

Special Bonus:

The "Magic" Article Writing Formula That Always Works!

- By Jim & Dallas Edwards

www.turnwordsintotraffic.com

This is my super-fast formula for writing articles quickly, easily, and with "lightning-like" speed.

This is the real, legitimate way I use to turn out fresh newspaper articles in 45 minutes that run in front of a hundred thousand readers in real-life newspapers. In fact, I just sent an article off to my editor at the newspaper following this formula exactly!

This technique isn't some game or gimmick that only works for people reading online who don't "count," but legitimate "real life" tactics I use to meet newspaper deadlines - weekly!

I'll show you how to organize your thoughts, get your notes on paper, and create "killer" articles in an hour or less.

Ready? Let's go!

The TOP TEN Formula Explained

Anyone who ever stayed up late at night watching TV probably saw David Letterman once or twice. ☺ Famous for his TOP TEN lists on various topics, this formula actually represents the easiest method for creating an article with lightning-like speed.

In order to use this technique to write an article you just list off the TOP 10 of something. Look at these examples to see what I mean:

- Steps to reach a goal or objective
 - "Top Ten Reasons to Save for Retirement"
- Mistakes people make when doing something
 - "Top Ten Mistakes People Make Buying a Home"
- Reasons to buy, do, take some sort of action
 - "Top Ten Reasons to Update Your Anti-Virus Program"
- Websites to visit based on a certain theme

- "Top Ten Copywriting Websites Everyone Should Know About"
- Little-known facts on a particular subject
 - "Top Ten Things Your Tax Accountant May Not Tell You About Until It's Too Late"
- Resources for solving a problem
 - "Top Ten Places to Find Help When Your Kid Is On Drugs"

Your list can represent anything people should know about a particular subject. List them off and make an article out of them.

Let's use this technique for quickly brainstorming and creating an article on the fly right here at my kitchen table.

Example Topic: The TOP TEN Excuses Why You Don't Lose Those Extra Twenty Pounds

1. No two experts agree on the perfect diet
2. No one agrees on the perfect height / weight ratio
3. The weight will come back after I lose it
4. I feel weak whenever I go below my present weight
5. I need right situation to discipline me
6. The right foods just cost too much
7. My willpower gets weak, especially at meal time ☺
8. My spouse doesn't set a good example / help me
9. My life has too many distractions right now with the holiday coming up
10. I can't find the time to diet consistently
11. I can't afford to buy new clothes
12. The models in magazines we see don't reflect the real world
13. I hate to exercise, it might hurt me

Wait a minute – that's 13 points!?! I thought you taught the TOP TEN formula?

No one said that the TOP TEN list must stop at just ten concepts (or that it couldn't contain just 3, 5, 7 or 8 points either)! If you find more than ten points and they fit into the article, then throw them in as a "bakers dozen."

If you can make your point and lead people to your conclusion with only 3 points, then that's fine too! The underlying strategy here is to list off a bunch of points that have some logical connection and then to simply elaborate on them for people.

By the way, these thirteen reasons came right out of my head just sitting here at the kitchen table and I can really use each one as an excuse to not lose weight. To write the article, just take those reasons, list off each one and then give a reason why each won't wash as a good excuse for not losing weight.

Example points for an article:

Reason 1 For Not Losing Weight – "We all want to lose weight, but no two experts agree on the perfect diet." Don't worry about the experts, you want to find a diet that works for you! Consult your doctor, who can determine what you need for your diet. In fact, your doctor will probably help you customize a diet that's just right for you – so make an appointment today.

Reason 2 For Not Losing Weight – "I don't know the proper weight I should carry for my age and height." How about using a little common sense! A 6-foot tall male, aged 35, should weigh less than 300 pounds and more than 100. Your doctor can certainly determine the correct range for you.

If you feel any level of passion about a subject you can always rattle off a TOP TEN list – or a TOP THREE list – and then write a few sentences about each.

The formula in a nutshell:

Step 1 - Grab their attention with a catchy headline

Step 2 - Introduce the article with a sentence or two that clearly explains your position on the issue

Step 3 - List off your points

Step 4 - Elaborate on each point with a sentence or two

Step 5 - Wrap up the article with a one or two sentence conclusion.

Example Articles

Take a look at these example articles Jim published in both his newspaper column and also on the Internet:

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10 Critical Search Engine Mistakes

- by Jim Edwards

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<http://www.thenetreporter.com>

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Sooner or later anyone with a website comes to the startling realization they need that one essential thing all other sites need to achieve and maintain any level of online success – namely traffic to their site.

Website designers and owners usually relegate traffic generation, and specifically search engine traffic generation, to last item on the to-do list as something they'll "worry about later."

If you own or advertise with a website, the following list of critical search engine mistakes will do as much to dispel any misconceptions you might have as it will to help you generate more search engine traffic by either cleaning up your existing site or starting off fresh with your next one.

1. Targeting the wrong keywords.

Most people don't give enough thought to the keywords around which they build their site.

They do little or no research as to the relative popularity of certain terms and they frequently use industry specific terms consumers would never use in a keyword search.

2. Using "Mirror" sites.

A technique that used to work for achieving better positions in the search engines revolved around publishing your website in several places on the web and submitting them all to the search engines.

The major search engines now have duplicate content filters that defeat this technique.

3. Using the same page repeatedly.

Similar to posting mirror sites, using the same page over and over no longer rates as an effective promotion technique.

4. Endlessly repeating keywords.

Referred to as "keyword stuffing" this technique of repeating keywords in various parts of a web page only serves to annoy the search engines and rarely results in even mediocre placement.

5. Stealing other people's code.

Many so-called "experts" tell you to go to the search engines, find a page that ranks well and take their code.

They don't tell you that the search engine duplicate content filters will catch you – and ban you!

6. Treating all search engines the same.

Each search engine has its own rules.

What works for one won't always work for others.

7. Treating Yahoo! like a search engine.

Yahoo! is not a search engine.

Yahoo! is a directory with its own extremely unique rules and live human beings making the site classifications.

8. Using most automatic submission tools.

Any program that submits fifty web pages in two minutes alerts the search engines to a possible "spam" submission of low-grade "bridge" pages.

9. Promoting most free web space.

Search engines know that very little valuable or unique content comes from virtual malls or free web space such as Tripod or Homestead.

They routinely block content from these sites.

10. Omitting necessary elements.

Every page on your website can potentially draw visitors.

Ensure every page contains the necessary "search engine friendly" elements.

This represents just a summary of the mistakes people make promoting to the search engines.

With consequences ranging from weeks of wasted effort to having your domain banned from the search engines for life, take the time to educate yourself on the proper methods of site promotion.

Jim Edwards is the co-author of a step-by-step, "paint by numbers" guide that guarantees to teach you how to go from zero to making real money online in about a month!

"33 Days to Online Profits"

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How much would you pay to get day-by-day instructions from

2 top Internet marketing experts every day for 33 days?
** How about 88 cents? ** You can start with a few bucks and
a good idea to make lots of money online! I did, and I'll
teach you how no matter what product you sell..
====> <http://www.33daystoonlineprofits.com>
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Here's another article that uses the same principle of making a list and elaborating on
each point, except instead of reasons this one contains "steps" to accomplish something:

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12 Steps to Creating a Business Online

- by Jim Edwards

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<http://www.thenetreporter.com>
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"E-commerce"

A word pervading our society, making headlines around the
world, and causing the stock market to rise and fall with
startling ease.

It seems every business news story centers on some
technology company's "DOT-com" or "DOT-bomb"!

With all the positive and negative hoopla, business owners
of any size company can throw up their hands and feel the
"E" world has left them behind.

Every business owner, salesperson, or professional asked one
of two questions in the past year, either "Am I using e-
commerce correctly?" or "How do I effectively get involved
in e-commerce?"

You can buy hundreds of books and pay thousands in
consulting fees to analyze and debate the answer to the
first question.

To answer to the second question just follow these 12 steps.

Step 1 - Buy a domain name (your own DOT-com). Go to www.NetworkSolutions.com and research names. Can a customer easily spell and remember it?

Step 2 - Write down your online goals and prepare a time and money budget.

How soon do you want your e-commerce site up and running?

How much will you spend?

How many hours will you devote to the site and when?

Step 3 - Surf the web to find other sites you like and dislike. Learn from others' successes and mistakes by taking the best of what their sites offer and adapting it for your own use.

Step 4 - Design your site on paper. Define elements, look, feel, colors etc.

Step 5 - Hire a professional to set up the graphics and navigation, but with the intention of you or your staff maintaining the site's day to day operations, communication and updates.

Step 6 - Invest in a digital camera and web publishing software such as Microsoft Front Page or Adobe Acrobat to keep up with the site's maintenance.

Step 7 - Maintain, change, and update your site at least once a month.

Step 8 - Promote your site at every opportunity. Tell people about it. Put your web address on your business cards and in all your ads. Some companies even advertise their web address when they put you on hold on the telephone.

Step 9 - Give people a self-serving reason to visit your site. Coupon savings, discounts, special incentives, free

information, and free newsletters represent excellent enticements for attracting visitors to your site.

Step 10 - Concentrate on obtaining an email address from every customer and potential customer.

Obtain permission to send periodic, value-added mailings to your database.

Use a list server to organize and maintain your mailing list.

Step 11 - Always look for and use the simplest solution or option.

Whether adding a shopping cart, database or other option to your e-commerce operation, seek out and use the simplest answer for your needs.

Step 12 - Become educated and stay current in the world of e-commerce.

Learn the marketing and sales techniques of the online world.

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"33 Days to Online Profits"

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How much would you pay to get day-by-day instructions from 2 top Internet marketing experts every day for 33 days?

** How about 88 cents? ** You can start with a few bucks and a good idea to make lots of money online! I did, and I'll teach you how no matter what product you sell...

====> <http://www.33daystoonlineprofits.com>

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Your assignment:

1. Think of something your target audience really wants to know more about.
2. Write out the TOP TEN:
 - a. Mistakes they should avoid – or
 - b. Websites they should know about – or
 - c. Facts they don't know – or
 - d. 3,5,7,9, or 10 things that group together
3. Write an introductory sentence or two that explains the topic of your article.
4. Elaborate on each point with a few sentences.
5. Tie the whole article up with a conclusion of a couple of sentences.

Presto! Instant article!

Now it's your turn... go do it!