

**EZINE ARTICLE WRITING**  
**\*10 STEPS TO SUCCESS\***

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Tips for successfully writing ezine articles  
from inspiration to publication, step by step.

By Elaine Currie

<http://www.HuntingVenus.com>

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## INTRODUCTION

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My name is Elaine Currie. I am a writer and the owner of several websites. I have been working online since early 2004.

As a website owner I am well aware of the benefits of writing original articles and getting them distributed and published online. I am also aware that some people find it so hard to get started on writing their first article that they give up and never get to enjoy any of the benefits.

Thank you for downloading this copy of Ezine Article Writing -10 Steps To Success. I hope this book will help you to find your way easily through the process of writing ezine articles and getting them published. In fact, I am positive that you will find it easy to manage the process by following the 10 steps.

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## CHAPTER 1

### GENERAL RULES

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Rules apply to just about everything we do and ezine article writing is no exception. Rules are made for a reason, so its a good idea to take notice of them. These are some general rules to bear in mind if you want to become a successful ezine article author. Think of these rules as tips because their purpose is to help you.

#### ● Rule 1

If the rules of article writing were going to be reduced to only one, this one would be it: Never, never, never talk down to your readers. People read articles to obtain information or to be entertained, they don't want to be lectured and won't take kindly to being patronized. Being able to write does not make you better than your readers (and don't forget many of them will be writers too) any more than being blond or double-jointed would. The ability to write simply means that you were born with (or have learned) how to pass on information coherently in writing. If you treat people like dummies, all the writing ability in the world will not make you popular. Would you want to read anything written by a person who clearly thinks you are a dummy?

#### ● Rule 2

Do not plagiarize other writers' work. It is fine to read articles by other authors, in fact, that is a great way to get ideas and to stimulate your own creativity, but never copy somebody else's writing. Imitation might be the sincerest form of flattery, but direct copying is simple theft. To find pirated writing, all anyone needs to do is type a few words into an online program (such as you will find at [Copyscape](#)) and the truth will be revealed in seconds.

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General Rules continued...

### ● Rule 3

If you are new to writing, stick to subjects that are familiar to you. There are certain techniques you need to learn in order to produce articles suitable for ezine publication. Don't give yourself the added work of needing to research unfamiliar topics. You can broaden the range of your articles when you have mastered the basic techniques of writing for ezines.

### ● Rule 4

When you progress to writing on unfamiliar topics, research thoroughly; don't try to get away with general waffling. Never try to use padding to get an unsubstantial article to reach the required number of words. There are legitimate ways to boost your word count if you find you are struggling, but waffle and padding aren't the way.

### ● Rule 5

Take pride in what you write and give it the most professional finish you can manage. Once published online, an article is out of your control and you won't want a poorly-conceived or badly-written article to come back and haunt you.

## CHAPTER 2

### EZINE ARTICLE WRITING

#### WHAT, WHY AND HOW

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#### ● What is an Ezine?

The word ezine is short for "electronic magazine". Instead of going to the shops to purchase a magazine, you can read online ezines (most are completely free of charge) on your computer. The term ezine is used to describe newsletters and online magazines which exist online for every sort of profession, hobby or interest you can possibly imagine. An ezine can be a one page text email distributed to a list of subscribers, a single web page, or the multi-page online equivalent to a big glossy magazine complete with news, articles, special offers and advertising. Ezine editors are constantly on the lookout for articles relating to their niche topic to include in their publications.

#### ● Why write Ezine articles?

There are various reasons why people might want to write articles for publication. For instance, they might want to become famous or they might have a burning desire to share their knowledge and experience of a particular topic. However, the usual reasons for writing articles for publication online relate to a desire to make money, and there are two basic ways ezine article writing can help you to do this.

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Ezine Article Writing – What, Why And How continued...

### ● **Show me the money!**

The first way to make money from writing articles is to do so as a ghost writer. This means you write an article and then sell it to somebody who will publish it under their own name. When you do this, you give up all rights to the article: the article belongs to the person who buys it just as if they had written it themselves. If you subsequently publish the article, or any part of it, elsewhere you will be in breach of copyright and liable to prosecution.

Don't be tempted to try to cheat the system. The Internet is a big place but it is very easy for anyone to check to see if their copyright is being infringed. Anyone can visit a website such as [Copyscape](#) and check (free of charge) for evidence of plagiarism. If you get caught plagiarizing or re-selling articles, your lucrative career as a ghost writer will come to an abrupt end. People are prepared to pay well to have good quality articles written for them but they must be original articles.

The second way to make money from writing articles is to use them as a means of promoting your online business. To make money from a business website, you need visitors. There are no ifs or buts about this principle: if you don't have visitors to your website, you will not make any money from it. Writing articles and having them published in ezines is a very effective method of online advertising. This method of advertising also has the advantage of being free.

### ● **A note about ghost writing**

If you are writing articles with the intention of selling them, you give up your right to claim ownership in a resource box or bio. As stated above, by selling your article, you give up *all* rights to it. Please note that any reference made herein to using an author's resource box or bio is not applicable to articles you are writing with the intention of selling them; the person who buys the article is the only one entitled to add a resource box to it.

## CHAPTER 3

### USING EZINE ARTICLES TO PROMOTE YOUR WEBSITE

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The main reason webmasters write articles is to use them as a free method of promoting their websites. Well-written original articles can be used as a powerful form of advertising. The following is a brief outline of how your articles can work for you.

#### ● **Writing articles as original content for your website pages**

This works in a couple of ways. Firstly, the search engines love unique content and are absolute fools for anything new. Adding keyword-rich unique articles to your website regularly, will keep the search engine bots coming back frequently to update their indexing of your website.

#### ● **Submitting articles to ezine directories**

Article directories are where ezine editors go to find new articles to publish in their ezines. They are also visited by people searching online for information. When you submit an article to an ezine directory, it has annexed to it what is known as an author's "resource box" or "bio". This is a piece of text that you write to promote your website or a particular product. This is where you include a link to your website, so that interested parties can click through to make a visit.

#### ● **Benefits of submitting to article directories**

Having your articles posted at free ezine directories has a twofold benefit. The first benefit is that it gives you a one-way link back to your website. This improves your website's ranking in the search engine placement. This is what Google calls "PR"(short for Page Rank). A link back is like a "vote" for your website. The more votes you get, the more *important* your website will appear to the search engines and this will earn you a higher place in search results.

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Using Ezine Articles To Promote Your Website continued...

The second benefit is that real people read ezine articles. If people choose to read your article, it is logical to suppose that those persons are interested in your subject matter and, therefore, are potentially customers for the items you are offering on your website. This makes those persons "qualified traffic", ie. people who are more likely to be converted into actual customers than a person who has just arrived at your website by accident.

## ● **Having articles published in ezines**

As well as submitting your articles to ezine directories and waiting for ezine editors to find them, you can take further action to get your articles circulated by submitting them direct to ezine editors for inclusion in their newsletter or ezine. Most ezines will accept free content (provided it is suitable). Some will do so only as part of an article swap, so you would need to have your own ezine to do that. There are a few ezine publishers who treat such submissions as classified advertising and require payment, so you need to check the terms and conditions of publication at each individual website.

## ● **The viral effect of article publishing**

Most webmasters will admit to feeling a warm glow whenever they get a chance for some free advertising. Getting links and real live visitors from ezine directories is enough to start that glow, but when they start to realize the power of article publishing as a viral marketing tool, they get positively hot under the collar with excitement! The viral effect is great because it works without any additional effort on the part of an author.

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Using Ezine Articles To Promote Your Website continued...

## ● How the viral effect works

You start by submitting your article to an ezine article directory. The viral effect comes into play the first time your article is picked up and published in an ezine as follows:

- 1 That ezine is circulated to its subscribing members.
- 2 Some of those subscribers will have their own ezines or websites and they will use your article as content.
- 3 Some of their subscribers will have their own ezines or websites and they will use your article as content. Start reading again from "2"...

To benefit from the viral effect, you need to write articles that appeal to human readers and not just to search engine bots. The articles need to have the following attributes:

- Interesting content
- Good grammar, spelling and punctuation
- Material that will not date too quickly
- Desirable keywords

An article with all the above will continue to spread throughout the Internet for literally years to come with no intervention from the author and at no cost.

### CHAPTER 4

#### STEP 1 CHOOSE A TOPIC

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Choosing your topic is the obvious place to start writing an ezine article. If you are writing an article for use in promoting your own website, it is best if the topic is related to the content of your website. This, however, probably leaves you with a huge choice of subject matter and you will have to narrow your focus until you can decide on one aspect of your subject and the slant from which you will approach it when writing your article.

To have immediate appeal you should choose a hot topic. Think about what people are talking about on forums and in ezine articles that you have read recently. Check with Google and Yahoo to find recent popular search topics. Have a look at some Yahoo groups. Read some popular blogs. Get a feel for what is causing a buzz of interest online. If you are writing about hot topics that are likely to go cold within a very short time, it is vital to get your article written and submitted to the directories as quickly as possible. Old news is not news.

For an article that will carry on working as a viral marketing tool, choose a topic that won't date too quickly. For instance, an article about the current top boy band or TV soap might get you instant attention but its relevance will fade swiftly. An article about childcare or the rules of chess will still appear fresh and informative years from now.

If you are writing articles to promote seasonal products, remember that you should be working several months ahead so that your articles will have time to be distributed by the beginning of the season. It's no good waiting until November to start writing articles to promote Christmas-related products.

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Step 1 – Choose A Topic continued...

Whatever you choose to write about, the best topic will be something that interests you. If you are not interested in the topic, it will be more difficult for you to write the article and your readers will be able to sense your lack of interest. You will not be able to inspire enthusiasm for the subject in your reader if you have no passion for it yourself. If you are interested in the subject, this will show in your writing. Enthusiasm can be infectious. If your readers can detect that you share their interest in a topic, they are far

more likely to look for other articles you have written and to visit your website for more information.

When thinking of suitable topics for ezine articles, remember that certain topics are forbidden by virtually all article directories (certainly by all the largest ones). The article directories want articles that are fit for general consumption. To be safe, make sure you avoid topics promoting racial, sexual or religious discrimination, war, drug abuse, pornography, tobacco, firearms or anything illegal. Do not write anything defamatory or libellous about another person. Do not produce articles that are "spammy" ie just thinly disguised advertisements for a particular affiliate program.

Although material promoting affiliate programs is to be avoided, carefully crafted reviews of products will be accepted by some article directories. A glowing recommendation would be much less likely to be accepted than a balanced review setting out the pros and cons. It is important to make the wording as impartial as possible; it is not a good idea to submit a "rave review" to an article directory. Save the raving for your classified ads or your blog.

### CHAPTER 5 – STEP 2

#### RESEARCH YOUR SUBJECT

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The number one reason people search the Internet is to obtain information. Always bear in mind that people will read your article expecting to receive correct information. Therefore, you must carry out sufficiently thorough research. The nature and extent of your research will depend upon the type of article you intend to write.

If you are writing an article about your own experience or viewpoint, you probably won't need to do much in the way of research (apart from checking exact dates etc) unless you want to add references to some contrasting views which have been published by other people. Obviously, if you are writing an article which includes statistical information, you need to make sure your facts and figures are correct. Do not invent your own statistics or state guesswork to be facts.

Make sure you quote the sources of any statistics or quotations you use in your articles. As a courtesy to your readers you could include links to any relevant websites. At the very least provide the full name of the resources you quote from.

Research is important for things like making sure of the exact date an event took place or checking the spelling of a name or checking the source of a well-known quotation. It is not, however, a substitute for understanding. You must have at least a basic knowledge of your subject matter in order to write about it in an informative way. Anyone planning to write good quality articles should not even dream of trying to get away with just regurgitating a string of half digested facts. If you don't really understand the subject, there is absolutely no way you will be able to pass on anything worthwhile to your readers.

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Step 2 – Research Your Subject continued...

If you think I am over-emphasising the importance of knowing your subject, try a small experiment. Do some Google searches for articles about your home town or some other place you know well. Read the articles and see if you can tell the ones written by people who have actually been to the place they have written about from the ones written by people who have cobbled together pieces of information obtained third-hand. Or do a similar exercise with articles about something you have experienced personally, such as acne, riding a motor cycle, childbirth, salmon fishing or anything else that you can vividly recall. Trust me on this, you will be able to tell which of the articles have been written from first-hand knowledge.

### CHAPTER 6 – STEP 3

#### INVENT A TITLE

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The mechanics of constructing an eZine article title to appeal to search engine bots could probably fill a whole book but, to give you an idea of what's involved, here is a condensed version.

The title can make or break your article. A title for an article is just as important as a headline for an ad. As you are writing articles to use as promotional material, this is not surprising.

Thinking up the best title for your article is tricky because there are two big considerations here: the differing tastes of search engines and humans. To get noticed by the search engines, your title needs to contain keywords relevant to the content of the article. To get noticed by humans, your title needs to stand out in some way that will intrigue them sufficiently to make them want to read the article.

It is usually possible to combine good keywords with an attention-grabbing phrase but sometimes you will know you can't please both search engine bots and humans and you just have to make a decision to appeal to either one or the other. The keywords that will alert the search engines might not be attractive to humans while a really great eye-catching title will be ignored by the bots. In this situation, I would say it is always best to cater for the human visitor. If your title doesn't grab people's attention they will never read the rest of the article. If they don't read the article, they won't see your resource box. You get the picture? The most important consideration should always be what will please your readers.

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Step 3 - Invent A Title continued...

Trying too hard to attract the notice of the search engines can result in horribly unattractive titles. Repetition of keywords in an article title is advised as a way of attracting the likes of Googlebot. If your article is based on a single keyword, this can be done elegantly enough for human visitors to be oblivious to the device you are using. If, however, your article is based on a long tail keyword phrase this would not work at all well. Putting it into your title twice would produce a clumsy-looking result which would be difficult to read, whereas the desired result is that the title should seem to flow naturally. If you write a lengthy, convoluted title, potential readers will be put off by it because the logical assumption is that the rest of the article will be written in the same style.

The first 3-5 words of your title are the most important ones so don't waste them by using words like "The Top Ten Best Ways To...", "The Day I...", "An Extremely Interesting And...". Humans respond to certain words on an emotional level but the bots are simple creatures; they won't be excited by being told your article is about something "Extremely Interesting": they want to be fed on the keywords they know.

Put your keyword in the first 3-5 words and make sure your title is relevant to the article content. For example, instead of having "The Ten Best Ways To Alleviate An Unpleasant Outbreak Of Acne Using Herbal Remedies" as your title, it is better to use "Acne Cures: Top Herbal Remedies". This has the advantage of giving you the key phrases "acne cures", "herbal remedies" and "acne remedies" within your first 5 words. This title is snappier and will appeal to humans scanning your title as well as to the search engine robots looking around for recognisable keyword phrases.

The most powerful word in copywriting is said to be "free", but don't be tempted to use it unless you are promoting something that really is free. Here is a list of keywords well-known by copywriters to trigger a response in humans:

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absolutely advice affordable alert amazing announcing approved astonishing attractive authentic bargain beautiful better big bottom line breakthrough challenge chance colossal colourful compare competitive complete compromise confidential crammed daring delighted delivered destiny direct discount easily easy edge emerging	helpful highest how to huge hurry imagination immediately important improved information informative innovative insider instructive interesting introducing it's here just arrived key largest last last minute latest launching lavishly liberal lifetime limited love lowest luxury magic mainstream mammoth miracle monumental	reduced refundable reliable remarkable revealing revisited revolutionary sale scarce secrets security selected sensational shrewd simple simplified simplistic sizeable skill soar special special offer spotlight startling strange strong sturdy successful suddenly superior surging surprise survival technology terrific tested
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endorsed energy enormous excellent exciting exclusive expert exploit famous fascinating focus fortune free full fundamentals genuine gift gigantic greatest growth guaranteed	new noted now obsession odd opportunities outstanding personalized perspective pioneering popular portfolio practical professional profitable promising proven reward quality quick quickly rare	the truth timely tremendous ultimate unconditional under priced unique unlimited unlock unparalleled unsurpassed unusual urgent useful valuable value wanted wealth weird wonderful
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### CHAPTER 7 – STEP 4 WRITE IN SECTIONS

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Planning your article in sections will help you, particularly when you are new to article writing, to keep control of the structure of your articles. One of the best descriptions of article planning I have ever read describes using the model of introduction, article body and closing as follows: "Tell them what you're going to tell them, tell them, tell them what you just told them." Although that was written tongue in cheek, it is excellent advice on how a good article should be structured.

Most article directories will refuse to accept an article consisting of fewer than 500 words; the most suitable length for an article is between 500 and 700 words. Let's go for 500 words for our first attempt. That might sound a lot but, if you look at the structure of most articles, you will see that they are broken down into three sections: introductory paragraph, main content and closing paragraph. In turn, the main content will be broken down into 3-5 paragraphs.

Plan to write a brief introduction and closing paragraph and 3-5 paragraphs containing the major points of your topic. Write down headers for each of the points you intend to include in your article. You might decide not to use the headers in the finished article but the headers will help you to stay focused on the point you want to convey in each paragraph.

If you plan your article to have three paragraphs of main content plus the introduction and closing paragraphs, you only need to find 100 words to write in each paragraph, and that is a far easier goal to think about than finding 500 words. When you write the article, you obviously won't have exactly 100 words in each paragraph but this rule of thumb gives you something to aim for.

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Step 4 – Write In Sections continued...

In addition to the body of the article, when you come to submit your article to the directories, most of them require you to provide a snippet or "teaser" consisting of a couple of sentences that will tempt the browsing public to read the whole article. You can choose to write a couple of fresh sentences separately to use as a teaser.

Alternatively, you could use part of your introduction or summary (slightly amended if necessary).

If you find you need more points when planning an article, it is probably better to split the information into two (or more) separate articles. Make sure that each section really is a fresh point and not a continuation of something you covered a couple of paragraphs back. The key to making your writing easy to do and easy to read is dividing up the content so that it is logically organised and does not jump backwards and forwards.

It is vital that the article flows fluently in logical sequence and does not include irrelevant material. If you have planned your article and, whilst writing, suddenly think of a further point related to your topic, don't just add that point. Consider whether it really belongs in that article or whether it would be better used as a starting point for another article on the same topic. Having your headers written down will help you to see immediately whether the new idea really fits in with what you had already planned.

For instance, you might be writing an article about puppy training and suddenly have a flash of inspiration about doggy nutrition. Although the subjects are related, the new piece of information does not really belong in the article you have planned. It would be far better to jot down the idea for inclusion in a separate article about dog nutrition. You can often tell how well a new thought will fit into an article you are writing by asking yourself whether it fits in with the title of the article. So, if your article is called "Training Your Puppy To Walk To Heel", it will be obvious that information about vitamins for adult dogs does not belong in that article.

Having fresh ideas during the writing process often happens. These bursts of inspiration can be used to write articles in themed clusters so that you effectively write several articles in a series or group at the same time. This is a slightly more advanced technique than most new writers would care to tackle, but it is worth cultivating the habit of making notes of ideas for articles as they occur right from the start.

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Step 4 – Write In Sections continued...

A common mistake made by new writers is to try to cram everything they know about a topic into a single article. Putting too much diverse information into an article dilutes the value of the article by making the information in it harder to find. People seeking information, can absorb facts better if they are presented in small relevant groups. If a person wants to learn all about dogs, they will learn more easily by working through a series of articles which each focus on one aspect of dogs. If a person wants to learn about one particular aspect of canine behaviour, they will search for an article dealing with that one aspect. Either of them could be expected to be interested in an article entitled "Why Puppies Chew" but neither of them would choose to wade through a huge article claiming to contain "everything about dogs".

## CHAPTER 8 - STEP 5

### WRITE YOUR ARTICLE

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The following are the three essential elements of good article writing:

- Good grammar
- Correct spelling
- Proper punctuation

These elements are vital and, without using all of them, you won't produce a good article. Missing any of these three will mean that readers would have to struggle to understand what you are trying to convey in your article. Most people reading articles on the Internet would not bother to struggle; they would just click away to a more easily accessible article. An article lacking in any of these three elements would certainly not be accepted for publication in any decent ezine. The whole point of writing is to communicate effectively.

You will not do this without using correct grammar, spelling and punctuation. However, they alone will not ensure that you produce a good ezine article. There are a few additional things you need in order to do that and they are:

- Style
- Content
- Keywords

Style is hard to define because it is a mixture of so many things. For example, it includes the vocabulary you use, the way you build phrases, the way you use punctuation and the tone of your writing. Your style will develop naturally as you continue writing and your articles will become recognisably yours in the same way as people would recognise your photo on your website or your voice on the phone.

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Step5 – Write Your Article continued ...

There is one hard and fast rule of style in ezine writing: no swearing. The rule includes the use of even the mildest oath. The use of profanity is against the rules for publication practically everywhere online. If you want to gain maximum exposure for your articles, make sure you keep them squeaky clean. Even people who are accustomed to hearing bad language, and perhaps even use it themselves, will be affronted if they are expected to read it. There is something different about seeing swear words written down that renders them doubly offensive. If you ever feel the need to use bad language in an article, make the effort to find an alternative way to express yourself.

Write in a way that is natural to you but is still correct English. You need to retain proper English construction which will appear natural to your readers so that your writing does not seem stilted. This is why it is a good idea to read your article aloud before publishing it. Reading aloud highlights awkward-sounding passages. If a sentence is difficult to read aloud or sounds "wrong", revise the phraseology or punctuation so that the sentence will flow easily as you read.

If you are completely new to writing, you will benefit from writing a couple of practice articles before you attempt one for publication. The easiest way to approach this exercise is to take as your topic something you know in detail. This could be a recent visit to another city or a shopping trip or tips for fly fishing or finding a good used motor cycle. Then write about the experience or pass on the tips as if you were on the phone to a friend who wants to know about your experience of the subject. If you keep firmly in mind that you are talking to a friend, you will avoid the dry stilted school essay effect.

The usual rules of writing can be interpreted in a more relaxed way when you are writing for the Internet. It is generally acceptable to use colloquialisms and write in a more conversational style. For instance, the use of "ok" is acceptable in most places. This does not, however, mean there is any excuse to be sloppy. I mentioned this above, but it is worth repeating to reinforce the point: correct grammar, spelling and punctuation must be present in order to enable people to read your article easily and understand what you are intending to communicate to them.

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Step5 – Write Your Article continued ...

There is a rule of proper English usage that appeared for many years to have been carved in stone: a conjunction such as "and" or "but" must not be used as the first word of a sentence. This rule has been softened (actually, overpowered might be a better way of putting it). These words are often used at the start of sentences by copywriters for effect. That is, after all, the way conjunctions are used in everyday conversation. Copywriting has its own separate set of rules, but this misuse of conjunctions has leached out into creative writing. This means that your article would probably not get thrown out by ezine editors if you start sentences with "and", but you need to think of how your readers will view this style issue. Generally, it is better to keep on the safe side and stick to the conventional rule.

Content is somewhat easier to define even though it is still subjective because the value of content is in the eye of the beholder. Your article content needs to be interesting, informative or entertaining but you won't be able to produce an article that would appeal to every single person in the world. The best you can do is to write content you believe is valuable and submit your article to ezines and directories within the appropriate niche. When selecting the category for your article at the article directories, only submit to the category that fits your article best. Don't be tempted to submit to an inappropriate category because it is more popular and you think your article has more chance of being seen there. It does not work like that. People do not locate articles online by browsing random shelves as they might in a library. Make sure your article is where anyone interested in your topic would expect to find it.

Keywords are important to get the search engines to list your articles, but overuse of keywords would have a detrimental effect because it would make your article look like spam. Your keyword should be used in the title of your article, in the first paragraph and in the closing paragraph. Your keyword can also be used in the other paragraphs of the article *provided its use seems natural*. It is impossible to state the number of times a keyword should be used in an article. This depends upon the length of the article and whether use of the keyword seems necessary and natural. It is very important to remember that use of the keyword must seem natural, so you should use it as sparingly as you would in normal conversation. Don't use a keyword repeatedly for no good reason: this is "keyword stuffing". The search engines will recognise it and give your article the thumbs down.

### CHAPTER 9 – STEP 6

#### COUNT YOUR WORDS

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Between 500 and 1000 words is the best size for an ezine article. If you write fewer than 500 words, your article is unlikely to be taken seriously: it will look like a note rather than an article. Anything much over 1000 words might demand more space than an ezine publisher wants to allocate.

Few ezines will accept any article over 1200 words long. If you write an article amounting to over 1200 words, first of all check that your writing is not sloppy, repetitive or unnecessarily long-winded. If your writing is "tight" and every word is informative, split the work into two articles and call them Part 1 and Part 2. Add a paragraph mentioning that the article is one in a series and point the reader in the direction of the url for the other article. You also get double the number of resource boxes that way.

If you have the opposite problem, and find you have run out of things to say before your article has reached the 500-word mark, there are a couple of simple ways to bring your word count up to the level required by the article directories. Make it a rule, however, that you never use artificial padding to inflate your word count. The trick is to add words that enhance the value of your article, and don't just puff it up. These are legitimate ways of boosting your word count:

1. Add a sub-title to the article and use sub headings (if appropriate) for each paragraph.
2. Use quotations. Some articles can be uplifted by the use of a famous quotation, but only use a quotation if it is relevant to your topic.
3. Quote statistics. If your article is not suited to the use of quotations, you might be able to add some statistical information. This, together with details of its source, will add more words.

If you follow the steps set out above, you should find it comparatively easy to write articles of the appropriate length for ezine publication.

### CHAPTER 10 – STEP 7

#### CREATE YOUR RESOURCE BOX

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This is your advertisement and is second in importance only to your article title. Some article directories allow up to 500 words or so for an author's "bio", but most ezines demand that a resource box is limited to about 5 lines. Some insist on as low as 3 lines but 5 is a good average to work on. You need to fit into those 5 lines your name, your website url and a couple of promotional phrases designed to attract the reader's interest so that he or she will click through to your website. Some article directories allow 2 urls or email addresses in a resource box so you could include your website url and your [autoresponder](#) sign up address if you have your own newsletter. I have used [Get Response](#) since 2004 and I now use their service for all my mailing lists.

You will get the best results if your promotional phrases relate to your article content. If your article is about cooking, your readers will naturally expect your resource box to direct them to a web page related to cooking. If your resource box points to a web page about organic gardening, this will confuse and disappoint any readers hoping to learn more about cooking.

If you write articles both on cooking and on organic gardening, you could include links to websites relating to both those niches . This will give your readers what they expect and also provide an additional choice for any reader interested in both subjects but the important thing is to ensure that you don't disappoint the reader.

Some people only ever write articles about one subject and they keep to just one resource box as a form of "branding". This is often done by having a catchy slogan that people will remember and recognise and which will also pique the interest of your readers and tempt them to visit your website. If, however, you revise your resource box to suit each new article, you can include your article keywords in the resource box as well as the article and this is another titbit to tempt the search engine robots.

### CHAPTER 11 – STEP 8 PROOFREAD AND EDIT

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Never send off an article immediately after you have finished writing it. Leave it overnight, sleep on it, then come back to it the next day to proofread and edit it. If yesterday's work of art seems less appealing in the harsh light of a new day, rewrite it until you are satisfied with the improvement and then leave it another day. Proofread and edit again and then leave overnight. Keep doing this until you are satisfied with the article. Sometimes, you will only need to edit an article once but, if you are not completely satisfied with the result, don't rush to publish. If you have a problem article that you can't seem to get exactly right, put it aside for a week while you do other things and then go back to it. You will be surprised at how effective this can be. After a week, an article that you had thought was fit only for the trash, might need only minor editing to turn it into an article worth publishing

Do a spellcheck with MS Word (or whichever word processor you are using) but don't just rely totally on your PC's spellchecking software. All that spellcheck software does is verify that the words you use exist in the dictionary; it won't know if they make sense or not. If you type in that the cult member sold his soul to Santa, the software will not know you meant to refer to selling "his soul to Satan" but your readers will! Read the article carefully yourself (preferably aloud) as this will highlight errors in grammar or punctuation. Reading aloud also slows you down so that you don't skip words or read what you expect to see and this will help you spot typos or spelling blunders.

If possible, have your articles read by somebody else before you publish them. Enlist the help of a relative or friend who has a good grasp of correct English and can be trusted to give you an honest opinion of your work.

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Step 8 – Proofread And Edit continued ...

Never be tempted to skip or rush the proofreading and editing process. If the articles you have in circulation are full of spelling errors, typos and grammatical slips, anyone reading them will assume they are the work of a person with a "couldn't care less" attitude. This will not make your readers eager to click through to your website to see what else you have to offer; they will move on to an author who appears to care about his/her business. If the presentation is sloppy, even brilliant content will not rescue an article for the simple reason that people are less likely to bother to read it.

### CHAPTER 12 – STEP 9

#### SEND TO EZINE PUBLISHERS

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Do searches to find a large number of ezine publishers (the more the better) and list their names and contact emails. Send your article to each of them with a short personalized cover paragraph at the top. Personalization is important since most ezine publishers receive hundreds of these emails every day.

Don't spray and pray: avoid the temptation to be lazy and send every article you write to every ezine publisher and article directory you find: this is spamming. Take a little time to check what sort of articles the various sites want. Edit your list of publishers into sections by niche. Then it will be easy to pick out the publishers who would welcome articles relating to particular topics. If an ezine is about motor cycling, there is no point submitting articles about grocery shopping or butterfly collecting. If you consistently bombard a site with unsuitable material, you can find yourself blacklisted by a potentially valuable source of free publicity. Remember, there are real people at those sites who have to read the articles before they are accepted, so don't annoy them by wasting their time submitting material you should know they won't want.

Make sure you format your email by making a hard carriage return at the end of each line. Keep your lines down to 60 - 65 characters so that your article will be displayed correctly by email servers. If you neglect the hard carriage returns, your article can end up with breaks in strange places and overlong lines that require the reader to scroll. The general effect will be messy and the article will be difficult to read. The result will be that the busy publisher will skip your email in favour of ones that are easy to read. It is tiresome to have to scroll across the screen to read each line of an email. If you are reading a single email from a friend, you might consider it well worth the effort. If you were an ezine editor who receives 200 articles by email every day, you would see things differently.

### CHAPTER 13 – STEP 10

#### SUBMIT TO ARTICLE DIRECTORIES

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There are hundreds of article directory sites where you can submit your articles. You can easily find these sites by searching with any major search engine. Some article directories only accept submissions by email but the vast majority require submission to be made by filling in an online form. Before you are permitted to submit articles, you will need to sign up as a member of each directory in order to obtain an author login ID and password. In my experience there is no need to fear spamming from article directories, but you will receive many email confirmations giving you details of where your article is published online. To keep things tidy, you might prefer to have a separate dedicated email account for use with article submissions.

When submitting online to article directories, read the instructions at each site before attempting to post an article, as the instructions do vary from site to site. There are some requirements that most article directories have in common:

**Title:**

Your title should be in what is called "title case", ie the first letter of each word should be a capital letter, don't use all capitals.

The title should not end with a full stop.

Do not use quotation marks in the title of your article.

Do not use multiple question marks or exclamation points for emphasis (it's best not to use them anywhere because they are vulgar).

In general it is best to keep punctuation in titles to a minimum. It is acceptable to use a colon or a dash or a question mark but only if the punctuation is *necessary*.

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Submit To Article Directories continued ...

### **Article Body:**

Don't use html for affiliate links or anything else in the body of your article. Hardly any article directories allow html in the article itself (although some will allow it for things like making text bold or italicized). Any html is usually confined to the resource box. If you submit an article containing html it will probably just be stripped out by the submission software. Alternatively, the system might just reject your article altogether. Don't put a hard return break at the end of each line. If you have previously formatted the article to 50 or so characters per line for email use, copy it into Notepad to remove the line breaks before submitting to the directories. Put two carriage returns at the end of each paragraph.

### **Resource Box:**

Generally, the directories permit only one or two live links in a resource box. There are exceptions, and this is a good reason to read the rules at each site. The links can be to a web page or autoresponder sign-up, the choice is up to you.

Check to see whether the directory requires you to use html to make your link live. Some want html while others will make your links live provided you use the full url including the "http". This is another good reason to check the rules – it would be a shame to spend time writing and submitting articles and then mess up your link.

Always make use of the preview tool, if the article directory has one, to check that your article will be displayed properly. It only takes a second and it is far better to catch any errors before the article is finally submitted.

### CHAPTER 14

#### AUTOMATING THE SUBMISSION PROCESS

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##### **Submit Your Article**

The submission process can be very time-consuming and there are services which, for a fee, will submit your articles to the directories for you. If you are operating with a limited budget, these services might seem expensive, but automation is desirable because your time as a business owner has value. I have used the services of [Submit Your Article](#) for years and have found them to be 100% reliable (and it's not often you will find 100% reliability anywhere). For a small monthly membership fee they will submit your articles to hundreds of directories and groups. All you need to do is paste your article into their online form once and [Submit Your Article](#) will do all the work. They also have a unique tool which helps you to avoid the problems connected with duplicate content in articles.

##### **Article Submitter Software**

Another alternative is to use a software package such as [Article Submitter](#) to speed up the submission process. Try out the free version of [Article Submitter](#) and see how much time it can save you.

##### **Mozilla Firefox Browser**

The most efficient way of doing your own manual article submissions is to use the [Mozilla Firefox](#) tabbed browser which can comfortably handle opening up a dozen or more article directory websites at a time with just one click of your mouse. This is how it works:

If you don't have the Firefox browser, download [Mozilla Firefox](#) free of charge.

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Automating the submission process continued...

- 1 Open a new page by clicking "file" and then "new tab" from the dropdown menu or by typing Ctrl+T.
- 2 Type or paste in the address of an ezine directory to get the site on screen. Don't log in yet; you want to be at your log in page each time you open it.
- 3 Click for another new tab and do the same thing.
- 4 When you have opened as many tabs as you want (8 or 10 is perfectly manageable), click on "Bookmarks" on the toolbar.
- 5 Select "Bookmark all tabs" from the dropdown menu.
- 6 In the box that appears, click the far right arrow to show all bookmark folders, select "new folder" and type in the name you want to give the group. There is no limit to the number of groups you can create. So, if you are submitting to 100 directories, they can conveniently be split into ten groups containing ten directories each.

To add more sites to any particular group:

- 1 You do the same steps up to and including 4.
- 2 Click on the first choice in the dropdown menu, "Bookmark this page" and select a group where you want to place the new site.

Deleting moving, renaming, moving bookmarks etc is simple: click on "Bookmarks" and select "Manage bookmarks".

To open a saved group, click on "Bookmarks", scroll down to the group you want and click on "open in tabs" at the bottom of the list of urls.

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Automating the submission process continued...

When you open a group, all of your sites will automatically load within one browser window and you'll see the individual tabs for easy navigation. Once you have saved all the sites in groups, you can open them all at the same time and log in. [Mozilla Firefox](#) has a log in manager function which will save your ID and password for each site and enable you to log in automatically, with no typing – just with one mouse click.

Then you have a choice of ways to complete the online submission forms. One way is to copy and paste your article and your resource box into Notepad. For the sake of easy copying, have the title, article body and resource box on separate lines with a space between each one. Also copy in (again on separate lines) the keywords associated with the article and the brief introductory summary ("teaser") most article directories require. You can then copy the separate parts of your article and paste them into the appropriate fields of the submission form.

### **Roboform**

You can make the log in and submission process easier and faster if you use [Roboform](#) to fill in the sign up forms and save your author log in ID and password at each site. All you do is fill in your details: name, address, email, etc once and the friendly robot will automatically fill in forms and save log in details for you.

The log in manager function of [Mozilla Firefox](#) works perfectly well. The reason for using [Roboform](#) in preference to that is that [Roboform](#) has a custom feature which you can use to further automate your submission to the article directories. This is very easy to set up and use.

First create an "identity" for yourself in [Roboform](#). Then go to the custom screen and in the fields under the header "Field Name" type in the name of the relevant fields you will want [Roboform](#) to fill in on the article directory submission forms. E.g. Title, author, article body contents, article url, resource box, summary, keywords etc. You might want to add an alternative extended bio or sub-title field but you can add to or change the details at any time.

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Automating the submission process continued...

Alongside the field names you have typed in, you will see that there is another column of boxes under the header "Field Value". This is where you paste in the details you want [Roboform](#) to insert into the submission forms. So, you paste your name (or pen name) into the box next to the "author name" field, the title of the article goes into the box next to the "title" field and so on. Don't worry that the field for your article body looks small; it will expand as soon as you paste the article in.

You are now all set up to have [Roboform](#) automatically fill in all those article submission forms for you. When you want to submit a new article, you can use the same form and simply paste the elements of the new article into the relevant fields.

If you intend to perform the article submission process yourself, at the very least download [Roboform](#) and use the custom facility to fill in the submission forms. Using [Roboform](#) is much faster than doing each submission manually.

### CHAPTER 15

#### THE NEXT STEP – SPEEDWRITING

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Now that you are familiar with the process of writing and submitting ezine articles, the next step is to learn how to speed up the actual writing process. If you intend to use article marketing in place of PPC to draw traffic, you need to understand that it is not enough to write the occasional article; you need to think in terms of writing several each day. That will sound a lot if you are new to writing, but it is perfectly possible. It is also well worth doing when you take into account the amount you stand to save by driving free traffic to your website.

The topic of speedwriting was going to form the basis of my next book about writing for the Internet. However, there is an excellent book already available on this subject. The author took a public challenge on the Internet Warriors Forum and, using the "Golden Formula" he sets out in the book, he wrote 40 unique and informative articles in the space of 2 work days on different niches and based on different keywords. Andrew Hansen has done such a thorough job with [Article Speedwriting](#), there is no point in attempting to reinvent this particular wheel. I highly recommend this book; in particular, look out for the advice on creating an effective resource box and the tips on boosting word count in ways that don't create a "fluffy" sounding article.

I first encountered Andrew Hansen when he published his book [Niche Marketing On Crack](#) which, despite the horrible title, is well worth reading if you are interested in learning how to use article marketing as effectively (and cheaply) as possible.

### RECOMMENDED RESOURCES

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Here is a list of the tools and resources I have mentioned throughout this book.

[Submit Your Article](#) – Article submission service

[Article Submitter](#) – Article submission software

[Roboform](#) – Automatic form filler, password, identity protection software

[Mozilla Firefox](#) – The most popular browser on the Web

[Get Response](#) – The best autoresponder service ever

[Article Speedwriting](#) – The "Golden Formula" for superfast writing

[Niche Marketing On Crack](#) – Step by step guide to article marketing

For more information about useful webmaster tools, please visit my Work At Home Directory website at <http://www.HuntingVenus.com>

For more information about writing, please visit [Writing Tips](#)