

Your Article Marketing: How to Get Your Expertise (Articles) In Front Of As Many Eyes As Possible In As Many Consumable Forms As Possible

Page 1 of your Study Guide is just giving you the title and a little graphic there with a keyboard and a globe behind it, because by doing this you can reach the world. The world becomes your audience.

It's not just local people. It's not just people in your city. It's not just people in your country. There are people on this call from all over the world. I think that's kind of cool!

I'm now moving to page 2 of the Study Guide and I've been able to get into all the pages ok. Hopefully you have too.

<http://www.TheArticleGuyTonight.com>

Click on that link to the Study Guide.

Quote of the call:

If opportunity doesn't knock, build a door. (Milton Berle)

What we have on the internet and what we have with article writing and article marketing is the opportunity to build your own opportunities and your own doors. We'll talk about how that works a little bit later.

I like to use quotes on calls because quotes are very good at shifting people's perspectives.

This next section, Resources for Your Next Steps, I already talked about –

- www.TheGreatArticleMarketingNetwork.com

- www.ArticleWritingAndMarketingSecrets.com – Early Bird Special
- www.ArticleMarketingMentorProgram.com – where you get everything as part of that program, including the upcoming tele-course.

That takes us to page 3 in your Study Guide.

Tonight you're going to learn and discover:

- Article marketing defined in a way that brings you prospects, publicity, and profits
- The secret mindset you must have when marketing your articles
- The three most common prospect- and profit-killing mistakes made in article marketing
- The top five benefits of marketing your articles
- The top seven free or low-cost ways to market your articles
- And of course just a little bit more.

If you're a regular person on these calls – I mean by that that you're here often – you know that I'm going to give you a lot more than just those bullets.

I thank all of you that are sending me email letting me know that you are recording this. I appreciate that. I've got that going, too, but if something goes wrong hopefully we'll have a back-up.

Alright, let's dive in here.

Article Marketing Defined

I'm going to give you a couple of definitions.

This is simply my definition, not written in stone. This is not the Ten Commandments come down from the mountain. It's just my definition based on my experience.

Article marketing is getting your expertise in front of as many eyes as possible in as many consumable forms as possible.

We'll talk about what that means in a little while.

So getting your expertise in front of as many eyes as possible in as many consumable forms as possible. That's it! Now I said we'll define it in a way that brings you prospects, publicity, and profits.

One of the reasons that I use article marketing as the main way to drive people to my website and to build my lists is because it works, it's free, and it works well.

It brings prospects into your world, into your website, into your blogs, onto your lists.

It brings you publicity because it helps you to become quickly well known in your niche.

In November of 2006 I started an experiment with a friend of mine in Florida, when I lived there, who was not on the internet at all...a marriage and family therapist with good expertise, but not on the internet at all.

I wanted to see if with article marketing we could take him from unknown to known on the net in 90 days. We defined 'known' as Google his name and his area of expertise and several responses came up for his name.

Well, we discovered that we couldn't do it in 90 days. It only took 35. That's what I mean by publicity.

So prospects, publicity, and profits. The profits not only come in directly from people coming to your website and investing in your

services or products, they also come directly from your articles and the products that you can create with your articles.

Now there are those that will tell you that you cannot make money with your articles. Well, I'm here to tell you, folks, they may mean well but they're wrong. Let's just hope that those folks that continue to believe that, continue to be our competition. That would be really great!

So again, that definition of article marketing is getting your expertise in front of as many eyes as possible in as many consumable forms as possible.

Let that sink in a little bit, folks. If you can let that one sink in and use the power of it, it'll really work well for you.

Now we'll talk about what I mean by consumable forms when we talk a little bit later on the call about the top 7 free and low-cost ways to market your articles.

I'll save the second definition for the next part here.

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Many of you, when you signed up, asked questions. I love your questions! Thank you. I will address as many of them as I can as we go through this call. Those that I don't, I will answer all of them eventually. All of them will turn into articles, so you may be able to see the answers over at EzineArticles, so we'll get those answers.

In the end tonight on the teleseminar page, if you look down there at the bottom there's this handy-dandy Q&A box where you can type in your question and send it on to me. It'll turn up on this teleseminar page and we'll be able to address it. I see all those up there now.

If for some reason you can't access that, you can always send a question to Jeff@TheArticleGuy.com or Jeff@GreatArticleMarketing.com

The Secret Mindset You MUST Have When Marketing Your Articles

Now I talk about the mindset a lot in what I do. It comes from my psychology background. I spent 21 years in private practice, so I'm going to use that somehow still.

The way you look at things, your mindset, your perspective, influences so much of what you can do. There are people on this call, I would bet you, that believe they can't write an article. I would suggest that you can, and also invite you to visit a new website that I just launched this weekend –

<http://www.YourFirstArticle.com>

That's just a four-page tutorial in writing your first article. Get that done before your head hits the pillow tonight.

Ok, the secret mindset –

What it is not – is believing, as many people do, that there's only way to get your expertise out there. There are many traditional book authors on this call. I love ya! I am a book fiend. I admire you. I have one traditional book out there from 1999, and it's not the only way. I'm going to demonstrate that to you, all the different ways to get your expertise out there.

One of the things a lot of traditional book authors wonder is “Why would I put up articles out there that I don't get paid for?”

We're going to answer that question tonight.

So what it's not is thinking there's only one way.

What it is – is believing, even if you haven't tried it yet, that there are many ways, countless ways, limited only by your imagination to market your expertise, your information, your content in ways that either drive traffic to your website and make you profit indirectly, or that you can sell directly.

How to install and keep the mindset

I want to give you a very powerful question tonight. Here's the question I want you to play with. Let it roll around in your brain and see what your brain comes up with.

In how many ways can I get my expertise and my content in front of other people?

Ask that question and your brain is going to give you great answers.

The Three Most Common Prospect- and Profit-Killing Mistakes Made in Article Marketing

For people who do market their articles, there are common mistakes that kill prospects – in other words, you don't get the prospect to your site or to your material – or they kill profits – you're not able to make the money you should.

Now I talk very openly on these calls about profiting from what you do, and here's where this comes from. Many people ask, "Is it ok to profit from what I write about or what I know or what I help people with?"

Here's my belief about that. If you have a message inside you that can help other people, not only do you have a right to profit from it, you have an obligation to profit from that message, from getting that message to people.

You have an obligation to get that message to people, and to do that you have to stay in business. To stay in business you have to pay your bills. To pay your bills, you have to make money and show a profit.

So not only do you have the right to profit from this, you have the obligation in order to get the message out there.

Mistake #1

Mistake #1 is what I call marketing resistance. Some people hear that word 'marketing' and they just kind of pucker up. They get all tight inside.

"I can't market! Marketers are used car salesmen or people on the internet who say 'Buy my new product today or your family will starve.'"

I don't think I've seen anything exactly like that, but some of you are laughing out there or smiling because you've seen things that are close.

That's not what I mean by marketing. Again, that definition of marketing that I titled the call with and started the call with is –

Article marketing is simply getting your expertise in front of as many eyes as possible in as many consumable forms as possible.

Another way of defining marketing is seeing it as simply letting other people know what you do. That's all it is!

Marketing is letting other people know what you do.

There are lots of ways to do that with class and integrity that can be congruent with who you are. You know the way I approach things in my programs is that not one size fits all. One of the things that I've been told I'm good at, and I think people are right, is that I'm pretty good at meeting people wherever they are in their business journey, in their internet journey – meeting them where they are and helping them move forward. So it's not one size fits all.

So mistake #1 is marketing resistance.

Mistake #2

Mistake #2 is believing there's only one way to let people know about what you do. Some people who make that mistake get very very wed to how they see it, to how they do it, to their way, to 'the' way.

That's understandable. People get territorial and invested in things and that's ok. I've always thought there's lots of ways to do things, so there's lots of ways to market your articles to get your expertise in front of people.

Mistake #3

Mistake #3 is inconsistency in marketing your articles or getting your expertise out there.

Most people, when it comes to marketing anything, do what I call 'marketing ala carte.' Marketing ala carte is waiting until things get bad, you're feeling desperate, and you just grab something from the marketing menu and do it. You throw some money at it, hoping it will work.

No, no, no, no, no.

I've got a pop quiz for you tonight. What's the most important piece of a jigsaw puzzle?

Now the answers I often get when I ask that question are things like 'the straight pieces,' 'the corners,' etc etc. 'The solid colors.'

Now all of those are good answers, but they're not the best answer because the most important piece of a jigsaw puzzle is the box top, because there is the blueprint. To be consistent you need a blueprint. You need something that you can do over and over again with success.

Inconsistency is part of being human. Back in graduate school and days after when I was playing racquetball two or three times a week, we had a little saying among us. "Consistency is the key." You could go along and play well for a few minutes, and then play horrible for a minute.

So consistency in marketing, especially in article marketing, is to write regularly. If you're going to be serious about this and really use article marketing to build your business, you want to write and submit two

articles – “Oh my gosh, is he going to say a month? A week? A day? What?” – a week.

Two articles a week. That gets the fresh content out there and keeps you in the flow.

Now some of you who have never written your first article are going, “Oh my gosh!” You don’t have to get there right now, folks. It’s something to work up to. Remember, I’ve been doing this since 1994, writing articles for the newspaper to market and build my practice. Then I aimed all of that onto the internet in 2005, and here we are!

- Mistake #1 is marketing resistance.
- Mistake #2 is thinking there’s only one way to do it.
- Mistake #3 is inconsistency.

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The Top 5 Benefits of Marketing Your Articles

Now I’m The Article Guy, The Internet Article Guy – this is how I build my businesses.

Is this the only way? No. It’s a great way, but there’s multiple ways. This is just one of them.

Here are some of the benefits. The first three are what I call the 3 P’s –

- Prospects
- Publicity
- Profits

We touched on that earlier. I want to go into that in a little bit more detail.

If you're going to market and have a presence and a business on the internet, the most important thing to you is your list of prospects, customers, members, clients, students, patients – whatever you call them. That is your gold.

If this home I'm in right now started on fire – my kids are with their mom tonight so I don't have to grab them – the two things I would grab are my dog and my laptop.

Buddy the Internet Dog, I'd grab him. You can check him out just for fun at www.BuddyTheInternetDog.com. He has his own blog.

And I'd grab my laptop, because that's where all my lists are – and maybe the back-ups, just in case.

If I lost all my internet stuff tonight and had to start over tomorrow, I would start with writing articles and building a list. That's the P of prospects.

One of the beauties of article marketing is you get highly-qualified, highly-responsive traffic and list members through article marketing. You can build a list by doing Opt-In Storm or some silly thing like that. You can build your list with Google Adwords and pay for it, or you can do it for free with article marketing.

Think about it – when somebody comes to your website and signs up for something, having read your article –

- They've read your expertise.
- They've come to know, like, and trust you a bit.
- They want more information from you.
- They have self-selected into your list.
- They are highly qualified.
- They are highly responsive, which means they respond to you, to your offers that are for free and for fee.

So article marketing brings you prospects.

Article marketing also brings you Publicity. I don't say this to brag, I say this to prove a point. Go Google my name and see all the pages that come up. Now you'll also learn that I'm an orthopedic surgeon, I'm a human resources director in Oregon, I play the guitar in some band, and I died of cancer in Alabama. So there are other Jeff Herrings out there.

But go look at all the publicity I get just from writing and marketing articles. You can do the same.

Now how does publicity pay off?

- "Oh, I've heard that name before."
- "Oh, I've heard about that stuff."

Or if you're a speaker and somebody's looking at you and two other speakers and you say, "Well, you can find out a little bit more about me. Just go Google my name," and they see you all over the place, as opposed to the other two people who aren't, who are they going to hire? You – because of the publicity and you're perceived as the expert.

That's Benefit 2 or the second P.

The third P, Benefit 3, is Profits.

A few years back I was adding some articles to EzineArticles when my oldest son comes in and says, "Dad, are you getting paid for that?"

"No, not directly."

"Well, why are you doing it? Why do you put all those articles on there instead of the newspapers?"

I said, "Well, these articles go in these directories. People read them. They come back to my websites, become subscribers, and eventually become customers."

"Wait a minute, dad. I don't get it." He was 9 at the time.

I said, “Ok, I write these articles and I put them up on these directories where people can come and use them and read them on their own websites, or read them right there on EzineArticles. They click these little links here, come back to my website, sign up for stuff, and buy my products or services. The money goes in the bank and I can buy you more Star Wars stuff.”

“Oh cool, dad! I get it. Put some more up!”

That’s one way it works. Those prospects become customers, become clients, become members, become students.

I’m in the home stretch of a 7-week 7-module telecourse right now, Multiple Streams of Article Income Secrets telecourse, where I’m teaching people all the different products you can create from your articles, all the way from short reports to e-books to e-programs, teleseminars, etc etc.

Those are also ways you can market your articles and ways you can profit from this.

1. Writing and marketing articles will increase your confidence about your expertise, about what you know, and about what you can do.

When you know you can sit down and pop out an article that’s going to result in good things, that increases your confidence.

Between yesterday and today I had somewhere between 6-8 new articles approved at EzineArticles.com. I don’t hope that will bring me good stuff. I don’t think that will bring me good stuff. I *know* that will bring me good stuff.

That will bring me new visitors to the website, new people downloading my two free article-writing templates, new people coming to the teleseminars, new people becoming part of The Great Article Marketing Network, and buying my products and services.

I have the confidence from doing this that writing those will result in that.

Now I like that. I like that ability to do something for free that costs you only the time and the energy to do it, and that's all, and knowing that those will be the results – not hoping, not thinking, not guessing, not theorizing that that's going to happen – I know for sure. It happens every day.

Since this call started at 8:15, seven people have clicked through one of those articles that I have on EzineArticles and downloaded those two free templates – while I'm doing this! That'll build your confidence, folks.

To review –

- Benefit 1: Prospects (traffic to build your lists)
- Benefit 2: Publicity (you get well known in your niche, identified as an expert, you can be found on the internet)
- Benefit 3: Profits (both indirectly, people coming to your website, and directly, people buying your articles and your article products)
- Benefit 4: The confidence that comes with knowing you can get these results when you write and post your articles.
- Benefit 5: Multiple products.

If you can write a 7-item grocery list, you can write a 7 tips article that you can turn into multiple products.

- It can be a short report
- It can be an e-course
- It can be an e-book
- It can be an action article

Yes, you can sell your individual articles on the internet.

Go over to www.SecretsOfGreatRelationships.com

Click on 'Couples' – when you get to that page you'll have a choice, for Singles or for Couples. Click on 'Couples,' then click on 'Empowering Articles.'

You'll see three articles with action questions at the end designed to get people to take action on what they've read – that sell all day every day for \$7 a piece.

Are you going to get rich \$7 at a time? Probably not. But it gets people into your funnel and they demonstrate buying behavior. I'll deposit a \$7 check just like I will a \$700 check. You can do this with your articles.

You can write articles and you can create multiple products.

The 5 benefits again are:

- Prospects
- Publicity
- Profits
- Confidence
- Multiple products

Turning to page 6 –

The Top 7 Free or Low-Cost Ways to Market Your Articles

You've written an article, which is just a sample or a snippet or a slice, of your expertise. You've not written everything or told everything you know in one article. You've not given away the store or the restaurant. I'll just think of it that way. You've given a small appetizer of your expertise.

Now here are 7 low-cost or free ways to market your articles. You can find a list that originally started with 25 and now is up over 40 ways to do this at –

www.TheArticleGuy.com/25ways.htm

1. Article directories

The #1 way should not come as a surprise, and that's to article directories.

Now I'm going to assume that there are people on here that don't know what one is. An article directory is a website whose sole purpose is to house your articles, your expertise, with links in the resource box back to your website, so people that need content for their website, for their blog, for their newsletter, can come and use that article.

This is how you drive traffic and reach people you never could reach.

Now there are tons of them out there. You can get a list of some of the top ones at:

www.TheArticleGuy.com/ads.htm

The #1 article directory, the 800-lb gorilla if you will, is www.EzineArticles.com

If you do not have an account over there, I would encourage you to go get one before your head hits the pillow tonight.

Go to www.EzineArticles.com. In the upper left-hand corner there's a navigation bar. Click the link that says 'Submit articles' and fill out a form.

They even have a video there that shows you how to type your name into the fields, so it couldn't be much easier than that.

You put your articles up there and other people pick them up and spread them all over the world. There are people on this call from all over the United States and all over the world because of articles.

So that's the place you start. You want to get as many as you can on there because they get the most traffic.

Many people come to EzineArticles just to read the articles there, and end up in the resource box where you provide links back to your website, clicking through to your website.

Now with article directories I recommend a 3-tier approach.

1. The first tier is EzineArticles.com, the Big Daddy, the Big Momma of them all.
2. The second tier are other highly-ranked article directories.

These next four I'm going to give you all end in .com, so I won't say .com every time.

- www.ArticlesOn.com
- www.ArticleHub.com
- www.GoArticles.com
- www.ArticleMarketer.com

They're other article directories that get lots of traffic and are well respected. That's the second tier.

3. The third tier is niche article directories – article directories that only have articles in your niche, in your area of expertise.

I have yet to meet or talk to anybody who had a niche that didn't already have an article directory. I have one for article writing and marketing –

www.ArticlesOnArticles.com

Creative, huh?

We'll talk about the advantages of having one of those a little bit later on the call, another way to market your own articles. If you're in the article world, go there.

The way to find a niche article directory is to go to Google, type in your keywords, the name of your niche, whatever it is, followed by 'article directory' and see what comes up.

If you don't find any, if you're one of the first-time people that don't find one, start one. You can be the first and be the leader in that market.

So article directories are the first low-cost way to market your articles. Use the 3-tier approach –

- EzineArticles.com
- The second four
- Niche article directories

2. Your own website

The second most popular way for your low-cost way to market your articles is on your own website. Your articles can build content in your own website and, because they will be keyword rich, people may come to your website through what's called the side door.

Many people end up at TheArticleGuy not through the front page, not through the home page. They come in through other places, through articles.

Now here's a tip for doing this. Don't put all your articles on one page. You can have all the article titles as a reference page where people can get to your articles, but you need to have at least one page for each article because that gives people more ways to find you, more pages out there on the internet working for you.

If you have an exceptionally long article you can even make it two pages and have it continued on another page, if it's going to cause somebody to scroll down too far.

For instance, on TheArticleGuy there's I think 75 separate articles about article writing or article marketing. So those are 75 keyword-rich web pages working for me all the time.

3. Your blog

The third low-cost way to market your articles is on your blog. More and more the common thinking, if you're going to market on the internet, is www.YourName.com needs to go to your blog.

If you type in www.JeffHerring.com, you're going to go to my audio and video blog on article marketing. You can have your articles on your blog.

Now why have a blog? Well, for one thing a blog is another website out there on the internet representing you. If you're going to be successful at this, you need to not think in terms of one website. You need to think in terms of websites, and a blog is a website.

The reason I use and recommend WordPress is that you can have a regular blog there where the content changes often with each post, and the search engines love that. You can also have regular website pages.

Now I'm going to give you an example that really started as just a lark and then became a source of income –

www.BuddyTheInternetDog.com

As soon as I said his name he walked inside. We call him that because I found him on the internet. He was a rescue dog and he usually lays at my feet while I'm sitting here working on the internet.

The page you go to will be the blog part. Scroll down and you can see a picture of Buddy with my two boys. Buddy's the one in the middle.

Up top there's a couple tabs where you can go to 'Buddy Recommends' and those are affiliate programs for dog training, and then another tab is a permanent page called 'Life Lessons Learned from Buddy the Internet Dog.' It gives you another presence on the web.

Now on some of my other blogs, like www.TheInternetArticleGuy.com/blog or

www.FromTheDeskOfJeffHerring.com, there's links to my other websites. It's called the linking strategy and your websites link to each other.

Another blog strategy is to have part of an article as a blog post, and then have it continued on your website. They start reading the article on your blog and then go to your website.

To review –

1. Article directories
2. Your website
3. A blog
4. Social network websites

Now my favorite, because of the user friendliness, is www.Ning.com. My Ning site is www.ArticleMarketingSpace.com and it's a social network site about article marketing.

The beauty of this is it's a website that you can put up for free, it doesn't cost you a thing, and you can put your articles up there.

Let's see, people are signing up. Congratulations to my Atlanta neighbor, Christopher Swain, who just signed up for the Article Writing & Marketing Secrets Teleseminar. Congratulations, Chris – you're in and get that one-hour free consult too.

And there's still room for you, everybody else. I will congratulate you as you sign up, if I remember to.

www.ArticleMarketingSpace.com

All I did was I went and bought the domain and forwarded it to the Ning site, because I like to brand my domain name instead of having Ning in it.

If you go over there, you can see the many members there. You can see that I have my articles there. And you can see that there are many discussions, many groups, blogs, and forums.

One of the benefits of marketing your articles this way is you build community. Each of the members over there can have their own website right there, their own page.

Here's one of the best things about having one of these Nings – as people come in and start discussions and forums and groups and blog posts, they're talking about your niche. So while you're building community, guess what – they're building the keyword-rich content of your website.

You know what, that's kind of cool!

So that's a free way to market your articles. You could have a Ning complete and just have all your articles over there. I have an Article of the Week. So go check that out.

www.ArticleMarketingSpace.com

I put that together in about two hours. That's probably more than it took, and it's been growing and growing ever since. You can do it, too. It's free!

To review –

1. Article directories
2. Your website
3. A blog
4. Social networks – there's lots of them – Squidoo, Facebook, MySpace. I happen to like this one the best for the reasons I've explained. www.Ning.com

Next we're getting into ways that have a fee but are really low-cost for the return on investment.

5. You can create your own niche article directory just like the one I have at www.ArticlesOnArticles.com. You can put up your own articles there and just use it that way, or you can have other people's articles there.

Now sometime in the next few weeks I'm going to do a whole entire call about how valuable this is. Search engines love these sites because they're rich in content, varied in content, they rise quickly in the search engines, they're full of content, and then all of a sudden you have other people in your niche coming to you asking you to list their articles. So you get to find out what other people are doing, and you also find out maybe who you can do joint ventures with, who you might want to work with.

One of the places you can find out more about that, if you're ready to do that kind of thing, you can go over to www.GreatArticleDirectories.com. That's one of the services we provide on TheArticleGuy. We'll be talking more about that later in coming weeks.

6. You can create with your articles a free e-course.

An e-course is simply a series of emails sent to a person that subscribes to it. You can do that with a 7 tips article and market your articles that way, one tip a day, or you can have one article a day.

Another way you could do this for free or for a fee, to make money while marketing your articles, is have an e-course on autoresponder that people just get the Article of the Week with action questions in there designed to help them accomplish a goal.

1. Article directories
2. Your website
3. A blog
4. Social networks
5. Niche article directories
6. Free e-course

7. I always like to over-deliver so I'm going to include two here.
Marketing your articles, your written content, as audio content.

One way to do this is what's happening right now, folks, a teleseminar. This is a teleseminar based on an article called "The Top 7 Free Ways to Market Your Articles." I built it and built it and now we have a teleseminar.

Here's an extra tip, an article-writing tip. What will happen from this is this is being recorded. It will be transcribed, and several more articles will come from that. So you can take an article and turn it into a teleseminar.

A free way to do it is use www.TheBasementVentures.com. It's a free teleseminar service and they'll record it for you. Or you can use the one I use. It had some challenges tonight, probably because Tuesday night is a very popular teleseminar night. It's \$47/month and worth tons more.

So that's one way to market your articles in audio form.

Another way is to create an audio CD out of that teleseminar, or simply out of you just reading and talking from an article.

When I went to Big Seminar here in Atlanta in April, and I'm going again in October and hope to see you there, I watched all these people handing out their business cards, exchanging business cards.

The cynical – or should I say seasoned – part of me just kept thinking, “Why don't you just take out the middle man and throw those in the trash can? Most people will never follow through with those. It's just a waste.”

What I handed out for my business card was an audio CD. It cost me very little to make – the cost of the CD, the cost of the cover, printing it on my printer, and burning it on my own laptop. It was the CD from one of my teleseminars, “How To Write a Great Article in Less Than 30 Minutes and 8 Great Articles In One Day.”

I gave that out and it had a little sticker on the back that offered two free bonus templates. The Big Seminar runs Friday, Saturday, Sunday. I ran out of my first batch on Saturday and made some more Saturday night and ran out of those on Sunday. There's people on this call that came in that way. It's a fantastic way to market your expertise in a unique way. It probably cost me – total cost for creating one of those CDs – when all is said and done and divided, it probably cost me about \$.50. Now I think that's a great return on investment.

1. Article directories
2. Your website
3. A blog
4. Social networks
5. Niche article directories
6. Free e-courses
7. Turning your expertise into audio, your articles into audio, with either a teleseminar, a CD, or both

Now here's a question I want you to consider. We've just looked at the 7 top ways out of the 41 that are over at www.TheArticleGuy.com/25ways.htm

What would happen if you took one of your really good articles, something that represents you well, and you used all 7 of these ways? You marketed that article, your expertise, that chunk of your expertise, and used all 7 of these ways to do it. I wonder what would happen?

At the very least you'd become well known for that article and that expertise, and it'd be very likely that it would create a stream of income for you, just using these 7 ways.

There's a link there on your Study Guide for a bonus article. You've heard me talk a lot about resource boxes in your articles tonight. If you want to learn more about a resource box and what that is and how to use it, just click on that link and you can go to EzineArticles for one of my articles there.

In a moment I'm going to answer your questions that have come in and the ones that I didn't get to that came in as you signed up, but first I want to tell you about the special tonight for the Article Writing & Marketing Secrets Telecourse beginning October 1. It's five Monday nights in October.

It's five modules –

- Article writing

- Article submission (That's not where you submit your articles, but how. I'll teach you 35 small nuances that get my articles picked up every day more than anybody else's that you can use too.)
- Article marketing, like we talked about tonight
- Article income
- Putting it all together in your business

The regular price is \$497, which is a good deal. Once you've taken it, you get to come back forever, as many times as I give it, as many times as you want. You have access to all the recordings, all the transcripts, all the material forever. And in the other course I teach, you get to come in for half price.

The regular price is \$497. The Early Bird Special that ends tonight at midnight is \$297. I'm a late night person, I'll be up watching CSI or M.A.S.H. or something, working on the internet, and I will change that at midnight tonight. It will go up by \$50.

So you get to save \$200 tonight, and if you're one of the first seven, like Chris Swain of beautiful Atlanta, you get an hour consult with me, a \$300 value, on your article marketing, writing, internet – whatever you want to do. That's how you get in.

If you want to get in for free, become an affiliate and bring in two people that register and pay. I pay 50% commission. You bring in two people, you've paid your way!

You want to make some money and get paid to come to this course, bring in three or more people. That pays your way, and then you're bringing in money.

If you're not already an affiliate, go to www.TheArticleGuy.com/affiliatesignup.htm. All the tools will be sent to you.

So that's that! That's how you get in. I'd love to have you over there.

You can also go to that same page, as other people are, to sign up for the preview call next Monday night. If you've got people that you

want to bring in through your affiliate link, that is the absolute best place to send them because that's the best place for people to come to sign up. They get a preview of what it's going to be and they say, "Yeah, I want to do that."

So let me go to my teleseminar page and answer some of your questions that have come in.

Let's see, Cynthia....

I know articles are very close to your heart, but do you think other methods might work better?

Well, for what?

On the same tact, do articles work better if I have one or more other means of promotion in place.

Well, of course you do other promotions. There's other great ways to promote and I'm very open to all kinds of ways. This just happens to be my niche and my area of expertise.

One of the reasons I like it is it's free and it works. But are there other ways to promote things? Absolutely. Teleseminars promote things. I do teleseminars all the time. This is the fourth one I've done today.

Nancy....

Can I submit my articles to more than one place? Let's say it's been accepted at EzineArticles.com and I want to submit it to a magazine or other article sources.

Yes, absolutely. You hold the rights to it. You can submit it to as many places as your little heart desires, and you should.

Donna Marie....yeah, you got it. That's exactly what that Ning thing is. (Inside joke.)

Is the Ning.com site the same as what is considered your blog?

No. A blog is like a website where you do posting, and you can build community there. A social network site is where you bring in and you build community. When you go to www.ArticleMarketingSpace.com you can see the pictures of all the people there. It's building a community.

In your blog, how do you link to an article of yours in EzineArticles or other article directories?

Well, I wouldn't. I never – except for teaching purposes like tonight, or a bonus – link out of my website to an article directory.

Why? Well, why in the world would I want to send somebody out of my website, when I can put that same article on my website and refer them to another page on my website? So I don't refer them out to an article directory. I refer them either to another page in that site or to another one of my websites that has that article. Keep them at home, folks.

Alright, I'm checking the teleseminar pages. I see no other questions.

The next free Article Guy call is next Monday night. You can register by going to

www.ArticleWritingAndMarketingSecrets.com

That's the same page where you can sign up for the Early Bird Special that ends in 2-1/2 hours. You can go to that same page –

www.ArticleWritingAndMarketingSecrets.com

and scroll down and sign up for the free preview call next Monday night –

**The Article Marketing Revolution:
The Four Pillars of Wildly Successful Article Marketing**

I guarantee you that even though it's a preview call, and my desire is to persuade you, like the many people that have come in tonight, to

join that course, you will walk away from that call with many many things that you can use right away, just like the stuff you got on the call tonight.

So we're wrapping up here. You've been a great audience. You laughed in all the right places, even though I couldn't hear you.

The unedited version of this audio will be available just as soon as I hang up in the call at this teleseminar page website at www.TheArticleGuyTonight.com

I'll begin to edit the audio and send out an email about that later tonight, so you can access it that way.

So that brings us to the end of the call and I'll end this one like I end them all.

Go use this stuff, and we'll catch you soon!

Good night.