid for Your Articles":

We explored quite a few models where we would act like an ebay for article authors...but the research we did before we released our current model suggested that it was going against the grain to build something like that.

About once a week, an author will ask how much we pay for articles. About once a week, we tell them the same answer...your link in the resource box is payment.

With that said, there are plenty of professional magazines (in print) that pay hundreds of dollars per article. For a few years, I wrote for BoardWatch magazine (for ISP's) and recall getting paid \$500 for every 1800-2500 word article.

If you want to make money writing articles beyond the article marketing model as we know it, then I recommend getting your portfolio together of top magazines you've given content for free to in order to establish your credibility...and then hit up the major print magazine players in the market to see if they have any needs for your area of expertise and passion.

Ezines seldom pay for content, but print magazines can and still do pay for a top draw author that can produce a quality monthly column.

Cheers,
Christopher Knight
<http://EzineArticles.com/>

Jodie Foster's Carnival of Healing

Jodie Foster Writes:

I'm looking for people who have blogs with articles related to health and wellness. This is NOT a call for website links- or promotional sites! - This is a new format to create a Blog Carnival. So, I'm looking for writers who have original content articles posted on their blogs.

Here's the info:

Carnival of Healing is a weekly round-up of personal blogs on the topic of healing. It's being hosted by the Holistic Healing Guide at About.com. I will be hosting periodically at my blog: Intuitive Innovations.
<http://www.intuitiveinnovations.blogspot.com>

Please consider submitting a link to your blog if it is related to healing and wellness. Submit your URL to me via a PM.

Blog Content Wanted:

Anything you have recently written in your blog pertaining to wellness, holistic health, spirituality, personal empowerment, or healthy lifestyle.

To Be Included in the Carnival:

PM me to Submit your URL and description of your blog.

What is a Blog Carnival?

Blog carnival: /blog 'car ni vel/ n. — an ongoing series of articles, each edition containing expert commentary and links to the very best posts from the blogosphere on a particular topic.

Main page for the Carnival of Healing:

<http://healing.about.com/od/community/a/carnival.htm>

Carnival of Healing Archives:

#6 - September 3, 2005: hosted by Intuitive Living Blogspot: <http://intuitiveliving.blogspot.com>

#5 - August 27, 2005: hosted by Intuitive Innovations from Illuminations:
<http://www.intuitiveinnovations.blogspot.com>

#4 - August 20, 2005: hosted by Spiral Visions Blog
http://www.spiralvisions.com/archives/2005/08/call_for_carniv.html

#3 - August 13, 2005: hosted by About Holistic Healing

#2 - August 6, 2005: hosted by About Holistic Healing

#1 - July 30, 2005: Saturn in Leo, Sacred Waters, Recess for the Soul:
<http://healing.about.com/b/a/189943.htm>

The Carnival of Healing is NOT a search engine or a link directory. I'm not really looking for links to Websites. Submissions I'm wanting is URLs that point to healing articles, empowerment stories, innovative healing ideas, remedy tips, announcements of new stuff, etc.

I'm especially interested in the blog community. What are your opinions? What are you writing about in your blogs about wellness, complementary medicine, holistic healing, spirituality, and healthy lifestyles?

I look forward to your PM's ...

Blessings,

Jodie :)

for Living with Soul...

Intuitive Counseling & Consulting

<http://www.illuminationsnetwork.com>

Creating Functional Dialogue for your Website

By Jan Verhoeff

Opt in clicking promotes your business. By increasing link exchanges within the promotional copy on each page of your website, your website moves for you. It moves your clients to buyer pages, selling your products, and keeping the client actively clicking within your website pages.

Creatively unified content with interwoven click points keep people reading your site, moving from page to page, and buying your products. These clicks are created by linking your products to articles promoting your product, linked to articles describing another product that works with your product.

While this may sound redundant in description, the point on your page is to keep your client reading fresh content, moving back to the product pages, and buying more items. In specific instances, you can even promote your product in articles published on another site, bringing the client back at the end of your article to your product purchasing page.

Copy writing with a purpose creates an interactive website optimally presenting your product in ways that bring your client to the point of purchasing. When your copy speaks to the heart of your client, your client speaks back.

Functional interchange of communication results in sales.

Jan Verhoeff combines 27 years of service in the Free Enterprise domain and a lifetime of education in business development to bring expertise and understanding of basic business principles to new business owners. An expert in the field of business development, Jan presents conceptual information through publications, live presentations, and Power Launch, a weekly live conference chat for business developers. For more information see her site at: <http://wahopportunity.blogspot.com>

Turning Posts Into Articles:

(started by Dina Giolitto)

Hi everyone,

I'm sure you've heard that forum posts make terrific articles.

As an example of how you can transform your post into an article **in under 20 minutes**, I've decided to turn Sandy's love posts into an article.

All I did was **paste her existing copy**, which was quite good, into a new document and **add a few transitional phrases, take out the very salesy parts** (a web article no-no), and **tack on an ending**. I also added a bio which of course Sandy can change to whatever she may like for herself.

Sandy- if you want to, you can use this as one of your EzineArticles.com web articles... or, we can just keep it here for an example.

I hope you don't mind that I put you on display for today's Article Writing Lesson. :)

Dina

Love - Entrepreneur Style

by Sandra Harmon

We all know how to sit in front of our computers and work. We are learning how to network, optimize our sites, market our products. In other words, we are spending most of our waking hours trying to make a living and become successful. We are helping each other through Ryze and other networks.

But what about love? What about intimacy? Don't we all deserve to find and keep a romantic and loving relationship with another person?

What about kids? A family doesn't have to be a distant dream. A single mother trying to make a living can meet a wonderful man to love. Let's face it, even "entrepreneurs" like us want to have fun, want to have companionship, want to have love, want to find a romantic, sensual and long lasting relationship.

Whether you're single and searching for companionship and intimacy, happily partnered and seeking ways to make your sex life more fulfilling, or working through some rocky patches in your marriage... a Love, Sex, Dating and Relationship coach can work with you personally to satisfy your need for closeness and discover true joy and intimacy with another person.

You can learn what to do so you can live out your dreams. Life goes by too fast for us to not have the love of a good person. You deserve it. We all deserve it. And if not now, then when?

Let's face it; times are changing, computers are ever-increasingly becoming the focal point of our lives and our careers, and the old approaches to dating and relating require a bit of freshening up to fit back into our bustling lifestyles.

A Love Coach can offer a fresh perspective and a new approach that will change your love life forever.

You can find the answers to all of your love, sex, dating and relationship questions, issues or concerns. You CAN find the love of your life and live out your dream of the perfect partner for you. You can get started as soon as today... if you know where to look.

There is more to life than work and obligation. You deserve to bask in the smile of someone who loves and cherishes you for you. You deserve a strong shoulder to cry on when you need it most. You deserve to share your inner gifts with someone who complements you perfectly and wouldn't give you up for anything in the world.

When will you love and be loved?

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Love Coach Sandra Harmon offers one on one love, sex, dating and relationship coaching which is geared strictly toward your personal needs and goals. Sign up for her FREE 10-day ecourse, "How To Attract The Right Man" at <http://Sandraharmon.com>

Ann Zuccardy Does the Article Marketing Boogie:

A dear friend of mine once said, "Why do the Hesitance Shuffle when should be doing the Smart Marketer Boogie?" regarding my question about whether I should submit an article to ezinearticles.com.

Without totally betraying her confidence, I'll just tell you her initials are D.G.

So, I thought, what does the Smart Marketer Boogie look and feel like?

For me, it's an arm flapping, hair flinging, hip wiggling, squealing dance of delight everytime I hit the Submit button ezinearticles.com.

And I'd die of humiliation if anyone ever saw me doing the boogie.

How does it feeeeeeeeeel when YOU submit an article? Do you have a ritual like the Smart Marketer Boogie?

Ann

Tips on Using Posts as Articles from Leesa Barnes

For those of you who lurk and never post, you're missing out on an easy opportunity to turn what you say here into an article idea.

Here's some things to consider:

1. Don't plagiarize. If someone posted their comments and you really, really like it, you can't copy and paste their words into your article and call it your own. Instead, ask the person if you can quote them and if they say yes, way to go. If the person says no, and it may happen since many of the comments on this network are personal, leave that idea out of your article.

2. Submit your article to an article submission website. I got a radio interview once because someone needed a local expert on an international story and they found me through ezinearticles.com. Here are some others that you can submit your article to:

<http://www.interniche.net/partner/ezinewayNEW/directories.htm>

<http://www.e-zinez.com>

<http://ezinearticles.com>

<http://www.ezinesearch.com/search-it/ezine>

3. Use PRWeb.com just to raise your profile in search engines. I don't use this site to gain media interviews. The media really isn't using PRWeb.com because they get more than enough fax/email pitches to last them a lifetime. Instead, I use PRWeb.com so I can get listed high in search engines on particular keywords.

So, if you're posting on this network, good for you because you're developing great article ideas. And if you're not posting, you're missing out on an awesome (and free) opportunity for your business.

Now, I have yet another article idea ;)

Thanks,
Leesa Barnes
<http://www.savialane.com>
Inspiring women to create the career they deserve

...with support from Denise O'Berry:

Funny this topic should come up. I'm a HUGE advocate of content reuse. Your forum posts are definitely one of the richest places to find up-to-the-minute need to know sources for articles. After all, if someone on a forum was interested there has to be a bigger audience.

But don't just limit your posts to turning them into articles. You can also turn them into blog content and news releases. As a matter of fact, you can do that with just about any article you write.

Just remember to "think bigger." For each article (or post) that you write, think, "Who else could benefit from this information?"

Best regards,

Denise O'Berry

Where to Go for Fresh Article Content

posted by Dina Giolitto

Authors and Publishers,

Start thinking of EzineArticles.com as a place where both authors and publishers can drop off or pick up content.

Today you're a publisher? Go get an article from the vast selection on their site. Heck, go get 20 articles.

[Click here to go to the EzineArticles.com Article-Writing Category](#)

Why blind-search Google for articles, when you can find the same articles on EzineArticles.com already formatted and ready to go?

Just click the article, then click the little icon that says PUBLISH. You'll get two boxes full of text - one is HTML-formatted, the other is Plain Text, and both are there for your convenience. YOU DON'T HAVE TO EMAIL THE AUTHOR for permission.

Why not use pop the copy into your website? OR... you mentioned RSS feeds... if you have an RSS reader, pick up a feed? (sorry I'm unfamiliar with the process actually).

Just some more ideas from the Article Fiend.

What's an RSS Feed?

Jan Verhoeff Asks:

Have you noticed articles submitted to ezinearticle frequently end up in RSS FEEDS? I'm extremely interested in knowing when my articles get added to RSS Feeds, and maybe having access to the FEEDS? Maybe ezine (and I'm sending Chris a message too) would like to post a thread (or maybe they already do) about Feeds with a list and maybe access to feeds already created.

This would be a real asset and time saver if we could use previously built feeds to broadcast similar articles in our own sites.

Jan

<http://coffeelatter.blogspot.com>

Don Heggen Wants to Know:

What does RSS stand for and what does it do?

Dina Makes an Attempt:

I just skimmed five articles on RSS and found that they all were lacking in some way. Maybe I can take a shot at a lay(wo)man's explanation?

Ever see internet news headlines that are automatically updated? The news is "fed" from a source - RSS.

RSS stands for "Really Simple Syndication" and there's some alternate name I think.

It works like this.

As an RSS sender, I'd own RSS software that has a built in template for headlines and articles summaries. I can enter my article and summaries into the template and then use a File Transfer Protocol to make them go live on the web.

As an RSS receiver, you would like to pick up my articles without having to copy, paste or edit anything.

So - I give you a "feed" let's call it Dina's Article Channel - and this feed transmits the article headline AND summary from my software to your website.

When I update my article from my end, you see it updated on your end too.

Another visual:

There's an invisible line connecting me to you. It's the "RSS Feed Line."

On my end, I have a container holding my headline and article description.

On your end, you have a container to "catch" that same headline and article description in.

When I add a new article to my container, it transmits directly to YOUR container via the "RSS Feed Line".

So, you will be alerted whenever I add an article or update an article. You will see that article updated instantly on your website, because I updated it on mine.

Many companies selling 'feed' invite other people to "pick up" feeds that flow articles INTO their website...

But it seems that far fewer folks advertise a way to SEND feeds so that other people can pick them up.

I think that FeedDemon.com is one where you can SEND a feed.

I actually have an instructional that Priya Shah handed out that tells how to MAKE a feed. I should probably read it in case I haven't explained this well.

Feeds are based on XML code, which is like HTML, but different.

Uhoh, look at that. I think I may have inadvertently written another article.

Chris Knight says:

Very soon each EzineArticles author will have access to their own RSS feed channel.

We started this project about 2 weeks ago and should have it released very soon.

It could have been done already, but we took a few steps back to think about it due to the conflict we currently have which is this: RSS feeds are all about syndication, yet our current license prohibits commercial syndication on purpose.

If the world wouldn't have so many jerks who abuse RSS feeds (RSS scrape and then fail to give a link back to the full article), we'd open it up for immediate commercial use.

The reality is that we're laying down some ground rules right now for how our RSS feeds license works and then have to decide how much we're willing to invest to enforce the rules.

...proceeding cautiously.

Chris Knight
<http://EzineArticles.com/blog/>

Article Marketing: How to Submit Your Articles at Turbo Speed

by Dina Giolitto

Want to become an article-writing machine? Here are a few tricks for submitting articles on the internet at top speed and accuracy.

As always, you should first type your article text into a Word document and save it on your hard drive. Many article sites offer space on their servers for your work, but ideally you should have a home for it on your own computer- just in case. Next, transfer your article text from your Word file to the article submission box. The quickest way to do this is to "set it all up" ahead of time.

Quick Copy-and-Paste Article Transfer

Start by finding a music CD of your choice that will get you into some kind of groove. Pop that into your Discman, CD player or whatever else you like to listen to your tunes on, and settle down in front of the computer. Take a deep breath, sit up straight, palm the mouse and then do the following:

1. Log in to your Ezinearticles.com account (or whatever other account you may be using to submit articles.)
2. Go to your existing Author Bio and hit Control-A (Highlight All) and then Control-C (Copy).
3. Go back to the Word file where your article is located and scroll to the end of your article, after the copyright line. Type Control-V (Paste) and add your bio text.
4. Now type Control-A (Highlight All). The text of your entire article and bio will be highlighted. Type Control-C (Copy).
5. Return to your article submission box and do a Control-V (Paste). Both the article text and the Author Bio will now be housed in the place where your article lives.
6. Scroll down to the end of your article text; that's where the Author Bio is. You are going to remove it from here and pop it into the Author Bio box.
7. Highlight the Author Bio text with your mouse and then do a Control-X (simultaneous Delete and Copy).
8. Go into the Author Bio Box and Control-V (Paste). Your author bio should now land in the proper place. Note: when writing articles for the internet, it's wise to break up your text into easy-to-read sections. Bolded subheadlines will guide the reader's eye down the page, thereby holding their attention on that excellent copy that you took such care in writing!

Here's a formula for adding bold, ital and other HTML tags to your articles in a hurry.

1. Type your entire article in regular type, with no code.
2. Go to the first sentence that you want bolded and type your < B > code (but without spaces).
3. Highlight the HTML Bold tag that you just typed, and hit Control-C (for Copy).
4. Now go to the end of the line where you want the Bold to stop and hit Control-V (for Paste). Now add a / mark before the B in that end tag.
5. Scan the article from top to bottom wherever you want bold, copying and pasting tags where necessary.
6. Go back to the top and repeat the process for Italic, if you have that in your article too.

Bonus Tip: To get your mouse to the beginning or end of a long page of text (such as an article), type Control-A (Highlight All), and then the Up or Down Arrow. If you accidentally delete it, just hit Control-Z (Undo) and it should appear again.

A quick copy-and-paste routine like the ones I just described really comes in handy when submitting articles in mass distribution. Faster is better! Have fun.

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Find out how crisp, targeted copywriting can make a world of difference for your business. Dina Giolitto is a Copywriting Consultant with ten years of experience. Visit <http://Wordfeeder.com> for free tips on branding, copywriting, article marketing and more.

Article Source: <http://EzineArticles.com/>

KEYWORDS: Denise O'Berry Shares the Tools:

You can get to the [overture \(now Yahoo! search\) tool here](#).

I also use a fabulous tool that I just purchased a few weeks ago called the Keywords Analyzer. It has made my jaw drop at the cool things it tells me about keywords I am researching.

The creator of Keywords Analyzer -- Chris Lee -- offers a free ecourse (which is really helpful) and he has allowed me to offer it to anyone. You can download the [Keywords Masters course \(PDF\) here](#). Won't cost you a cent and might help you a bit too!

Best regards,

Denise O'Berry

Christopher Stewart Presents: The Anti-Jargon Tool

Bullfighter is the epoch-defining software that works with Microsoft Word and PowerPoint to help you find and eliminate jargon in your documents. It may look like a little toolbar with three buttons, but it's actually much more. Bullfighter includes a jargon database and an exclusive Bull Composite Index calculator that will allow you to see -- in an actual window, on your PC display, live -- just how bad a document can be.

<http://www.fightthebull.com/bullfighter.asp>

Be a Jerk- and Watch Your Business Grow

by Ann Zuccardy

Who remembers the 1979 movie, *The Jerk* with Steve Martin? Do you remember the scene where Steve's character finds the phone directory and runs around screaming, "The new phone books are here, the new phone books are here! I'm somebody!"

I was 17 years old when the movie came out and I fondly remember that scene. Why? Because in 1979, I didn't have a phone number of my own. I remember laughing at Martin's goofy character but privately thinking, "Imagine that, my name in print for thousands of people to see. How cool!"

What did I do when I got my first apartment? You guessed it. Looked myself up immediately when the new phone books came out and ran around yelling, "I'm somebody!" I hoped someone would find it hilarious that I was quoting lines from *The Jerk*. No one got my joke. But that didn't stop me.

Secretly, I was addicted to seeing my name in print. I wanted more. Guess who is the happiest person in town when she sees the Verizon truck loaded with its stacks of books, glossy yellow on the outside, thin pages with fine print on the inside, each book with my unique personal gem (my name) deep inside, adorning one of those beautiful pages? I can't wait to get my hands on those fresh, clean, new, pristine pages.

Imagine my delight this morning when I Googled myself and found not just one entry, but at least 13 pages of entries associated with my name. Holy cow! Last time I checked there were only 9 pages! Why the new pages?

It's simple. Article marketing.

I'm more of the slow, steady article marketer rather than a prolific one, so if you're writing huge volumes of articles, imagine the exposure. Aside from the vanity aspect, what does this mean for me? Simple. My blog traffic has tripled. My articles have been picked up in a few newsletters. I have submitted the same articles to several article sources. I'm selling a ton of shortbread and just landed some freelance copywriting business.

This all translates into EXPOSURE. Exposure translates into REVENUE.

Don't be a jerk and sit there.

Or should I say, "**BE** *The Jerk* and feel the power of **YOUR** name in print."

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Ann Zuccardy is a freelance technical and copy writer with 17 years of industry experience in marketing and technical communication. She currently consults with IBM in Essex Junction, Vermont where she writes software user manuals, training guides, and release notes. Ann is also the owner of Vermont Shortbread Company. She can be reached at Wordbrains.com.

Mind-Body Secrets for College Success – Six Key Secrets

by Karen Cohen

Embrace the secrets of the body-mind connection and tap into an inexhaustible supply of power and energy leading to your college success. College is a demanding challenge. The role of the physical body is key to peak performance. This secret tool allows us to summon the full measure of our brainpower and talent on demand without hesitation. Strong study habits and academic discipline are most productive when performed by a brain and a body well fueled and precisely tuned. Six key secrets of mind-body performance are nutrition (do's and don'ts), hydration, exercise, sleep and true relaxation.

Secret #1...Focused Nutrition_____ Superior brainpower requires high quality fuel. The brain is fueled by oxygenation, hydration and proper nutrition, namely carbohydrates. Carbohydrates are transformed into glycogen within the body, fueling the muscles and the brain. The brain uses 50% of the body's available glycogen and even more when under stress (like during exams). Despite protein's reputation as "brain food", complex carbohydrates are a far superior fuel. Aim for a mix of 2/3 complex carbohydrates and 1/3 protein in your meals and snacks. The best strategy to fuel the brain is to begin the day with a complex carbohydrate rich breakfast and then eat lightly and nutritiously; 'grazing' throughout the day. Be sure to keep the brain well supplied with another 'nutrient': water.

Secret #2...Diet Downfalls_____ Despite the popularity of low-carb weight-loss plans, one of the largest contributors to poor mental performance is a diet low in complex carbohydrates. Yet, avoiding certain types of food supports high-level brain functioning. Sugary, fatty, and many protein heavy foods are poor quality brain fuel. Sugar increases anxiety while providing a jittery, scattered rush of energy, followed by a dramatic crash in energy, thinking ability and sometimes mood. Fats and protein slow the brain and create foggy thinking. It is much better to save the cheeseburger or steak until after the exam or power-study session.

Secret #3...Ample Hydration_____ Proper hydration is another secret component to boosting brainpower. Brain tissue itself is 85% water, and the brain is quite sensitive to dehydration. Ample hydration allows the brain to function most efficiently, much like grease on gears. Conversely, dehydration slows the brain and is a major factor in fatigue. Reach for a tall glass of spring water rather than a caffeinated beverage, as it will serve you better as a student needing energy and focus. Conservative and judicious use of caffeine can be a useful study aid, but more often it is overused or abused and has an overall negative effect on performance. Be aware that coffee is especially dehydrating. For maximum benefit drink 48-64 ounces of water per day. The benefits extend far beyond boosting your brainpower to support the health of your entire being.

Secret #4...Essential Exercise_____ Exercise nourishes the brain with oxygen while cleansing the body of performance damaging chemicals. Exercise relieves the body of stress and it's by-products to create clearer, more creative thinking. Exercise trains the body to handle stress as well as aiding in recovering from stress. Stress itself is not bad. Stress creates growth (mental, physical and emotional), yet the growth occurs during a recovery period. Exercise addresses both sides of this equation; it can relax as well as increase stress capacity. This is especially true when the form of exercise is carefully chosen to create a specific effect. For example, a kickbox-aerobics class or long run may be the best choice when you feel dull and sluggish or frustrated and irritable. Yoga, Chi Gung or a nature walk help soothe nerves and re-focus the mind when you feel pressured or anxious. There is a physiology to our emotions and it is well established that we learn and perform better when we feel good. Exercise is a major key to peak performance that powerfully supports academic and personal success both in college and in life.

Secret #5...Quality Sleep_____ We underestimate the importance of quality sleep and true relaxation on our success. However, it is essential. We need at least seven hours sleep for peak performance. Naps are great, but not as a substitute for regular sleep. Studies actually show that "early to bed, early to rise" really does create success. This may be quite a challenge at school, but keep it in mind.

Secret #6...Deep Relaxation_____ College success can be derailed by the wrong kind of relaxation. While socializing and 'partying' has it's traditional place in college life, they do not fulfill the requirements of "deep relaxation." Highly personal, develop your own repertoire of spirit-feeding, body-soothing activities like nature walks, playing an instrument, inspirational reading, deep breathing exercises, star-gazing, meditating or yoga practice. Eventually you will be able to precisely read your body's signals and take meaningful action to enhance your talents and abilities despite any outer stress or circumstance.

Most advice about achieving college success is centered on developing excellent study habits. While academic discipline and strong study habits are indisputably key factors in college success, there is a powerful 'secret tool' at work at the very foundation of all our efforts. Achieving meaningful success at college, both academically and personally, requires a holistic approach. All mental and emotional strategies we may employ are deeply affected by our core foundation: the physical body.

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Karen B. Cohen is a performance and wellness coach living in a college town in rural Virginia. She works frequently with the faculty and students at Washington and Lee University. Most recently Karen presented "New Paradigms in Modern Leadership" as part of the "Lessons in Leadership" seminar series at W&L. She is available for seminars, workshops and individual coaching, and can be reached through her latest project www.RockbridgeMag.com (Karen@RockbridgeMag.com).

Free E-Books from Merle Stinnet

Just to let you all know I've released a brand new free ebook that covers everything you need to know about article promotion/marketing. It's over 20 pages in PDF format called "How to Use Articles to Drive Website Traffic". You can download it at http://articleannouncer.mcpromotions.com/Article_Traffic.zip

If you like it feel free to upload it to your own server and give it away at will. Let me know what you think of it and I hope you find it helpful.

Thanks

Merle

<http://MerlesWorld.com>

<http://MCPromotionsPress.com>

<http://EzineAdAuction.com>

(addendum):

If you enjoyed it you may also want to check out my other free ebook "50 Easy Ways to Promote Your Website" at <http://WebSiteTrafficPlan.com>

You've Launched Your Site: Now What?

by Sean Rice, RASA Design Studio - <http://rasadesign.com>

It is absolutely amazing how many web sites are launched only to gather dust. The 'Build it and they will come' philosophy probably never worked in baseball and won't work for your site.

You need to start planning the next moves before the site is launched. However, if you're one of those clients who is scratching their heads wondering why, after submitting to 75,000 non-existent search engines, you're still not getting hits, then this article is for you, too.

Then and Now: Web Site Planning and Execution

There was a prospective client whose business, as she informed me, wanted to move into the 21st century. They wanted a web site with a home page, an 'about us' and a way for people to contact them... Oh, and could they have a page with their corporate philosophy and mission statement on it?

I asked her, as part of the initial interview, what their objectives were with the site? What did they want to achieve?

"Oh, we just want to get our name out there." And their marketing plan? "We have a marketing department and our emphasis is on promoting the business through print, radio and television, so we're really not going to emphasize a lot of promotion of the business through our web site. We just want our name up in case somebody wants to see a web site."

There was a time when this orientation was common and the strategy, while I doubt it ever really worked, was at least pervasive enough that nobody was getting too far ahead of anybody else. She was technically correct that such a move would have put her into the 21st Century, however it would have been just barely in this century: Year 2001.

In 2005, the web is different and the businesses that survive and prosper on the web are the ones that put as much energy and planning into their web presence as they would a new brick-and-mortar location. In 2001, planning only for the design of the site was just starting not to be enough. By 2002, "Site Submission" was the craze and services sprang up claiming to automatically submit your site to hundreds, then thousands, then tens of thousands of search engines. In the history of the Internet, I doubt that there has ever been tens of thousands of search engines. **So, by 2005, the word has been out for some time that we need to promote our sites through 'SEO' and 'SEM' and 'PPC advertising'.**

A lot of businesses have started to get with the program and I see sites with more emphasis on meta-tags just as the leading engines are starting to ignore the majority of them... but, it's a start: Business owners are getting more sophisticated and more educated, not just about the web, but the quickly changing nature of it. Regarding the 21st Century job, I politely turned it down and, out of curiosity, I tried to search for the business on Yahoo and Google as I started to write this article. Not surprisingly, I could not find it.

So, if your business is thinking about bringing itself into year 2005-2006 of the 21st Century, where do you start?

Solid Objectives, Quantifiable Results and the Team To Get You There.

Unless you are a designer, or a marketer, there's little reason why you should be spending hours and hours learning design or marketing. As a business owner, you have plenty to do for your site without wasting valuable time at something that specialists can do better, quicker, cheaper. You don't 'tinker' with law and accounting, so why do it with HTML, CSS, PHP, MySQL, and the ins and outs of Google, AdWords, Overature, and the Press Release Channels? There is exactly zero web sites that I've ever seen an owner design that did well unless that owner was also an experienced designer and also an experienced marketer.

That's not arrogance. It's common sense. Even the building of rasadesign.com was done with considerable outside help and design is ALL that we do. As Rasa Design Studio has moved toward a business model and away from the inefficient 'self-employed' model, we've found that the quality of our work and the return on our own investments have gone up.

As the business owner, you need to provide leadership and hire the experts that will accomplish the results you want to achieve. You start with two questions:

- 1. What do I want to achieve with a web presence?**
- 2. How will I know when I have achieved those objectives?**

At the minimum, you want to hire an experienced designer who will help you ask all of the underlying questions behind these main two questions. They will also help you to articulate additional objectives that you have, but haven't voiced, or that you haven't even thought of. There should not be talk of a design, yet, or images of what should be included in a web site. If you have an image in your head of a web site, take a deep breath and try exorcism. A strong shot of something alcoholic helps.

As soon as possible, you should be bringing your marketing specialist on board. Be careful! **Sometimes your designer may claim to also be a marketer.** In some cases, this is true, but ask for examples of the designer's successes and an example of at least one failure and how they learned from it. **If they can't provide real-time samples and references, thank them, but let the designer know that you are only interested in their design skills and that they will have to work within the parameters set out in partnership with an outside marketer.**

If you think this is expensive, then imagine paying your design bill without ever recapturing that investment!

I thought this article was about after the launch!

OK, ok. You've launched the site, a designer designed it and now we are moving into the marketing phase. Or, you've launched a site and it seems dead in the water with no visitors, or lots of visitors, but they don't buy or call, or whatever other action you were expecting them to take.

What now?

First thing you're going to do is to **follow a check list**, which should have been completed before the launch of your site:

You've checked every single page on your site and there is not a single error: No spelling errors, all links work, when your mouse hovers over an image, a balloon pops up with a text description of the image, there are no broken images and it looks just as good on 800X600 as your high-res 1024X768 pixel monitor.

1. At the top of your browser window, **each page has a title relevant to that particular page** and not just to your whole site or whole business. Somewhere in the text of your page is also **the very same words in the same order worked into your copy at least once.**
2. Somewhere on your site is a **'links' page** that you are using, or plan to use, as a way to **link with other, relevant, non-competing sites** because you know that a lot of your traffic is based on search engines and the biggest search engine ranks your page based on how many other sites link to it. Don't argue and don't explain to your marketer that you don't want visitors to leave your site via one of those links: You have to get visitors on your site before they have an opportunity to leave and if your site clearly answers to what they are looking for, they won't leave.
3. You've researched **keywords** that people use to find sites like yours **and all the text copy** on your site has, **not only the keywords, but strings of keywords throughout.** For instance, www.cutratebatteries.com knows that "two-way radio batteries" is the #1 search string that people will type to find sites that sell batteries. Throughout various pages on their site, **that exact phrase is used.** All of their ads use those exact words. The exact wording was not guessed at, but rather researched at wordtracker.com and www.overture.com. You've done the same legwork.
4. You've actually gone through your site and, if it is a retail site, **purchased at least one of your products with a real credit card.**
5. You've had at least **10 non-professionals** go through your site at least to the point of confirming an order if not actually following through with a transaction and **they all found it easy to use.** None of these non-professionals were involved in the site development and were actually surprised that you were doing a site at all. If you have to explain to one of them what it means to 'double-click a mouse', even better: If they manage to buy a product, then anybody can, right? If any one of those people had difficulty with a part of

the site that you found to be a no-brainer, you fixed it anyway and had that person check it again.

6. If you know what a meta-tag is and know how to read one, then check that your **keywords meta has no more than about 50-60 words** (some experts say no more than 120-150 words, but my results show that narrow focus seems to work better than drag-netting). Your description is no more than 100 words and includes **keyword strings** and **is somewhere in your page text copy**. Each page has keywords, description and title **specific to the page** and not to the entire site.

7. You have **manually submitted the site**, after all of the above is complete, to at least the Top 20 search engines. You have not automatically submitted to the Top 20 through a free service. You also gritted your teeth and paid Yahoo! their extortion fee, because that's just the price of doing business and you research your competitors' listings to find exactly where on that directory you should be listed. You have also applied for a listing at DMOZ and, after being rejected, you've applied again and again until your site is accepted.

8. You have scheduled the release of **25 professionally written press releases with links leading back to various pages on your site**. Remember that the press release is a soft sell and not an advertisement. It also is written, not just by a copywriter (and not your spouse who 'writes good'), but a **copywriter with experience in writing with keywords and keyword strings** so that the copy sounds natural and interesting. You've then submitted each release to a channel such as **PRLead.com** and **PRWeb.com** about twice per week, rotating the copy so that each channel gets a different copy.

9. If your site is a retail store, then, of course, you have gone through the pain of applying to and submitting your first data feed to **Google's Froogle**... which you will **update every 15 days** and not just the 30 day that Froogle recommends.

I also suggest that retail stores at least start with a **PPC campaign with AdWords and Overture**. As your organic marketing efforts start to pay off, you can phase out the paid stuff if you want to.

10. Lastly, **start your linking with every top site you can**. This is a never-ending, continuous task. The link-exchange is a topic for a whole new article, but some notes: Be the first to place the link. Then, approach the web master with a very polite letter asking that they link to you. Include a link where they will be able to find where they are linked on your site. Explain the benefits to them. Remember that you are asking for a favor. Do your research on that site and make sure they have a high Page Rank for the keywords that are relevant to your site. Do it by hand or have a person do it for you, but automatic submissions are just asking for trouble that you don't need. Stay away from link farms as they may cause your site to be penalized or even banned by Google.

After you've done all of the above, do you have a way of even tracking the success of any one of your campaigns? Does your host have **AwStats**? Even if they do, try out **hitslink.com** with their free trial and follow closely what visitors do on your site and where they are coming from. Statistics and web analytics gives you a window onto your customers' behavior and help you find opportunities for sales based on facts and not just guesswork.

Is this everything? No. Not by a long shot. However, if you've done all of this and, over a one month period, you don't see a massive increase in visitors and sales, then I'd be very interested in knowing what it is that you sell. Tunafish flavored ice cream?

Note, also, that all of this advice is good, today. **Tomorrow, it won't be good advice and might actually hurt you**. You have to stay educated on what works and what doesn't almost on a week-by-week basis. Even the link farm idea that I warned against was an excellent idea only a year ago. Posting a link to your site on forums and web logs (blogs) was good advice up to a few months ago, but even that is obsolete as Google started ignoring such forums (and may be penalizing sites that are found too often on irrelevant forums, but I haven't come across hard data to suggest this. Only speculation).

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Want to check your site's PageRank? Analyze keywords? Test your page for accessibility? Looking for the most e-commerce friendly web host? The **Toolbox** puts all the best links together on one page. Check it out and suggest your own favorite tools. Visit <http://rasadesign.com>

Thought Leaders - Using Article Marketing To Entrench Yourself and Your Personal Brand

By *Christopher Knight*

A "Thought Leader" is someone recognized as an authority in their field of expertise...also known as a visionary. Few people set out to become a "thought leader" or "guru," but there is good reason to not only establish yourself as an expert, but as a higher-level expert or "thought leader" for your market.

How can you become a "thought leader" for your niche or industry?

Besides risk-taking, leading a company that leads an industry, being vocal in your own blog and posting comments on other blogs & top industry forums within your niche... the easy answer to saturate the market is via the use of syndicated articles!

Here's a mini-course on how to get started to build your own "thought leadership" following via submissions of ezine articles:

QUANTITY: You'll need more than 100 articles to really do this right, and as you approach the 500-1,000 article level, you'll be closer to reaching a saturation point that builds a buzz around your name, your ideas, your articles and your expert opinions.

Could you influence a market with 1 or 2 articles? Nope. Can you do it with 10-50 articles? Perhaps 10 years ago you could. Today's market is very competitive and as such, you need to do more than 'what everyone else does' if you want to stand out and get to the top, especially if you're in a niche that is very popular already.

QUALITY: You want to use your articles to communicate your single-minded focus as the expert of your niche. This means quality articles, very little babble, and 1 or 2 links in the resource box that must reinforce your expertise and personal brand. This is not the time to be an affiliate marketer.

Example: If you want people to take your Digital Photography business seriously, you can't post a Geocities, Tripod, etc. junk URL in your article resource box...but rather, you must post a domain name that you own that further solidifies the unity of your message. Also, leave out domains that you own that have nothing to do with the purpose of the article you're writing.

Note: Quality does not mean high word-count quantity. Best if you keep your word-count in the 250-500 words per article so that you can achieve a high article count. A 500-word article performs the same as a 5,000-word article, so why give the marketplace more than they can absorb in an easy reading? Today's reader "scans" rather than deliberately reading every word of your articles.

CONTROVERSY: Unlike other article writing reasons, when you write to achieve market "thought leadership" status, you must stir up the market by taking some gray issues and make them black and white. This is a good opportunity to take current events and provide your expert analysis and support reasons why certain issues are good or bad for the market, economy, world, etc.

CONSISTENCY: Using article marketing or putting your hundreds of articles into distribution is not a one-shot Charlie routine, but rather it's a drum you begin beating and every week for a few years you pound your article submission drums louder and louder.

It pays to create a burst of submissions (50-250) when you initially start, and then taper off to 10-100 new submissions per month until you reach a market saturation point that you feel puts your voice, your brand, your articles at the front of the pack.

PROMOTION: Once you put your articles into distribution via the various article directories, ezine publishers, and specialty web directories of your niche - the next step is to promote them further by using them to establish credibility as you participate in forums, blog comments, your own blog/online journal, and your email newsletter.

"Thought Leadership" via Syndicated Articles Conclusion:

It is possible to take the net by storm to position yourself as a 'thought leader' via putting hundreds and

thousands of your articles into distribution. Within 6-18 months, you can become known as a "thought leader" in your niche if you'll do what no one else is doing and in a volume/quality that no one else had done to date for your niche. There is time and you can do it. Go for it! :-)

About The Author:

Christopher M. Knight invites you to submit your best articles for massive exposure to the high-traffic <http://EzineArticles.com/> directory. When you submit your articles to EzineArticles.com, your articles will be picked up by ezine publishers who will reprint your articles with your content and links in tact giving you traffic surges to help you increase your sales. To submit your article, setup a membership account today: <http://EzineArticles.com/submit/>

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Taking The Leap

By Soni Pltts

Every four years, February gives us a whole 24 hours of bonus footage to add to our year. Many people take this opportunity to "do something special" with their extra day. But why wait for Leap Day? Why not celebrate the "leaps" and risks we take every day when we venture outside of our comfort zone or work to improve our lives?

Of course change, especially life-altering change, is bone-shakingly frightening sometimes. The whole concept is fraught with a veritable minefield of "what ifs" that can be hard for us to see and get past in order to reach the destination point where our dreams lie. So I offer you the following "what ifs" along with some answers to help you take that leap, whatever it may be, and land safely on the other side!

1) What if I suck?

So suck. I'm a big fan of sucking. Being awful at the outset (often referred to in Eastern cultures as the possessing a beginner's mind) keeps you from getting cocky and is the ideal state from which to achieve perfection; those who think they don't suck often believe, incorrectly, that they have no more to learn. One of the things that I learned a long time ago is that it is often better to be a blank slate upon which those who are there to teach you can write than to come equipped with prejudices, techniques and ways of doing things that are inappropriate or even destructive to the new situation and that have to be unlearned before any real progress can be made. Learn to love your inner doofus. It's one of the things that keep you from stagnating at your current level of achievement.

2) What if get there and I hate it?

So hate it. It's hardly the end of the world. In fact, many cultures and religions believe that we're put here in this life to experience and enjoy all of the vast range of human experience, including being miserable and other negative emotions. And some people, such as writers, artists, musicians and the like, actually look forward to such times as a way to accumulate top-shelf material for their next project. So feel free to feel bad - revel in it, if you will - and then when you get bored, move on to the next amusement ride of life and give someone else a turn at whatever you were doing.

3) What if I love it so much that I'm torn about stopping to have a family, going to school, running off to join the circus (or whatever your previous long-term plans were)?

As the saying goes, "If you want to make God laugh, tell him your plans for tomorrow". Plans have a way of becoming either "traps or scraps" as life has its own way with you. They can be traps by virtue of making you feel obligated to follow them, especially if you have "sunk costs" like a degree, family expectations or a long career invested in them, even when you no longer get any enjoyment out of that way of life. And they often end up scrapped when unforeseen circumstances blow us so far out to sea, as it were, that we no longer have any hope of paddling back to that particular shore in our lifetime. When that sort of event occurs in the absence of any real alternatives, the loss can be as devastating as a death. Learn to arrange your life so that you will enjoy it even if your long-range plans never come true. Then, when and if it's the right time to head out after your original goals, you'll have a great foundation to build on.

You should also learn to distinguish between "planning for" and "planning to do". If you have a goal you'd like to accomplish or reach one day, plan for it (stay healthy and take your vitamins if you want a family, save for tuition if you'd like to go to school, sharpen your tumbling skills if the circus is your *raison d'etre*, etc.), but don't worry so much about planning to do it, such as engaging in the process of creating a step-by-step 5-year plan - and then dealing with the attendant stress of not meeting your arbitrarily established milestones should life intervene, as it is wont to do. You'll know when you get there that it's time to start actively working toward your goal, assuming life doesn't take you in an entirely new direction before then, and by that time your life will may changed so much that quite probably none of your previously generated plans will be relevant anyway. Trying to fit your life into an established plan despite its protests to the contrary causes untold sorrow and pain. Live the life that makes you happy today, tomorrow and everyday, and let your long-term plans stretch and bend to accommodate your life rather than the other way around.

4) What if I get depressed, sick, lost, confused, etc. and can't keep up with the requirements of this new venture?

So don't keep up - fly, fall, wallow, soar, bounce, flop. It's just more material and more experience! Again - when you get bored, move on, move up, get medical or other help if necessary, and let someone else get on the ride.

5) What if I'm too lazy, too set in my ways, too undisciplined, eccentric, etc., to be a "player"?

Work with yourself, not against yourself. It's called working smarter, not harder. They make big ol' honking posters about it and stick them up on in break rooms everywhere. Learn to work with your strengths and around your weaknesses to get the most done with the least amount of effort and you'll be a step ahead of the rest of the floundering, struggling, gasping pack expending all their generative energy swimming upstream trying to do it the "right" way!

6) What I decide I want to do this, and then can't get a high-enough salary, make money at it, get famous, make it a success (or whatever your preferred form of compensation may be)?

Well, you could kick the guys in accounting in the shins and swipe their wallets while they're down, but that's really a short-term solution. Remember, money doesn't always come in the form of money. Company cars, laptops, benefits, etc., can all be part of a corporate package and they don't hurt the guys in accounting as bad as being forced to add zeros to a check (or as bad as being kicked in the shins, for that matter). As for non-work-related changes, remember that living a happy life that you control can net you big-time compensation in the form of better health (and we all know how medical bills can add up), less stress, an effervescent sense of freedom that is hard to replicate without illegal drugs and other intangible benefits. It usually "pays" more to live a great life with less money than to live a miserable one with a better paycheck.

7) But really, what if there's a real cash-flow problem?

Pretend to be a religious holy person on a 'real world' sabbatical. Scale back your life, use the money you do make for the bare essentials and spend your free time doing good works. Stuff will come your way through networking, contacts, your good reputation, etc. Opening the doors of your life to other people allows for two-way travel, you know.

8) What if there's not enough money, freedom, compensation, etc., to accommodate plans I've already made?

You remember what I said about plans, right? Sometimes, you'll just have to choose between plans made then and dreams sought now. Another saying that speaks to this issue is as follows: "You can have anything you want in this life. You just can't have everything." Go over both your plans and your dreams. Which one gives you the greater feeling of joy? Which one, when you think about abandoning it, gives you the greater feeling of loss? It's occasionally a close call, but usually a simple process of prioritization and revisiting old, and sometime changed, values and needs shows a clear winner.

9) What if I buckle under the pressure?

Take some yoga classes - it makes buckling easier and more graceful, and you don't make those embarrassing popping noises in your knees. Plus, the meditation and stretching/breathing will make you less likely to buckle, as well. And learn to take wisdom from those grade-school fire-safety posters - sometimes you have to get really low in order to escape the heat and save yourself. Don't assume that a lowered posture is a sign of a lowered stature. Sometimes it can serve to take the heat off your back until the fire calms down.

10) What if I FAIL (gasp!) and have to return to (whatever life you left), and everyone will know and it will suck?

And so, we have come full circle - back to sucking. Suck, baby, suck! It's when life sucks that it quits being boring. And if you do have to go back, don't go back with your tail between your legs (get that thing removed, will you? It's disturbing when you wag it). Go back with an enhanced resume/life experience including all the new and nifty stuff you've learned. Present yourself as returned from a cross-training internship working along side the big guys, and now ready to take on greater (and greater recompensed) challenges! The "real" players do it all the time - why not you?

I have created a free month-long e-course developed from this article, available on my website, including all of the material above, expanded and partnered with action steps that you can take to ensure that you stick

the landing of your leap with a 10.0 score for finesse, style and energy! I am also working on an even larger and more in-depth coaching program building up from this e-course - look for it to be available sometime later this year!

(c) Soni Pitts

ABOUT THE AUTHOR

Soni Pitts is the Chief Visionary Butt-Kicker of SoniPitts.Com. She specializes in helping others reclaim "soul proprietorship" in their lives and to begin living the life their Creator always intended for them. She is the author of the free e-book "50 Ways To Reach Your Goals" and over 100 self-help and inspirational articles, as well as other products and resources designed to facilitate this process of personal growth and spiritual development.

Article Source: <http://EzineArticles.com/>

Article Marketing Will Get You In Some Unexpected Places

(tip from Wendy McClelland)

Create a page on your site that has a grabber headline like "In the News" or "You Saw it Here" - something like that - then you can refer to your appearances in various places.

When I created my first website in the mid '90's (when there were about 200,000 sites!!!)it was chosen by the New York Times as "one of the best business sites on the 'net". I continue to use the bit of PR whenever I pitch a client about my internet marketing abilities and presentations.

One note about the list you put on your site. Unless requested, OR if the site you are on is VERY popular site - do not create a live link to the site. If the site is ranked low in Google and you have outgoing links to it, it lowers your own site's rankings in the search engine.

Wendy McClelland
"I motivate people to think without boundaries!"
<http://www.thinkwithoutboundaries.com>

Request for Articles from Heidi Richards

I am looking for articles written by women for our website www.wecai.org. The type of articles we are looking for are similar to those posted on the Article Marketing Mania Network as well as any pertaining to online and offline marketing, business, ecommerce, etc.

I read the ones posted in Wordfeeder (thanks, Gina) and they are just what we are looking for. You may send your article to heidi@wecai.org. Be sure to include your resource box (signature file) when you do. We are in the process of redesigning our resources section to categorize the more than 250 articles we currently have to post. Our goal is 500 articles by the end of 2005.

Also, if anyone needs articles for their ezines, etc. I have several located at <http://www.speakingwithspirit.com/freearticles.asp>

Thanks for your help!

Heidi Richards, Founder & CEO

WECAI.org™ - "Helping Women Do Business on the WEB™"
Join WECAI today! – BASIC membership is FREE...
www.WUNPublications.com - "Books For Women, By Women"
www.HeidiRichards.com – "Helping Small Business Bloom!"
www.EdenFlorist.com - "Helping Relationships Bloom!"
www.WomenofWisdom.com - "Strategic Planning for Business Success"

Rachael Willis' Article Directory:

Just wanted everyone to know I have an article directory here =>
<http://www.infoproductscentral.com/artorg/index.php>

Please post your articles. I just on a regular basis and use them in my newsletter which is placed permanently in my online archives.

Tip on Long URLs from Leesa Barnes:

If I have an extremely long URL like:

<http://ezinearticles.com/?Networking-in-the-Change-Room:-5-Ways-to-Network-Effectively-While-Getting-Undressed&id=61780>

Or, if I have a subdomain like:

http://members.savialane.com/articles=memberId?234293745/I_am_here.jsp

I always use <http://snipurl.com>. Another one that I've seen is <http://tinyurl.com>.

Just dump in your long winded URL, hit the button and you'll get a URL that looks like this:

<http://snipurl.com/nakedNetworking> (great term Dina)

While it does take away from your branding, you may want to use these services if you're sharing one of your articles with someone.

Thanks,

Leesa Barnes

<http://www.savialane.com>

Inspiring women to create the career they deserve

Priya Shah Explains Blogs:

A blog is just a content management system that helps you publish your website on your own. It has certain enhanced features that ordinary websites do not have, such as allowing syndication of your content through a technology called RSS.

More information

<http://www.marketingwithblogscourse.com>

<http://www.blog-maniac.com>

RSS info:

<http://ebizwhiz-publishing.com/syndicate.zip>

Need to Look Your Best in a Hurry? Tips for a Quick and Polished Look!

By *Charlotte Maddox*

Need to look your best in a hurry? Start with your face: it's your "canvas."
Two ways to improve your appearance quickly are to get the glow of healthy skin and then create a "polished" look.

Have a little extra time the night before your event? Eliminate the buildup of dead surface cells that dull skin with a mask or microdermabrasion (use the right products for your skin type and special needs). Replenish moisture lost during the super-cleansing by hydrating your skin thoroughly. Define "fuzzy" lines, like your eyebrows, by shaping them to complement your face.

On the day of your event, cleanse, freshen (or tone), and moisturize your face and eye areas; foundation and makeup go on more smoothly and evenly over well-hydrated skin.

Since the eye areas don't produce their own moisture, use an eye cream; it's specially formulated for that delicate skin. Moisturizers for the face tend to have humectants which can puff up the skin around the eyes.

Foundation and powder: Apply concealer, if necessary, and foundation. Then "finish" your face with powder. Powder "sets" the foundation so it lasts longer with less need for touch ups.

Eye primer: Put on eye primer or dust powder over your eyelids. Both provide a base for eye color so the color goes on evenly and stays in place longer without creasing and smudging.

Eye color: The simplest approach to eye color is to apply a neutral or soft shade (from the upper lashes to the brows) which will enhance or "pop" another color placed over it. Almost as easy is another technique using two colors. Follow the eye primer with a single color from lash to brow. Then apply a second stronger (or darker) color over the lids and into the creases to complement the shape of your eyes. If you're getting ready for an evening event, be more dramatic than for an event during the day.

Eye liner: Line the eyes if it enhances them, staying close to the lash lines.

Mascara: To make your eye lashes appear thicker and longer, start with the wand close to the eyes and then wiggle the wand back and forth as you move it away from your eyes. To really "open" your eyes, use an eyelash curler.

Eyebrows: A simple and natural way to emphasize the eyebrows is to brush them with a matching shade of eye color and then set the color with a gel. The gel also helps emphasize and maintain the shape of your brows.

Cheek color: For your cheek color, either smile and apply blush to the apples of your cheeks or sweep it up along your cheek bones starting two fingers away from your nose and stopping at your temples. Then blend the color gently.

Lip liner, lipstick, lip gloss: If color 'bleeding' is a problem, run a lip liner pencil along the outer edges of your lips. Define your lips with a lip liner, fill in color with a lipstick and polish with gloss.

You're done ... your canvas is now a "work of art!"

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How to use "Read more!" links in your blog

by Deepak Morris

Often, we have long posts in our blogs, which make it difficult for readers to scroll through our blog posts. Long posts may also shorten the number of posts that are displayed on the main blog page or push important titles that we want visitors to see far below the bottom of the screen.

This article will show you in a simple, step-by-step, non-techie way, how to control your blog post so that you display only a paragraph or two on the main blog page and so readers who are interested in reading more may do so by clicking a "Read more!" link.

NB: This article makes no attempt to explain WHY a certain bit of code is being inserted in the blog template or blog entry. For a more technical explanation, see Blogger.com's "How to" article at: [How can I create expandable post summaries?](#)

Adding a "Read more!" link in your blog involves two things:

1. Modifying your blog template to enable and display the "Read more!" link
2. Putting additional code in your blog entry (the blog you actually write) so that Blogger.com stops the display at the point you specify and displays the whole blog entry when the "Read more!" link is clicked

Adding a "Read more!" link is a longish process at the start, but the modification to the blog template remains valid until you change your template.

If you wish to print or save this article for your reference, a printer-friendly PDF version may be downloaded from:

[readmore.pdf](#)

(The above file is hosted on a free server, so if it doesn't work, I may have exceeded the download limit. You'll have to try after 24 hours... sorry)

Ready? Then Here we go:

1. To modify your Blog Template to handle "Read more!"

First, sign in to your Blogger account.

Select "Change Settings" in your Blogger dashboard. This will take you to the Settings page.

Below the word "Settings" you will see several hyperlinked items in a line, like a menu.

Click the "Archiving" link.

Make sure "Enable Post Pages" is set to "Yes".

Click the "Template" tab (the tab is in the same line as the word "Settings").

Click anywhere in the editing window and hit Ctrl+A (keeping Ctrl pressed, hit A) and then Ctrl+C to copy all the code that's in your template.

Click anywhere in the highlighted text to remove the highlighting (otherwise the next key you hit will replace the whole shebang).

Open a new Word (or any other word processing software) document or Text file.

Hit Ctrl+V to paste the code.

Save the file (this is a backup in case you make a mistake in the template. If your blog does not display correctly, go back to "Change Settings" in the Dashboard and replace all the code in the template there with the code you've copied into your backup file).

Go back to your Blogger template.

Look for the html tag, `</style>`

Just ABOVE it, copy and paste the following code:

```
<MainOrArchivePage>  
span.fullpost {display:none;}  
</MainOrArchivePage>
```

```
<ItemPage>  
span.fullpost {display:inline;}  
</ItemPage>
```

Then look for the `<${BlogItemBody}>` tag.

BELOW it, copy and paste:

```
<MainOrArchivePage><br />  
<a href="<${BlogItemPermalinkURL$}>">Read more!</a>  
</MainOrArchivePage>
```

Click "Save Template Changes" (it's usually an orange button at the bottom left corner of the window).

The Blog Template is now prepared to handle posts that use the "Read more!" option.

The next thing is to prepare your blog entry itself, so that blogger.com stops the display at the point you specify and displays the whole blog entry when the "Read more!" link is clicked. You will have to do this for every new post that you want treated in this fashion.

2. Preparing your Blog Entry

2.1 To prepare a new blog entry to handle "Read more!"

Go to your new blog entry (hit "New Post" in the Blogger Dashboard) and type / paste your blog entry in "Compose" view. (This is usually the default view. The word "Compose" should appear without any hyperlinking on the top right-hand corner of your blog editing window – just above the stuff you're typing).

Format your blog entry to your satisfaction, then click the "Edit HTML" tab, which should be the hyperlinked tab just next to the word "Compose".

Place the cursor at the point where you want to stop the display on your main blog page.

TIP: Choose a point at which the reader just can't wait to see what happens next... the middle of a sentence can be a good point to stop the display.

Copy and paste the following code there:

```
<span class="fullpost">
```

At the very end of your blog entry, copy and paste the following code:

```
</span>
```

Save your blog entry.

2.2 To modify an existing blog entry to handle "Read more!"

Click the name of your blog in the Blogger dashboard, then click the "Edit" button for the post you wish to modify. Wait for the editing window of the post to appear.

Click the "Edit HTML" tab.

Place the cursor at the point where you want to stop the display on your main blog page.

TIP: Choose a point at which the reader just can't wait to see what happens next... the middle of a

sentence can be a good point to stop the display.

Copy and paste the following code there:

```
<span class="fullpost">
```

At the very end of your blog entry, copy and paste the following code:

```
</span>
```

Save your blog entry.

That's all there is to it.

NB: The "Read more!" link shows even for posts that you have not treated in the manner explained in 2.1 and 2.2. This is because the link is in the template. There's a great way to solve this problem; WRITE MORE!

Have fun with your blog,

Deepak

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Deepak Morris: A non-techie partisan in a techno world. Empowering better communication.

website : <http://www.freewebs.com/deepakmorris>

blog : <http://www.dm01.blogspot.com>

Disclaimer: I have no idea if this works for blogs that are not hosted by Blogger.com

You Don't Love Your Kids If You Don't...

by Heidi Caswell

"You don't love your kids if you don't buy my vacuum cleaner." The salesman looked me right in the eye and didn't even flinch. He was sure he was going to get the sale. I was a caring Mom, of course I'd buy his vacuum.

Now it was a good vacuum cleaner, but I wasn't buying one that day, already said so before his demonstration. To make things worse, he had a young assistant with him, training him. The only reason I let them do the demonstration was the new kid said he needed a place to "practice", didn't matter that I wasn't going to buy one, "let me give you a free carpet shampoo".

So I looked right back and told him exactly what I thought of his sales tactic. I also said that I didn't even think it was very effective, I'm sure he'd made many people angry. I could not believe it when he said that it did not matter since many would buy out of guilt or whatever. It had a lifetime warranty, thus no repeat customers. I guess he didn't want any referrals either, nor did he care about his reputation.

Recently, I got a call from a person I do not even know. "If you are serious about your business, you will take 45 minutes to listen to my call. I promise your business will explode." (From a person who didn't know me and had never heard of my business) Now I admit, there are times when I get frustrated, blowing up things could be tempting, but no thanks. I declined. Now the vacuum cleaner was good, so I'll keep an open mind, maybe the program they are selling is good. I do care about my kids and my business. But the sales tactic still stinks.

And we wonder why people hate sales. I'm betting that they met someone like that particular vacuum salesman. I suggest that he didn't understand sales. I didn't buy. Neither did my neighbors, amazing the power of word of mouth. But what if, after his demonstration, listening to me when I said I wasn't in the market for a cleaner, he was kind, thanked me for my time, left a couple of his cards for referrals?

What if the person on the phone, instead of saying "Have I've got a deal for you, give me 45 minutes of your time or else . . ." introduced themselves, asked questions about myself and my business. There is no way they can know whether or not they have something that I need, unless they know a bit about my business. When and if they saw that they had something that would truly benefit me, then they could ask. I'm not going to give a total stranger 45 minutes just because they ask for it, nor do I want to learn better ways to market my business from anyone using this guilt trip technique.

I'm not fond of the "If you don't buy now, you'll be sorry" deal either. I can remember looking at cars, and I'd hear "You can only get this deal if you buy this car right now." I bet if I showed up with cash the next day, that I could talk them into the same offer. But I do appreciate the car salesman who explains that since the '06 model is out, they have a great deal on the '05, but once it is sold they can't promise to find another. I always appreciate truth, even if there is some fear of loss involved. Don't pressure. "This deal may be gone, but I will see what I can do for you, whenever you come back."

You have to admire Dr. Suess's "Sam I Am". He was persistent marketing his green eggs and ham. "Will you try them here or there?" "Will you try them in a box with a fox?" In the end, the character tried the eggs just to get him to shut up. Worked in the story, but I'd have hung up on the guy. I believe that try it to see if you like it is a great way to go, samples, money back guarantees, etc. But don't shove it down my throat.

Consumers are bright. Find a nice way to get their attention without insulting them, show folks what you have to offer. Address any objections they have, clear up misconceptions, listen, and show concern for their needs. You don't love your customers if you don't treat them with respect and show that you care.

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Heidi Caswell, along with her accomplishments in raising seven wonderful children; operates her own business, [Connect Simply](http://connectsimply.com) which is dedicated to helping others stay in touch. Contact Heidi at heidi@connectsimply.com
Article Source: <http://EzineArticles.com/>

How Is the LEGAL SYSTEM Dishing Out JUSTICE in Your Town?

by Don Monteith

Thankfully, most of us will never find out. That is a GOOD thing! However, if YOU are a small business owner it's something worth knowing before one day you get kicked in the back-side.

I've advocated for many years - ALWAYS invest in GOOD legal counsel; a qualified Accountant [CPA]; and Insurance Agent. The 3 most important advisors to your business success.

A little research in our town opened my eyes BIG and WIDE to how a small business owner can suddenly find himself/herself in deep water without a paddle or pot to go.

Just a few of my recent discoveries --

Did you know.... town Sheriff can reach inside your bank account and take ALL your money? Got a friend in town working for the Sherriff's Dept? Ask him/her, they'll tell you how it happens and you may want to ask about their bonus, too.

It doesn't make any difference WHO YOU OWE or if checks will start bouncing - it's part of our LEGAL justice system - allows the "hand-of-the-law" to take your stuff and leave you screwed.

Another disturbing happening - you can be sued or counter-sued by someone and never know it until you get a "writ of execution" from the Sheriff's department... when they come to sell ALL your property - equipment - and maybe leave you bankrupt as well as good vendors you own money to.

In our town you basically have to hire an Attorney to represent you in court.... simply a "no option" decision unless you know it's fruitless when you're guilty hands-down... probably your town too.

What you may not know - your legal counsel is NOT required to have malpractice insurance protection when he/she screws up the process on your behalf. Most have it.... the problem with small business owners is they look for the CHEAPEST not the BEST.

Courts DO NOT send notices by Registered mail either which means they have NO proof of delivery, but WHO cares? YOU will. Only your legal counsel supposedly gets the notices from the Courts and it's his/her responsibility to advise you or it's tough break for you when no one told you "courts in session" - and YOU'RE absent.

Have you ever heard of "treble" damages? It's amazing how this can kick you into oblivion without a trace. Just know that it does happen to the finest of small business owners.

Did you feel it? The smasher coming when you thought everything was peachy-le-creme - maybe your best year ever? If YOU don't have your 3 Key Advisors yet, hire them soon. It may just SAVE your CASH as well as your business future.

Don Monteith spent 32 years as co-owner of a personnel/staffing business. His firm placed thousands of job candidates in their dream job. Today, Don shares his business and career expertise through his newest websites on the Internet. Lots of FREE ideas - suggestions - ready for your perusal and study.

Article Source: <http://EzineArticles.com/>

Heartburn Heresies and Autoimmunity

by Heidi Whitaker

Commercials for heartburn relief medications haven't given stomach acid a bad rap. What these advertisements don't tell you is that too much stomach acid and too little stomach acid have the same symptoms. Studies show that 50% of the people with Fibromyalgia are too LOW in hydrochloric acid production. If you have an autoimmune disease, you are more likely to be too low than too high. This is especially true if you have had a problem with yeast infections. Consistent use of antacids favors yeast growth, bad bacteria in the stomach, inflammation, and stomach cancer. Furthermore, most minerals, like magnesium, and vitamin B-12 require adequate stomach acid for absorption.

A magnesium deficiency is considered to be one of the most common, but treatable causes of disease. An estimated 72% of Americans are not getting enough magnesium. (To learn more: <http://www.mgwater.com/articles.shtml#Americans>) Low magnesium levels are associated with several autoimmune disorders including Fibromyalgia, Chronic Fatigue Syndrome, arthritis, Raynaud's phenomenon, and asthma. Reduced levels are also thought to be the reason for muscle pain in SLE

(Lupus) patients. A magnesium deficiency is connected to a host of other health conditions including: migraines, heart disease, mitral valve prolapse, sleep disturbances, over-sensitivity to light and noise, autism, depression, anxiety, PMS, and kidney stones. Insufficient magnesium causes an increase in a body chemical called substance P, which is responsible for pain perception.

In other words, you will hurt more if you don't have enough magnesium. Fibromyalgia sufferers have on average three times more Substance P than normal. Besides being anti-inflammatory, vitamin B-12 is required in the process of making myelin sheathes, which are being attacked in MS, Lyme Disease, autism, ALS, and possibly Fibromyalgia and Chronic Fatigue Syndrome. In one study, researchers found that low B-12 levels were associated with the early onset of MS.

Adequate hydrochloric acid production is also necessary for the body to be signaled to produce secretin, which is needed for myelin sheath repair.

Niacin, magnesium, and Vitamin B6 help stimulate the stomach's hydrochloric acid output. Drinking lemon juice in water or a teaspoon of apple cider vinegar water before meals also helps. This should be done 30 minutes before a meal.

Learn more at:

http://www.oasisnetwork.com/_SCArticles/AcidAlkaline0803.pdf
<http://www.drpressman.com/news/>
<http://www.autisme.net/Autism%20and%20Nutrition.htm>

Heidi Whitaker is an author and speaker on the topic of nutritional support of autoimmune disease. She is also the co-owner of <http://www.healthdivas.com>. To read other articles written by Heidi or to learn how to participate in her next free teleseminar, visit her blog at <http://autoimmune.myblogsite.com/blog>.

Article Source: <http://EzineArticles.com/>

Working Hot Topics into Your Niche Market

Leesa Barnes says:

As a career coach with a focus on transitions and networking, I'm really curious how I can tie in dating or fitness into what I currently do. If anyone has suggestions, please let me know as my creative juices are not flowing right now :)

I just submitted an article to ezinearticles.com on how to network while getting undressed in the change room. Although it isn't dating, it does touch on fitness since I refer to the gym and the spa. Maybe this fits the bill?

I'm eager to see how many hits that article will receive compared to the other 2 that I submitted a while back.

Once the article is approved, I'll post the link here. And I'll report on the traffic in a few weeks.

Thanks,
Leesa Barnes
<http://www.savialane.com>

Deepak Morris suggests:

Hi Leesa,

Off the top of my head, here are a few suggestions:

1. The effect of job changes on dating
2. When getting serious with your loved one means a change of job
3. Does dating have to affect your business networking?
4. Is it okay to date a business contact?
5. Asking your date for a business referral? How cheap can you get?
6. Is your date feeling threatened by your business acquaintances?

If you look at the list above, you'll see that I've made no attempt to filter the list. I just wrote them down as they occurred to me. I use this technique to come up with ideas for speeches or articles on specific topics but it can easily be used to generate ideas for the topics themselves.

It's good to keep a target of about 50 ideas, generate them and then trim the list down to the more "doable" ones. But don't discard the rest - you never know when one of them might spark a great idea.

Hope this helps,
Deepak

Marilyn Jenett contributes:

Leesa,

Although I won't get into detail here for time's sake, I think a very good subject for you would be "office romance" - the dating environment in the business arena - whether in an employment situation or relating to one's clients - the good, the bad and the ugly :-). A really good one that I see for you relates to networking - when women are networking for business, but personal attraction comes into play. How to deal with separating the issues and handling them both in the same place. I have definite opinions about business/pleasure, which shall remain a mystery for now.

That could be an intriguing article.

Marilyn

Get Rich (Thoughts) Quick Scheme
Just A Few Spaces Left...

<http://www.feelfreetoprosper.com/teleclass-announce1.html>

Networking in the Change Room: 5 Ways to Network Effectively While Getting Undressed

By Leesa Barnes

There's a time and place to network with people in order to generate leads, build rapport and form meaningful relationships. The change room at your gym, spa or country club isn't one of them. It's a lousy place to do any networking. Things dangle, imperfections are visible and being naked means that you're vulnerable.

If the person is a yapper, you're stuck listening to him since you won't be able to scurry away to your car in your birthday suit. If the person is a looker, you may feel embarrassed asking her to keep her eyes focused on your own.

If you bump into someone you've been trying to get in touch with, and he's standing in front of you half-naked, here's some tips to remember to avoid embarrassment.

Don't stare. At a networking event, it's perfectly fine to look at what someone's wearing and even comment on how they look. In the change room, this is a no-no. Whether the person has a mole on their butt or a rash on their thigh, resist the temptation of eyeing that spot. Also, never ask how they got it. Instead, glance at the spot quickly, then return your focus to the person's eyes.

Keep your eyes at eye level. While networking, it's common for people to make eye contact then let their eyes fall down to your chest area to read your nametag. Don't do this in the change room. Nothing is more embarrassing than dropping your eyes to scan the person in their birthday suit. Your best bet is to pretend the person is wearing a full body chastity suit and that you can't see anything below his or her neck.

Don't have a long chat. At a networking event, it's okay to engage people for at least 5-minutes to find out who they are and how you can help them. In the change room, people are often not in the business frame of mind. For example, someone at the gym is there to workout and may need to get back to office quickly. Someone at the spa is there to relax and has left the office at the office. If you must chat, keep it very pleasant and very short. Then, promise to follow-up by email or phone later in the day.

Resist the handshake. In a normal networking situation, shaking hands is proper business etiquette. However, while in the change room, resist the urge to stick out your hand. The person may have hair gel, body lotion or some other gooey substance all over their fingers. The last thing you want to do is stand there after a handshake with something wet drying all over your fingers as you chat. Instead, simply wave hello, keep your distance and just smile.

Don't ask "Why are you here?" This is a normal question at a networking event. People are dying to know what you're looking for so they can help you. In the change room, asking that question is either stating the obvious or can be awkward. If you're at the gym, assume they're working out. If the person's at the doctor's office, most likely they have a medical condition that they'd prefer to discuss with their doctor. If you must ask questions, try asking about the family, a recent vacation or what they're reading these days and stay away from asking about the obvious.

Networking in the change room can happen, just remember how to do it effectively to avoid an awkward encounter. Keep your eyes level, resist the urge to touch and you'll soon learn that networking while undressed can be rewarding to the growth of your business.

Leesa Barnes, The Schmooze Coach, helps consultants, virtual assistants, professional organizers, coaches and solopreneurs avoid cold calling by developing a fearless networking plan. Leesa is author of "Schmooze Your Way to Success: 9 Fearless Networking Tips for the Shy, Timid, Introverted & Just Plain Clueless." Go to <http://www.schmoozeyourwaytosuccess.com/ecourse.html> and sign up for her free 8-

lesson ecourse called "From Clueless to Fearless: Secrets from the Schmooze Coach."

Article Source: <http://EzineArticles.com/>

You Should Interview the Interviewer, Too

By Angela Betts

I know what you are thinking. You're thinking, "Wait a minute. Wouldn't that be somewhat presumptuous if I were to ask the interviewer questions?" No. The truth of the matter is they want to see that you have enough intelligence and business sense to ask questions requiring informative answers. Most human resource professionals and hiring managers believe having an applicant ask questions is one of the most important aspects of the interview. They are able to tell more about you by the questions you ask than the answers you give in response to their questions.

Most everybody expects to have an opportunity to ask questions. However, many assume the interviewer is expecting questions that consist of compensation matters and they don't want to appear to be focused on self centered issues. Invariably, they pass up the opportunity to delve further for more information about the job.

What they don't realize is they should be asking questions regarding what will be expected of the employee and opportunities for growth in order to learn more about the job offered. Finding the right job and finding the right applicant is a two way street. The employer is looking for somebody that can and will meet their needs. You, on the other hand, are looking for a job that will fulfill your career aspirations.

The interviewer will obviously get to question you and your abilities so they can decide if you will be a good fit for them. You need to ask the questions to determine if the position is the right fit for you and this stage of your career. They want to know that you are coming into the employer/employee relationship with them with a good understanding of the expectations on both sides. Posing your own questions also demonstrates your communication skills in addition to showing your ability to accurately assess matters at hand.

Here is a list of five questions to ask that will show them you are someone they can count on to dig deeper for more answers, especially in high pressure situations.

1. What are the top priorities of the position?
2. What are the major challenges facing the company in the next few years and how does this position contribute to overcoming them?
3. What do you believe my weaknesses to be and how do you think they will affect my performance?
4. What do you see as my strengths and how beneficial do you believe they will be for the company?
5. Does this company value employee growth and, therefore, provide opportunities to further one's training or education and career advancement?

This is another chance for you to show your willingness and desire to be prepared for the job. If asking intelligent questions of the person conducting the interview seems to put them off, it could be a clue to you that this isn't the right job for you. If you see them sit up, take notice, and answer your questions readily, it's a clue that your input as an employee will be valued and respected.

Go ahead. Now that you understand the importance of interviewing the interviewer go prepare your own list of questions. When it's your turn to pose your questions, pay as much attention to body language as you do the verbal answers. By the time you leave the meeting you will probably have a good idea whether or not the position is a good fit for you if you are offered the job.

Compelling, targeted resumes that will open doors to interviews developed by Angela Betts. For more career and job search tips sign up for our free newsletter at <http://www.resumeritr.com>. Contact Angela at

501-467-8768 or info@resumeritr.com to request a free resume critique or resume development services.

Article Source: <http://EzineArticles.com/>

How to Build a Niche Site With a Blog

By Linda J Bruton

Building niche sites is all the rage these days.

The basic strategy is very simple. Find a niche market that isn't oversaturated. Develop a list of related keywords people are searching on. Then write an article optimized for each one of your keywords. Once you have your articles, upload them to your site. Monetize your site with affiliate links and AdSense.

For this kind of niche site to be effective and make money, it is imperative that you get free traffic, and a lot of it. And that's exactly where a blog can be your best friend.

At its very simplest, a blog is just a structure. It's the bones of a web site. A blog is a simple way to publish and display your content online. Most of us think of blogs as a chronicle of news events, or commentary on news and items of interest. Or personal diaries.

Few people stop to think that you can build any kind of website with a blog. In reality, a blog can be used very effectively to build a niche site. The fact of the matter is, a blog is the easiest way to publish your niche site content. But the biggest reason to use a blog is that it can drive traffic to your site a lot faster than a statically-built site. A niche site built with a blog is a very powerful strategy.

First, choose your niche and research your keywords. Write your first article based on one of those keywords, just as you would when building a regular site. Then set up your blog and publish that article. Your niche site is now live.

To make your site structure the most effective, be sure to choose a blog that allows the use of Categories, such as Word Press or Moveable Type. Use your 10 most important keywords as the name of your Categories. Then file all your secondary keyword articles under those Categories.

Why is this so important? If you keep building your site with keyword-rich articles, eventually you could have hundreds of pages. Each of those pages will have a link to your 10 Categories. And each of those links will use the anchor text of your most important keywords. As a result of all those internal keyword-rich links, your site will end up ranking very well in the search engines for your Category names.

Now it's time to set up your traffic strategy. This is where a blog can really shine. There are many special RSS/blog directories that are hungry for feeds. By submitting your new blog to these directories, you can start getting traffic almost immediately. Quite often these feeds will result in a lot more traffic than all the major search engines combined. This is why it makes so much sense to build your niche site as a blog. You can have twice the traffic, and get it much faster than with a static site.

Here is a list of some of the top RSS/blog directories you should submit your site to:

<http://www.masternewmedia.org/rss/top55/>

Once you've submitted your site to the directories, you can get it indexed by Yahoo almost immediately by adding your RSS feed to your MyYahoo page. If you don't have a MyYahoo page, just go to <http://www.yahoo.com>. Now click on the MyYahoo link at the top and set up your free account. Once you have your account set up, click on Add Content, then add the URL of your blog RSS feed into the Find Content box.

When you go back to your MyYahoo page, your blog plus your first post should be shown. If you go look at

your web stats for your site, you'll find that the Yahoo spider has already made a visit! Your new site should be indexed in Yahoo in just a couple of days. This is a strategy that some marketers were selling for \$50 just a few months ago. And it works like a charm.

Every time you add a post, you can alert the RSS/blog directories by "pinging" them. There is a wonderful site at <http://www.pingomatic.com> that makes this very easy. You just have to type in your blog URL and Pingomatic will send your ping to Yahoo and about 15 other large directories. That will bring the spiders back to your site almost immediately!

During the first month, I would suggest that you write and add a new article every day. Blogs that are frequently updated get the most traffic. And you'll find that the major search engines will spider your site every day. At the end of a month, you'll have a 30-article niche site that is already getting a lot of traffic. If you've monetized your site with AdSense and related affiliate programs, you should also be making money already.

Once you've started building your niche sites with a blog, you'll never go back to doing it the old way again!

For more tips and ideas on how to make money blogging, be sure to visit my "Why Marketers Should Blog" weblog at (what else) <http://www.WhyMarketersShouldBlog.com>

Article Source: <http://EzineArticles.com/>

Biana Babinsky Adds to the Blog Discussion:

Some people I know are now using blogging software to create their web sites - the software inter-connects all the pages of the web site, and then the search engine spiders are able to index everything at once.

Some of the blog listings are definitely worth it - some link directly to your blog, some to your RSS feeds, others offer your RSS feed for subscription to their members.

Biana Babinsky
Learn How to Market your Business Online
Subscribe Now: http://avocadoconsulting.com/free_newsletter.html

Soni Pitts Contributes:

This is absolutely the best way to build a quick and simple to use website. Being the only kid on the block who can do more than simple computer stuff out of the entire population of board members for the local Habitat for Humanity, and being a web-savvy kinda gal, I am nominally the on-call IT chick for my board. Ergo, when it came time to set up the website, I was the go-to gal and blogging was the way I convinced them to go.

If you want that predictable website feel, you can create the normal "static" pages (things like About Me, Products, etc) as posts and simply pre-date them far enough back that they fall off the page (I use static in quotes because although these pages are not usually on the daily update list, when info changes it's a snap to edit these to reflect that).

Then it's "Hey Hey Ho" and "Presto Change-o" with a spiffy forwarded domain name, some html and template tweaks to spiff up the page, add buttons, etc and voila - you can recreate pretty much any look and feel you want.

You can check out my HFH site here:

<http://www.poplarbluffhabitat.org>

Fair warning - I've only been putting this thing together for about a week (ignore the dates on the static pages) so it's still very bare bones (no fancy html tweaks or much content - yet). But it's a good rough-draft

of what can be done.

Wanna see a pro at work? Check out my newest fave guru (who I had glommed onto a while back on another blog and only recently realized was the same guy).

<http://www.problogger.net/>

I'm just a rabid fan, not an affiliate. But I'm taking his info to heart and looking into using blogs as the basis for my webpresence rather than trying to update stuff through Front Page (as I have been doing with my regular website - what a pain). As he points out, he is now on track to making a 6 figure income with his blogs (although that's taken him many years and lots of hard work - don't let anyone ever tell you different). His advice is sound and his sites themselves are great inspiration as concept and design swipe files for what can be done.

Now I just have to get a handle on the geekery learning curve for WordPress installs and I'll be on my way.

Soni Pitts, Personal and Spiritual Development Coach
Reclaiming the soul of living
<http://www.sonipitts.com>

GROUP ARTICLE:

You Know You're an Internet Marketer When...

compiled and posted by Dina Giolitto

Did you make the switch from corporate slave to independent consultant? If so, you may be part of the subculture known as "The Internet Marketer's Club." Out here on the Web, things are done a little differently. Nine to Five is a forgotten phrase. "Corporate casual" means tossing on a pair of lounge pants before booting up your laptop. Business meetings are held in the upper right-hand corner of your computer screen!

So, how do you know you're a club member? What's the big clue-in that you've crossed the Point of No Return and you're officially relegated to Internet Marketer Status for the rest of your days?

For me, it was when one of my internet pals just bought me a web domain out of nowhere. A web domain as a gift, wow! What a perfect way to show a fellow entrepreneur how much you care. Yes, the day I received a web domain as a present was the day I realized I was a Bona Fide Internet Marketer.

Recently I asked some other professionals when their moment of internet marketing clarity happened. Here are some funny answers I got in reply.

You Know You're an Internet Marketer When...

...you spend one day offline and return to 202 e-mails (mostly not spam).

...you dream in HTML.

...you dream in keywords.

- Ann Zuccardy, Vermont Shortbread Company,
http://annzuccardy.typepad.com/vermont_shortbread_mmm/

You Know You're an Internet Marketer When...

...you brag about your high web ranking.

...you obsess about your page rank.

...you constantly check your page rank.

...you get depressed about your page rank.

- DeAnna Spencer, <http://realestateinvestorsfriend.blogspot.com/>

You Know You're an Internet Marketer When...

...You see a new product, add it to your marketing list, and begin thinking of ways to incorporate it into articles you will post online.

...You see an article online and think "I should write about that" and scroll to the bottom and your name is on it!

- Jan Verhoeff, <http://wahnco.tripod.com/>

You Know You're an Internet Marketer When...

...you get up in the "middle of night"--which is more like 3 a.m. since you just went to bed at 1 a.m.-- because you HAD to find something online or wanted to check your stats.

...you know there's a hurricane coming but you keep on trucking 'til the power goes out. Then you resort to battery back up on regular PC with about 30 minutes of work time left!

...you use a 'cheat sheet' to keep track of all the URL's that you own and run.

- Tara Burner, <http://completehouseservices.com>

You Know You're an Internet Marketer When...

...you dream in webstats, click through rates, effective CPM, cost per clicks, open rates, page views, unique user sessions, server response times, and the general flow of your web life.

...you can take off at a moment's notice to go anywhere, do anything, and be with whomever you want... as long as there is wireless broadband of course...

...you obsess about your reputation by not engaging in what 'those other guys do' that gives Internet Marketing a bad name.

And lastly...

You begin to think life is one huge A/B split testing planet.

- Christopher Knight, <http://EzineArticles.com>

Special thanks goes out to the members of Article Marketing Mania on Ryze.com, who contributed the material for this article.

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Dina Giolitto is a freelance copywriting consultant, ghostwriter, article marketing enthusiast and self-proclaimed internet marketer. Trust her with your next e-book, article series, web copy or sales letter. Visit <http://wordfeeder.com> for more information.

Article Source: <http://EzineArticles.com/>

Multiple Submissions: Should I Bother?

(A Question from Soni Pitts)

Dina, I've got a question for you -

Before I discovered EzineArticles, I had been submitting articles to a host of other sites. Now that I'm on EA, I tend to just submit there. In my mind, there are plenty of benefits (consolidated article bank with one url, great exposure, ease of submission, etc) and few down sides.

I'm wondering, though, if there are benefits to submitting the same articles to several sites? It seems that I'm getting tons of article pick-ups from EA, so I'm not sure if it is worth the effort to try and reach other markets (seems to me that if you're regularly trolling for content, you're going to come to EA eventually as part of your "route" since it is one of the big guys).

On the downside, submitting to other sites is more work and every site has its own TOS that you have to remember and submission systems which work differently.

What's your take?

Soni Pitts, Personal and Spiritual Development Coach
Reclaiming the soul of living
<http://www.sonipitts.com>

Dina Replies:

Dead honesty here:

YES, at this particular point in time it IS advisable to submit to more than one site for the most exposure.

The key, I think, is to be selective about it.

If you choose any old hokey article site, you stand the chance for your articles to be picked up 1. with errors, and 2. distributed to "cheapie" sites who don't monitor their content. That will put you on a downward spiral.

I have a couple of sites that I had to "apply" to become an author. Basically this tells me that they care about who's posting what - and some of them really stress quality over quantity.

One such site is Zeromillion.com
Another one: MarketingIdeaShop.com

My "fever" in promoting EzineArticles.com, is that they're treating this like a business with majorly fine-tuned back office systems, monitoring and the utmost professionalism. That's future Google material to me.

So while MOST of my submissions go to EzineArticles.com, I do send them out into circulation via other routes when times allows.

I'm also noticing that if you can wrap your head around which CATEGORIES get the most pickups and then feed those categories, you'll notice your articles getting picked up by more people.

But of course, the downside to that is that if your article is getting swept into a hot category, you're competing with everyone else in that category whose article is running.

Does this make sense?

I guess it's part deliberate action and part randomness. At least that's the way I operate.

What's your strategy?

Lori Davis Shares a Cool Tool: TalkDigger

Good day, everyone!

Here's a resource which might be of interest:

Talk Digger

Plug-in the full URL (http:// included) of your site(s), blog(s) and other URLs in your Resource Box and "Dig it." Click the icons in the 'Results' column for the full report.

What did I find today? A few whipper-snappers have pieced together different pieces of some of my articles, appended their names and then published, or used different titles for my articles.

Also, IceRocket is the only service, so far, to have picked up changes I made in Typepad.

I've had a number of webmistresses and webmasters use my articles, and either neglect or forget to include my Resource Box or the title. After contacting these folks and pointing out the errors, ALL of them made the requested revisions.

Question: Has anyone stolen your articles, applied their name, or misappropriated your articles in any way? If so, how did you handle the situation?

Kind regards,

Lori Davis
<http://www.talkdigger.com/>

PR on AMM: A Group Discussion

Glenda Watson Hyatt Asks:

Hi Dina,

I signed up for EzineArticles a few weeks ago, but haven't had a chance to submit an article yet. I now have a press release ready to go out the door, and am wondering if that may be an appropriate submission to EzineArticles - perhaps with some minor massaging. If nothing else, it would give me a chance to learn the EzineArticles submission tool. What do you think?

Looking forward to hearing your wisdom.

Cheers,
Glenda

Soaring Eagle Communications
<http://www.webaccessibility.biz>

Sean Rice informs:

A press release and an article are written with completely different styles and audiences with a calculated expected response that should be kept separate.

The fact that we can write one bit of information in two different ways and use two vastly different channels should be a strength to exploit. Using inappropriate writing styles in the wrong channel completely obviates the advantage of having two different ones.

I'd write a brand new article and write it for an article audience.

Sean Rice
Rasa Design Studio
<http://rasadesign.com>

Glenda replies:

I think I just had an AHA moment. Please correct me if I'm wrong. A press release is intended for reporters to get their attention in hopes that they will run with the story; the press release may be printed in whole or in part or may lead to a whole other piece being written. Whereas, an article is intended for the end reader. Am I close? If so, how should the styles differ?

I am looking at this press release now, wondering if it has too much of a sales pitch and not enough story. And it should have gone out days ago. Any late night pros out there?

Cheers,
Glenda

Chris Knight Adds:

Press Releases have a very specific format that almost entirely never looks like an "article" should look.

I wrote an 8-step program for PR authors to help them get a clue:
http://ezinearticles.com/blog/archives/2005/07/pr_article_auth.html

Here are some tips to help PR Article Authors figure out how to repurpose their press release into a good article that can be put into distribution/syndication:

- 1) Keep your sales pitch in the resource box. The first word, first sentence, and first half of the article IS NOT THE SPOT to ask for an active link back to the site you are pitching.
- 2) Remember the old days when PR people would have to find a way to make a story "newsworthy" in order to get it some air time on TV or Radio? Well, this concept adjusted for Article Marketing means you must find a way to genuinely educate the marketplace with the expertise of the celebrity that runs the website you are pitching.
- 3) Skip the quotes from the celebrity. This is not a case where you quote your boss or your client because the article should be written BY YOUR CLIENT and from his or her perspective.
- 4) Think volume here. You need a high quantity of articles, say 25-200 or more, and not 1 or 2 to promote your boss or client's business via article marketing.
- 5) Providing the results of survey's or any research studies you or your client performed is a great way to EDUCATE the market, share real value and then provide yourself in the RESOURCE BOX as a solution if they want to learn more.
- 6) DO NOT PITCH YOUR BOSS OR YOUR CLIENT'S BRAND IN THE ARTICLE TITLE.
- 7) DO NOT MAKE YOUR TITLE IN ALL CAPITAL LETTERS. ALL CAPS TITLES are a dead giveaway that you are a PR drone with no clue.
- 8) Don't end your articles in -30- or ### as this is another dead giveaway that we should flag or reject your article as being a press release. Article Marketing is not -30- friendly, so don't include it.

Hope these tips help. :-)

Who Reads Ezine Articles?

(a debate spawned by Dean Hua's need for hard data.) ;)

H. Dean Hua Begins:

We were having an enlightening discussion about article marketing at the Networking Solopreneurs Network. A few things were said and it forced me to bring up this question; Who reads Ezine Articles? Are there any published metrics on this? For example, is it mostly other media outlets who are looking for good filler on their websites or would you say it's mostly consumers?

-Dean

Dina's Tirade:

Before I begin: here's a thought:

Articles and web content are ONE AND THE SAME.

Now: your questions springs several questions in my mind as well.

How would one go about proving that a website is READ as opposed to clicked?

Do you have any hard proof that people "read" your blog or website? "Published metrics," as you call it?

Who reads your blog or website - is it mostly consumers, or mostly people who want a work swap, and is there any way for you to measure this? If so, how is that done?

Do we have any hard proof that people read the magazines they buy each year, or do the magazines make a great liner for the bottom of the bird cage?

Do you know that statistics DON'T hold up as solid evidence in a court of law because they're UNRELIABLE and INACCURATE? Statistics are too small of a piece of the pie to be significant.

How would we really ever KNOW the answer to such questions as what type of person reads what on the web?

I think that clicks is the only way in which one can measure whether web material is viewed. If a click is good enough for you, then analyze the clicks. But clicks without conversation leaves ME cold.

As an internet marketer, the question I would prefer to ask is:

"What is my ultimate goal, and does publishing an ezine or blog that includes articles written by me and other authors fulfill that role?"

Do YOU have the power as a marketer to just decide that you're going to make one particular strategy work for your business, and to round up a group of people who have aligned themselves with the same goal, and make it happen because the group has willed it to be so?

A good marketer can do that and more. A good marketer is not going to let the existing "numbers" alter his state of upward mobility. A good marketer is going to make his chosen strategy work for him by sheer force of iron will, and by the EFFORT he puts in.

Does article marketing work FOR my business? Well, I'm a copywriter, so I'd say YES. Does it build my credibility? I can refer new potential customers to my articles, and nine times out of ten they seem impressed - so I would say, YES.

Maybe a math-minded person can step in here and give you that techno-babble numbers talk that makes you feel safe and good. Unfortunately, I'm not that person... sorry. :)

My guess is, if you were jazzed about article marketing, Dean, you'd already be posting articles because you'd just WANT to do it.

And in WANTING to post articles, you'd write good ones, and people like ME who enjoy READING articles, would come and read them, and that is the realm in which we would know each other. And then I'd be your article-reading fan who converts to paying customer, or perhaps refers a friend to your site who's interested in becoming a paying customer.

Actually Dean, I'm wondering why you don't view articles and web content as one in the same.

If you write a KEYWORD LOADED article and post it on your blog, do you know how FAST that's going to get indexed?

Again: articles and web content are one and the same.

That's my final comment. Mull it over.

Dina
TheArticleWritingTeam.com

The Dean Hua Rebuttal:

Hmmm...you've said alot Dina. Let me try to pick a few things and build on your initial comments;

>>>A good marketer can do that and more. A good marketer is not going to let the existing "numbers" alter his state of upward mobility. A good marketer is going to make his chosen strategy work for him by sheer force of iron will, and by the EFFORT he puts in.

True...but only to an extent. A good marketer also measures his numbers as well. Remember, performance measured is performance improved. By looking at the metrics, one can get a feel for what sort of conversion rates are occuring and benchmark your conversion rates against the norm. So I would say, that a good marketer takes metrics into account and use that as a compass to guide him towards the righteous path of article marketing.

I understand the gist of your statement when you say that marketers can use sheer force, but if one is heading in the wrong direction then sheer force isn't enough. Hence, my question about whether or not there are published metrics available. I'm new to the world of article marketing and I know that Ezine Article is the place to go. However, while there are people who do get results, I'm sure there are folks who don't. There could be many reasons as to why folks don't get results and I'm just trying to understand this from a metrics conversion standpoint.

>>>My guess is, if you were jazzed about article marketing, Dean, you'd already be posting articles because you'd just WANT to do it.

You are correct. If I was completely JAZZED :), I'd be writing as we speak. However, being a bit math minded, I do want to know what I'm getting into with respect to article marketing. I want to ask questions that others may not be asking and get others to think about this from an analytical standpoint.

I'm not a great writer. Because I'm not a great writer, I know I will spend more time on writing an article than say yourself or Priya or Denise would- all great writers in their own way. As a businessperson, it comes down to ROTI- Return On Time Invested. Another way to think about this is the "opportunity cost". If I spend time trying to write an article, then that is time that I could spend on other business activities- that is my

frame of mind when approaching any business activity- online or offline.

I'm not saying I don't believe in article marketing, but I am saying that I wish to bring up the flip side of it as well and get others to chime in.

>>>Dean: I really think that you need to start viewing articles as web content that has keywords and is search-engine indexible. The keywords you include in your article do the work for you.

Actually, I do see articles as well as blog entries as web content and as a great way to enhance the SEO side of things- you are preaching to the choir :) But just saying that one can include keywords in their articles and let that do the work for us is a common fallacy that many people make in the world of SEO.

Let's take your comments about writing blogging articles as an example. It may be too simplistic to say that just writing an article on the topic of blogging will show up high on search engines. If that was the case, then a bunch of Ezine Articles on blogging would've shown up on the first page, right?

My original question still remains- "Who reads Ezine Articles?"

Perhaps, it may be too tough of a question to ask.

Thanks.

dean

Meri Raffetto Lends Support:

Hi Dean,

I don't have exact statistics but I do have some numbers that might help. When I started submitting my articles about 6 months ago I got an immediate increase in visitors to my site: 60% increase in the first month. I have been steadily getting more visitors each month but not as much as the first month.

I also have experienced an approximate 5% weekly increase in my newsletter opt in. This has been steady for me except for perhaps a few weeks here and there.

I also increased my link popularity on google, yahoo, and msn. I went from 10 to over a thousand on yahoo. This has been only from articles and no other link campaigns.

I have perused a lot of the webmasters/mistresses who are using my articles and it really ranges from websites just trying to post some content for their adsense sites to actual women, health, fitness, bodybuilding, and men's online magazines (I am in the health industry) with fairly decent page ranks. It all depends on who picks it up!

I already publish a monthly newsletter so I simply recycle those articles once the newsletter is posted. I don't add any more work than that. I definitely understand about the opportunity costs :)

To sum it up, I have found article submission to be helpful with building traffic, improving my opt in list, creating new clients, and getting link popularity with the search engines for little time and energy. It definitely helps with an overall online marketing campaign.

Hope this helps!

Meri

Garland Coulson Adds:

Hi Dean,

I guess it would depend on the ezine. Readers of my ezine are a different audience than readers of a car collectors ezine. I do have 1,000s of readers each month and they are all people who have subscribed. So I know they are real people. I have a fairly good grasp of my own demographics.

When I post articles in article directories, other web sites looking for useful content for their readers will pick my articles if they like them to add to their own site, ezine or blog. This gets my articles on hundreds or thousands of other sites. For example, MSN alone has 3600 links to my site, most of them from my articles.

If you are looking for demographic stats, maybe ClickZ Stats has some for you:
<http://www.clickz.com/stats/>

Garland Coulson, "The E-Business Tutor"
Market while you surf!
FREE Traffic and Research Toolbar for FireFox and Internet Explorer
<http://www.freetrafficbar.com>

Charlotte Maddox Wraps It Up:

Dean,

In essence, your question 'who reads ezine articles' has been answered anecdotally on both AMM and Networking Solopreneurs but if it's numbers or other details you need, let me refer you to some credible sources:

Nielson//Netratings: <http://www.nielsen-netratings.com/>
StatMarket: <http://www.websidestory.com/services-solutions/datainsights/statmarket/overview.html>
Google: <http://www.google.com/>

Charlotte
<http://beauty-network.ryze.com/>
<http://www.marykay.com/charlottesmaddox>

Angela Betts Asks About Submissions:

I was just perusing some article submission groups on Yahoo that I have joined recently. On one of the articles submitted, the author posted a number of different guidelines for publishing her articles. They covered the forbidden use of her articles in spam or unsolicited commercial emails, porn or adult sites or emails, and sites that contain or support hate, violence, etc., as well as other things.

Until reading this I hadn't given much thought to the importance of controlling where your articles are published. I mean there are plenty of sites I wouldn't want my name to be associated with.

Can you experienced article marketers shed some light on this and any other things we should consider for those of us that are new at this?

There was also a request to ask the author for permission before publishing her articles in print.

TIA!
Angela Betts

Wendy McClelland Answers:

Angela - you've raised a good point. I have never worried about my articles being used on porn sites, racist sites, etc. But then nothing in my articles would be of interest to people who visit those sites.

But - I do have a request on my site about reprinting the articles.

Here's the basic request which appears on all my articles -

*** If you would like to reprint this article in your own newsletter, on a website or for distribution you may, BUT you MUST include this bio:

Bio: Wendy McClelland is a motivational speaker, marketing innovator and Certified Guerrilla Marketing Coach who specializes in teaching people to "think without boundaries!" She is a past nominee for "Canadian Entrepreneur of the Year" and her clients have included software developers, an Olympic athlete and a wide range of business organizations. She has spoken to 10,000+ conference attendees, about Marketing, Internet Business and Motivation. You can contact her through her website – www.thinkwithoutboundaries.com

Wendy McClelland
Donate to Katrina's Victims NOW at:
<http://www.thinkwithoutboundaries.com>

Recommendation from Meri Rafetto:

Hi! I am new to this network but just wanted to share a bit of my own bad experiences. I have submitted many many articles to different submission sites and have had some bad experiences. Even though my industry is nutrition and weight loss I found that one of my articles was published on a porn site and another on a mail order Russian Bride site! Yikes! Both of these sites had absolutely nothing to do with nutrition or health.

I would recommend to ONLY submit to reliable submission sites like ezinearticles who actually have the statement that the publishers can't use your article in these places. I learned my lesson the hard way!

Meri

"Stalk a Marketer" - from Dina Giolitto

I'm going to just give away one of my trade secrets now. I figure, may as well because I don't always have the time to follow up on the discoveries I make anyway.

If you want to get your articles published on good, quality sites with honest-to-god marketers who monitor the content...

Google-stalk a famous marketer.

Don't stalk ME... stalk some big name person who does marketing seminars around the country/world.

If you type their name into a Google search box, articles will come up. The articles will be on those "100% organic, homegrown marketing sites created with love and care by people just like you and me."

You may have to either submit your articles to them via email, or wait to be approved upon first review of your credentials and first article.

If you see a lot of other big names on the site, then you've hit the big time.

Also, look at the copyright date on the bottom. If the last update was 2002, the site's probably static now.

Honestly, I don't always have time to do this sort of thing for myself, but it's what REALLY works.

The reason I have been promoting EzineArticles.com is because as quality authors and nice people, I'd really love us to all come together in a quality site where good articles come in and get picked up by good, quality sites with fastidious webmasters.

But I do realize that's going to take a while.

So, Google stalk a marketer, is my article advice to you today. Maybe you can come back and let me know what you've found?

Dina

Article Writing: 5 Tips on How to Pull and Hold the Reader

By *Dina Giolitto*

Okay, so you're getting a feel for this article marketing thing. Cool. Now you must write articles that will engage your reader and hold their attention all the way through, as opposed to "click and flee." Have you ever clicked and fled? This is what happens when your eyes are weary of the internet information overload. You click on an article that's so copy-heavy, it makes your brain groan from the pain. You do not want this to happen to someone who is reading YOUR stuff, so don't barrage them with words. Here are 5 tips to help you create articles that are super-tight and outta sight!

1. Keep it short. The article websites say to keep your articles under 800 words, but I know from my own writing experience that's difficult when an article concept is blowing around in your head. I'll save you the guilt and say that 500-1,000 words is okay. Just remember: if you start rambling, your reader won't stay with you very long. So keep it short and to the point!

2. Pace and balance. Some people who write short articles start with a slow and intriguing buildup, but then cut the reader off at the end. This may keep the number of words down, but the sudden anti-climactic ending makes for lousy reading. Don't leave your reader high and dry! Write a quick summary of each paragraph, then develop each one with three or four supporting sentences. Close with a motivating call to action.

3. Break it up. An article that's broken up into sections is so much easier on the eyes than one with long paragraphs of copy. For this reason, the How-To, "7 Tips" and Q&A are immensely popular. Use subheadlines in Bold type to help guide their eyes down the page. If you can offer your content-hungry article prospects some great, well-paced copy that will look fantastic on their specialty niche website, you can be sure your articles will get great exposure.

4. Focus on the customer. Of course, your article content will come from your own experiences. But instead of saying, "I know this guy who" and "When I designed my website," you can project your story onto the customer. It helps to address the reader and ask questions: "Ever find yourself buried under piles of paperwork?" (You yourself may know this feeling, but your customer doesn't care.) It's all about the reader!

5. Include a call to action. If you word your articles in just the right way, you can really inspire your key customer to take action without making them feel coerced. Tap their wants and needs, offer solutions, and then spur them on to make a change for the better. Of course, the solution is to get in touch with you. Do this subtly in your article, and then do it again with a bit more volume in your conclusion and bio. "Visit Wordfeeder.com today to find out how great copywriting can make a world of difference for your business!" There, see how easy that was?

In general, it helps to visualize the article reaching its final destination. If your article is about cooking, then imagine it on someone else's cooking website. Now imagine the reader, taking in your story. What would they want to read about? How can the visual presentation keep them riveted on your words, so they can make it to the end where your bio and URL link is? *How can you get them to click that link?*

If you do get wrapped up in the joyous act of article writing, that's a beautiful thing! Just remember to keep your eye on the prize: *your business prospects.*

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Find out how crisp, targeted copywriting can make a world of difference for your business. Dina Giolitto is a Copywriting Consultant with ten years of experience. Visit <http://Wordfeeder.com> for free tips on branding, copywriting, article marketing, and more.

Article Source: <http://EzineArticles.com/>

Networking Etiquette: 3 Ways to Ditch a Boring Person At a Networking Event Without Being Rude

By Leesa Barnes

You've encountered this individual at every networking event – Boring Bob – the most belligerently boring person in the world. His dull demeanor is enough to bring you to count the number of hair follicles on your hand just for a little excitement.

You look for the nearest exit, but it's still 100 yards away. You wait for a break in the conversation in order to say, "Excuse me, I see the last 40-years of my life fizzling away" but Boring Bob rambles on and on.

You start shifting your weight and it takes everything within you not to just turn on your heel and walk away. But no matter how unexciting a person can be, you just never know who's in his network and whom he can put you in touch with. The whole goal of networking is to build rapport and gain trust, therefore, choosing to be ill-mannered may offend Boring Bob. Knowing how to exit a dry dialogue and ditch a boring person takes a lot of skill and finesse.

Here are 3 simple tips you can use to escape a dreary conversation without being rude or impolite.

Introduce him to someone else. If you have determined that Boring Bob is just too humdrum to keep your eyelids open, start scanning the room. If you spot someone you know who's in the same industry as your lifeless pal, quickly say to Boring Bob, "I just spotted Ann and she's in the same industry as you. Would you mind if I introduced the 2 of you?" Quickly call Ann over, make the introductions and as they begin to chat to one another, politely excuse yourself.

Grab something to eat or drink. Food is the best pal you can have when you're engaged in a monotonous chat with Boring Bob. When he takes a breath, quickly say, "I'd like to grab a drink. I may be awhile because I'm very fussy about what I order. Feel free to mingle with others." Shake hands with Boring Bob, tell him that you'll catch up with him later, and then head over to the bar to soothe your frazzled nerves.

Explain that you see someone you must meet. This is a classic and it works every time. Wait for a break in the conversation, then tell Boring Bob that you see someone that you have to talk to. Shake his hand, tell him it was nice to meet him, and then encourage him to mingle with others. You're now free to walk over to the person you're dying to meet, whether you know her or not.

Boring Bob may challenge your ability to stay focused and engaged, but don't feel obliged to suffer through his monotony at a networking event.

Instead, use one of the techniques above to ensure that you don't get trapped into a boring conversation with the cure for insomnia. Being courteous and considerate means that you will be able to tap into Boring Bob's network, even if you do have to brush him off.

Leesa Barnes, The Schmooze Coach, helps consultants, virtual assistants, professional organizers, coaches and solopreneurs avoid cold calling by developing a fearless networking plan. Leesa is author of "Schmooze Your Way to Success: 9 Fearless Networking Tips for the Shy, Timid, Introverted & Just Plain Clueless." Go to <http://www.schmoozeyourwaytosuccess.com/ecourse.html> and sign up for her free 8-lesson ecourse called "From Clueless to Fearless: Secrets from the Schmooze Coach."

Article Source: <http://EzineArticles.com/>

To Be a Champion, Become a Child

by Priya Shah

Have you ever wondered what successful people have that makes them successful?

Ever wonder how those champion recruiters in your company manage, month after month, to get the most new recruits, the biggest bonuses, the largest paychecks?

Well let me tell you a secret. No one starts out as a Champion. Most of them started out like you and me.

So what is it that makes a Champion different from the rest?

Champions have an attitude, a mindset that sets them apart from the rest. But most of these qualities are not exceptional.

Indeed each and every one of us possesses these qualities when we start out in life. But somewhere along the way we tend to lose them and diminish our own potential.

To be a Champion, you must first become a Child! Let me explain:

1. Champions are Willing to Learn.

Children come into this world with an innate desire to learn, to understand the world around them.

They are like sponges observing and absorbing every fact, every reaction. Because they know that their very survival depends on it.

One of the most important, and oft-repeated, qualities we need to succeed in business is a willingness to learn - to be teachable.

To become a champion, you must be willing to educate yourself or be educated, to read about, learn and absorb all the things you need to know, even if they are completely new to you.

If you don't, you are doomed to failure from the start.

2. Champions are Willing to Act

Have you notice how children completely geared towards action? As soon as they learn a new skill, they want to put it into action.

Champions are the same. They put their newly learned skills to use, taking concrete steps to improve their performance, so they can take their business to the next level.

They know that they must act on what they have learned, even if they haven't perfected it.

Which brings me to their next quality.

3. Champions are Not Afraid to Fail

Just as a child picks itself up again and again, every time it falls while taking its first steps, champions are not afraid to fall down or fail.

They know that failure is the best teacher. They learn from their mistakes and keep fine-tuning their methods till they succeed.

Champions have the courage to fall down and not be discouraged. They pick themselves up and keep trying.

4. Champions are Willing to Adapt

Darwin got it wrong.

Survival does not happen to the Fittest, but to the Most Adaptable.

As children, we adapt to long-term change relatively easily. We are more willing to accept situations and adapt our behaviour accordingly.

Unfortunately, as we grow older, we become more rigid in our thinking, unwilling to accept that there may be better ways of doing things.

In a changing business scenario, resistance to change makes us obsolete. We end up losing out to players with a better understanding of changing trends.

Champions are those who can adapt themselves and their business to changing trends.

5. Champions are Willing to Innovate

Children are extremely inventive beings. They come into this world with no preconceived notions of doing things. In their minds there are no limits to what they can do or how they can do it.

Champions apply these very principles to take their business to the top.

They not only learn from what has been done before. They find ways of doing it more efficiently, more cheaply, more successfully.

As Shiv Khera, motivation coach and author of "You Can Win" puts it, "Winners don't do different things. They do things differently."

You don't have to be like a child in all respects to succeed. It's probably not even desirable.

But if your pre-conceived notions, fears and hesitation are preventing you from reaching your goals, try looking at the world through a child's eyes.

At best you will improve your chances of success, at worst you'll remain young at heart.

Priya Shah is the CEO of [eBrand360](#). She writes on [internet marketing](#), [search engine optimization](#) and [business blogging](#). Subscribe to her [free eCourse on Blogging for Marketers](#)

Articles and Internet Branding: 5 Steps to Success

By Dina Giolitto

Are you ready to become an internet marketing expert? Are you ready for a massive conversion rate plus unlimited residual streams of income for your web-based business?

Excellent! I'm here to focus your mind on the job at hand. Today you will learn how article marketing is the means to the end, and that end is PROFIT.

Web marketing success happens one project at a time. The formula we're about to discuss works best when your product is information-based. Meaning, if you're an expert in your niche, other people are going to want to learn Your Secrets. You can use this to your advantage- by creating marketable products that deliver information (your Secrets) to customers who are willing to pay for it. You will then use web articles to lure in your prospects.

How will you go about this? Take it one step at a time.

Step 1. Select a niche market. What are your interests? Where does your expertise lie? Wherever that is, is where you will focus your next marketing project. Let's say it's real estate. Your Marketing Mission is: make your name recognizable within the realm of real estate. Build yourself up as an expert in the buying and selling of property.

Step 2. Create an online persona and brand for your business. For continuity's sake, let's go with the real estate example. Suppose you want to be known as the Inside Expert on house flipping for profit. Sounds like a great plan to me! Now grab yourself a web designer and a great copywriter and get going on perfecting that image of you as the Real Estate Go-To Guru!

Step 3. Develop an informational product that readers can buy directly from your website. You've seen those kits that all the Experts are selling, right? Who told you that you can't sell one on your website? Nobody. So, get going. Start pulling all nighters if you have to, just get that kit written and make it powerful so that your buyers will go, WOW! I can't believe what I learned from this guy/girl, and for such little money! Hire a ghostwriter, if you really want to get this project cracking. Either way, as Nike says: Just Do It.

Step 4. Write articles to build your credibility. If you've been reading my "series of internet marketing articles" in order, you'll already be familiar with the concept of article marketing. This is where you use an Article Distribution website like Ezinearticles.com to help deliver quality articles to end users who will feature your articles.

(Note: I listed this as Step 4, but really your articles should be flowing as early as Step 2.)

As part of your brand-building strategy, stream a steady flow of web articles to content-hungry webmasters who fall into your topic category, who will then spread your sage advice all over the internet. If you're burdened with time constraints, hire a ghostwriter to do this work for you. At the end of the articles, include a bio that directs them to your website. From there, they can learn more about you and what you can offer them.

Step 5. Direct your customers to a sales letter that teaches them about your product. Again, you can do this with article marketing. An easy scenario to follow: You write an intriguing article featuring five tips on how to gauge the real estate market. At the end of the article is your bio, which directs the reader to a link where a sales letter page opens. That sales letter will then contain certified testimonials from happy clients and customers of yours. All of this will further enhance your reputation as a qualified expert.

The final outcome: clicks to your website, where visitors use PayPal or another easy money transfer in exchange for your informational product. The profit's in your pocket. Beautiful! YOU DID IT! Give yourself a pat on the back. Take a vacation!

Of course, if you're going to be an internet expert, it's a smart idea to create multiple areas of expertise for yourself in more than one niche. Again, articles are the means to the end.

Suppose now that you're done with your online real estate venture, you've figured out that Copywriting is another God-given talent of yours that can be leveraged for profit. Time to create a Brand New Internet Personality! How will you do this? Easy. Follow the five steps I mentioned above, only replace each mention

of real estate with Copywriting.

Do you see the INFINITE POSSIBILITIES? Good! You've got plenty of work to do. So stop reading, and start writing those articles!

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Find out how crisp, targeted copywriting can make a world of difference for your business. Dina Giolitto is a Copywriting Consultant with ten years of experience. Visit <http://Wordfeeder.com> for free tips on branding, copywriting, article marketing, and more.

Article Source: <http://EzineArticles.com/>

How I Ditched My To Do List: You Can Too!

By Ann Zuccardy

A friend asked me what I accomplished yesterday. Did you run a mile? Did you finish a big project or land a new project? Did you do something to make the world a better place?

Nope, I took a walk.

Big deal (insert your own sarcastic inner critic voice here), right?

Yes, it is. It's a HUGE deal. Here's why.

Sometimes we believe accomplishments have to be big flourishes of activity the whole world notices. If your boss in cubicle world doesn't pat you on the back or if you haven't told everyone within ten feet how you wrote three technical documents yesterday, your professional existence is not validated. If no one notices, it doesn't count. Our fast-paced results-based society encourages the belief that what you do or produce is more important than what you are. I say you must occasionally stop thinking about results if you want to get results.

Wait, stop thinking about results to get results? That makes no sense. I say it makes perfect sense! Not forever, just for a day here and there.

My ex husband used to call me queen of the to-do lists from hell. I made lists a mile long of all the things I expected to accomplish in a day. Then I'd go grocery shopping or fix the toilet (not on the list) and berate myself endlessly for all the stuff I DIDN'T accomplish. Sound familiar? I suspect this is a common woe of the creative entrepreneurial mind. Luckily, we can learn to live with this way of thinking. Note: I didn't say "fix this way of thinking" because the word fix implies there's something wrong with it and I know there's nothing wrong with your active, imaginative, entrepreneurial mind.

You will never complete everything on your to-do list. Get over trying. Disclaimer: I am not perfect at this practice. That's why I call it practice.

What about creating a to-BE list? What do you need at your core to feel good about your business and your personal world? What if all your to-do's somehow supported your to-be's? Would you feel inspired? What if your to-be list was your "business plan" for your whole life, work, love, home, and all?

What do you want to be?

I want to be physically healthy and fit. Right now, I'm not. I've been immersed in my chaotic to-do world. I've been working 24/7. I'm burnt out and anxious. So, what to do? Add a gym workout to the to-do list from hell? Wrong! Who am I kidding?

Start with a baby step. I committed to a 20 minute walk outdoors. I couldn't handle a week-long commitment, so I am making a day-by-day commitment.

There, a one day commitment to a walk felt like something I could easily do.

I crossed "walk" off my to-do list yesterday. I told myself, "Self, I am healthy and fit!" Note: I do not say "I will be healthy and fit." Affirmations should always be stated in the present tense in order for your unconscious mind to believe them. That one to-be item supports all the other things I want on my to-do list.

Periodic focus on the to-be's (rather than production and results) gives you energy to tackle the to-do's. Amazing!

Start your to-be list by writing only four or five of your personal non-negotiables; the values you hold most dear. Resist the urge to create a long to-be list.

For each item on your to-be list, ask yourself, "Why do I want that?" Then ask why again and again until you uncover the essence (core) of what you want. For me, a long life of creativity, learning, and love is at the core of my desire to be physically fit. Once you uncover the core belief or value, you can then spend some time working your to-be's into your to-do list.

Whatever you did yesterday big or small, noticed or unnoticed, here's a virtual pat on the back from one small business owner to another. I feel your struggles and your accomplishments, for they are mine too.

The beautiful thing about a to-be list is that it rarely changes because it reflects who you are rather than what you do. When what you do flows from who you are, life doesn't have to be hard.

So now, what do you want to be today?

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Ann Zuccardy is a freelance technical and copy writer with 17 years of industry experience in marketing and technical communication. She currently consults with IBM in Essex Junction, Vermont where she writes software user manuals, training guides, and release notes. For creative copy with heart, soul, humor, and a hefty dose technical expertise, visit Ann at Wordbrains.com.

Article Source: <http://EzineArticles.com/>

Inspiration from Meri Raffetto:

...I am excited, it is the small steps we take each day that really count in the long run. I have a rule that on each week day, I tell myself that I have to at least do two marketing actions even if I'm absolutely not in the mood. The previous action came from when I was consulting at a facility in California (just moved to North Carolina 3 months ago) and as I was having a friendly conversation with this doctor about a patient, I asked her what she thought of the program idea and she said she was interested. So now that my program is done...I contacted her again and there you go!

I think this would be a great article for someone to write! I think as entrepreneurs we tend to think that the big marketing event is going to bring us all of our clients. After 3 years of being an entrepreneur it never ceases to amaze me that it really is the small steps, and the people we meet along the way that bring us business. It usually isn't the expensive ads and promotions that does it.

It really does come down to networking and putting yourself out there. I would write this article but it isn't my niche...maybe someone else out there can write one on small daily steps to success!

Meri

Jan Verheoff Expresses Her Love of God and Country:

My biggest frustration today - was a judicial decision in San Francisco. It irritates me that people think we should rewrite history to accomodate "politically correct" bull pucky. So - I wrote an article about it.

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## One Nation UNDER GOD

*By Jan Verhoeff*

One Nation UNDER GOD...

O, say! can you see, by the dawn's early light, What so proudly we hail'd at the twilight's last gleaming? Whose broad stripes and bright stars, thro' the perilous fight, O'er the ramparts we watched were so gallantly streaming?

And the rockets' red glare, the bombs bursting in air, Gave proof thro' the night that our flag was still there. O say! does that Star-Spangled Banner yet wave O'er the land of the free and the home of the brave?

Our Flag still stands for freedom, and they can't take that away!

They can pilfer and plunder our nation but my right to speak out and stand up for God belongs to me. I believe God is still holding his hand over our great nation! We must stand up and be counted for our Faith or we allow those who desire to undermine our right to speak to win the battle. Our FLAG still stands, and my Pledge continues to be to One Nation UNDER GOD. I will not remove those words.

Those who choose not to use them are free to not use them, but they WILL CONTINUE to be part of the Pledge I make to my flag.

A judge declared them unconstitutional based on the bias of a man who has Faith in nothing. He does not believe. God bless his soul, he has chosen his direction, allow him the freedom to go his way. I have chosen mine, I will say the Pledge as I learned it many years ago, sitting on my Grandfather's knee.

"I pledge allegiance to the FLAG of the United States of America, and to the REPUBLIC for which it stands, One Nation UNDER GOD, Indivisible, with Liberty, and Justice for ALL. AMEN"

When I say the Pledge of Allegiance, I end it with AMEN, because it is a prayer for my flag, my country men, the service men, and all who hear, including GOD, that my FLAG always stand for freedom.

I believe if we stand together, continue saying the Pledge as it was written, and hold it high, proudly flying our Flag of Freedom, our God will stand beside us and we will be ONE NATION UNDER GOD INDIVISIBLE!

Will you STAND with me?

Jan Verhoeff is an outspoken voice for FAITH. Her belief and her strength to speak out is known in her home area, and she continues to speak out and have FAITH. Visit her blog at <http://coffeecatter.blogspot.com>

Article Source: <http://EzineArticles.com/>

## Press Release Resources from Wendy McClelland and Priya Shah:

### Wendy McClelland posts:

...a couple of other sites you can submit your press releases to:

<http://www.24-7pressrelease.com>  
<http://www.free-press-release.com>  
<http://www.prleap.com>

I've also got an article on my site about how to write a press release that will get printed - you can view it at:

[http://www.thinkwithoutboundaries.com/dyn.Do\\_You\\_Want\\_to\\_Create\\_Press\\_Releases\\_That\\_the\\_Media\\_Love.php](http://www.thinkwithoutboundaries.com/dyn.Do_You_Want_to_Create_Press_Releases_That_the_Media_Love.php)

Using the techniques in this article I have a 95% print rate - whether I'm writing the press release for my own business or a client's.

Hope this helps!

Wendy McClelland  
"I motivate people to think without boundaries!"  
<http://www.thinkwithoutboundaries.com>

### Priya Shah posts:

Here's a large list of press release sites, many of them free.  
<http://www.onlineprindia.com/press-release-distribution.htm>

# Is Search Engine Optimization the Best Bang for your Buck?

by Garland Coulson

With millions of searches being done through search engines, going after top ranking in search engines seems to make sense. You know the traffic is there, so why not go after it? Unfortunately many people spend a lot of time and money on search engine optimization without getting the results they desire.

**Here are some potential pitfalls to search engine optimization (SEO).**

**1. Competition is fierce!** Every web designer, Internet marketer, search engine optimization company and web site owner in the world wants their web site or their client's web site to be on top, so there is a lot of talent and money being focused here. Competing here is expensive, especially as more and more large companies with huge budgets start to muscle in.

**2. You are spending money with no guarantee of traffic.** SEO companies don't control how search engines rank sites, they just test and try to reverse engineer the "recipe" search engines use to rank results and then change your site, hoping for different results. So, all the money you spend isn't going to building traffic, it is going to subtle changes to your web site to try to guess the recipe.

**3. Any effect can take months.** Any changes to your site may not be indexed for months. In the case of new links to your site, Google actually waits to give you an improved ranking based on more new links to your site to make sure they are still there 3 months later. This is because some unethical SEO companies were building link farms to artificially make their client's sites rank higher in the short term.

**4. Search engine ranking recipes change without warning.** You can drop from #1 to #5,000 with no warning when the search engines change their recipes. So, if this was your primary source of traffic, your business is toast! I recommend people get traffic from a wide range of sources that they track. This way, if any one dries up, you still have most of your traffic.

**5. SEO has nothing to do with conversion.** Huge amounts of traffic alone won't make your site successful. You need to drive the traffic to a page that successfully turns visitors into customers.

**6. There are many lower cost ways of getting traffic.** Spend \$600 on SEO and you hope for traffic. Spend \$600 on Google Adwords and EVERY penny brings you visitors. Thousands of visitors, in fact. One free service I use, Instant Buzz, sends me people very month for free.

**7. Many elements of what ranks a site well in search engines are outside of the SEO company's control.**

Some of the elements used by search engines to rank a site might include:

- text on the site
- domain name
- links to the site
- how many people click on the site listing when it shows up in the search engines
- quality of sites that link to the site
- format of the site (html, frames or flash)
- title and meta tags
- text navigation

The two main ones outside of the optimizing company's control are the number of quality sites linking to you and how many people click on your listing when it shows up in the search engines.

If you have a very limited Internet marketing budget, **Search Engine Optimization** is probably not the best bang for your buck, but it can be an effective part of an overall Internet marketing strategy that includes lots

of other techniques.

If you have a minimal budget, and still want to use SEO as a marketing technique, you can:

1. Use software like [NicheFinder](#) to find high traffic key words others have missed.
2. Optimize your web site yourself using search engine optimization software like [Web Position Gold](#).  
Garland Coulson, "The E-Business Tutor"

Market while you surf!

FREE Traffic and Research Toolbar for FireFox and Internet Explorer

<http://www.freetrafficbar.com>

Moderator, Internet Marketing Tools

<http://imtools-network.ryze.com/>

## Deepak Morris On SEO:

I'm by no means an expert or even very conversant with SEO, but I did manage to get my site within the top ten on Yahoo Search (<http://search.yahoo.com>) for the search string "scripts theatre" (without the quotes). It's slipped to eleventh place now and I think some part of the rest of this post will explain why.

It's important to understand that any change in the search string affects the site rank on a Search Engine's page. If you add a couple of words to "scripts theatre" (like "drama" or "tragedy", for example, my site might not even show up). Also, different Search Engines have different models of ranking and these models are usually closely guarded secrets. I agree with Garland that paying the "experts" to have your site optimised is usually a waste of time and money.

The one thing that has remained constant in any Search Engine's evaluation of a site is not links (inbound or outbound), it's not key words (as an experiment, just visit any spam link you get in your email and you'll see how they indulge in "keyword stuffing", bunging keywords willy nilly into their sites), it's CONTENT.

Closely allied to content is relevance and the frequency of updation. I believe my site slipped to eleventh place in Yahoo Search because I don't update it often enough.

That's where RSS feeds on your site help. <http://thefreedictionary.com> gives you six things to put on your site that change every day. If I recall right, they're a "word of the day", an "article of the day", "this day in history", a "birthday" (of someone famous), "quotation of the day" and a "word match" quiz. I've put them on my blog because they're fairly intellectual and fun. What's more, I enjoy them, so it's likely that people who are interested in the things I like will enjoy them too. Be warned, however, having nothing but RSS feeds on your site may result in Search Engines actually banning the site. They don't want your site to be a repository of someone else's content. They want YOU to provide relevant content. Used wisely, RSS feeds provide the freshness of content that Search Engines may like, but you must have relevant content of your own to which the RSS feeds are a complement, not a substitute.

There's no question of buying keywords. Keywords are words that people use to search for whatever it is you are offering. "Scripts" and "theatre" are keywords. Your keywords may be "copywriting", "advertising", "articles", etc. They are the words the pages on your site must contain if you hope to have people find your page through a Search Engine.

I've gone on too long, so I'll end here. I'll look in later to see if there's anything I need to add (or defend or withdraw \*grin\*)

Deepak

# Are Your Keywords Making You Sound Dumber Than You Really Are?

By *Dina Giolitto*

Ahh, so you bought some keywords and keyword-phrases. How about a game of "Let's all guess what keywords you bought" -- and I'll bet the SEO champs and more astute copywriters will take home first and second prize for Most Correct Answers.

Dear Copywriter: if your web copy is starting to sound like a sixth grader wrote it, that means you're repeating a few too many keywords.

Are you getting a little keyword greedy? You are if you're so tuned in to fitting those silly keyword phrases in, that you're missing obvious goofs like periods at the ends of sentences. You are if you're sacrificing your once-poetic professional web copy voice in favor of repetitive keyword drivel.

You know that word variance is the buff in your copy shine. Yet, to trip the search engines and land on that first Google page, they tell you to be a keyword stuffer. What's a web copywriter to do?

Here's my opinion, and you can take it for what it's worth: *Keyword fanatics can take their keywords and stuff them.* (Okay, I really have nothing against keyword fans - I just felt like punning on "keyword-stuffing.")

Even though the web stats report that Keywords A, B, and C are the most popularly researched terms, and you can bid on these keywords so that your Adwords ads appear here and there and everywhere... *it doesn't mean that in the end people are going to want your business.*

Being visible helps. It really, really does. But let's not forget that before keyword cheats came crawling out of the woodwork, the web was driven by Content Au Naturelle.

Even if you calculate and plot it all out, web traffic is still pretty random. You cannot control what the ideal client is looking for when he goes to that search engine box. You just don't know what he'll type in there. *We simply cannot predict what route that person will take to land on our websites!*

If you want to buy keywords, that's cool. It works for people. But really now, as a pro copywriter with an image to maintain, the last thing you need is for your copy to sound like Hooked On Phonics.

Think about this. You're paying more and more money to own the most popular words on the web. But they're so popular, that all the dumb and unimaginative people are typing them. And, and, and... many of the people who type these keywords are on such a generic type of information hunt, that what you offer may not even fit their needs anyway.

Buy SOME keywords. But good lord, don't be a keyword hog! This is your professional reputation. You carved out a name for your your big, bad, beautiful and talented self. Your keywords didn't do it for you, bro. YOU DID IT.

So stop using your keywords as a crutch, and start writing kick-ass copy again. Please. We are your copywriting audience, and we want to love and respect you and be in awe of you. Ease up on the keywords. You're starting to sound dumber than you are.

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Dina Giolitto is a copywriting consultant and ghostwriter with 10 years of experience writing corporate print materials and web content. Trust her with your next e-book, article series or web project, and make a lasting impression on your audience of information-hungry prospects. Visit <http://www.wordfeeder.com> for more information.

Article Source: <http://EzineArticles.com/>

# How a Very Low Calorie Diet Can Make You Gain Weight

By *Meri Raffetto*

The weight loss industry is a multi-billion dollar industry filled with meal plans that provide very low calorie levels. This is the magic bullet because if you follow these meal plans closely you will absolutely lose weight. You're happy and the company can say they gave you what they promised. Physiologically we know that very low calorie diets work for short term weight loss but the question is what are we doing to ourselves in the long run?

The fact is; very low calorie diets (1,000 – 1200 calories or less) are contributing to weight gain more than they are helping people to find lasting weight loss. Many people feel they have to go on a very low calorie diet because this is the only way their weight will budge. Well...they're right and this is why.

When a person goes on a very low calorie diet they are putting themselves into starvation mode. If they lose more than two pounds per week they can end up losing muscle mass which will negatively affect their metabolism. This is a topic that is worth spending a minute on. Let's look at what happened to Sally when she lost more than 2 pounds per week. It may be all too familiar to you!

Sally's Story:

Sally's resting metabolic rate (how many calories she burns) was 2500 calories per day. This means she was consuming around 2500 calories each day to maintain her weight where it was. She decided to lose weight by going on a "diet". The diet program estimated her calories at 1000-1200. She lost 10 pounds in two weeks. She is of course very happy about this weight loss. This is success! What she doesn't know is that part of that rapid weight loss is not fat but muscle. Sally then gets bored on this diet after the first month, which is typical, and goes back to her old eating habits.

What happened to Sally's body during this diet? She lost lean body mass along with body fat. Muscle is the most important factor in keeping your metabolic rate high. One pound of muscle burns 30-70 calories while one pound of fat burns around 0-10 calories. During her weight loss in the last month Sally lost approximately 6 pounds of muscle mass (lean body mass).

Sally's metabolic rate used to be 2500 calories for her weight to stay stable and now it has decreased to approximately 2100 calories. Now when she goes back to her old eating habits which were landing her on an average of 2500 calories in per day, she will gain her old weight back plus more.

What do you think will happen when she goes on the next low calorie diet? What will happen after 4-5 weight loss diets? You guessed it! She will continue to decrease her metabolic rate. This is why so many people feel that they don't eat that much but still gain weight. It's true! To add insult to injury, there are also studies that suggest when people go back to their original eating habits they gain fat tissue rapidly instead of lean body mass.

Don't despair dieters! There are steps you can take to get your metabolism fired up again but the first step is to stop low calorie diets. The next time you see a program that tries to estimate your calorie level by height, weight, and age; don't do it! This method is almost never accurate because they aren't taking into account your health history, genetics, age and all the other multitude of things that make up your individual metabolism.

Remember, they want you to lose weight fast so you are satisfied with their product or service so they will give you the lowest calorie level.

The only way to truly know how many calories you burn is to get your metabolism tested with a breathing test. These tests are now made affordable and can be done for \$50-\$125.

To find someone in your area that provides these tests go to [www.healthetech.com](http://www.healthetech.com). Otherwise do not trust estimates from scales or calculations. They almost always under estimate your calorie level which will do you more harm than good.

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Meri Raffetto is a Registered Dietitian and a recognized professional in the area of nutrition and wellness.

Learn about her online [Balance Weight Loss Program](#) and sign up for her free monthly newsletter to receive nutrition tips, inspirational stories, and healthy recipes.

Article Source: <http://EzineArticles.com/>

## Unique Marketing Ideas that Generate Cash

*Wendy McClelland © 2004*

Are you looking for some new ways to build your bottom line this month?

First of all - keep in touch with your customers! One of the best ways to do this is with a newsletter. Today it's easier than ever to have a newsletter – use email. If you don't have your customer's email addresses already, start asking for them when they pay for something at the cash register. Give them an incentive for signing up for your free newsletter – maybe a free gift or a small discount or even a prize draw they can be entered into.

Use your newsletter to let customers know about sales in advance, extend special invitations to past customers only and open the store during non-regular hours. A popular sporting goods store where I live does this twice a year - and the lineups to get in weave through the store parking lot and people talk about the sale for weeks – before and after it happens! This is a GREAT publicity AND sales tool. Add other incentives in the newsletter like: a 10% discount for past customers on a new product line, or offer an old customer a 5% discount on their next purchase if they bring a new customer to a special sale. Give customers a gift for every referral they send to you.

Can you team up with other businesses in your area to offer a “package” promotion? If you are a make-up artist can you team up with the high end dress shops in your community to offer a “bonus” make up package for prom or other special events? By combining services both businesses win and customers love it because they save time since they don't have to run all over town! This would work well if you gave manicures, pedicures or did hair as well. Professional photographers can also find unique ways to team up with all of these businesses as well. Think “strength in numbers”! If you save the customer time and effort running around THEY WILL BUY FROM YOU and very much appreciate you.

Can you offer a “deal of the month” package? Let's say you own a restaurant on a beach and October through February are always very slow – and so is your cash flow! Due to construction delays you didn't open until September which means you are going to be struggling this winter unless you get an influx of cash and FAST! How about selling a twelve month package of meals? Set a price for a 3 course dinner (starter, entrée and dessert), multiply by twelve and then take off a small percentage since the customer pays all at once. Selling these packages allows you an instant influx of cash. You can encourage people to use them as gifts (one gift certificate at a time or the whole book) or they can keep them for themselves to use when they're low on cash. This idea can be used in many industries, not just food. How about for pet grooming, house cleaning, yard care, car detailing, hair cuts, manicures – any product or service that is bought more than once!

Is there a time of day, or day of week that is slowest for your business? That's when you have a sale! In the area I live Tuesdays are “cheap movie nights” and all tickets are half price – it's because historically Tuesdays are the slowest nights at the theatre. Now most Tuesdays the theatres are full! Think about ways you can make this work for your business. I've heard of tax accountants who offer a discount to people who bring their taxes in to be done before February 1. This gives the accountant some much needed cash after slow season, and helps ease some of the crazy rush around tax time.

Open up your mind – see what other industries are doing to generate quick cash – DON'T just look at what's been done in your industry before – try something new – become an innovator in your industry. When you do something different you'll stand out – by being unique your business can really grow!

\*\*\* If you would like to reprint this article in your own newsletter, on a website or for distribution you may, BUT you MUST include this bio:

Bio: Wendy McClelland is a motivational speaker, marketing innovator and Certified Guerrilla Marketing Coach who specializes in teaching people to "think without boundaries!" She is a past nominee for "Canadian Entrepreneur of the Year" and her clients have included software developers, an Olympic athlete and a wide range of business organizations. She has spoken to 10,000+ conference attendees, about Marketing, Internet Business and Motivation. You can contact her through her website – <http://www.thinkwithoutboundaries.com>

## Ways to Build Your Newsletter Subscriber List - Safely

(a post from Wendy McClelland)

- 1) there is a sign up link on EVERY page of my website
- 2) when I exchange business cards with people I say "I have a free email newsletter - may I send it to you"?
- 3) when I speak at events, I have a free draw that includes people's email addresses (and a box to check so people can subscribe)
- 4) exchange ads in newsletters with other publishers who have the same target market
- 5) offer a free e-book to other publishers to promote as a bonus with a purchase of their product
- 6) I have found that my articles being published around the web has generated lots of new subscribers.

Hope these ideas are useful.

re: Jigsaw and other services - I would never submit my subscribers email addresses to any service. They have given me their trust to keep it confidential.

re: sending email to people who have not asked for it. It would be way too time consuming for me to individually email people, introduce myself and my newsletter in hopes of getting a subscription.

Wendy McClelland

<http://www.thinkwithoutboundaries.com>

"I motivate people to think without boundaries!"

### Supporting Tip from Meri Rafetto:

I agree with Wendy. I have done the same steps she has to grow my newsletter list. You want to be really careful with those companies that provide you with lists. Really you should have them double opt in so you don't look like a spammer.

I use a company for managing my newsletter called [verticalresponse.com](http://verticalresponse.com). You can create your newsletter campaign with them and they provide a double optin email that gets sent to your list. You can also manage your account to see how many people have subscribed, how many people and exactly who opened your newsletter, who clicked on your links, etc.

There is a good free newsletter that is written by the [ezinequeen.com](http://ezinequeen.com). She gives lots of great tips for putting together and building your newsletter campaign. I have even purchased one of her products and found it very helpful.

Growing your list can take some time but is well worth it to have those highly targeted people. Most of my clients have come directly from my subscriber list.

Good Luck!

Meri



# Speed up your surfing with Bookmarks

By Deepak Morris

Do you visit the same sites often? Do you, for example, log into your web-based email account, visit online forums / networks, visit blogs, etc. on a daily basis?

If so, and you aren't already using bookmarks to manage your online activities, this article will tell you how to speed up your surfing by using and managing bookmarks. If you're already using bookmarks, the article has useful tips on exporting your bookmarks and saving them on a website. This comes in handy when you're away from your computer – on a vacation, say – and still want to visit the sites you surf regularly.

## 1. First, the basics

### 1.1 What is a bookmark?

Bookmark is Netscape / Mozilla's term for a shortcut link to a website. Internet Explorer calls them "Favorites". When you bookmark a site, your browser places a link to it under the "Bookmark" or "Favorites" menu at the top. For the sake of brevity, we shall be using the term "bookmark" to mean bookmark or favorite site throughout this article.

### 1.2 Bookmarking a site:

Bookmarking a site is the essence of simplicity. When you visit a site that you'll be visiting regularly, simply press Ctrl+D (Hit the D key while keeping Ctrl pressed). Depending on your browser, this will add a link to the bookmarks straightaway or ask you to confirm that you'd like to add the site.

### 1.3 Using bookmarks:

Bookmarks offer a quick way to visit sites. Once you bookmark a site, you don't have to type the URL (address) of the site when you wish to visit it. When you want to visit a site you've bookmarked, click the Bookmark or Favorites menu item. You will get a drop down list of all your bookmarks or your browser will open a new pane / frame with the list of sites. Some browsers add bookmarks on their own, so don't be surprised if you see links to sites you never bookmarked. Clicking on any of the bookmarks will take you directly to the site.

#### 1.3.1 TIP:

If you're using Mozilla, right-click on the bookmark to get a context-sensitive menu that allows you to open the link in a new window or new tab. You can thus continue to work in the current window while the bookmarked site opens in the new window / tab.

## 2. Managing Bookmarks

If you bookmark a large number of sites, your list of bookmarks can get pretty unwieldy. You may need to manage or organise your bookmarks so that you can find them quickly. Internet Explorer has an "Organize" button that opens a window with various options, such as "Create New Folder", "Move to Folder", etc. Mozilla / Netscape have a "Manage Bookmarks" link that similarly opens a window to manage your bookmarks.

### 2.1 What you can do to manage your Bookmarks

You can create folders that will contain similar bookmarks. This is useful when you have several sites of the same type in your bookmarks list. For example, you may create a MAIL folder and store links to Yahoo, Hotmail, Gmail, etc. there. You may create a NETWORKS folder to store links to online networks like Ryze, LinkedIn, Ecademy, etc. You may create a FORUMS folder to store links to discussion groups you frequent.

You can create separators, lines between bookmarks, so that you can see at a glance the groups of

bookmarks. This is useful when you have too few bookmarks to store in folders, but too many to allow you to find the desired bookmark quickly. You can move bookmarks up or down in the list or into folders. You'll need to do this in order to keep bookmarks to similar sites together. To move a bookmark, simply click-drag it to where you want it, up or down in the list. You can change the properties of the bookmark, such as its name or description.

### **3. Export your Bookmarks**

Both, IE and Mozilla allow you to export your bookmarks to an html file that you can store on your hard disk, floppy disk or CD. This provides a back up in case you lose your bookmarks (if you have to re-format your hard disk because of a virus, for example). You can import the bookmarks from the file at any time.

#### 3.1 To Export your Bookmarks from Internet Explorer

Go to File-->Import and Export

This will start the Import and Export Wizard, which will guide you through the steps to export your bookmarks. Make sure you save the file to a drive other than C: so that it will remain available to you in case you have to re-format your C drive.

#### 3.2 To Export your Bookmarks from Mozilla

Open the Bookmarks Manager window by selecting Bookmarks-->Manage Bookmarks. Click File-->Export in the **Bookmarks Manager** window (NOT the main browser window). Navigate to the Drive / Folder where you want to store the file and click "Save". It is good practice to save the file on a drive other than C: so it remains available to you in case you have to re-format your C Drive.

### **4. Store your Bookmarks on the Web**

There may be times when you're away from your computer, but still need to access your bookmarks. There are many free sites on the net that allow you to store your bookmarks so they are available to you no matter where you are.

If you google "Free Bookmark Managers" (with the quotes) you will get links to dozens of web-based Bookmark Managers that allow you to store your bookmarks on their servers. You may need to create an account with them to use the service.

To upload your bookmarks to your account you may first need to export them to a file (explained in "3. Export your Bookmarks" above). You may then upload the file to your account by following the directions given on the site.

So what are you waiting for? Start bookmarking sites *now* and enjoy hassle-free surfing.

Number of words: 1000

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## Question: How do You Keep Up with Article Maintenance?

### Answer, from Chris Knight:

I keep all of my articles in a master MySQL database server...including daily backups and weekly off-premise backups.

Ok, I guess that's not what the typical author would do.

4-6 months ago I had asked EzineArticles forum members if they would have any value or need for an article backup service as part of the article management suite within the membership area. No one said a peep.

On my local computer, I also keep a dump bin sorted by project. Usually the articles reside in MS Word form, but I think .TXT is a better storage format as most articles go from Word to my text editor before hitting the website.

Chris Knight of <http://www.ezinearticles.com/>

### Answer, from Jan Verhoeff:

I keep mine in MS Word - although I have a TXT file for final data storage - which I also save online to my IBack System.

I have two online locations for storage - which seems to work well, since I'm always on a different computer. Seems I'm never on the same comp twice in a row - and this next week I'll be setting up unit systems for a client so I'll be on even more different systems through that process.

Sometimes I feel like I'm just a "Cyber Person" without a real home base --- LOL

Jan

### Answer, from Kurt Schweitzer:

Since you are working in Word, you might want to check Word's "Help" about creating multi chapter documents.

The basic idea is to create a directory to hold the document, and then create a "Master Document" which contains links to chapters (which are separate Word documents). You can manipulate all chapters together, or work with each one separately.

I'm just starting to play with this for a manual that I'm editing and preparing for publication. It looks useful. I think I can use it to enforce page layout info across multiple documents - at least that's what I'm trying to do.

Good luck!

Kurt Schweitzer

# **Liberate Your Voice!**

## ***Towards a new approach to voice development***

by Deepak Morris

"Learning is finding out what you already know. Doing is demonstrating that you know it. Teaching is reminding others that they know just as well as you."

- Richard Bach, *Illusions, The Adventures of a Reluctant Messiah*.

I think, for too long, voice coaches and teachers of "elocution" have been shoving modulation, diction, intonation, rhythm, et al. down people's throats. Guess what? That's why people don't like to work on their voices. The whole process is so darn boring, one wants to be done with it and leave it alone as soon as possible.

### **Out with the old methods**

So let's dump that old process. Let's begin with the premise that we all have good voices already. Rather, let's begin with the premise that we are all born with good voices, barring those with congenital medical problems of the throat or lungs.

This premise is not illogical at all. Think about it. A child can be the most persuasive creature on earth. Observe how children negotiate – especially with other children – when they want something. Salespersons would do well to just observe children at play and see how they convince other children to give them a toy or let them bat.

Somewhere along the way, however, we lose those skills of negotiation. Our voices become shrill and strident, or whiny and complaining, or diffident and mousy. One reason for this is that children, naturally, imitate their parents and teachers. If a parent is strident, chances are, the child's going to become like that too. And so it becomes a never-ending cycle of converting every new generation into a world of whiners or shriekers.

### **Break the shackles**

A process of training the voice, therefore, needs to be one that breaks the shackles of the past; shows people how to reclaim their once-golden articulation and empowers them to work continually on the development of their voices.

When a person learns just what she can do with her voice, you can literally see magic happen. I've seen it time and again. One young actor, for example, was actually open-mouthed in awe when he heard himself speak at a pitch he didn't usually use. "My God!" he said, "I sound so confident!" Another broke into a victory dance at the rehearsal venue when I showed him the secret to good vocal expression. "I got it!" he exulted as he grabbed another actor and waltzed her around the room, "I can express. I can express!"

### **Increase delight – and learning increases**

When the student delights in the result, the desire to learn more and the motivation to actually go through the process is virtually guaranteed. This is not "making learning fun". It's showing that learning is fun and that the results of learning are delightful.

### **And finally – liberating the voice**

I believe, therefore, that the process of voice coaching should not be an adding of knowledge and techniques, but a liberating of the voice from its old shackles. The student must experience a drastic change *in the very first session* and *in every session thereafter*.

I recently took on, for personal coaching, a man who wants to become a voice-over artiste. He's 57 and was diffident about learning a new "skill" so late in life. In the very first session, ignoring traditional voice inputs like breathing techniques and modulation, I got him to read a paragraph from the newspaper. Then I asked him to visualise the audience. To whom was the paragraph aimed? What was their cultural, educational and religious make-up? What was the author trying to tell that audience? His subsequent recital of the paragraph was *1000 percent* better than the first

– and he himself heard the change in his voice.

Sure, he still has to work on technicalities like pronunciation and projection, but now he *knows* he has a good voice and you can bet he's going to work on it like crazy.

By Deepak Morris

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## Deepak Alerts the Gang about GoogleAlert

<http://googlealert.com/>

Not affiliated with google.com, this site is nevertheless a very useful one. It lets you set up alerts for keywords / phrases and sends you an email every time new content that contains your alert is posted on the web. I've found it very useful. For example, it alerted me when a high school in South Africa posted on its website that its students were to stage one of my plays. The students had already secured my permission, but had they not, I would have been able to take action.

You can use the service to alert you whenever one of your articles appears on the web. The trick is to use a set of unique phrases in your articles and set up alerts for them. Obviously, someone who is ripping off your content is not going to retain your name or contact info. Rip-off artists are also very likely to change the title of your article.

The same service is offered by Google itself

<http://www.google.com/alerts>

Deepak

## The Content Theft and Copyrights Thread (some highlights)

### Lamar Morgan Kicks it off:

Bottom line, when all is said and done, there is no "real protection" - whether you choose to use EzineArticles.com or Infogoround.

Granted, Infogoround is simply interested in paying you a small fee for your article in order to repackage it and EzineArticles.com is focused upon giving you venues through which to establish your reputation. Both seem to have a different objective. But, when it comes to protecting the author's content, neither one does anything for you. I think that is a very important point that needs to be made here. If you value your written words, you are taking a serious risk using either service.

Why should Leesa Barnes feel more at ease that her work is showcased on EzineArticles.com than Infogoround when someone could just as easily steal her authorship at either site? I suppose the same could be said for any blog, any website? If you live in fear of someone stealing your words - getting paid money for your creativity - there is not a whole lot that you can do.

I would like to know if ANY of the people here who actually use EzineArticles.com bother to register everything they write with the Copyright office BEFORE sending it to them. How protected is the content you write, really - be it a printed article or something that is totally virtual(like a website)?

Lamar Morgan

**Marilyn Jenett contributes:**

Lamar,

I do send my written material to the US Copyright Office to be registered.

It's really easy. It's \$30 and for that \$30 you can send a batch of material. In fact, you can send everything you have written and just title it Part 1, Part 2, etc. (that's what their office advised me to do).

You are copyrighting your text, however you cannot copyright a title or name, if I am understanding correctly.

It would behoove anyone for the modest fee to download the appropriate form and mail copies of their works to the government office. You must also designate if you are including in your work any material that may be from the public domain (for instance, quotes or excerpts from other material, etc.)

You mail your copies to them and as soon as they receive the package in their office, whether or not they have done anything with it...you are considered registered. They go by the date of receipt. It may then take weeks, even months before they attend to it and send you your certificate, but that doesn't matter, as you are protected from the moment it arrives at their office.

Marilyn

Marilyn is Guest Speaker on the "Millionaire Minded Dynamos"  
Free Teleconference Call September 18 – Everyone Welcome  
<http://www.feelfreetoprospers.com/teleclass-dynamos.html>

**Chris Knight Adds:**

Lamar,

If you've been online long enough, even when you post your content on your own website without any reprint rights offered... you may find your content stolen.

Something else to consider: Even if you paid the \$30 to register your copyright on every article you've written, you'll be suing people that have no money and nothing to lose.

Legitimate businesses know better and don't rip off content because it's bad business for the bottom line, not to mention illegal.

Chris Knight  
<http://EzineArticles.com/>

**A Perspective From Leesa Barnes:**

And Lamar, I'm not worried about people stealing things from my website. I've been on the Internet since 1996 when there was only 20 websites, no pretty graphics and Netscape was king. I've had images taken from my website, content copied & pasted without my consent, so it happens.

But at the end of the day, my name still appears. People may take my content or images without asking, but the content isn't unknown or nameless. I can google my name and trace my content back to the offending website.

So, yes, I feel quite comfortable submitting my work to ezinearticles.com. Chris Knight and his team don't say, "Thanks for the article, Leesa. We'll now strip your name and send it off to other ezine publishers so they can say it's theirs." That's not their policy and I'm absolutely confident with their terms of service.

Infogoround (I'm spelling it right now) to me is dangerous. No checks and balances as far as I'm concerned

either with the person submitting the content or the person that grabs it and slaps their name on it. This site - and their business model - worries me.

Thanks,  
Leesa Barnes  
<http://www.savialane.com>  
Inspiring women to create the career they deserve

**Wendy McClelland Says:**

hello all,

I've been watching this discussion go back and forth and thought I'd add my two cents worth!

I submit my articles to as many sites as I can, and I'm sure over the years that people have stolen my work, repackaged and claimed it as their own. But, you know what - I am too busy working and earning money to worry about it. I also have (as someone else has mentioned) so much more content in my brain that it's really not something I worry about. Plus, I KNOW my own skills will stand on their own merits. Enough people will see my work as I continue to build my reputation and soon they'll start to look for me and even hire me.

Why does this not bother me more? Here's an example, and I'm sure others on this list have even better ones:

I have an article about writing press releases that has been very popular. I've posted it in numerous places, and have had many people ask me to use it (with my bio of course). Recently, I was approached by someone with an email newsletter that goes to 75,000 people - she wanted to feature it on the front page of her newsletter. I said yes of course - the day that went out my site traffic jumped 150%! I also got at least one new client immediately, and have 2-4 others that I'm working with on developing projects. Had I spent time racing around the web looking for stolen content, instead of engaging in conversations with the newsletter editor and potential customers I would have been wasting my time and not making money or building my reputation.

I want to be productive versus time wasting. Now, if someone had "stolen" an e-book I've written I'd be more concerned, but again life goes on and there will always be people who take advantage of situations. I prefer to focus on doing my best to enrich people's lives and being positive. Maybe I'm too much of a Pollyanna, but it works for me.

Wendy McClelland  
"I motivate people to think without boundaries!"  
<http://www.thinkwithoutboundaries.com>

**Chris Knight cuts to the chase:**

Lamar said, "What are your expectations of the folks who contribute content?"

My reply:  
<http://www.ezinearticles.com/editorial-guidelines.html>  
<http://www.ezinearticles.com/author-terms-of-service.html>

Lamar said, "What are your expectations of the folks who go there to pick up content?"

My reply:  
<http://www.ezinearticles.com/terms-of-service.html>

Hope this helps.

-Chris

### Great Tip from Glenda Watson Hyatt:

Hi everyone,

Just jumping in with a tip I learned years ago. To prove your copyright, simply mail the material to yourself by registered mail but DO NOT OPEN IT. Apparently the postmark date stands up in court. It saves the expense and hassle of registering copyright. I might do this with more substantial pieces like e-books, but not for minor articles. I'm with Wendy. I definitely don't have time to track who may be using my words. I guess it is one of the risks of using the Internet. But if I worry about ever little risk, I wouldn't get out of bed in the morning and then I'd be at risk for bed sores! Life is a risk. It is your choice whether you grab it and live it.

Cheers,  
Glenda  
Soaring Eagle Communications  
<http://www.webaccessibility.biz>

### Soni Pitts Qualifies:

Glenda, et al -

Snopes says that the "mail it to yourself" thing is a myth, although it notes that it *might* provide UK'ers some nominal protection. See the post here: <http://www.snopes.com/legal/postmark.asp>

Soni Pitts, Personal and Spiritual Development Coach  
***Reclaiming the soul of living***  
[www.sonipitts.com](http://www.sonipitts.com)

## Banned By the Engines? Angie Hodges Asks...

Hi everyone-

I've been lurking here in the background, reading your posts for a few weeks now. Thank all of you for the tips, and sharing your knowledge. I'm grateful to you.

Now, I'm hoping you can set me straight on something.

I shared an article I wrote with a friend of mine, and she said she wanted to put it in a newsletter she creates for her site. Great!

Tonight, I receive an email from her saying that she's been told that Search Engines will ban people for using an article on more than one site-because it's plagiarism, even if you have permissions, etc.

Although I'm certain this is not true, I don't have actual proof. Can someone here help me on this? I'm new to article submission, SE Optimization, etc. I need professional help! :-)

Any info would be appreciated.

Angie Hodges

### Chris Knight Responds:

Hi Angie,

Everyone who distributes articles gets some level of discounting by the search engines and this is a good



thing. Can you imagine if Google delivered 300 copies of the same article for each query related to the article?

Here is what can get you banned: Having a substantial amount of the same articles on your own websites, duplicated or mirrored over and over again.

For now, I'm pretty certain this is a non issue as long as you don't have duplicate content on sites that you own.

On July 11th, I wrote this blog entry on "Duplicate Content":  
<http://ezinearticles.com/blog/archives/2005/07/duplicate Conte.html>

Hope this helps...

-Chris

### **More from Priya Shah:**

Hi Angie,

As far as I'm aware, Google will never ban anyone for reprinting articles. It does show reprints of the same article in its search engine results (SERPS) if you search for the title of the article in quotes.

The rankings of reprinted articles in the SERPS usually depends on the PageRank of the page that carries the article.

As long as the article is free for reprint and you honour the author's copyright requirements (eg. using a live link in the resource box), there's no reason why it should violate anyone's copyright.

## **How Often Do You Send Out Your Email Newsletter and Other Questions**

### **Dina Starts the thread:**

I have been publishing an email newsletter since February and have had really positive feedback from my readers. Despite the times that I'm just \*bursting\* with new information to share, as a general rule I only mail my readers once a month.

How often do you email your subscribers?

I myself find that getting something in the mail more than two times a month ranks high on my list of annoyances. Once I did run a mid-month special once in July. It was on... Article Marketing, go figure. :T

Also: do you split up your audiences and send a separate newsletter to each?

This is something that I find difficult to keep up with. Three target markets, three audiences, three product channels, all of which involve careful planning, preparation, maintenance and execution. Holy email lists, Batman.

A third question: what about headlines?

I don't know what this says about MY personality, but just because someone's written a really clever headline doesn't make me more likely to read their newsletter if I'm not in the mood or not familiar with them.

How do other people's headlines make you react? Do you read the catchy ones and skip past the old tried and true Say What It Is subjectlines?

Does it even make a difference? What do you think?

I hate to say it, but I think I'm one of those "Loyal Customer" prototypes. I play favorites in a really bad way. If I like you, your newsletter gets opened no matter what the headline says. And usually my "favorites" are people who I've either stumbled upon in my travels, or know by way of association.

So, anyone up for an email newsletter discussion? Bring on the opinions and experiences. I want to hear it all.

#### **Wendy McClelland Posts:**

hi Dina - good - no GREAT - questions!

I send my email newsletter out monthly, but will do a special edition if I find some really great information that I think my readers will benefit from. I don't think my readers mind getting an extra issue, because I consider myself their own "personal Google" and search for the best 'stuff' online to share - whenever that might be!

I too, have more than one "stream" of customer - but right now I do only one newsletter. I just don't have time to divide them up - but if I decide to hire a Virtual Assistant I may consider it.

I don't use a "headline" each month - just "Think Without Boundaries - September 2005". That way people know it's from me and hopefully WILL read it!

Wendy McClelland

Create a Winning Marketing Plan in 10 Easy Steps

[http://www.thinkwithoutboundaries.com/dyn.10\\_Steps\\_to\\_a\\_Winning\\_Marketing\\_Plan.php](http://www.thinkwithoutboundaries.com/dyn.10_Steps_to_a_Winning_Marketing_Plan.php)

#### **Answers from Angela Betts:**

1. **How often do you email your subscribers?** Bi-weekly

2. **Also: do you split up your audiences and send a separate newsletter to each?** Not an issue for me at this time, but may have to deal with it later. Anxious to see the responses of others on this one.

3. **A third question: what about headlines?** Clever headlines make no difference to me personally. The clincher for me is whether or not the subject is of interest to me at that particular time. One newsletter may have two or three articles, but only one headline indicates to me that it's about an issue important to my current circumstances.

Angela Betts

#### **Feedback from Meri Rafetto:**

Hey Dina,

I send mine out once a month. I do notice that people who send them out more often seem to have good sales. I agree with twice a month although I do get some weekly that I enjoy and look forward to.

I do not read catchy headlines. I am so inundated with newsletters and spam that I only read my favorites who just like you are people I have met or seen speak.

I also don't like scattered newsletters. I like those that keep the same structure each time instead of joggling from one thing to another. I want to read something informative. I also would rather read a testimonial story of how someone's product or service has helped them rather than read a long sales message in the newsletter. I say, keep the newsletter fun, informative and to the point!

Meri

**Biana Babinsky Adds:**

Dina,

Great questions!

**How often do you email your subscribers?**

I send out my newsletter on a weekly basis - there is so much information I want to share with my subscribers! I receive a lot of feedback from my subscribers, and they really like receiving marketing tips and articles every week.

If you want to publish more often, you should. Just make sure that you can provide the quality content to your readers on a more regular basis.

I myself subscribe to a few weekly newsletters, and read all of them. I also subscribe to many blogs, and read those 2-3 times a week.

**Do you split up your audiences and send a separate newsletter to each?**

No - all of my subscribers are people interested in promoting their products and services better online.

**Headlines.**

Catchy headlines do make me open newsletters, but they should be true to the content. For example, if the newsletter headline says:

- How To Make the Best Chocolate Chip Cookie

And inside there is a recipe for broccoli soup, and no cookies, I will be annoyed at the newsletter publisher :)

Biana Babinsky

Learn How To Promote your Business Better Online:  
Subscribe to [Free Effective Online Marketing Newsletter](#)

**More from Meri:**

As far as sending emails out to different groups, it would be much easier if you used an email management system (not sure if any of you use one). I use verticalresponse.com and really like it. You can then make different campaigns for different people. I have my regular subscriber list but also have a friends and family list that I send more personal campaigns to.

You can also track your newsletter as far as how many people open it, who is clicking on your links, who's email has bounced or who has unsubscribed. It also has a spam checker to let you know which words in your text might get triggered by spam filters.

I have also heard good things about constantcontact.com for this service as well.

So, if you have different lists, it makes it much easier to send a couple of campaigns.

Does anyone else use a service like this?

Meri

### **Input from Denise O'Berry:**

Dina --

Once a month isn't nearly often enough to maintain "top of mind awareness." But the frequency is more about your objective for the newsletter than anything else.

Personally I'd rather receive small, digestible newsletters once a week than a huge read once a month. The small ones get read. It's rare that the long ones do.

Best regards,

Denise O'Berry

### **Dean Hua has an Idea:**

Just one more idea to have your head spinning some more;

For those who also have a blog, consider doing a weekly eblast to your newsletter audience about the latest blog entries for that week.

For example, Denise will eblast her Ryze Mind Your Own Business Forum about the most important issues being discussed on her forum for that week. She does this on a Friday. I can then just scan her eblast and click on the links of the post that I wish to read up on.

So, you can still maintain your monthly newsletter, but then eblast them on a weekly basis about your latest blog entries. That way, you still maintain top of mind awareness with your audience.

D.

### **Headline Tool from Deepak Morris:**

Okay, sorry to bring you here under false pretences, but this is a test of an online title-tweaking tool.

Some time ago, I posted an article titled "Liberate your voice!" That got 12 views. Deduct my two views and the net is 10 views.

The title-tweaking tool rated that headline as having 0% interest for people.

The headline I used for this post rated 50% on their scale. I want to see if what they say is true. If it is, this post should have substantially more views than the other one.

If you're interested, you can try the tool at:

<http://www.aminstitute.com/headline/>

And if you'd really like to get a golden voice, reply to this post and I promise to tell you at least three secrets to getting a golden voice. No obligation. I'll post the secrets right here in this thread.

Deepak

## Garland Coulson Blasts Sales Letters

You've seen them hundreds or thousands of time on the Internet. The latest offer for an e-book, software or some other marketing system that promises to make you money nearly overnight with very little work.

Often referred to as "Killer Sales Letters" almost all these sites are constructed by very similar formulas promoted by a number of "Internet Marketing Gurus" and their hopeful disciples.

The formula includes:

- Emotionally charged headlines
- Lots of benefit statements
- Lots of hype
- Lots of testimonials
- Time limited offers and bonuses

What these killer sales letters rarely give you is enough information to make an informed decision about your purchase!

Many people I talk to are tired of all the hype and want real tools that really work. So, all you Internet marketers - here is your chance to be different! Instead of being a "killer," be a resource.

Try this formula instead:

- Give us a sample or free trial of the software
- Show us examples of how it can be used
- Give us videos or webcasts that demonstrate it
- Explain it to us in non-hyped language
- Give us a list of people using it we can contact to see what they think

Garland Coulson, "The E-Business Tutor"

Market while you surf!

FREE Traffic and Research Toolbar for FireFox and Internet Explorer

<http://www.freetrafficbar.com>

Moderator, Internet Marketing Tools

<http://imtools-network.ryze.com/>

## Scott Allen on Free Blog Sites:

Being on Blogger.com really doesn't help your PageRank or search engine rankings vs having your own site. It's true that you will get a few more people who stumble onto your site randomly, but most of the stumbling happens from your blog entries showing up in trackback reports, blog search engines, and daily keyword alerts (Google Alerts, PubSub, etc.).

Personally, I don't believe it's worth the extra effort of maintaining essentially a mirror.

I use WordPress at <http://TheVirtualHandshake.com/blog> and am completely happy with it. I use MovableType at About.com and have on several others. It's fine too.

Generally, I think Blogger, etc., are OK for getting started, but I think blogs are stronger when they're integrated into your main site.

- Scott -

## Garland Coulson on Free Blog Sites:

My blog IS my web site. That way I don't have to maintain two separate systems.

I use open source software called Geeklog that has its pros and cons. I quite like Blog Harbour's service at <http://www.blogharbor.com>. Only \$8.95 per month including hosting.

I have had a number of clients complain about the free service, Blogger, being slow and cumbersome.

I don't believe you benefit from the page rank of the company you get your blog from - the blog gets its own page rank based on the

Garland Coulson, "The E-Business Tutor"  
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## Friend or Foe: Who Are You Competing With in the Global Market?

By *Dina Giolitto*

Everybody's talking about the competition. "Find out what the competition's doing." "Don't let the competition elbow you out." Exactly who is this invisible enemy and how can you wipe said foe off the selling map as everyone would suggest you do?

In the topsy-turvy world of internet marketing, are your friends your enemies, and your enemies your friends? It would seem so. Perhaps we should refer to such people as our "frenemies."

Let's talk about the word *competition*. The American Heritage Dictionary defines competition in several ways, two relevant ones being:

1. *n.* A business relation in which two parties compete to gain customers.
2. *n.* Rivalry between two or more businesses striving for the same customer or market.

The first definition depicts competition as an event, and the second one portrays it as a state of being. Either way, in both cases the two parties are working against each other, dipping from the same bucket. The proverbial bucket is really your target customer pool.

So: how to figure out if a colleague is your ally or competition? The easiest way to do this is to define your target customer, and then define theirs. Define it in the way that all the true-blue old-school marketers would; isolate the key demographics and psychographics.

That means:

Gender/age  
Income bracket  
Location  
Lifestyle  
Core values  
Fears and emotional needs

Do you share the same identical audience AND same product offering as someone who you're worried might be a competitor? Or is there a subtle shade of difference between what each of you is peddling?

Think about that web surfer. If he visits "the other guy" at his website, and then visits yours, can he make a distinction between what each of you sells? If he can't, then you're looking square into the Eyes of the Enemy. Okay, maybe "enemy" is a bit harsh. We're all friends in this big, happy marketing world, right? Well... not always.

The truth is, you may find it difficult to forge any sort of relationship with someone whose product offering mirrors yours. Yes, instead of getting all palsy-walsy with said person, you may find yourself skulking about his website, gleaning coveted tricks and then fleeing in the hopes that he doesn't collect IP addresses. Which he probably does, if he's anyone important.

An example of clear-cut competition: GoDaddy.com and Earthlink.net. Nope, there's no way those two arch enemies are forming an alliance anytime soon... unless someone puts some money up and one gets bought out, from whence they become one and the same to the outside world.

But what about when you and the other person are pandering to the same audience but selling two different things? What if they offer a product, and you offer a service?

Suppose you're a dietician offering services and consultations, and JackandtheBeanSprout.com is not a dietician, but they offer health-related books and products on their website. So: are they your competitor, or no?

This dilemma requires a case-by-case comparison. In the case of the broadheading of your two businesses, no you're not \*exactly\* competition. But there may come a time when the two of you are pushing books about exercise equipment to the same gosh darned target audience for more or less the same price.

In that instance, you may temporarily take opposing sides of the same marketing coin and become competitors... but that's just in one instance. In another instance, JackandtheBeanSprout.com may choose to chase the population of old geezers with offers for exercise equipment. Meanwhile, you're pitching a new service to health practitioners. Suddenly, you're friends again.

Is there a way to capitalize on your relations with a businessperson who shares your general niche? Why, sure there is. Form an alliance. Become their affiliate. If the new exercise equipment the other guy is selling to seniors works nicely as a side dish to your own crop of offerings, why not cut a deal with old Jack? There, now everyone gets a slice of the pie. Not bad for a couple of rivals, huh.

At times you may keep your tongue firmly planted in the side of your face as you spout off glorious words on your marketing rival/friend's behalf to your own audience, but it's all part of the Opportunist Game. If you want to run with the big marketing dogs, you must learn the rules. And you must keep a cool head!

There is no \*real\* loyalty in the selling world. Business associates are fair-weather friends, at least in the business context... and there is a price tag attached to what they can do for you. So if they officially become your competition on Sunday, just ride it out for however long the fever takes to die down over what they're offering... and in the interim, plot your next move.

Your next move in the market will of course depend on the outcome of the buzz that they created. In what direction is the audience headed? Is technology remolding the average consumer mindset and making your product or service obsolete? If so, then you must move with the times. Move, grow, evolve, acquire, change, merge, switch directions, switch tactics. Remember that you're not leading your audience; they're really leading YOU.

If you stop thinking of your business competition in black and white terms and start thinking categorically and multi-directionally, you may find yourself traveling side roads to riches that you never thought possible. So, is that other guy your competitor? Yes... and... no.

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Dina Giolitto is a copywriting consultant and ghostwriter with 10 years of experience writing corporate print materials and web content. Trust her with your next e-book, article series or web project, and make a lasting impression on your audience of information-hungry prospects. Visit <http://www.wordfeeder.com> for more information.

Article Source: <http://EzineArticles.com/>

## Deb Martin, on Marketing:

I'm so glad to see you mention the psychographics of our target markets. In my business of coaching, the psychographics are often more important than the demographics. But for every business owner they are important to look at. In many cases, when your demographic target market appears to be identical to your competition's, it's those psychographics that can distinguish you.

For instance, you're a biz owner who is selling a product and you don't think you have a service business. You do. Or you should. You may not directly charge for that service. It could be your delivery system, it could be how you accept returns, it could be how you package your product...maybe with technical support or installation service. And it's that service that can be used to target the psychographic characteristics of your target market.

I encourage every biz owner to take a look at what they are selling beyond the product they are charging for. And then look at the psychographic characteristics of the customer who wants/needs that service or additional offering. This makes it so much easier to distinguish yourself from the competition and, as you so eloquently suggested Dina, even turn competitors into collaborators.

Love  
Deb

## Google Results Under Constant Attack

*by Garland Coulson*

Microsoft Windows in its various forms is the leading computer operating system. It is also the one most prone to viruses and security problems.

While Macintosh and Linux users will say it is because their systems are better than Windows, a big factor is that Windows has a big, red bulls eye pointed on it because it is the industry leader and used on more systems. So hackers looking to cause damage focus on where they can affect the most computers - Windows.

With their dominance over search results as the leading search engine, Google also has a big red bulls eye - not a target for hackers but for companies wanting the traffic and money that comes with a top Google ranking for high traffic key words.

Since Google is the most used search engine it is under constant attack from a huge number of search engine optimizers, marketers, web designers and others trying to get top ranking for their own site or their client's sites. Some of these people use "white hat" techniques, by improving their content to make their web site a leader in its field but many others use "black hat" techniques, trying to "trick" or "scam" the Google algorithms into giving them a high ranking when they don't deserve it.

Google fights a valiant fight to keep the results relevant, but this constant attack definitely affects the quality of their results, with some of the top searches being totally unrelated to the topic being searched for.

So what is the answer? Google is still a great search engine but when I had difficulty finding what I wanted through Google, I started to test other search engines and research tools. And I found some great tools, not only great search engines like Clusty and Grokker, but other tools to search reference, people, news, opinion, shopping, blog, and article databases and even to search the invisible web.

At first, I tried keeping these tools in my favorites, but I had to retype the search phrase each time and I found it awkward. So, to make it easy to search and access these search and research tools, I created an Internet Explorer and FireFox toolbar that would work with the best research tools I found on the Internet. I also added my favorite marketing tools and an advertising exchange and now I share it with others on the Internet and add additional tools suggested by users.

The free software is called the Free Traffic Bar and you can check it out at [www.freetrafficbar.com](http://www.freetrafficbar.com).



Remember that there is a LOT more to the Internet than just Google and it is important to use other tools to take control of what you find on the Internet.

Garland Coulson, "The E-Business Tutor"  
Market while you surf!  
FREE Traffic and Research Toolbar for FireFox and Internet Explorer  
<http://www.freetrafficbar.com>

## Article Writing Mistakes - 7 To Avoid

By *Christopher Knight*

Making your articles available for reprints by other ezine publishers and webmasters is the cornerstone strategy in building an avalanche of pre-qualified visitors to your website. If you want your articles to be picked up and massively distributed by others, here are 7 common mistakes to avoid:

### **Article Mistake #1 Too many grammatical, spelling, and punctuation errors.**

In addition to having your article proofed by others, you may also want to be sure that you have clearly defined paragraphs. Nothing is worse than a big blob of text with 20 run-on sentences.

Readers no longer read articles in depth and often only 'scan' your article. They want small bites of information that can be easily digested... also known as "info-snacking."

Keep your "voice" in the same person throughout the entire article. If you are using the first person voice (I, me) or the second person (you, we, us) or the third person (they, them, he, she)...be consistent by staying in one voice for the entire article.

### **Article Mistake #2 Too much hype, bragging and self-promotion.**

If you are as good as you know you are, there is no reason to fill the body of the article with hype, gratuitous links to your site or blatant self-promotion. Readers are smart and will see right through your "hype-veil."

Better to only sell or pitch your company in the RESOURCE BOX below the body of the article. Research I've done indicates that the resource box often gets a 3% CTR (Click Through Rate). Be sure you take advantage of that by not selling hard in the body of the article.

### **Article Mistake #3 Content based on what you need to learn, not what your reader needs.**

Put yourself in your reader's shoes and ask yourself, "What does this article offer me?" Research what your reader wants to read by doing survey's with your own audience or do keyword search engine research to find what people are looking for.

### **Article Mistake #4 Making your article broad or superficial in content.**

It's better to go in-depth on a narrow topic. Define it. Explain it. Relate to it. Use bullet points or numbered lists. Offer a secret or expertise that you have around the topic. Be original in covering your topic as narrowly as possible in a way that has not been done by others. Brevity is golden.

### **Article Mistake #5 Headline and article summary does not grab readers' attention.**

The headline is often ~95% of the initial reason why someone might read your article or pass it over for another article. Don't bore your audience out of the gate with a dull headline or worse, a boring introduction to the article.

If you have to use two sentences to make your headline, you're thinking too hard. Keep it simple and make it brief. Use keyword research tools to optimize your article title.

### **Article Mistake #6 Plagiarizing or 'buying articles'...**

It's ok to research the Internet for article ideas, but it's not ok to copy word-for-word of any article. Paraphrasing can also be classified as plagiarism. Be original. Let the words flow from your mind into your article. You will sleep better at night and your articles will have a higher value in the marketplace.

Buying articles is not a great idea...especially if you do not get an exclusive license to use them. What good is the same article if thousands of people call it their own? If you do outsource your article writing to ghost writers, make sure you have an exclusive right or license to the works.

### **Article Mistake #7 Don't burn out the RESOURCE BOX by overloading it.**

The RESOURCE BOX is your pay-off for giving your article up for free reprints, but don't abuse the welcome mat by including a dozen website addresses. Stick with one website URL or two at the most and you'll find your article may find a higher distribution rate.

If you want to be really tacky, include an affiliate link in the RESOURCE BOX. A better strategy is to have a domain name registered for every affiliate program that you pitch and include the domain name that rewrites or refreshes to your affiliate link. This is much less tacky and looks more professional.

About The Author:

Christopher M. Knight invites you to submit your best articles for massive exposure to the high-traffic [EzineArticles.com](http://EzineArticles.com) directory. When you submit your articles to EzineArticles.com, your articles will be picked up by ezine publishers who will reprint your articles with your content and links in tact giving you traffic surges to help you increase your sales. To submit your article, setup a membership account today: <http://EzineArticles.com/submit/>

Article Source: <http://EzineArticles.com/>

## **Kurt Schweitzer, on Clicking That Link:**

If you paid for an ad on Google, would you expect "Go here for wunnerful info" to give you many clicks?

Likewise, a link in a posting needs to be "sold". MY time is too valuable for me to click on links just because they exist - I need you to convince ME that it will be worth my time to click on the link.

Also, MAKE SURE THE LINK LIVES UP TO ITS BILLING! I've seen too many postings where I was presented with a link, and a good "sales pitch", and when I got to the page I needed to hunt around for the information. If what you want me to read is the fifth paragraph on the page, WARN ME! Otherwise I'll treat the page like any other - if I have to scroll, I'm just as likely to hit the "back" button instead.

Don't worry about me taking up your valuable time by asking what's at the other end of the link. If you haven't convinced me in advance, I simply won't click on it.

Kurt Schweitzer  
Sound and Loving Care (<http://soundandlovingcare.com>) - Helping caregivers keep their aging parents happy at home.

# What to Look for and What to Look Out for in an SEO Firm

by Jeffrey Henderson

Search Engine Optimization/Marketing. The never ending pursuit of getting on that first page of Google. What does it really take to get there? How long will it take me to get there? This is my first post to this column but over time I hope to answer all these questions and more. For today I'll give you some pointers on what to look for and what to run away from.

## First of all the scams:

1. NO ONE can guarantee the number 1 spot on Google or any other search engine. If someone tells you they can what they are going to do is take your money (usually \$200-\$500) and put half of it in a pay per click account overture or Google adwords and pocket the other half. Same goes with someone who guarantees results in 48-72 hours.
2. Never use link networking or link farming sites. These will get you penalized or banned from the search engines. The reason is if you have had 10 inbound links to your site for two years and over night you have 1,000 inbound links this is going to appear unnatural to the search engines and considered spamming.
3. Run away as fast as you can if you hear anything similar to: no one will see the content, we hide content, we use cloaking software, we use layering, or anyone who even hints at deceiving the search engines in any way. This will get you banned. The search engines want to see what the average joe who goes to your site will see.
4. Re-direct and multiple domain names. Some SEO firms will use multiple domain names with spam content to get search engine traffic and then re-direct the traffic to your site. This technique was invented by people in the adult industry so that no matter what keywords you searched you would be re-directed to an adult site. You could punch in lawn chair and get re-directed to an adult site. As amusing as it was it got old when after you were on the 3rd page of results and you still hadn't found some patio furniture.
5. We'll submit you to 75,000 search engines. Another example of spamming. This will get you penalized or banned almost overnight.

These are some of the more popular scams though I'd be writing all night if I tried to cover them all. Basically if it sounds too good to be true or it promises results in less than a month don't do it. If you have a question about an offer I will always be more than happy to help out.

## Tomorrow: What to look for in an SEO firm.

Jeffrey Henderson  
Director of Marketing  
jhenderson@vipsem.com  
VIP Search Engine Marketing

## Ergo-WHAT-ics?

by Jan Verhoeff

Home office depicts a rather crucial mental photo for me. I grew up in a home based business, where my Mom took the utilitarian approach to decorating. "If it wasn't utilized, store it in the office."

After climbing over my sister's no-longer-used-twin-bed, sideswiping the stack of falling boxes, and wheedling through the mess of stashed Christmas Ornaments that Mom inherited from Grandma, you arrived inconspicuously at the desk. The phone was on the other end of the room, if you stood on your left foot, tapped the wall with your right hand, pushed off the double filing cabinet with your right big toe, and stretched, you could just almost reach the phone with two of your left fingers, nab the receiver and hold it to your ear (if it was still attached to your head after you smacked the shelf hanging over the top of the desk). To write a phone message you had to twist around the corner and grab the pad off the phone stand in the living room (nobody used the office), and the pens were stashed in the box on the floor on the other side of the file cabinet with the broken handle that didn't lock anymore and the drawer kept falling out.

Turn sideways just a little bit and you could sort of sit on the desk chair, and if you balanced the pad on your knee, you could write the message with one hand, while holding onto the phone with the other hand, so the cord didn't snap it across the room and into the plate glass window where the curtains didn't open, because the boxes of files were stacked against them. Replacing the window would be impossible, so you had to keep ahold of that phone receiver at all costs.

This is really, honestly, far worse than the real office, but now that you're laughing...

My own office is somewhat less utilitarian. My desk is a corner variety where my kids sit on one side of the L doing homework while I work on the other part, often doing homework too. My phones are cordless, speaker phones, I'm attached to at the hip, or whatever other place I can hook the thing, so I can go about my day and chatter while I work. Notepads are plentiful on my desk, and stationed at various places around the house (hopefully - I find them all at the appropriate time). Pens are in a great little container I refer to as a pen-cup. However, I have three home schoolers, so at any given point in time, 99% of the pens in the pen-cup don't work, are out of lead, or have a 'messed up clicker', so I use the one I have stashed inconspicuously behind my ear.

My only real dynamic problem with my office, is that I can't quite keep the filing all done, so there is this mysterious stack of horizontal files precariously stacked on one side of my desk, another one in the shelves behind me, and still another dubiously arranged assortment on the small table behind me where the lamp used to sit, before I stole the lamp for my daytime office (the lighting there is terrible).

Remember when someone suggested a paperless office? I'm a writer, that doesn't work.

The clincher of it all is that no matter what your office constructure looks like, if it works well for you, keeps you productive, and allows you to organize your work sufficiently, the specifics of ergonomics are essentially unimportant.

I'd edit this article - but I can't find my red pen.

(c) Jan Verhoeff

Office ergodynamics might require a bit of thought and organization. Consider your situation and contact Jan for more information. Discussions about office arrangement, mobile offices, and the dynamics of working from home are available at: <http://earnmoneyat.blogspot.com/>

## GROUP ARTICLE:

### Phone Vs. Email: Which is Better for Conducting Online Business?

How do you conduct your internet business? There are two primary types of communicators as far as I can see: the emailers and the phone callers. What category do you fall under?

I am an emailer. I find email to be incredibly handy for the following reasons:

- It doesn't encumber upon people's schedules
- Conversation trail is easily traceable
- Email is more direct with less BS (assuming that both parties have a knack for written communication tho I realize that's not always the case)

Are you a phone call person? Yes, it's true... sometimes a phone call is necessary to "firm up the deal." Many marketers also enjoy getting together for coffee or lunch if proximity allows. If you currently have several individuals working for you, then taking some time out for lunch meetings and extended phone calls is not such a big deal. But if you're tiny and just starting out, being away from the desk can be dangerous! You may wish for a way to dodge those precious time-zappers and keep the excess communication to a minimum.

Which is the shortest distance to the the main agenda... is it phone, or is it in fact email? How does an Emailer deal with a Non-emailer? Are these types of people simply not meant to do business together? Or can they reach a communication compromise? Let's see what these internet marketers had to say on the matter:

*"When I first started using email I did a test. I had a vendor who liked everything emailed instead of taking calls. I didn't tell him I was testing so we planned our project through email, although it was very frustrating for me. For the next similar project, I asked him to deal with me on the phone. The results? The same basic project that we worked on was pulled together in about 15 minutes on the phone but the emailed version took one week!!*

*I am able to cover in a half hour on the phone what would take days to accomplish with email. To me the grueling task of actually conversing by typing is beyond my comprehension and I can't believe people really do this. It is not at all time effective and there is no immediate feedback. In fact... I wish I could just put an Instant Audio clip on here for you." :-)*

- Marilyn Jenett, FeelFreetoProsper.com

*"I tell my clients, 'I appreciate all this information you are providing. Can you send it via email (or whatever) so I can have a copy for future reference?"*

*However, this may backfire. I've had several situations where I took the time to write everything in an email or fax (whichever they've requested), and the person on the other end only looked at the first few lines before adding their input. I had to once tell a person to call me back only after completely reading my fax. The reason being was that her 'underlings' made me fax the info, instead of talking to her in the first place. Making the person send you an email, and then ignoring half of it will just encourage him/her to call in the future, instead of emailing."*

- Angelo Cerase, Advent Financial Group - [www.AdventFG.com](http://www.AdventFG.com)

*"My solution to this problem is to allow the conversation to go for a couple of minutes, and then say 'Joe, I have to leave for a meeting. Could you send me a note that covers all of this, so that I don't forget it? Thanks! I gotta go!' Then I hang up.*

*If they're serious, they'll send me an email or a letter. If they don't send anything and just call me back later, I tell them I forgot about their earlier call, and then go through the routine again. It works for me!"*

- Kurt Schweitzer, [www.SoundandLovingCare.com](http://www.SoundandLovingCare.com) - Helping family caregivers keep their aging parents happy at home

So it seems that no matter which mode of communication you prefer to do business, two rules apply:

1. Be aware of the other person's valuable time. Stick to the agreed topic, and avoid talking too long and veering from the primary subjectmatter.
2. Be assertive in getting what you want out of the call or email. If you find that the other party is digressing, politely help them to get back on track. And when negotiation-time comes around... ALWAYS get it in writing!

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## Attracting vs. Chasing New Business

a post from Michael Scott

Hello All,

Today I experienced another lesson on the realities of chasing new business. As a result of a number of spirited conversations with other writers about the untold riches of contracting with advertising firms, I decided to attend our local ad club meeting here in Sacramento. Armed with business cards, I was determined to build upon an already successful week of generating new client business. After paying my \$25.00 entrance fee, I was treated to a sad lunch while listening to a technology guru who had to solicit help from the audience in order to get his PowerPoint to work. The people seated next to me were folks that I already knew and at the end of the luncheon, I had made only ONE new contact.

As I was leaving the venue, I was quickly reminded of the fact that rarely if ever have I walked away with a new opportunity at a networking function when I was attached to that next golden opportunity. Most of my business consistently comes from being in environments where I am simply myself, having fun. Like at a trade show that I attended on behalf of a client a couple of weeks ago where the Director of Strategic Planning and Marketing of a major university came up to me and started a casual conversation. The result--an offer to assist them with ongoing writing for the law school. Or when a friend refers a technology client on to me for writing help while we're at lunch the other day. Result--cha ching! A new retainer client.

The moral of this story is that placing yourself in situations where you can attract business naturally with little or no effort is loads more fun than being on the chase at some hungry wolves networking function. And as synchronicity would have it, at my last client meeting of the day today, the first thing I hear when I walk through the door is, "Michael, its great to see you. Before we get started I want to tell you about a client of mine who may need your services." Ah, the Law of Attraction at it's best!

Michael Scott

# How To Earn \$10,000 USD or More From Article Marketing

By *Christopher Knight*

Let me share a short, but true story:

Earlier this week, a new author sent in 15 articles to our article directory, EzineArticles.com.

Those 15 articles received 400 page views within the past 24 hours.

Assuming that rate held constant, that author would receive 12,000 page views per month or 144,000 page views per year without lifting one more finger, not including the distribution potential of our site.

The average person clicks 3.3% on the resource box based on seed articles that we track the CTR (Click Through Rate), give or take .6% either way. Let's use 3% for easy numbers.

144,000+ page views annually x 3% CTR = 4,320 targeted clicks by someone who is already pre-qualified to be interested in your product, service or website because they just read your article.

Average CPC (Cost Per Click) ranges from .05 to \$1.25.

Let's pretend that you buy clicks from your favorite PPC (PayPerClick) provider for \$.40 cents per click.

Those 4,320 clicks that EzineArticles sent you for free just saved you  $(4,320 \times \$.40) = \$1,728$  USD.

Send in 30 articles, and you could be seeing \$3k worth of FREE advertising or more.

My best example are the chart breakers like one of the health and beauty authors who sent in 35 articles and has over 212k page views in the last year. Recently a handful of authors received over 20,000 page views in their first month with only 3 articles that mentioned current events topics as part of their content. Your results may vary.

Which brings me to this question:

**If you knew without a shadow of a doubt that you could get \$10k-\$25k+ in free advertising for 1-2 weeks of work submitting 85-200 articles, would you do it?**

Average editor makes \$10/hr. 100 hours of work would be about \$1,000 in admin labor and I assume you already have the articles produced from your current archives that just need to be repurposed. Net result is about a \$19k profit via the savings of not having to spend it to acquire sales via traditional online advertising.

Obviously, if you have to invest your time and labor to produce the articles for the first time, this adds to your cost... but most folks already have 100+ articles in an archive somewhere.

Should you stop PPC advertising now because of this? Absolutely not. Let article marketing supplement your targeted traffic buying campaigns, not replace it. For many entrepreneurs who have not started to buy advertising on a PPC basis, this is a great way to begin thinking about it.

Lastly, did I mention that your articles keep selling for you, day after day, month after month, and year after year? It's true.

Get a plan together; submit 15, 150, or 1,500+ articles this month to the major article directories and specialty niche sites that accept your quality original content, and then sit back and watch your traffic results climb while your advertising expenditure budget gets a little relief.

## About The Author:

Christopher M. Knight invites you to submit your best articles for massive exposure to the high-traffic <http://EzineArticles.com/> directory. When you submit your articles to EzineArticles.com, your articles will be

picked up by ezine publishers who will reprint your articles with your content and links in tact giving you traffic surges to help you increase your sales. To submit your article, setup a membership account today: <http://EzineArticles.com/submit/>

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## The Recording Tutorial

*from Deepak Morris*

Someone sent me a PM asking for information on creating recordings on the computer and uploading them to the internet, so I thought I'd make a tutorial in case others need the information too. The net is getting increasingly "touchy-feely" (which is a good thing) and we may all soon have to record pieces for potential clients to hear. Some people are diffident about creating voice content for their websites and blogs and this tutorial seeks to guide such newbies to first create an audio file on their computers and later upload it to their blogs. A more detailed tutorial on uploading to blogs other than blogger.com (or even to blogger.com) by using remote servers is soon to follow.

### **Step one: Procure the hardware**

Your computer should already have a sound card. If it doesn't, get one installed from the nearest computer hardware store.

You will then need a microphone and speakers. If you intend to make recordings only of your own voice, you may buy a cheap, uni-directional microphone – even a simple, clip-on (lapel) microphone will do. That's what I use to make my podcasts. If you intend to record conversations – interviews, for example – you will need a microphone that can capture sound from multiple directions. Ask your hardware person for advice on the best microphone to buy.

The best way to listen to your recording is with headphones. Some of them come equipped with a built-in microphone, but I do not recommend them. Microphones that are attached to headphones cannot be held at varying distances from the mouth and you will need this flexibility to make good recordings.

If you're not comfortable with headphones, speakers will do, but if you can afford it, go in for the amplifier system with a sub-woofer. This plugs into your sound card in the normal manner, but has an external amplifier and sub-woofer that will give you auditorium-quality sound. You'll love how good your music sounds on this speaker system too.

### **Step two: Get the software**

You will need good recording software to help you capture your recording, "clean" it up (remove hiss, ambient noise, add bass if desired, etc.) and export it to mp3 format.

If you intend to make your recording available over the internet, exporting it to the mp3 format is an absolute must. Podcasting sites usually do not accept files in any other format. The Windows Sound Recorder is incapable of exporting files to this format, so you will need additional software that will do this for you.

I recommend Audacity from Sourceforge, an Open Source recorder that is pretty easy to use. It allows you to record a piece in multiple takes, edit the file to remove hiss, add bass, echo and other effects and can



export the file to mp3 format. Being Open Source software, it is free to download and use indefinitely. You may make a donation to Audacity to encourage such projects.

You can download Audacity from the following page:

<http://sourceforge.net/projects/audacity/>

It offers two types of download for the Windows Operating System, source files and zip file. If you have constraints of bandwidth, download the zip file. Then simply unzip the file to your hard disk. This will extract the files to a folder called Audacity, which you can place anywhere on your hard disk. There is no other installation procedure and the program is not placed in your Start menu. To run the software, go to the Audacity folder and double-click the exe file. Or go to Start --> Run, then click the Browse button to go to the folder, select the audacity exe file and OK your way out.

### **Step three: Record your piece**

Start your recording software, click the Record button and speak. When you wish to stop the recording, hit the Stop button. Click the Play button to listen to your recording. If it doesn't record, make sure you have selected the correct recording source. If your microphone is slotted into the "mic" port of your sound card, you must select "mic" as the recording source. If it is slotted into the "Line-in" port, select "Line-in" as the source.

If you're recording in multiple takes, make sure the cursor is at the end of the wave shown in the window before hitting record again. If you don't, the recorder will either record over the current piece (i.e. delete your previous recording and record afresh) or it will add the new recording as a track parallel to the existing recording, giving you two voices speaking at the same time. What exactly it will do is determined by the software you're using and the settings you've made.

Audacity, for example, adds a new track, while Soundforge (not to be confused with Sourceforge) inserts the recording wherever the cursor is placed or records over the current piece, depending on the method of recording selected.

You will have to play around with the software for a while to get the hang of things. Experiment with hiss removal, bass boost, flange effects, reverb, etc. Your recording software should also allow you to import a music clip and add it or mix it into the piece. Make sure you save the original file and make a copy of it to try the effects. That way, if you make some major goof-up, you can simply dump the experimental file, re-open the original, SAVE IT AGAIN as a copy and experiment some more.

Once you are happy with the piece, export it to mp3. This option is usually under the File menu. It is called "Export as MP3" in Audacity and "Save As" in Soundforge. Other recorders may use different prompts. Ultimately what you have to do is save the file so that it gets the "extension" mp3. For example, you may export your file as "myfile" and it will be saved to your hard disk as "myfile.mp3".

*NOTE: Do not attempt to rename a file in a different format to mp3. If your file gets saved as "myfile.wav," for example, you cannot go through Windows Explorer or My Computer and change it to "myfile.mp3". You MUST open it again in your recording software and EXPORT it to the mp3 format.*

### **Step four: Upload your file to the internet**

This is where things start to become a bit tricky. You cannot upload your file directly to your blog. At least, not yet. As podcasting becomes popular, blogger.com may come up with its own audio file hosting service, the way it has done with images, but as of now, your file has to be hosted on a different server and only *referenced* in your blog post as a link.

The quickest (and most hassle-free) way to do this is with Audioblogger. This is a free service that works in tandem with blogger.com. What you do is go to <http://www.audioblogger.com> and create an account for yourself. It's free. You will need to give audioblogger your login name and password for your blog, so there is a security issue here.

Once you create your account, Audioblogger gives you a phone number that you call and play your recording to (you can also bypass the whole recording bit and read your piece directly into the phone, but you won't be able to add effects and/or remove unwanted stuff).

The disadvantage with this is that the sound quality goes down because you have to hold the phone near

the speaker as you play your file. The advantage is that Audioblogger takes care of the whole business of hosting the file and posting the link to your blog. It creates a new post, which you can then edit to put in an explanation of your piece. It does this in minutes.

Other disadvantages of using Audioblogger are:

- *Limitation on length of recording:* Your recording cannot be longer than five minutes
- *Involves a call to the USA:* If you are outside the US, this can become an expensive proposition
- *Involves keying in a PIN after you dial:* You have to remember the PIN (Personal Identification Number) you gave Audioblogger when you registered with it and key this number in after you dial, so that Audioblogger can identify you and post the recording to your blog. My experience is that people are more comfortable with logins and passwords on websites than with keying the PIN into the phone. If you're already doing this for phone banking or other applications, this may not be a problem for you

If you are not confident about uploading your file to a server and referencing the link in your blog, I recommend you use this option.

If you would like to be a bit adventurous – and professional, I'll soon write a tutorial on using a podcasting service to upload your file to a server and posting the link in your blog.

If you have difficulty with any of the above steps, or don't understand any part of this tutorial, feel free to PM me or write to me at [deepakmorris@gmail.com](mailto:deepakmorris@gmail.com).

Deepak

<http://dm01.blogspot.com>

<http://www.freewebs.com/deepakmorris>

## Getting Paid for Your Articles (a tip from Scott Allen)

Creative Weblogging (<http://www.creative-weblogging.com>) has just launched a pretty interesting new business model which allows just about anyone to get paid for blogging. And no, you don't have to set up your own blog -- you post to any of their 40+ topics. Pay rate is \$10 per 1,000 page views (a very good rate for web writing, I'll tell you).

They're looking primarily for short, original articles in the 250 to 500 word range (longer is OK, but that's the "sweet spot").

Here's more detail and commentary:

<http://www.thevirtualhandshake.com/blog/2005/10/05/get-paid-to-blog>

I used to run one of their blogs, but stopped because I couldn't consistently keep up the three posts a week commitment. Now I don't have to, so I'll definitely be posting there again -- hope you all will too!

- Scott -

# How To Avoid Blog Burnout

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Blogging is a time consuming process. It involves the process of gathering, reading, digesting and compiling information into a nice, meaty post that gives your reader an insight into the unique way you see and understand issues.

Most serious business bloggers have at least two or three blogs that they write simultaneously. I have ten, but don't update all regularly.

Bloggers are also extremely passionate about what they do. Their blogs are a labour of love and they often tend to lose track of time, reading, writing and updating their blogs.

But there's only so much time in the day and only so much abuse a body can take. So how do you avoid becoming a burned-out business blogger?

Here are a few tips to help keep you and your blog(s) fuelled up and running for the long haul.

## **1. Get your priorities right**

Is starting a new blog really going to help your business (or personal) objectives? If not, then don't. Simple as that. Save your energy for the tasks that help you achieve your objectives.

## **2. Discard the chaff**

Do you have blogs that are not "hot" anymore? If you have a blog that's not getting much traffic or is about a topic that no one wants to read about anymore, give it a quiet burial.

## **3. Grow up**

Are you continuing to blog (whether it serves your purpose or not) out of some misplaced emotional attachment to your blog? Then you probably need a 12-week program.

Lots of blogs are abandoned everyday because they stopped serving their purpose, or more often, because the bloggers just grew up and moved to greener pastures. Find more appropriate ways to spend your time or promote your business.

## **4. Get a life**

Blogs are a poor substitute for family and friends. We bloggers tend to take our loved ones for granted because we work from home (and anywhere else we can). Its important to schedule our day to make time for family, especially when there are children around.

## **5. Get "un-wired"**

In order to keep the ideas coming you need to do things that nurture your mind and body. Shut down your PC and get away from it for a while.

Go for a movie, take a walk in the park, workout in the gym. Get out of the house and get some fresh air. You'll be amazed at how easy (and fun) it can be it to get your creative juices flowing again.

## **6. Give yourself a break**

If you missed blogging about something important because you had something else equally pressing to attend to, don't beat yourself up over it. Stick to a realistic blogging schedule.

Nothing is so important that it can't wait a day or two. Sometimes procrastination is not a bad thing at all. If it helps, write a bunch of posts at a time, so you can take a break and attend to other matters when you need to.

## **7. Quality, not quantity**

Blog frequently, but not too often. Most bloggers will agree that two or three posts a week is a pretty good frequency. I usually manage to make that grade, but never push myself more than I have to.

The key is to make your posts count. Don't post about anything and everything in your field just because you have to.

Posts that are original, meaty and full of opinion are more likely to get read and linked to than posts that are just a few words with a link to the news source.

So if you're beginning to forget what your family looks like, if you think blogging is taking over your life, and your sanity, step back a bit and get things in perspective. Stop letting your blogs rule your life.

As for me, when it's a choice between the blog and the beach, the latter wins hands down.

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Priya Shah is the CEO of eBrand360 and publishes an internet marketing newsletter. Her areas of specialization include search engine optimization and business blogging. Subscribe to her free Blogging eCourse for Marketers.

This article may be reprinted as long as the resource box is left intact and all links are hyperlinked.

# The Seven Deadly Sins of Business Networking (and How to Avoid Them)

By Leesa Barnes

The seven deadly sins are transgressions that stymie spiritual progress. But what if these sins were applied to business networking? Follow these tips to make your next networking endeavour a heavenly experience.

## **Pride - Arrogant or disdainful conduct or treatment; haughtiness.**

*(Source: American Heritage® Dictionary of the English Language)*

This sin has been called the most deadly of all the deadly sins. And for good reason. Whoever has pride has an excessive love of themselves. At a networking event, they tend to ignore people or they ignore your business needs. This person is full of self-importance and will talk endlessly about her products, her services and how happy her clients are with her.

Instead of pride, you should be modest. Talk about yourself, but only after finding out what the other person does for a living. You can be successful by crafting a memorable introduction that you can say in 30-seconds or less. Then, take the time to listen to what the other person has to say.

## **Greed – An excessive desire to acquire or possess more than what one needs or deserves, especially with respect to material wealth.**

*(Source: WordNet 2.0, Princeton University)*

In business, we all want to do well financially. Yet, when one is greedy, this can impede on our ability to form meaningful relationships. At a networking event, a greedy person is difficult to spot. He tends to ask great questions and praise your expertise in a given area. But what he is doing is picking your brain to understand who's in your network. He knows what your needs are but is afraid to connect you with the person in his network because he thinks you're going to steal a great opportunity from him. I call this greedy person a horder.

You can avoid becoming greedy by understanding that networking is all about giving. If you're generous in what you give to others, you will reap the benefits through increased sales, endless referrals and unlimited job opportunities. So, don't be afraid to connect people together.

## **Envy - A feeling of grudging admiration and desire to have something possessed by another.**

*(Source: WordNet 2.0, Princeton University)*

Ah envy. Otherwise known as jealousy, or the green-eyed monster. At a networking event, this person resents your achievements, traits, status, abilities or situation. She thinks that you are luckier, more attractive, smarter or better than her. Often, she tends to insult you with a snide remark such as, "Oh, you think you're better than all of us because you sold a company for millions of dollars. Let's bow down to you." She is jealous of your successes.

Don't fall into this trap. Being envious of someone's achievements will cause you to resent your own. Instead, list your own business-related successes on a piece of paper. Maybe you just landed a huge account, or maybe you just launched your own business. Whatever your achievements, write them down and share them with the people you network with. Someone may be so impressed with your triumphs, they will hire you for their project.

## **Wrath - Intense anger; inappropriate (unrighteous) feelings of hatred, or revenge.**

*(Source: American Heritage® Dictionary of the English Language)*

You've met this person before. He's angry that the networking event he just paid \$20 to attend didn't produce any clients or immediate sales. Or, he's angry that a vendor he hired recently for a project not only did a shoddy job, but also has the nerve to show up at the same event as him.

This type of negativity will do more to scare people away than to draw them to you. You should react with kindness when you're networking. Never badmouth anyone. The business world is a very small world and if you get into a habit of talking bad about anyone, it will come back to haunt you. Instead, if you have a problem with the event you attended, speak directly to the event organizer. Or, if a vendor delivered poor results, pick up the phone and speak to him or her about your unhappiness.

**Lust - To have an intense or obsessive desire, especially one that is sexual.**

*(Source: American Heritage® Dictionary of the English Language)*

Business networking is all about gaining new professional contacts. It's not about asking people out on dates or finding out what their favourite sexual position is. You'll find this person at every networking event – she's too horny to focus on business issues, yet too stupid to realize her mistake. She'll start asking if you're married, her eyes will drop down, not only to see the name on your nametag, but to also see if there's a ring on your finger and she'll make comments on how gorgeous your smile looks.

When networking, keep your mind out of the gutter by focusing on safe topics. Talk about books you're reading, the weather, your recent vacation, hobbies you enjoy and goals for your business just so you can keep your mind on "godly" topics.

**Gluttony – The desire to consume more than what one requires. Over indulgence in food or drinks.**

*(Source: Oxford Dictionary)*

Who else has met someone who has gotten drunk at a business networking event? I have. He got the free drink ticket at the registration desk, the free drink ticket from the person who admitted she doesn't drink and found one of the tickets lying on the floor. On top of that, he has bought a few more rounds of suds so he can loosen up. His manners have made a quick exit and he's louder than the music that's blaring through the speakers.

Everything needs to be done in moderation, including the consumption of food and drinks at a networking event. Making a first impression is important, but making a lasting impression counts even more. In order to be in control of your mental and physical faculties at an event, stick to just one drink. Better yet, if you go to the event with a buddy, ask him or her to stop you at 1 or 2 drinks. Never attend a networking event hungry. Instead, consume a sandwich or a small salad before you go.

**Sloth – The avoidance of physical work. Idleness, wastefulness, laziness.**

*(Source: American Heritage® Dictionary of the English Language)*

Part of networking is meeting people, but the real work comes from how well you follow up. I'm amazed at the number of people who collect my business card, promise to call me the next day and I never hear from them again. How rude and inconsiderate, yet many professionals don't realize that following up means the difference between having a thriving business and just scraping by.

Be enthusiastic when you meet new people and only collect business cards from people who you know you can follow up with. Treat each business card like a \$100 bill. This will help you to spend each card wisely. If you find that there's a mutual benefit to following up with a new business contact, do so no more than 24-hours after meeting him or her. Doing so ensures that the person remembers who you are.

Remember the networking virtues of modesty, generosity, sharing, kindness, humility, moderation and enthusiasm when you work a room. You will gain a reputation for your networking graces and not be remembered for your networking sins.

Leesa Barnes, The Schmooze Coach, helps consultants, virtual assistants, professional organizers, coaches and solopreneurs avoid cold calling by developing a fearless networking plan. Leesa is author of "Schmooze Your Way to Success: 9 Fearless Networking Tips for the Shy, Timid, Introverted & Just Plain Clueless." Go to <http://www.schmoozeyourwaytosuccess.com/ecourse.html> and sign up for her free 8-

lesson ecourse called "From Clueless to Fearless: Secrets from the Schmooze Coach."

Article Source: <http://EzineArticles.com/>

## **My brass ring, a lesson in search term analysis, and a help request**

**posted by Scott Allen**

OK, I've been researching keywords, as well as looking at what kinds of articles people read most on my site. I finally figured out that "make money online" is a hugely popular search, but not actually very competitive (in my estimation).

Don't get me wrong -- the search term analysis tools like Wordtracker think it's very competitive, because there are millions of results. But I just look at the quality of the top 20. In this case, the top 20 consists mostly of sites that are well-optimized, but not necessarily of high PageRank and not linked to by sites that are high PageRank. There are some major sites in the top 20, but the pages aren't well optimized for the term "make money online".

*(I'll be happy to share more information on how I do this keyword research and competitive analysis with anyone who's interested, or I can post something here if multiple people are interested.)*

So I decided to do an article about making money online, and of course a blog post to go along with it. Given my site's popularity and PageRank (did I mention I'm a Guide for About.com?), it's very likely that I can get into the top 10, probably even into the #1 spot for "make money online".

Of course, I'm not one to buy into all the hype ways to make money online. There are already enough people making money on the Internet by selling people information about how to make money on the Internet. And I've checked out things like getting paid to surf, read e-mails, and take surveys, and the return on your time just isn't there -- they work out to a little above minimum wage, at best.

I've put together a collection of new companies that offer a far better return on your time than typical hourly wages. Interestingly, a lot of these companies are in the social software space. There are companies out there paying for business referrals, hiring referrals, even valid business contact information. I've also found several people who are making six-figure incomes just with blogging!

Now, I'm in the fortunate position of actually getting paid for traffic - I don't have to sell anything, just get people to my site. I figure that if I can get into the #1 spot for "make money online", that will be worth 3 figures a month for me, forever (basically), just for that one article.

So I have a small favor to ask... Would you *please* help me do that by considering linking to this article on your blog or Web site, if and only if it's something that would be relevant to your readers?

[Make Money Online \(Without Spending a Dime\)](#)

Also, if you have any online money-making ideas that have actually worked for you, let me know about it and I'll consider using it in a follow-up article or blog post and mention your name and site in the article.

Thanks!

**Scott Allen**

[About.com Entrepreneurs Guide](#)

Coauthor, [The Virtual Handshake: Opening Doors and Closing Deals Online](#)

# Stop Searching - Joint Ventures are the Solution to Doubling Your Business

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Joint Ventures definition = two or more business owners form a (usually temporary) partnership for a project that will benefit both parties. Also known as "fusion marketing".

First, define the end user (or ideal client) of your product. Many times when I ask people who their ideal client is they will tell me oh everyone can use my product!. Actually the only two things that EVERYONE uses are air and water, SO narrow your focus really key into WHO your customers are. What are their age, gender, hobbies, interests, etc. By refining your focus you can better serve your customer and become THE supplier of choice in your market.

Once you have identified your key customer you can find out what other companies are trying to appeal to that market as well, and then see if you can do a joint venture or cross promotion with them. This means you both contribute something to the deal, and you both generate some revenue for your business. This will allow you exposure to a whole new batch of customers, without having to spend anymore money!

(EXAMPLES OF JOINT VENTURES) Are you appealing to people's health with your product or service? Why not approach a health related support group or health food store, and offer to give an educational seminar - this does not mean a sales pitch. Explain how people with the specific condition these people have can take better care of themselves, and how possibly your product may help them. Explain the benefits of your product well but don't push the product, or you will very quickly turn people off. This way you educate people and they'll naturally want more information.

A good way to let people see that you are interested in their health and not just selling them something is to start a newsletter that you can send out via email or regular mail. It should contain good health information, maybe some recipes, tips for fitting exercise into daily life, new research into aging, and a little bit about the product you sell. By offering information and education you become a trusted advisor, not just a salesperson. People are more likely to buy from someone they trust.

Do you make something that could tag along well with another product. As an example if you make little girls hair bows - why not see if a hair salon will let you package them with the children's shampoo or brushes they sell?

Do you have a great new dog food or cookie - why not check out local pet stores and offer to give away a free sample with each puppy toy that's sold? Or team up with local dog trainers and see if you can sell your doggy treats in bulk to them. Make sure the packaging has contact information on it, so dog owners can get in touch with you once their first package is finished and they want to buy more. (SALES TIP: MAKE SURE YOU ALWAYS PUT CONTACT INFORMATION ON YOUR PACKAGING SO PEOPLE KNOW HOW TO GET IN TOUCH WITH YOU)

If youre a make-up artist, why not put on a make-up demonstration in a bridal salon on a Saturday morning when brides looking for wedding dresses, and girls looking for prom dresses are getting fitted. Have a draw for a free makeover, and use the names from the draw as a mailing list. This is an ideal way to target your key client!

I've used JV's in other ways too:

1. I will often team up with another speaker to put on a workshop. Why? by having two workshop leaders and different topics more potential attendees will be interested. Both workshop leaders get in front of a whole new group of clients (the clients of the other workshop leader)

I get to find out how other people present their information and I learn as much as attendees!  
2. When I wanted to get more exposure for my services I approached a local radio station and suggested a daily radio feature. They thought it was a great idea and so every weekday morning I had a feature called "Family Business". It ran for 18 months and though I didn't get paid for my show the benefits for BOTH the radio station and I were great! What were they?





## Being Vigilant Against Email Harvesters:

### Chris Knight Assures:

We have anti-evil-crawl bots installed on our website that prohibits or mitigates the level of damage that a spam extracting email address harvesting bot could do.

With that said, it's pretty stupid to put your email address in your article...any way you slice it unless you like eating a lot of spam.

Hiding behind a challenge/response system (to reduce incoming spam) will only annoy potential clients that try to contact you from your email address in an article.

Best to put a CONTACT US link on your website to make it easy to be contacted via email.

We're working on a project right now that will convert email addresses to image files, but it's a pretty intense project considering the scale of our sites and not done yet. This will help protect those who insist on putting their email address in their articles. Hopefully in October we'll have that done as we started it in June and ran into roadblocks.

Chris Knight  
<http://Ezine-Tips.com/>  
<http://EzineArticles.com/>

### Angelo Cerase Adds:

For the time being, it is virtually impossible to completely stop receiving spam. There are plenty of programs that filter out spam from your email, however you will probably end up blocking a lot of legit mail as well.

One thing EVERYONE should be doing (and I assume 99.9% of you do) is to never respond to them and to never buy any products from them. It's pure capitalism - if it is profitable, people will spam. As soon as it's not profitable, spam will stop.

One thing I like doing is using a separate email when some website asks me for my email address. Use one of the free ones like Hotmail, Gmail, Yahoo, whatever. Create it, use it, when it becomes overburdened with spam, delete it and create another one. I never use my main work email for stuff like that.

Everyone knows about anti-spyware and anti-virus programs. One thing I'd add is to turn off third-party cookies on your browser. In IE, go to Tools > Internet Options > Privacy and block third party cookies. In Firefox go to Tools > Options > Cookies > select Allow cookies from originating website only

What are third party cookies? When you go to a website that has a banner ad, that banner ad can add a cookie on your system the same way the main website can. Since those cookies are essentially useless to you, and they can be used to track which websites you go to (I won't go into too much detail about that), there is every reason to prevent them from getting on your computer. This will not effect the way the main (non-advertisement) part of the website will be viewed.

Hope this helps.

Angelo

### **Craig Keissling's Advice:**

Firstly it's great to see you over here in this Network too! (I've only just recently found it and joined)

Second is something else. Aside from all of the great information and replies thus far, I'm going to tell you something even more important...

You mentioned the **eBay** email situation. *Anytime* you get a "suspicious" email, do **not** click *any* link inside! Instead, take 3 quick-n-easy steps (I use ebay here, but this applies to all suspicious email).

#### **Think.**

Okay, this is supposedly from Ebay. Ebay's url should be <http://www.ebay.com>. Even for deep pages, or compartmentalized pages, it should be at that domain, or a derivative, such as <http://catalog.ebay.com>, <http://mail343.ebay.com>.  
*The key is blah **at ebay.com**.*

#### **Investigate.**

Roll your mouse over **all** links in the email, especially the link that is the **call-to-action**.

Smart SCAMmers & PHISHers will use all correct domain name links (everything is at ebay.com) except for the call-to-action link. That one magically goes to something that "looks" official, but investigation will tell you it's not. Such as

"[http://account\\_update.freehostEBAY.com/ebay/accounts/blah.html](http://account_update.freehostEBAY.com/ebay/accounts/blah.html)"

Where do you look? At the bottom right-hand corner of your browser - this could be your Internet Browser (for IE, when not on a link, you will see a little IE icon there), but this also includes Outlook or many other popular desktop email applications.

#### **Action.**

Now you know. This is a common scamming technique, called Phishing, looking legit in order to get your information, and then using it in one way or another.

What to do? There are several options:

Hit the Delete Button.

Go to [www.spamcop.net](http://www.spamcop.net) and report it...Then hit Delete.

Go to the REAL ebay site [www.ebay.com](http://www.ebay.com), and look around. They know about the situation, and will have a link on their site where you can report such email fraud. Then hit Delete.

There are other ways as well.

This not only applies to PHISHing. Similar practices are used by the common SPAMmer. You see the email blatantly for what it is, but NEVER click on their little Unsubscribe button either, til you take the above steps. All too often, you'll see that the link "says" unsubscribe, but the actual url is pointing to the same place that every other link is pointing to, with their little referrer id too, of course ;).

Anyway, if this were an After-School Special, I'd now say "And that's One to Grow On".

Hope it helps

Sincerely,  
Craig S. Kiessling  
*Build a Better Net*  
CSKnet  
[www.CSKnet.net](http://www.CSKnet.net)

## Kudos, Bonnie Davis!

### Dina Giolitto Posts:

There is a member of this forum who has been article marketing since the days before "article marketing" was even a term.

In fact... I think she may have invented the process.

One of the reasons why we don't see her much is because she's clearly extremely busy. What's she been doing?

She has created the Ultimate Article Information Supersource for marketers who understand and are ready to tap the power of articles on the web.

It's Article Management at its best... an arsenal of article marketing tools and resources at your fingertips, all up-to-date, all in one place.

Who is this Article Marketing Maven living amongst us?

It's BONNIE DAVIS.

I signed up as a new member of her site... and you can be sure that when my next "article ghostwriting and submission assignment" starts up, I'm going straight to Bonnie's site and submit my client's articles to all the places she recommends! How handy is this!?

She even has a comprehensive list of sites that will pay you to write for them! Now THAT is complete.

If you're ready to invest a few extra dollars in systematically streamlining your article marketing, everything you could possibly need is right there.

If you're ready for the C-word (I'm talking about Article Marketing Commitment), then go to Bonnie Davis's "Article Marketing Info Resource and Management Center."

The URL: <http://articlesubmissionsites.com>

Happy Article Marketing!

### Chris Knight Posts:

Bonnie also has a fine blog about article marketing:  
<http://articlesthat sell.blogspot.com/>

Bonnie is one of less than a dozen authors that I make time to read:  
[http://ezinearticles.com/?expert=Bonnie\\_Jo\\_Davis&o=date-d](http://ezinearticles.com/?expert=Bonnie_Jo_Davis&o=date-d)

:)  
-Chris

# 5 Pressing Deadlines That Keep You From Writing an Article (and How ONE Article Can Meet Them All!)

By Dina Giolitto

You say you just don't have time to write an article? Ah, the internet marketer's greatest challenge-- you've committed yourself to too many projects again. Here's a time-saving solution: stop thinking of it as an article. Instead, think of it as "creating multi-purpose web content."

***Then, leverage the power of that one little web article to help you check off your to-do list and get noticed in as many places as possible.***

Read on for five real-life online marketer deadlines that can ALL be filled in one day using just ONE article!

## **Pressing Deadline 1. You told a friend you'd contribute to her monthly newsletter or blog.**

Why make a guest appearance in another marketer's newsletter or blog? Exposure, of course. With leads streaming in from everywhere, who knows what new contacts you might pick up from a friend that could mean future business for you. That's a pretty good reason to get going on that article for Thursday's release date.

## **Pressing Deadline 2. You're overdue with another post for your blog.**

You like your blog to be a hearty bowl of informational soup - full of good things! Trouble is, you're stuck for a new angle. Hey, here's an idea. Take that same article you wrote for a friend and pop it into your blog. Do the same people who read your online articles also read your blog? Perhaps... but, more likely, not! If you're in a pinch and could use a time-saver, why not put that fresh content to work. Add the article, problem solved.

## **Pressing Deadline 3. You've been asked to "showcase your expertise" in a special e-book.**

How flattering, a fellow marketer has asked you to deliver specialized attention to their readers in the form of an e-book. What to fill this e-book with? For starters, you can use that article you just created. Got more articles? Package them up into an e-book that will win instant favor with your new crop of readers! They'll love getting free downloadable info delivered in this exciting new format. And you'll love the new fans it brings.

## **Pressing Deadline 4. Your online network is crying out for attention!**

Getting weary of typing in the same old answers to the same old questions on your network? Let the article do the networking for you. Chances are, there's a huge crop of potential business prospects in your network who never even thought to read your online cache of articles. Here's your chance to be heard. Copy and paste the fresh article you just wrote into a new thread, and voila, you can check off your networking duty as completed in record time.

## **Pressing Deadline 5. It's time to hit your subscriber list with another email offer.**

Your readers have come to expect a tasty nugget of new info with every promotion you send out. If the idea well is running dry, just log into your web article account, grab the most recent article and invent a "freebie" or special promotion to match. Get a theme going across all of your main avenues of online communication... what a brilliant way to streamline your online marketing plans!

Once you realize that "writing that web article" is the first step toward maximizing your productivity, you'll put those articles FIRST priority instead of last. Then, next time you need fresh content, you'll know exactly where to look: *your own arsenal of information-rich articles.*

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Dina Giolitto is a copywriting consultant and ghostwriter with 10 years of experience writing corporate print materials and web content. Trust her with your next e-book, article series or web project, and make a lasting

impression on your audience of information-hungry prospects. Visit <http://www.wordfeeder.com> for more details.

Article Source: <http://EzineArticles.com/>

## 2 Ingredients Your Podcast Is Missing and Why Using Them Will Increase Subscribers

*By Leesa Barnes*

Launching a podcast can be a fun adventure. You're able to bring your voice, your rant and your thoughts to the world without having to go through editors, segment producers or other filters.

Although you may have great content, you may be missing the mark when it comes to adding a little pizzaz to your podcast. Interviews with experts, monologues on an issue you're passionate about and energizing music are all equally liked by listeners. However, if your podcast lacks intrigue, it will sit in a podcast directory with no downloads and very little subscribers.

Because I just launched a podcast, I wanted to ensure that I'm on the right track. So, I asked some other podcasters on what makes a great podcast. While they agreed that it's an awesome marketing tool, they disagreed on the two ingredients that could make or break the popularity of your podcast - the use of humour and the presence of personality.

One podcaster, Donna Papacosta, president of a communications company in Oakville, Ontario and who hosts a podcast herself, suggests that when communicating with a business audience, leave the humour out.

"For a B2B podcast, I would skip the humour. People want content that is relevant to them," says Papacosta.

However, Penny Haynes, CEO of Georgia-based company that teaches people how to create their own podcasts through a virtual course, disagrees. She doesn't think your podcast should be dry and stiff, no matter who's your target audience.

"Everyone has their own ideas and tastes regarding programs, but I love a little humor. A little bit of someone's personal side can add a lot to it," says Haynes.

Paige Eissinger, who hosts a computer call-in radio show in Missouri, says that she is immediately attracted to podcasts that inject a little humour.

"The worst people in the world to do business with are the ones who are humorless and I sure wouldn't listen to their podcasts," says Eissinger.

"I don't mean that you should have a ready joke for all your B2B podcasts, just that if your message lends itself to humor, take advantage of it. Don't pass up a witty remark just because 'It's business'," says Eissinger.

Being witty is one thing, but being silly can really turn off a listener. Just ask Papacosta, who's not afraid to unsubscribe from a podcast if it turns out to be a total dud.

"I've hit the stop button on many a podcast because of content I deemed stupid or a waste of my time," says Papacosta.

At the end of the day, it's a podcaster's personality that will win many fans and garner tons of downloads.

"Content [of a podcast] is important, but surprise, surprise - personality wins out," says Haynes. "When it came down to a choice between great content and great personality, personality was the winner."

Haynes recounted a podcast where she shared her thoughts and feelings about celebrating the one-year

anniversary of her business. She was surprised by the response of her listeners.

"They loved it, as it made me 'real'. They felt invited and involved in my private world," says Haynes.

Eissinger can relate. One of her favourite podcasts is hosted by a man who has a southern accent. Although she learns a lot from his podcast, she's a sucker for his accent and in her mind, this lends a lot of personality to his podcast.

"His content is great and very relevant to my business, but [his Texan] accent grabs me every time," says Eissinger.

While spontaneity, humour and personality can add some sizzle to a podcast, Angelo Cerase, a Toronto-based financial advisor who has a list of podcasts he enjoys listening to, draws the line when a podcaster lacks focus in their program.

"I really, really, really hate it when a podcast has the author going on and on about absolutely nothing, without a real plan or script of what he was going to say," says Cerase.

"A little 'useless' filler is welcomed in a podcast, it makes the person on the other end seem more human. But too much is, well, too much," says Cerase.

Having a great mic, snazzy music and earth shattering content is not enough. You need to inject a little bit of humour and personality into your podcast to really get people to subscribe to your feed week after week.

Special thanks goes out to the members of the Podcaster Central Network who contributed their comments for this article. If you want to learn more about how to create, publish and host a podcast, join Podcaster Central by clicking here:  
<http://podcastcentral-network.ryze.com>.

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Leesa Barnes, The Schmooze Coach™, helps consultants, virtual assistants, professional organizers, coaches and solopreneurs avoid cold calling by developing a fearless networking plan. Leesa is author of "Schmooze Your Way to Success: 9 Fearless Networking Tips for the Shy, Timid, Introverted & Just Plain Clueless." Go to <http://www.schmoozeyourwaytosuccess.com/ecourse.html> and sign up for her free 8-lesson ecourse called "From Clueless to Fearless: Secrets from the Schmooze Coach."

Article Source: <http://EzineArticles.com/>

# Take the Article Marketing Quiz

by Dina Giolitto

Are you an Article Marketing Maniac, like me? Take the Quiz and discover your "article attitude"... then take the incentive to write even more articles and grow your online business!

Instructions: Circle or write down each of your answers for the following questions. When you're done, go back and find the numerical score for each letter you selected. Add it up and tally your total. Quizzes are an easy and fun break from the work day!

## 1. I do my best article brainstorming:

- a. first thing in the morning (4)
- b. while scouring other people's content (1)
- c. What is an article brainstorm? (0)
- d. during the full moon of the autumnal equinox(2)

## 2. On the average, I submit about \_\_\_ new articles per month

- a. I'm supposed to submit my articles? (0)
- b. Oh, about five or so (2)
- c. 25-50 (4)
- d. Are you kidding? I lost count long ago! (5)

## 3. I use keywords in the title and body of my article:

- a. only when I'm in the mood (2)
- b. only if the Article Police are watching (1)
- c. just call me the Keyword Turkey... I'm all about the stuffing (1)
- d. I don't think keywords are necessary to write a web article (0)

## 4. Sometimes if I don't feel like writing my web articles myself, I assign them to:

- a. an experienced ghostwriter who knows about SEO (4)
- b. an intern who I found on the web (2)
- c. my kid sister (1)
- d. an unknown party who has no idea I am stealing his content (hee hee) (0)

## 5. The reason I write web articles is:

- a. I'm hoping someone will read them and want to ask me on a date (0)
- b. Nobody responds to my emails anymore (1)
- c. I want to get exposure for my business and become an expert in my field! (4)
- d. All of the above (2)

## 6. My favorite article submission site is:

- a. IdeaMarketers.com (3)
- b. EzineArticles.com (4)
- c. Crazy Joe's Article Basement (0)
- d. Wikipedia.com (1)

## 7. Whenever I learn something new, I immediately want to:

- a. cry (0)
- b. tell all my friends (1)
- c. write an article about it (4)
- d. blog about it (3)



**8. When I'm not busy running my business, I am:**

- a. running on the treadmill (1)
- b. taking pills (0)
- c. writing articles (4)
- d. shopping on eBay (1)

**9. In my approach to article marketing, I am usually:**

- a. completely random - I write about whatever, whenever. (1)
- b. very organized. I like to outline my articles point by point. (3)
- c. super-strategic: I plan campaigns that include a large number of topic-related articles to hit one target market hard! (4)
- d. skeptical. There are better forms of SEO.(0)

**10. My article's author bio:**

- a. includes the unmasked URL of a tripod, geocities or other free site (1)
- b. includes one registered domain (URL) and a call to action (4)
- c. includes 2 or more URLs (2)
- d. reveals my email address (1)
- e. reveals someone else's email address (0)

**11. If I had my own RSS feed of personal articles, I would:**

- a. try to convince people to put it on their websites (3)
- b. probably not care - I can always just make my own links (1)
- c. take that as an incredible initiative to write MORE articles! (4)
- d. None of the above (0)

**ARTICLE MARKETER, TALLY YOUR SCORE**

**0-19: Ouch.** If your score is under 11 points, we have to wonder if you are really someone's cat who's been walking on the keyboard again. (Hey Kitty! Off the equipment!) If you're in the 11-19 range, okay we'll give you Article Dabbler. Maybe you find yourself lured to that article submission box but don't know why? Perhaps there lives a magical article marketer inside of you who is just waiting to come out! Why not just jump in - create a membership with EzineArticles.com and write a couple of articles as a warmup. There, didn't that feel good? I knew you could do it.

**20-28: Average Joe Article.** Okay, so you're not taking home article first prize but you seem to have a good idea of how to put together a decent web article... now all you need is the incentive to submit more! Now would be a good time to go read other articles written by experts. Read, write, learn, test it out! With any luck you'll be joining the ranks of article officials who know how easy it is to write fun, informative articles that mean big-time exposure and increasing credibility for your biz!

**29-37: Expert Author.** The Article Gods are smiling because they like what they see. You're keeping those submissions flowing, trying out some campaign themes, beefing up that author resource box... good for you! Why not take it to the next level? Create a few more memberships, maybe think about massive bulk submissions. Ever thought about teaching article school? Now there's a cash incentive!

**38 or better: Hey Article Superstar!** Might as well face it, you're addicted to article marketing. Those article submission sites are going to have to increase their bandwidth and add more storage if they expect to keep up with you! Have you thought about going "pro" and creating some article marketing info products that others can learn from? Heck, why not. Article Power! Pass it on.

# Breaking the Cholesterol Myth

by Nicole Bades

Have you seen the latest drug commercial? You know, the one where the guy is walking down a spiral stair case with numbers printed on each step gradually going lower. He's talking about how your doctors have told you that now you need to get your cholesterol even lower than you did before. It's a myth; and a dangerous one at that.

Let's start with just a bit of very basic biology.

What is cholesterol? Cholesterol is part of a group of compounds called sterols. Cholesterol is primarily produced by the liver, however, every cell in the human body is also capable of making cholesterol.

What is the role of cholesterol? Cholesterol is used by the body to form cholic acid which is then used to make bile salts. Bile salts are necessary to digest fat. In addition, cholesterol is necessary for the production of adrenal and reproductive hormones such as DHEA, pregnenolone, progesterone, testosterone, estrogen, aldosterone and cortisol. Cholesterol is also used to make the skin impervious to water and other substances that may be harmful to the body as well as to bind with toxins in the blood which will then reduce inflammation protecting the nerves, brain tissue and heart.

Biology lesson over. We can now understand why cholesterol is important. So why has it been give such a bad rap?

The myth started when scientists determined that there was a correlation between cholesterol in the blood and heart disease. If you had the wonderful opportunity to take any sort of research classes in school, you might remember that a correlation doesn't mean anything. It simply means two things are present at the same time. This is like circumstantial evidence, just because someone is found holding the gun, doesn't mean they pulled the trigger.

Working to lower cholesterol as a way to treat heart disease is kind of like getting a bunion removed because you have a headache.

It's important to note that cholesterol levels that are too high should be addressed. But what is too high? It used to be that what were considered normal were readings between 0 and 200. Anything above 200 was said to indicate heart disease. This was recently lowered to 0 to 169. But why was it lowered? Statistics show that heart disease rates are not improving. Despite statin drugs that are designed to lower cholesterol, people are still dying of heart attacks and more and more individuals are being diagnosed with some form of heart disease. The drug manufacturers certainly don't want to admit that their drugs aren't working as intended (even though they are somewhat successful at lowering cholesterol), so they decide that it's because the cholesterol levels are not low enough. If they drop the normal ranges, then they can sell more drugs and pass the buck for the continuing trend of heart disease.

The natural health experts are still out but there seems to be an unwritten agreement that levels between 175 and 230 are ideal. Levels below 150 or above 250 may indicate the need for more attention but do not necessarily indicate heart disease. There are better methods for determining the risk of heart disease; the ratio between LDL and HDL for example. Better yet is a test gaining popularity and much media attention for something called C-reactive Protein. While it isn't healthy to have extremely high cholesterol, it also isn't healthy to have very low cholesterol.

A short word about statin drugs

Despite no scientific evidence showing that statin drugs reduce the risk of heart disease and despite evidence that they are not as successful in the real world for treating cholesterol as they had shown to be in the studies, statin drugs are one of the most commonly over-prescribed drugs in the US. Statins have many side effects, including increasing the risk for heart disease. Statins deplete CoQ10, an important co-enzyme for cardiac health. In addition they lower antioxidant levels, cause headaches, fatigue, memory loss, difficulty sleeping, and, of course, liver damage.

It's important to be proactive with your health. Don't let your doctors be the complete authority just as you wouldn't trust the salesman to give you all the details when making a large purchase. Do your own homework.

Nicole Bandes is a Certified Herb Specialist that has been helping others to regain their health and vitality since 1999. Nicole's weekly writings (<http://www.naturallyherbs.com/articles/blog/blog.html>) allow her to share her knowledge to simple questions regarding the use of natural supplements and keep her readers educated on the latest news regarding natural supplements.

## Splogs + Scraping + AdSense = Fraud

*By Jim Hedger (c) 2005, StepForth News Editor,*

StepForth Placement Inc.

The other day, an article appeared in Search Engine Journal suggesting webmasters monetize their sites using Google AdSense. While the article neglected to mention an alternative webmaster advertising program offered by Yahoo Search Marketing, the idea of using one's website as a commercial medium (if possible or practical) makes good sense and can provide a minor side-income. Such minor side-incomes are often the first ingredients in making the gravy craved by all small business owners.

**Since the advent of Google's AdWords grassroots distribution program, AdSense, several webmasters have built businesses out of taking content off of other people's websites and using that content to build pages designed specifically to attract ad-clicks.** As the average commission earned by sites running AdSense generated advertising is approximately \$20/month, webmasters working this type of scheme need to create hundreds, if not thousands of pages to make a living. In order to create those pages and attract ad-clicking visitors, content must be created, begged, borrowed, or most commonly, simply stolen. Known as Splogs, these sites only exist to game Google in one way or another, mostly for money but also for increased search rankings or as a means of manipulating search spiders.

Splogs most often get their content by scraping, the process of sending an electronic copying bot to take everything it sees, recreating it on an unlimited number of instant documents. By running advertising generated through the AdSense program, the owners of the splogs make money when visitors click on the ads. In other words, **literally millions of instant sites** have sprung up over the past twelve months, most of which are free-hosted. Blogs, containing content scraped out from the original sites.

**Before continuing, I would like to make it clear that there are several publications that request permission to reprint content.** That's ok. Chances are, this article is being read in one of those publications. Online business runs on such agreements.

Splogs are bad business and the practice is finally getting the notice it deserves. Several search heavyweights have weighed in on Splogs over the past two weeks and a flame-war (the virtual equivalent of fisticuffs) broke out between members of two well-known SEO/SEM forums. **As a result, the practice of producing AdSense revenues from stolen content on spammy sites got a little bit harder, starting today.**

Matt Cutts, Google's sp@m fighter and quality assurance czar, has taken an obvious and positive interest in Splogs. In the SEO/SEM community, Cutts' name is as widely known as Page, Brin, and even Gates' names are. Cutts is "the man" when it comes to explaining the state of Google's various indexes and how they work. He is referred to as the Chief Sp@m Fighter at Google. In a posting to his Gadgets, Google, and SEO blog last week, Cutts invites Google users to report Splogs displaying AdSense driven advertising.

"You see a low-quality site that is running AdSense

**If you run across a site that you consider spammy and it has AdSense on it, click on the "Ads by Goooooogle" link and click "Send Google your thoughts on the ads you just saw". Enter the words spamreport and jagger1 in the comments field."**

**The name, "Jagger1" is the reference name given the Google algorithm update that is currently causing the present shuffling of Google's search results.**

Splog fraud is a big problem for Google and a growing concern for the other major search advertising providers such as Yahoo Search Marketing, and MSN. It is also a problem for others working on the Internet. The way content is taken from one site and replicated to dozens of others can cause no end to technical and financial issues for honest webmasters. Content, incidentally, is not always limited to what the viewer sees on the screen. Stolen content often includes source-code and as anyone familiar with code can tell you, there's a lot of domain and document specific information embedded in source-code.

Over at Search Engine Journal, a funny posting shows how one poorly executed scrape made an honest webmaster afraid of being branded a click-fraud artist by Google. After scraping the site, the splog-artist apparently forgot to remove the AdSense code from the stolen content. That's how the honest webmaster found out he had been stolen from. He was moved to contact Google before his AdSense account status was affected. If the webmaster hadn't been paying attention, he might have been badly branded by Google, burned by someone else's scam.

That's not the only way that scappers could adversely affect honest webmasters however. The content webmasters create, or have created for them, is the attraction that prompts visitors to their sites. Attracting lots of site visitors is a pretty important step to making money from AdSense or the Yahoo Publishing Network. If someone is stealing that content, they are also stealing potential visitors. For the webmaster, that content represents investment. For the content creator, it represents product. **Either way, the scraping of content is theft.**

The stolen product is then used to create what is essentially duplicate content on another site. Duplication of content can have an adverse effect on the search engine placement of all documents containing the similar items. Imagine losing your placements because someone else took the material you laboured over. Fortunately, Google's historic record of documents is fairly good at weeding through which source first displayed specific content.

Search engines have several other reasons to be concerned about splogs. As many of them are created using the free-blog software offered and hosted by most of the major search engines, the proliferation of so many splogs consumes a lot of resources. They also gum up search results with sites not actually relevant to search engine users. Lastly, they devalue the legitimate uses of blogs as communications and marketing tools, which might lead future blog readers or users away from the growing blogosphere. Citizen's publishing is seen as a major revenue source for both Google and Yahoo. Having invested so much time, energy and money into the establishment of blogs, the major search engines would be loath to let their investments go the way of the dodos without a fight.

Now that the web development community is talking about the issue in earnest, some forms of protections might evolve. As it stands currently, there is little a webmaster can do to protect his or her content from being stolen for profit. You can use Copyscape to see if your material has been nabbed but after doing that, there is little one can do except write angry letters to the thief and a lawyer.

**Google is inviting users and webmasters to report splogs running AdSense whenever they are seen.**

In a just universe, not only would the AdSense accounts of those scappers be closed, their bank accounts would be emptied after Google sues them for fraud.

### **About The Author**

Jim Hedger is a writer, speaker and search engine marketing expert based in Victoria BC. Jim writes and edits full-time for StepForth and is also an editor for the Internet Search Engine Database. He has worked as an SEO for over 5 years and welcomes the opportunity to share his experience through interviews, articles and speaking engagements. He can be reached at [jimhedger@stepforth.com](mailto:jimhedger@stepforth.com).

## Let's Play Technorati Tag

(posted by Dina Giolitto)

When I first became an "article marketer" I found my articles on a site called "technorati.com." I wasn't quite sure what that meant and I was a little distracted at the time so I didn't look into it much.

But now I've come full circle and I'm once again investigating what the Technorati tags are all about.

**Here's a tag tutorial from:**

<http://technorati.com/help/tags.html>

## Using Technorati Tags

What's a tag?

Think of a tag as a simple category name. People can categorize their posts, photos, and links with any tag that makes sense.

Where does the stuff on Technorati Tag pages come from?

The photos come from Flickr and Buzznet, two online photo sharing communities. If you'd like your photos to appear on our tag pages, join Flickr or join Buzznet and post your photos there. Just tag them and set them to be public and they'll appear on Technorati Tag pages.

The links come from web-based bookmark services Delicious and Furl. If you would like to contribute links to Technorati Tag pages, you can join Delicious or join Furl and post some links. Again, be sure to tag them for them to appear here.

The rest of the Technorati Tag page is made up of blog posts, which come from you! Anyone with a blog can contribute to Technorati Tag pages. There are two ways to contribute:

If your blog software supports categories and RSS/Atom feeds (like Movable Type, WordPress, TypePad, Blogware, Radio), just use the included category system and make sure you are publishing RSS/Atom feeds and your categories will be read as tags.

If your blog software doesn't support categories or you're not sure, you can still participate. To associate a post with a Technorati Tag all you have to do is tag your post by including a special link in the body of your post. For example:

[\[tagname\]](#)

The [tagname] can be anything, but it should be descriptive. Please only use tags that are relevant to the post. You do not need to include the brackets, just the descriptive keyword for your post. Just make sure to include rel="tag".

You do not have to link to Technorati. You can link to any web page that ends in a tag - even your own site! For example, these tag links would also be included:

[iPod](#)  
[Gravity](#)  
[Chihuahua](#)

Once you have posted the tagged post, there are two ways to have your post included on a

Technorati Tag page:

If your blog software is configured to ping Technorati, congratulations! You're done!

If your blog software does not support automatic pinging, or if you haven't set it up yet, or if you're not sure, you can manually ping us here. You might also want to configure your blog software to ping us automatically so you don't have to do that every time.

Your post should appear on the page in a few minutes (up to an hour during periods of intense activity). Thank you for helping to build the real-time web.

### **Want to help build the tagged web?**

If you are a developer who is working with tags, we want to work with you! Contact us to discuss how your site, community, or tool can become better integrated with Technorati.

Get Tagging!

## NEWSLETTER LIST

(thanks to all who took the time to post their links)

**Rachel Willis:**

<http://www.infoproductscentral.com/ezine/current.html>

**Merle Stinnet:**

<http://MerlesMission.com>

<http://MCPromotionsPress.com>

**Don Monteith:**

<http://www.Career-Coaching-Central.com> (sign up here)

**Marilyn Jenett:**

[http://www.feelfreetoprosper.com/wings1\\_3.htm](http://www.feelfreetoprosper.com/wings1_3.htm).

(You will find a link to also view the archives, which includes a directory of items in each issue.)

**Biana Babinsky:**

[http://avocadoconsulting.com/free\\_newsletter.html](http://avocadoconsulting.com/free_newsletter.html) (subscribe)

**Lori Davis:**

<http://davisva.com/Contact!.htm> (sign up on Contact Page)

**Wendy McClelland:**

<http://www.thinkwithoutboundaries.com/newsletters.php> (for back issues)

**Michelle Ruble:**

[www.micsmaternity.com](http://www.micsmaternity.com) (sign up here or email [michelle@micsmaternity.com](mailto:michelle@micsmaternity.com))

**Bonnie Davis:**

<http://www.articlesubmissionsites.com/newsletter.htm>

**Heidi Whitaker:**

<http://www.healthydivas.com/newsletter.html>.

**Garland Coulson:**

<http://www.ebusinessstutor.com> (subscribe on homepage or via RSS feed)

**Angela Betts:**

<http://www.resumeritr.com/Ezine.html>

**Ann Zuccardy:**

<http://www.thewildwe.com/Newsletter.html>

**Dina Giolitto**

<http://wordfeeder.com/newsletter1105.html>

**Ron Kirkland:**

[http://home.ezezine.com/214\\_2/](http://home.ezezine.com/214_2/) (archive)

**Deborah Martin:**

<http://www.portagecoach.com/newsletter.html> (archive)

**Christopher Knight:**

<http://Ezine-Tips.com/>

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

<http://BestEzines.com/subscribe/>

**Linda Miller:**

<http://www.SpiritualEntrepreneurToday.com> (subscribe here)

**Nicole Bades:**

<http://www.naturallyherbs.com/herbnews.shtml>.

**Nicole Dean:**

<http://www.showmomthemoney.com/sitepromotion.asp>

<http://showmomthemoney.blogspot.com/> (past issues)

**Laura Wheeler:**

<http://www.adventuretech.us/supermom/newsletter.htm>



## FINAL WORDS:

A huge THANK YOU to all the members of Article Marketing Mania who have helped me rock this network for the past 5 months.

It wouldn't have been even half of what it was without your enthusiasm, kindness toward each other and generous contributions.

All the best,

A handwritten signature in blue ink that reads "Dina". The signature is written in a cursive, flowing style with a large initial 'D' and a decorative flourish at the end.

Dina Giolitto  
Article Marketing Mania Moderator  
Ryze.com

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