

# **An Insiders Guide To Writing Articles**

by John Colanzi

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## Introduction

Have you ever wondered what separates the big name guru's from the average small marketer? It's obvious, if you think about it.

The big marketers all write. Whether it's articles or eBooks, they all take advantage of the power of the written word.

They know that authors are automatically considered authorities. The average person thinks whatever they read is true. The person writing it must be an expert.

Listen to what Joe Vitale has to say about it. "The author is the author-ity."

Pretty strong words from "Mr. Fire."

They also know that writing is extremely prestigious. Writing is the fast-track to fame. Our society places a high value on writers.

Think about those two facts. While most marketers are trying to promote products and services, the savvy marketers are promoting themselves, through writing.

In their quest to stand head and shoulders above their competitors, they write. It just makes sense.

If given a choice between handing their hard earned dollars to an anonymous marketer or spending it with a recognized authority, the authority will grab the sale nine times out of ten.

So how can you get on the fast-track to fame and fortune?

Start writing informative articles. It's the easiest way to get your feet wet and to start branding yourself as an expert.

As your ability increases and your name starts becoming recognizable, try some more ambitious projects. Write a series of email lessons. Get started on your first free eBook.

Don't wait for everything to be perfect. Start writing and correct course as you go. You're not trying to be the next Shakespeare.

If you are serious about your business and want to stand out from the competition, start writing today. It's your shortcut to fame and fortune.

## What You'll Need

There are a couple of things you'll need before you start writing your articles.

1. The first thing you should have is a website. It may seem obvious, but if you intend on running a successful online business a website is essential.

If you're in need of hosting an affordable quality solution is [Host4profit](#).

2. The other must have tool is a quality auto-responder. I've tried hosting my own auto-responder on my website and using an auto-responder service and I've found that the advantages of using a service out ways the cost.

For quality service I recommend [Aweber](#)

## Writers Mindset

Before you write your first article you need to decide what you want to accomplish with your articles.

You have to determine your niche market and how to position yourself as an expert in that area.

Many marketers fail because they allow themselves to be blown to and fro like a ship lost at sea.

Your goal is to set yourself apart from the thousands of other marketers out there.

What do you think of when you hear the name Getty?

Oil

How about Bill Gates?

Microsoft

On the Internet it's called branding.

Your goal is to brand your name as an expert in your field.

Every article you write should reinforce that idea.

When deciding on what to write make sure you keep your long -term goal in mind. Leave no room for confusion.

Every time a reader sees one of your articles, they should immediately think of you as the expert.

Your articles are promoting you.

## Finding Hot Topics

A common question beginners have is, "What should I write about?"

Finding hot topics to write about is easier than you think.

You have to think like your audience.

What do they want, need or desire?

So, how do you know what they want?

What do you want?

Any problem you've overcome has more than likely been faced by your reader.

Start studying the articles in the newsletters you receive and you'll get a quick idea of what topics are in demand.

Many times you can take an idea that's been discussed by another author and cover the solution from another perspective.

Every problem is an opportunity for you to enhance your expert status.

Start looking for problems to solve and you'll never run out of ideas.

Spend some time in the online forums everyday and you'll come up with more ideas than you could ever hope to write about in a lifetime.

An article writer is an expert problem solver.

Once you become known as a problem solver, you'll always be in demand.

The world will beat a path to your door.

## Basic Article Template

There's a simple system for creating quality articles on demand. Once this formula becomes second nature, your articles will practically write themselves.

Here's a basic outline that I use for writing articles.

- A. Title
  
- B. Opening Sentence
  
- C. The Body
  
- D. The close
  
- E. Your resource box or bio.

Every article you create should follow this format.

## How To Create Killer Titles

When I first started writing articles the biggest mistake I made was not paying enough attention to the title.

You've only got one shot at grabbing a reader's attention and compelling him or her to read your article.

The secret of writing titles that seduce the reader into reading your articles is to appeal to his or her self-interest.

Your title must spur the reader to action by showing the reader what benefits they'll derive from reading your article.

One extremely effective title is the How To. Readers are instantly drawn to a how to title that will solve one of their pressing problems.

Examples of that have worked well for me are:

How To Explode Your Opt-In List With The Internet Two Step!

How To Harness The Power Of Residual Income

How To Brand Yourself On A Shoestring Budget

Another powerful method of grabbing a reader's attention is by asking a question. This type of title appeals to the reader on an emotional level.

Notice, when you're reading the following examples, how you subconsciously have a tendency to answer the question in your mind.

Are You Committed To Your Future?

Are You In Control Of Your Mind?

Are You Ready To Stop Working?

The third type of title I employ is the Command.

The command immediately focuses the reader's attention on your title.

Some examples are:

Forget The Hype ... Let's Get Real!

Take Time To Smell The Roses...

Set Your Goal ... Take Aim ... Fire

I also use titles that contain numbers in them.

Many times I'll combine the word secrets with a number.

Here are some titles I've had success with.

These are also the titles that usually end up making excellent email courses, books and reports.

Four Steps To Success

7 Secrets To High Performance Thinking

10 Secrets For Mining Network Marketing Gold

## The Opening

Once you've grabbed their attention with your killer headline, you must have a powerful opening sentence to keep them reading.

Why?

Because readers have short attention spans and it's the job of your opening sentence to compel them to read your article.

Many times I'll use a question. Here are some examples from my articles.

What is success?

What's in a name?

Are you ready to take your business to the next level, or looking for excuses to cash in your chips?

I've hooked the reader with the question and they're going to keep reading to find my answer.

Another method I use is to make a bold statement in my opening sentence.

The reader is compelled to keep reading and find out if I deliver.

Some bold openings I've used are:

Our minds are like high performance race engines.

Sometimes I'm so dumb it amazes me.

This article might get me shot, but I have to get this off my chest.

## The Body Of Your Article

The body of your article is where you deliver on the promises you made in your title and opening sentence.

This is where you deliver the goods.

You must give the reader specific, practical ideas that they can apply immediately to solve their problem.

Create mental pictures in the reader's mind.

Appeal to all his or her senses.

Here's an example of an article that received a lot of positive feedback, because readers actually experienced what I was saying.

Make Your Ads Sizzle & Skyrocket Your Sales

by John Colanzi

Do your ads sizzle?

If you're like the average marketer they probably don't.

Read some of the ads that are in the ezines you read, or the emails you receive and you'll realize how many of them are just the same old, same old.

It's not just the average marketer that's writing bland uninspiring ads.

Remember the big Dot Com ads that bombed during the Super Bowl a few years back?

They thought that throwing big money around was the answer.

They thought being slick and cutesy was the answer.

They were dead wrong!

If you want to write effective ads, you have to keep in mind:

- \* We all think in pictures

- \* When there's a choice between logic and emotion, our emotions always win.

- \* There are only two reasons anyone will take action.

- A. To move toward pleasure

- B. To move away from pain

No matter how complex or sophisticated you and I think we are, deep down we all have similar hopes, dreams and desires.

I remember growing up, how my mother instinctively knew these rules.

My parents had a bar in the country.

During hunting season, all the weekend warriors would stop in our bar. They were on their way to their big adventure and we were a stop off point.

These city people were full of expectations of the big hunt to come, but they also knew they would be out in the cold and snow, hoping to bag their big game.

Once there were enough of them in the bar, my mother would walk into the kitchen and start rattling the pots. A little while later she would start simmering the soup.

You could see their faces react when they started smelling that soup cooking.

But my mother wasn't going to leave anything to chance. As soon as the soup started getting warm, she'd call me and say, "Honey, you want something to warm your belly."

Talk about sizzle.

Then I would do my part, although at the time I didn't realize, what was going on. I'd say, "Mommy, this is good."

Well that was the clincher.

Those hunters weren't seeing just a bowl of soup anymore, they saw:

<> Keeping warm on a cold day.

<> They were ready to experience, "country cooking."  
Man alive she couldn't keep up with the orders.

She had just taken an everyday bowl of soup and made that puppy sizzle.

How about you?

Do your ads sizzle, or do you just try to sell the same old, same old?

Don't, write the same boring ads.

Make your ads sizzle.

Make the reader picturize the benefits. Grab them by the emotions and make their mouths water.

Start making your ads sizzle and watch your sales skyrocket.

Do you think after reading that article you understand what it means to make an ad sizzle?

The same concept applies to article writing.

Make your articles sizzle!

## Your Close

The last lines of the article are designed to reinforce the theme of your article.

Don't leave your reader hanging. Make sure you end with a definitive statement.

Some closes I've used are:

These four steps may seem simple, but follow them and they'll take you anywhere you want to go.

Commit or perish.

Join me in the problem solving business and you'll never look back.

Take note of the fact that all the closes are straight and to the point.

You're the expert.

End your article with authority.

## Your Resource Box Or Bio

The two step has been the bread and butter for small mail order dealers for years. They write a small classified or one inch ad and build their list an inquiry at a time.

There are a couple problems for the new mail order dealer using this method.

1. There's a large time lag between placing their ads and receiving responses.
2. They need enough money to cover their losses on the initial ad. They either had to offer a free item or keep the cost under \$5.

The amazing power of the Internet has eliminated these problems. Now marketers can test their offers, give away freebies and do it at no cost.

The time lag has been virtually eliminated. Many ezines are published daily and your article can travel the globe in the blink of an eye.

I love what I call the "Internet Two Step." It puts the old method to shame.

It's totally free.

You can expose your ideas to 1,000,000 readers or more for the price of your online connection.

So what is the "Internet Two Step?"

It's a method of getting the maximum benefit from your articles, using your resource box at the bottom of your article.

Decide what your best freebie is.

It can be an ebook, a report, a nice software program or even offer a free ad.

Build a simple resource box letting your readers know about the free offer.

The link in your resource box should lead to a web page with a simple email capture form.

Your email capture form should lead to a follow up autoresponder series. It can be for your ezine, or a series of sales letters promoting a specific program or offer.

I've been using this simple two step method for years now and it's like having Free Ezine Advertising On Steroids.

#### Sample Resource Boxes

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John has been writing on the Internet for over 8 years and has a special gift for you. Grab your complementary copy of the 121-page book which reveals the 2000 year old secrets of mental mastery and personal transformation.

Visit: <http://www.pathtotransformation.com>

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## A Tip From The Author

Before we end I want to add two tips.

1. Write to one person.

Write as if you were sitting down with your best friend and explaining a new idea.

2. When possible use a story to emphasize your point.

Now that you know the basics of article writing, the only thing left is to start writing. It's like any other skill the more you do it, the easier it gets.

In real estate the chant is location ... location ... location.

In honing your skills as an article write, the chant is write ... write ... write.

Wishing You Success,

John Colanzi

<http://www.johncolanzi.com>

## Must Have Resources

Now that you've learned the Insider Secrets To Writing Articles you've given yourself a decisive edge over the average marketer.

I've put together some resources that I wish I had when I started article writing nine years ago.

They'll save you time and help you make more money. They'll compel you to become an author-ity and put you on the fast track to success.

Run Your Own Article Directory And Explode Your AdSense Revenue.

<http://www.pathtotransformation/directory.html>

Turn Words Into Traffic

Simple 'traffic Machine' Creates Instant Avalanche of Free Traffic to your website or affiliate links!

<http://www.pathtotransformation/traffic.html>

Write An Article A Day

Write a professional-quality article for fame, fortune or web traffic in one day. Fail-safe method that any one can use!

<http://www.pathtotransformation/articleaday.html>

30 Minute Article Writing System

How To Write A Profit-Pulling Article In Exactly 30 Minutes - Guaranteed!

<http://www.pathtotransformation/articlesystem.html>

I'm sure you'll agree these resources will put you on the **Fast Track To Success**.

Wishing You Success,

John Colanzi

<http://www.johncolanzi.com/>