

# Kickstart Your Article Writing

## *9 Ways to Jump Start Your Article Writing*



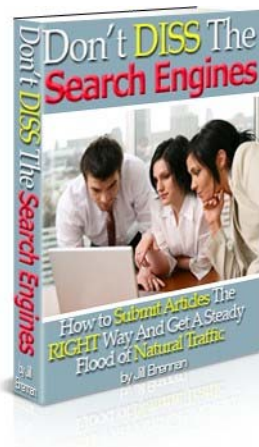
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This ebook is designed to assist anyone who writes articles or wants to write articles to promote their website. This could be you, your customers or your website visitors.

Proudly Brought to You By  
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Writing articles is one thing but the whole point is to get them spread out over the web so that search engines and web users can find your site. How do you that in a way that maintains the integrity of your article and gives you the best reach possible?

Find out exactly what you should do and what to avoid with this free ebook:



## **Don't DISS the Search Engines**

***How to Submit Articles the  
Right Way and Get a  
Steady Flood of Natural Traffic***

In this ebook you'll learn:

- How to make maximum use of your resource box to bring in traffic
- How to speed up your article submissions
- The top 10 article directories you must submit to
- How to easily find announcement lists and ezine publishers to submit articles to
- Why you need a unique article title and how to make sure you've found one
- Step by step guide to article creation and submission
- Things you must do to make sure your article doesn't get rejected by article directories and ezine publishers.

If you don't already have a copy of this excellent free ebook then follow this link to get yours today: [How To Submit Articles](#)

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## **Introduction**

Article writing can be difficult when you are first beginning. You want to get the word out about your website or products and know that writing articles is a great way to build credibility with internet users and the search engines.

The temptation is to write a glowing sales pitch about your product or offer. One word for you: Don't. Save the sales pitch for when they get to your site. And that's where articles come in. The job of an article is to get visitors to your site. They aren't re-modelled sales letters. You have to give a bit to get a bit. You give out some valuable information and the reader will give you their time and read what you have to say.

Writing articles that you want to release to a wide online audience are all about demonstrating your credibility by providing useful information for the reader. And useful information doesn't include how fantastic your product is and how it's going to change their lives. Even if it will do that, you can't write an article about it and expect to get it published.

So how do you write an article that others will want to read and not only that but it will make them want to take action and click on the link to your site?

It goes back to that old chestnut – find out what people want and then give it to them. How many times have you heard that before?

### **How exactly do you do that?**

You find out what web visitors are searching for by doing keyword research, find out what the hot topics are from message boards and blogs, look at your own web stats and see what terms are already bringing traffic to your site. You could also put up a page on your site where you ask visitors to tell you if they are wanting specific information or it could be a survey page making it easy for visitors to give feedback.

Or if you offer a search function on your site use a tool like [Hitslink](#) to track the path people take as they navigate through your site and the search terms they use along the way.

I did this recently with one of my websites. I have a potty training website and I noticed from my web logs that I was getting a few searches from people interested in 'how to potty train boys' so I wrote an article about it. I already had various articles on how to potty train, when to potty train, different potty training methods you could use but I didn't specifically have one about potty training boys. Now, between you and me I don't think there is a lot of difference between potty training girls and potty training boys but some of my web visitors obviously did and so I gave them what they wanted.

Keyword research is very important and is normally the seeding area for article topics. There are a few options when it comes to keyword research. You could use a tool like [Wordtracker.com](#) which is a comprehensive search tool. The downside is that you pay a recurring fee to access the information.

If you wanted to only pay a one off fee then you could use a software program like [Keyword Elite](#). Whether you are interested in Google Adwords or Adsense, it produces long lists of suitable keywords for you to choose from.

If you want to get the best keyword search tool around then you can't go past a sophisticated tool like [Themezoom](#). [Themezoom](#) operates on a monthly recurring fee but you get a lot of valuable data for your subscription payment. While the full depth of what it provides is beyond the scope of this ebook, it is a very comprehensive research tool. With respect to articles, it tells you exactly which keywords are best suited for article content so you can just go through the list and pick out those keywords and write an article about each one.

So let's say you've done your research and you have a keyword that you want to write about, what next?

It's not always easy expressing yourself on paper or on the screen. You want your words to convey your knowledge about a subject so that your reader takes action. How often have you ended up staring at a blank screen for so long you gave up? Or, you try a few lines only to delete them all and start over. Again.

Why is it so hard to talk about your subject matter? How can you write an article that you will feel proud to have your name on and one that will

prompt the reader to visit your site? Where do you start? Read on and your questions will be answered.

## **Article basics**

One thing that can make writing articles difficult is that you don't always know what it is you want to say. If the site you are promoting isn't one that you know a lot about then it can be difficult to know how visitors to that site think, the sort of language they use, what they value, what they care about. This is especially true where you are using PLR content (pre-prepared content that you are able to freely change and adapt for your own use) and have put up a site because it is an attractive market niche and not because you have an inherent interest in the topic.

But whether it is a topic that you know inside out or have only recently become acquainted with, the rules of article writing remain the same: you need an introduction, body and a conclusion.

Probably the biggest stumbling block is the space between your ears – if you continually tell yourself that you can't write then you are probably right! While you may never win an award for your writing, most people who finished their schooling can write a 400 word article. Don't be so hard on yourself and don't expect that you'll put in a star performance first time round.

You need to remember that an article is not an exam. It's nothing to stress over. You will not be marked for how you express yourself. Your reader will primarily be interested in what you are saying, not so much how you say it.

## ***Ways to Kickstart Your Writing***

Here are 9 ways to kickstart your article writing:

### **1. Wikipedia**

Use [Wikipedia](#) to look up your subject matter. Wikipedia is a great free resource that can provide facts about a particular subject you are researching but it can also prompt ideas for articles. For example, I was looking up a topic for one of my sites the other day and I noticed that they had a term highlighted in red which meant that they didn't have any content for that particular keyword yet it was listed in the main page about my subject matter which meant they considered it an important component of the topic. So I did a small amount of research (see the next point about search engines for more details on what I did) then wrote an article about it.

### **2. Search Engines**

Use the **search engines** to find facts. In my keyword research for an article topic, I came across a keyword that I wanted to write about. The problem was that I knew next to nothing about it. So I typed the term into Google and then visited a few different sites to find out what it was all about. I visited more than one site so that I wasn't at risk of plagiarizing their content and also to make sure that I'd covered all the main points, taking notes along the way. Then I turned my notes into an article. In my opening I defined the term. The body was taken up explaining how that keyword applied, when it didn't apply, and how it could be managed or overcome. My conclusion was about the importance of researching to find out the facts about the matter.

### **3. Mindmap**

Try creating a mind map – you can either do this on a piece of paper, a whiteboard or by using free software like [FreeMind](#).

Mind mapping is a very useful technique when it comes to creating an article because it helps you to brainstorm information related to your topic and then visualize the structure. It also makes it easier to develop body content when writing out your article in long form.

From the time we are old enough to learn how to write in school, we're taught to organize our thoughts in a sequential way. This is line by line, left to right, top to bottom on the page. You may have even learned how to prepare articles that way already, writing them out word for word.

But that's not how our mind actually works. We have to train our minds to think this way. When you are preparing an article, you don't think in terms of points and sub-points. Most people usually think in terms of separate idea links. We will conceptualize a fact here ... a statistic there or a personal anecdote, etc. Mind Mapping is simply a technique that is used for translating these mental ideas to paper. It will help you to:

- put your ideas on paper quickly so that they are remembered later
- build an article out of disorganized thoughts, ideas and fragments of ideas

The basic idea when you are mind mapping is that instead of writing out your article in its entirety, you draw it in pictures. This naturally means that a mind map is just a sample of your article, only in pictures or half sentences. Think about your subject in terms of 'how to'.

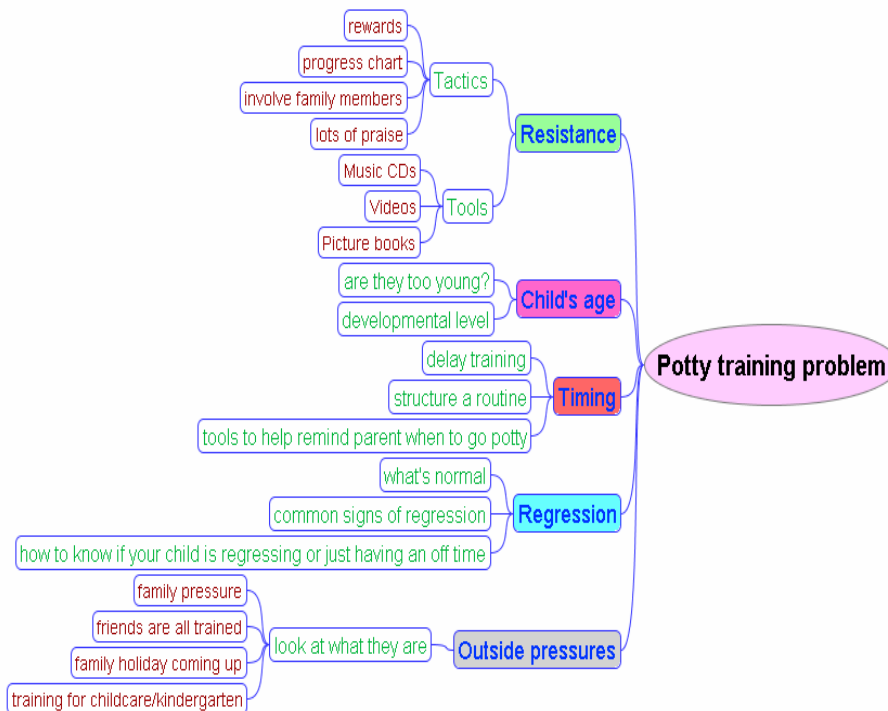
Here's a quick overview of how to create a Mind Map:

- Start your mind map by using a blank piece of paper and a set of colored pencils or markers.
- Draw your keyword/topic in the middle of the paper.
- Draw lines like branches coming out of it - one for the introduction, one for the conclusion, and one for each main point in your article.
- Identify each line with a symbol or other picture that will help you to easily identify the point. If you can't think of a picture, label the line with a word.
- If you have many different sub-points to make, draw other lines branching out from your main points and repeat the process.

Here is a sample mind map that can be used for articles. As the

diagram shows, each idea should be placed in a separate bubble all its own. It can be filled with pictures or whatever you need to use that will help you recall it later.

So for example, if my keyword was 'potty training tips' my mind map using Free Mind might look something like this:



As I drilled into 'potty training problem' I realized that unless I wanted a general article about the common potty training problems that parents face with their children, it was probably too broad. From the above I could probably get five articles – one for each sub heading. If I take one of the sub headings and go into it in more depth then I would probably find that there is still more articles that could be written about this topic.

The other approach is to use variations on the main keyword as a way to cover all the topics that have come up – so I could have 'potty training problem', 'potty training problems', 'potty training advice', 'potty training help' – and cover different aspects of the above mind map with each one.

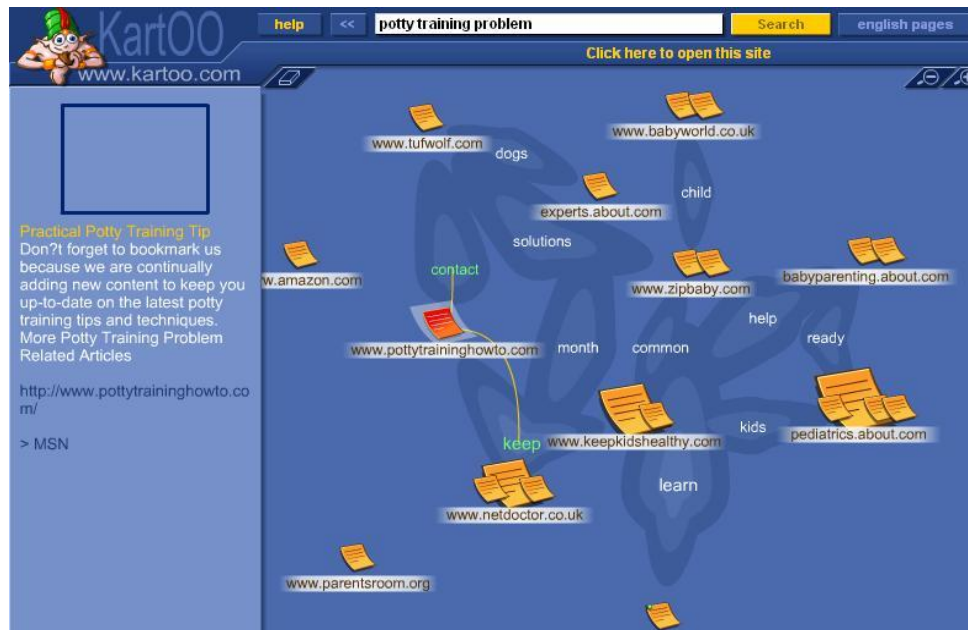
#### 4. **Kartoo**

Use a neat free tool called [Kartoo](#) which produces visual maps around a particular keyword phrase. It does this by searching on meta information and refers to itself as a meta search engine. It tells you the most popular sites associated with a particular phrase and what the related words and topics are that are often associated with it. You can then drill in further to be more specific and again see what sites show up.

If I run a search on 'potty training problem' this is the result I get:



If you scroll over a site you can read the meta information for that site in the left hand column. It's a great way to find out what your competitors are up to and you can easily visit the sites listed and see what sort of topics they are writing about and get some ideas there.



You can also use the list of topics from the topic selection list as a way to jumpstart your article writing. Do this by making a note of the related keywords and try to weave those into your article or use them as topics for your body paragraphs.

For example, with potty training as our keyword, 'teaching your child' comes up as a possible topic. If I click on that it will search for 'potty training' and 'teaching your child' and it comes up with 10 websites and a number of related words like **start**, **issues**, **learn**, value, **parents**, **diapers**, **toilet**, **tips**, **recognize**, begin, **guide**, need, **hygiene**, **toddlers**.

Based on that in my opening paragraph I could talk about how it is a **learning** time for **parents** as much as children. I'd also talk about how going to the **toilet** can be scary for children and how they maybe reluctant to leave their **diapers** behind.

And then in the body have the following paragraphs:

- when to **start**
- how to **recognize** the signs your child is ready
- how the parent's role is to **guide** their child
- the importance of establishing good **hygiene** practices
- **issues\*** that are likely to arise

- **tips** to make it easier

A couple of lines about each of the above will flesh out the main body and then my conclusion would probably be something about how all **toddlers** are different and **parents** need to be **guided** by their child.

\*Some of the words that come up may represent a large area for discussion and might be best left for another article or series of articles but you could include a brief mention just to indicate that you know what you're talking about.

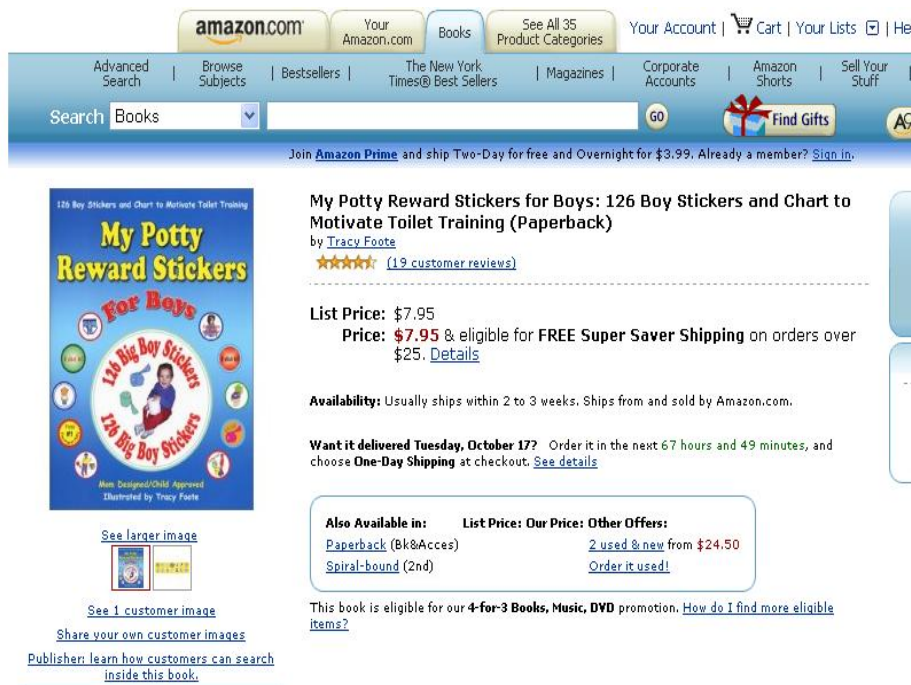
## 5. **Forums**

Visit some forums related to your topic. You should have a list of forums in the favorites folder of your web browser that relate to your site (and if you don't put one together as soon as you can!). Go visit a few of them and find out what sort of questions people are asking. Look for common questions, scan the responses and put together bullet point list of answers. Then use the bullet points as paragraph topics for the body of your article. If there are several answers to a question, don't feel you need to know exactly which is the 'right' one. Discuss them in terms of 'here are solutions that have worked for other people with similar problems'. You could even talk about the pros and cons of each different method.

## 6. **Amazon**

Amazon is a great market research resource. Look for products on your topic and see what sort of areas they cover in their book.

If we go back to the potty training example, running a search on 'potty training' in Amazon brings up a range of products from books, to audio CDs, potty training chairs, children's books, and reward stickers. Pick an area to focus on, it could be reward stickers. Sort the list of results by bestsellers and then click on the top product.



The above product is the top selling potty training sticker book on Amazon. Based on the above product information and 19 customer reviews you could write an article about the pros and cons of using reward stickers to motivate and encourage a child to potty train.

Depending on the type of site you have, you could review several different products and put in an affiliate link to each. Or if you sell potty stickers yourself you can compare the products offered by Amazon to what you offer and talk about the benefits of each. If you follow this approach don't just bag the competition, actually take the time to explain why your product is better, outline the benefits of your product compared to other similar offerings.

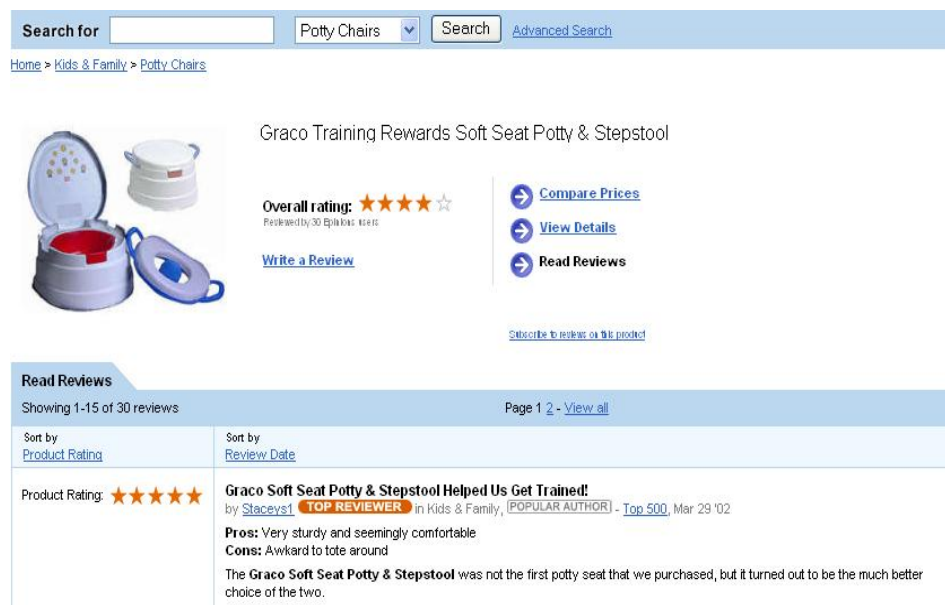
## 7. FAQ

FAQ (Frequently Asked Question) web pages and the technical support knowledge base found on different sites can be a great way to gather information that you can use in your articles. This information is especially helpful if you decide to write a product review because it shows you what areas of concern users of the product have (they are frequently asked questions after all!) and also allows you to 'get inside' a product without having to actually

purchase it.

## 8. Epinions

[Epinions](#) is another site you can use which gives you customer feedback on specific products. Still using our example topic, I typed in 'potty training' and found 56 results. While some of the products listed were missing reviews, I did find one product - Graco Training Rewards Soft Seat Potty & Stepstool – that had 30 reviews, each talking about the pros and cons of the product.



Search for  Potty Chairs  [Advanced Search](#)

[Home](#) > [Kids & Family](#) > [Potty Chairs](#)

Graco Training Rewards Soft Seat Potty & Stepstool

Overall rating: ★★★★★  
Reviewed by 30 Epinions users

[Write a Review](#)

[Compare Prices](#)  
[View Details](#)  
[Read Reviews](#)

[Subscribe to review on this product](#)

**Read Reviews**

Showing 1-15 of 30 reviews Page 1 2 - [View all](#)

Sort by <a href="#">Product Rating</a>	Sort by <a href="#">Review Date</a>
Product Rating: ★★★★★	<b>Graco Soft Seat Potty &amp; Stepstool Helped Us Get Trained!</b> by <a href="#">Stacey1</a> <b>TOP REVIEWER</b> in Kids & Family, <b>POPULAR AUTHOR</b> - <a href="#">Top 500</a> , Mar 29 '02 <b>Pros:</b> Very sturdy and seemingly comfortable <b>Cons:</b> Awkward to tote around The <b>Graco Soft Seat Potty &amp; Stepstool</b> was not the first potty seat that we purchased, but it turned out to be the much better choice of the two.

In terms of putting together an article it's then a case of reading through the list and noting down all the pros that are similar and all the cons and then writing up a review based on your list. In this instance, most users liked the fact that the seat was padded and sturdy but on the con side felt it wasn't easy to carry around and that you needed to have space to comfortably place it in the bathroom.

If I was writing an article about this, I would elaborate on each point. For example, I'd talk about why it is important to get a comfortable potty chair, and why it needs to be sturdy and whether being able to move it easily is really a big deal or how it is crucial to

your potty training success. You get the idea – you pick a point and discuss whether it is likely to be a problem or not, and who it maybe a problem for.

#### **9. Ask For Answers**

If market research is your weak spot then try posting a question on one of the different online answer services and then use the response as the basic research material for your article. Some good ones to try are:

<http://answers.google.com>

<http://answers.yahoo.com>

<http://experts.about.com>

<http://www.askbar.com>

You can also search through the database on these sites to find answers to similar questions that have been asked before and then use that information to flesh out your article. It can also be a way to find out what questions people are asking – you can bet that if a few people asked questions about an issue there will be a whole heap of others that have the same question but didn't bother asking.

### ***What If You Really Can't Write?***

If writing isn't something that you enjoy, you don't have time to spend writing articles or your articles don't turn out as you'd like then you have two options. You can either hire someone (usually known as a ghostwriter because although they do all the work, you get to put your name to it) to write articles for you or you can join one of the many PLR sites around and use the articles provided there as a starting point for your own article.

PLR refers to Public Label Rights and basically the content that you find in these monthly membership sites can be changed in any way and used by you however you see fit – you can re-write them and submit them to article directories, put the content on your website, send them as autoresponders, compile your own ebook to sell or giveaway, chop them into bite sized tips etc

Naturally there are pros and cons for each method.

## **Hiring a ghostwriter**

### **Pros**

- If you've chosen your ghostwriter well then you get an article based on the specific keyword of your choice.
- Saves time freeing you up to work on other things.
- Makes it easier to stick to a submission schedule.

### **Cons**

- Finding a good ghostwriter can take some trial and error. Sites where you can look for a ghostwriter to work with are listed in the resource section at the back.
- It can get expensive depending on the number of articles you require.
- You will need to spend time making sure that your writer is on track and that the content they provide back to you is original and reads well.

## **Using PLR Content**

### **Pros**

- It can be a more cost effective solution as a monthly membership fee may be less than the cost of a few articles (depending on the price per article you are able to negotiate with a ghostwriter, this can vary between \$5-20 per article).
- Many people find it easier to re-write an existing article than start off with a blank screen.

### **Cons**

- The topics covered may not be what you are looking for and may not be able to be adapted to work in with your selected topic. PLR sites like [Infogoround](#) have a variety of different articles that you can search through to find something that suits but other PLR sites produce content around specific niches that change each month (Details of quality PLR sites are listed in the resource section at the back of this book).
- You still have to do some writing to re-work the article to suit.

## Recommended Resources

### *Keyword Research*

[Wordtracker.com](#) – variable signup periods for members from 1 day to annual. Popular choice for many internet marketers.

[Keyword Elite](#) – one off payment for software that gives you keywords for Google Adwords and Adsense.

[Latent Semantic Indexing](#) or LSI is the next big thing in keyword research and [ThemeZoom](#) helps you find related words, including long specific phrases, but also synonyms that you may otherwise miss. The keyword report actually makes recommendations about what words are good for article content, for blogs, penny adsense clicks etc.

### *Article Content*

#### **PLR Sites**

##### [PLR Pro](#)

You get 10 article packs per month with 40 articles in each and header graphics that you can use as is or adapt to suit. Has an active forum where you can get help if you need it. Also offers access to a unique article directory and blog with a Page Rank 6 just for members as well as a custom article writing service.

##### [InfoGoRound](#)

For a monthly membership fee you get ebooks and articles that you can adapt and use on your site or sell. Has web creation tools too.

#### **Freelance Writing Sites**

[Elance.com](#)

[Rentacoder.com](#)

[Writerlance.com](#)

[Guru.com](#)

## ***Kickstart Tools:***

### **Research resources:**

- [Wikipedia](#)
- [Kartoo](#)
- [Epinions](#)
- [Amazon](#)
- [Google Answers](#)
- [Yahoo Answers](#)
- [About Experts](#)
- [Askbar](#)

### **Helpful software:**

[FreeMind](#) – free mind map software

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