

Great Article Marketing

Article Marketing for More Prospects, Publicity & Profits



Bonus Instant Article Templates

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Bonus Instant Article Templates with Examples

1. The Don't Instant Article Template

For better or worse, negatives attract. So it is with the “Don't...” Instant Article Template. Usually the don't is followed by some dreaded outcome, or at least one you do not want. Then you talk about what to do instead.

Title Examples:

Don't Let Retirement Be Your Worst Years

Don't Lose the Love of Your Life

Don't Let the IRS Have More than They Deserve

Don't Let the Sun Go Down on Me

The Template

“Don't.....”

Paragraph 1 – an introductory paragraph with your key words in the first sentence.

Paragraphs 2 – 4 – Info on what the reader does not want to have happen... the don'ts.

Paragraphs 5 & 6 – What to do instead.



Article Marketing - Don't Stop Your Reader From Going to the Resource Box in Your Articles

If you are using Article Marketing to build your list or bring visitors to your web site or blog, one of the most important parts of your article is the article resource box. The resource box is where you get to invite the reader to your web site or blog for more information.

Very few writers know how to craft a prospect pulling resource box. Most do not do it well. The most amazing mistake I see are the article writers that actually stop the reader from ever getting to the resource box.

Sound strange? How do you know you are not doing it?

The 2 Biggest Resource Box Stop Signs

The first biggest stop sign is what I call a "hard end" to the article. By this I mean that you write in a way that the end of the article is way too clear. You might as well put "The End" like in a movie in the way you have worded the article.

The mistake there is the reader gets the message, "Oh, this is over. I'm outta here," and they are not likely to read further.

What to do instead: Don't stop the reader, lead them right into the resource box with a soft transition.

The second biggest stop sign is starting the resource box with information about you. This also announces "the article is over and you can stop reading now!"

What to do instead: Save the information about you for the last line of the resource box. Begin your resource box with an invitation to the reader to visit your web site or blog for more information.

And now I would like to invite you to claim your free access to 2 of my Instant Article Writing Templates. You'll get them as a bonus when you subscribe to the Article Marketing Minute, a free 52 week ecourse on Article Marketing. You can get it all at <http://www.ArticleMarketingMinute.com>

From Jeff Herring – The Internet Article Guy & Great Article Marketing Network



2. What Happens When.....

In this template you come along side the reader and warn them about what happens when they do something wrong in your niche. Then you tell them how to avoid it and what to do instead.

Title Examples

What Happens When You Ignore Your Relationship

What Happens When You Do Not Save Money

What Happens When You Listen to the Wrong People on the Internet

The Template

Write an opening about the typical struggles involved in your topic. Play up the dangers and suggest you have some answers. Make sure you use keywords in your first sentence.

Pick a specific “what happens when.” Then list the dire consequences.

Next tell them how to avoid it.

Then tell them what to do instead.



List Building with Article Marketing - What Happens When You Do Not Write Enough Articles

List building with article marketing is the absolute best free way to build a highly responsive list.

One of the keys to successful list building with article marketing is to write lots of great quality articles. You're not going to build an enormous, small, medium-sized, or any kind of list with just a few articles. You have to get many articles out there. You've heard me say it many times, you'll hear me say it many more times - The higher your article volume, the higher all your other numbers will be, including the number of people on your list.

I know this is a well worn business phrase, but this really is a number game! If I want to add more highly qualified people to my lists, I know I can do it by writing and submitting more articles. I don't hope it will work, I don't think it will work, I know it will work, each and every time.

What to do instead

Write lots and lots of articles! If you are really serious about list building with article marketing, then you need to be writing an article a day.

An article a day! Ain't no way, you say.

Well, if you really want to stick with that limitation you can, but there are many ways to write at least one article a day. Here is what I will do when this article is complete and submitted - I'll then begin a new article by giving it a working title and a few thoughts or even an outline in the article body. In this way, the article is waiting for me to finish tomorrow. Or even later today.

Another great way to write an article a day is to get your free access to 2 of my Instant Article Writing Templates. You can download them by going to <http://www.GreatArticleMarketingBlog.com> where you can also get a free CD on "How to Write One Great Article in Less than 30 minutes and 8 Great Articles in One Day"

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Invitations

1. Claim your free access to the [Article Marketing Minute](http://www.ArticleMarketingMinute.com) - a 52 week audio/video ecourse on Article Marketing by going to www.ArticleMarketingMinute.com
2. Claim your full set of [26 Instant Article Templates](http://www.InstantArticleTemplates.com) by going to www.InstantArticleTemplates.com
3. Get your 30 day trial of the [“Write Like the Wind” Membership Club](#) for only \$4.97 (\$37 a month after 30 days) by [clicking here](#).