

1. How to Survive.....

Remember the famous self-help book of several years ago “How to Survive the Loss of a Love?” I believe one of the reasons it was so popular was it met a need by giving the “how to.” You can do the same with your articles.

Title Examples:

How to Survive the Lose of a Love

How to Survive Bankruptcy

How to Survive a Stressful Day

How to Survive a Difficult Boss

The Template

“How to Survive.....”

Define what needs to be survived

List your tips

Tip 1

Tip 2

Tip 3

Tip 4

Tip 5

Internet Marketing: How to Survive the Loss of Your Domain Name

On Saturday evening October 28, 2007 I learned a very important lesson about Internet Marketing.

I returned home from a pumpkin carving party with my two sons and checked my email only to discover an email from one of my joint venture partners Ellen Violette, The eBook Coach. In the email Ellen mentioned that one of my main domain names, www.TheArticleGuy.com was going someplace very strange.

As I checked it out, I discovered I had forgotten to respond to several reminders from GoDaddy.com to renew my domain name. Because I had forgotten, it had gone back on the market and, due to all the traffic and back links I had built, it was quickly snatched up by one of the companies that does such things.

I was more than a bit panicked.

Survival Tips

1. **Accept the support of those around you** – As I was freaking out my 12 year old son made me really proud of him. He walked over, handed me a Bible, and told me “swearing doesn’t help Dad.”
2. **Turn to those with more experience and cooler heads** – I called my Internet Marketing mentor Tom Antion who was available at 10:30 on a Saturday night! Having been through this before, he guided me through the next steps to take.
3. **Take immediate action steps to take care of those affected** – Right away I did three important things 1- Got a similar domain name, www.TheInternetArticleGuy.com – actually I already owned it and had forgotten that I did - 2 – Transferred my files to the new domain name – 3 – Let all my members, readers, students and mentees know what had happened and to use the new domain name until further notice.

- 4. Decide whether to get your domain name back** – Because of the traffic rankings and back links I decided it would be worth trying to get my domain name back. I discovered that a company had purchased the domain name that I had been paying \$9.20 for a year would gladly sell it back to me for \$1500. I negotiated the price down to \$1000.
- 5. Keep you head and attitude right** – The problem was due to a divorce the year before and being in the middle of a move to Atlanta from Tallahassee there was just not \$1000 laying around to use for this purpose. Once I decided to get my domain name back I created a very special deal on my Article Marketing Mentor Program and offered it to my subscribers. Not only did I get my domain name back, I gained several really great mentees that are out there making a difference with their writing and I made several hundred dollars.
- 6. Create systems to prevent this from happening again** – You can buy your domain name for up to ten years at one time. You can pay attention to the reminders sent to you. You can mark your calendar for when to renew. You can buy the right to be the first informed if your domain name does go back on the market. All these steps keep this from happening again, or better yet, ever happening.
- 7. Be prepared for pleasant surprise gifts in the middle of the crisis** – While dealing with this little crisis, there were several unexpected and wonderful results and blessings along the way. In addition to actually making money from this mess, I gained several new and great mentees. When I let my members and subscribers know what was going on, I was surprised and very touched by so much support and so many suggestions for new domains names. As one subscriber put it, “Remember Jeff, they took your domain name not your brains.” Though I sometimes think the other way around would have been better. One of my biggest worries was what to do about all the articles on www.EzineArticles.com about article writing and marketing with links back to my domain name now owned by someone else. This would have taken DAYS to change by hand. Before I could really even think about how to accomplish this, Chris Knight of www.EzineArticles.com stepped up and volunteered to put his staff on the changes first thing on Monday morning. Another class act among many to whom I am so very grateful.

2. The Most Common Mistakes

Every niche or field of endeavor has it's most common mistakes. When you name those mistakes you become an expert in the eyes of your reader. When you then show how to avoid these mistakes and what to do instead you become a hero in the eyes of your reader.

Title Examples

The 5 Most Common Mistakes Made on the First Date

The Top Mistakes Made When Building Your Own Home

The 3 Favorite Mistakes of Online Marketers

The 10 Most Common Pitfalls for New Parents

The Template

“The (pick a number) Most Common Mistakes in.....”

Write an opening about the typical struggles involved in your topic. Play up the dangers and suggest you have some answers.

List the most common mistakes

Mistake 1

Mistake 2

Mistake 3

Mistake 4

Mistake 5

Article Writing: The Five Most Common Prospect Killing Mistakes Made Before You Submit Your Articles

Mistake #1 – You Don't Submit Any Articles – I know it sounds silly, but many people write their articles and never submit them. Either they do not get around to it, don't know how, or are afraid of getting rejected by the article directories.

Solution: Submit your articles! Make it a goal to submit your first article before your head hits the pillow tonight. While it is unlikely that you will get rejected, even if you do, most article directories will work with you to get you accepted.

Mistake #2 – Boring Key Word Empty Titles – The purpose of the title for your reader is to make the reader want to read your article. The purpose of the title for the search engines is to have key words in your titles that will get picked up by the search engines.

Solution: Design a title that pulls the reader in with benefits and uses key words in the first four words of the title.

Mistake #3 – Academic Summaries – If you're the purpose of your title is to pull the reader into your article, the purpose of your article summary to pull the reader even further in. Most people write an academic sounding summary such as "This article is about blah, blah, blah."

Solution: Write an article summary that defines a problem that needs to be solved and then promise to solve it.

Mistake #4 – An Un-Optimized Article Body – I see it all the time – someone writes what is perhaps a decent article but then places it in the body submission field as one big chunk of text. What is the problem with that? This makes it tough to read online and gives the impression that this will take a long time to get through.

Solution: Break your article body up with lists/bulleted points, sub-headings and block quotes.

Mistake #5 – A Pointless Resource Box – The point of your resource box is not to create an online ego wall like the wall in your office with all your diplomas and awards. The purpose of your resource box is to get the reader to click through to your web site and become a visitor, prospect or customer.

Solution: Give your reader a good reason to click through to your web site by letting them know there are more good tips on your web site like the ones they have just read. Include at least one complete link (<http://www.yourgreatdomainname.com>) back to your web site.

3. Time to.....

In this template you give an amount of time to accomplish something. This kind of title pulls people in because you are benefit rich and tell you how quickly you can get the benefit.

Title Examples

5 Days to Your First Web Site

15 Minutes to Save \$15 on Your Car Insurance

5 Minutes to Create Your Email Signature

The Template

“Amount of time to accomplish something”

Write about how great it would be to accomplish something. Put a time limit on it. Then list the steps and/or tell the story about how to get there.

Tell the story

Step 1

Step 2

Step 3

Step 4

Step 5

Atlanta Singles Dating: 5 Minutes to Finding the Love of Your Life

Are you tired of going out on several dates with the same person only to discover that this is not the person for you?

You know how it goes. You go out on a few dates and think maybe there is something here for you. Then you find out that this person never wants kids and you do.

Another wasted few weeks. Or more.

Find out in 5 minutes

But what if you could find out in 5 minutes whether a new person has the *potential* to be the love of your life? Would you like to know how to do that? Would that be cool?

One of the important skill sets in conscious dating is scouting-sorting-screening-testing. Scouting is looking around out in the world for people to whom you are attracted. Sorting is having conversations that tell you whether this is a person worth pursuing. Screening is doing things together and having longer conversations that tell you whether someone could be a life partner. Testing is doing life together to see if this is doable over the long haul.

The sorting stage, initial conversations, is where you can potentially find the love of your life in five minutes.

Welcome to the power introduction

The power introduction is a casual conversation with powerful intentions. You don't ask someone a list of questions and judge them on the answers. You bring up in casual conversation topics that reflect what is important to you and pay attention to the kind of response you receive.

For example, if I have just met someone I think I might want to get to know better, I'm going to mention my two boys and my doing stuff with them. If this new person responds with "Two boys! How can you stand that? When do you ever get time to your self?" I know I do not want to pursue this any further. If, on the other hand, the response I receive is "Wow, how much fun is that! You must be a really good Dad." This could be worth pursuing.

This is an example of a casual conversation with powerful intentions at the sorting level, when you have just met someone. So let's say you and this new person decide to have some dinner and go on a few dates. You are now at the screening level of getting to know someone.

You can use the same strategies while dating. Let's say that traveling is really important to you and for someone to be right for you they would have to want to travel also. So you are on your fourth date and thinking that this relationship could go somewhere. But when you mention your love of travel your date tells you they are a home body and absolutely hate to travel. Aren't you glad to find this out early on than stumble on this information five months from now?

At the very least, using the "casual conversation with powerful intentions" strategy can save you some time. At the very best, this strategy can help you find the love of your life.

4. Shortcuts to.....

Every one likes shortcuts. Well except perhaps for my oldest son, who when I mention we are taking a shortcut while driving, “Dad, is this another one of those ‘long-cuts?’”

Anyway, if you can take your expertise and show the reader shortcuts to accomplishing a task, you have a winner on your hands.

Title Examples

5 Shortcuts to Your First Web Site

7 Shortcuts to Permanent Weight Loss

3 Shortcuts to Getting Out of Debt

4 Shortcuts to Playing the Piano

The Template

Present something that many people want to accomplish. Point how difficult and/or time consuming it can be. Give ‘em some shortcuts.

Shortcut 1

Shortcut 2

Shortcut 3

Shortcut 4

Article Writing & Marketing: 4 Shortcuts to Submitting Your Articles

Article writing and marketing is one of the best ways to drive traffic to your web site for more prospects, publicity and profits.

The barrier that is mentioned by many of my students and members is how long it takes to submit an article. And what really frustrates them is how long it can take to submit many articles.

One of the ways I'm able to submit as often as I do is because of the shortcuts I've developed that allow you to rapidly submit great quality articles.

4 Shortcuts to Article Submission

1. **Create your own formulas** – When you are filling out the title and article summary fields while posting articles, use a formula that works for you. That does not mean using the same words over and over. It does mean that you use a formula that helps you write and submit more quickly and efficiently. For example, in my article summaries I typically ask a question and then encourage the reader to check out the article for the “how to’s” of answering the question.
2. **Use the “Short Keys” Tool** – For text I need to write over and over, such as in the keyword field in article submission sites, I use Short Keys that you can find at ShortKeys.com. Many of my key word lists are now “short keys” and I just have to type a code I create to print a list of key words in the appropriate field.
3. **Automate Your Resource Box** – At EzineArticles.com you can have up to three resource boxes saved and available to use in your Author's Area. Click on one, two or three and your saved resource box is printed in the field.
4. **Write in the Body Field** – I've what I think is the best tip for last. I save so much copying and pasting time by simply writing in the body field of the article submission site. You have to make sure you frequently hit draft or copy your text so it is not lost. As long as you do this, this is a great time saver.

Use these shortcut tips and you can boost the speed and ease of writing and submitting your articles.

5. Barriers to.....

I guess it is just human nature. Readers are more drawn to negatives (barriers, mistakes, failures) than they are to positives (tips, how to, etc).

The best way to write a barriers article is to name the barrier and then include what to do about it.

Title Examples

7 Barriers to the Perfect Tax Return

5 Barriers to Your 300 Bowling Game

The Biggest Barriers to the Life Long Enjoyment of Sex

Barriers Between You and Your First Internet Dollar

The Template

Name the barriers, solve the barriers.

Article Writing: 4 Barriers to Writing Your Second Article

Q: In your opinion, what keeps so many people from writing their second article?

A: That's a really great question.

For a recent Article Guy TeleSeminar I asked my subscribers, students and members to send me their most important questions about article writing and marketing. That's how this question came my way, and it's one I never would have thought of myself.

4 Barriers

As I have thought about the answer, I've come up with 4 barriers prospective writers run into when trying to write their second article.

Barrier 1 - Arrival Syndrome - It's human nature. We reach a goal and then stop doing all the things that helped us achieve the goal. If you want to get on top and stay on top, keep doing the things you did to get there plus do even more than you did before.

Barrier 2 - Failure to realize this is a numbers game - Just one article will not do it. Marketing with articles is a numbers game. The more you write, the bigger the critical masses of traffic that come your way. The more you write, the more each article cascades with the others into more prospects, publicity and profits.

Barrier 3 - Believing you do not have another one in you - Some people get caught in the trap of thinking they only have one article in them and after they have written it, there is nothing more in there. I've never seen anyone with only one article in them!

Barrier 4 - Only writing one article at a time - As you write each of your articles, ideas for other articles will occur to you. Write them down. The weakest ink is better than the strongest memory. Then turn the ideas into more articles.

Blow past these four barriers and you will be writing away, right away.

6. The Beginners Guide to.....

No matter our area of expertise, we were all beginners at one time. Wouldn't you like to have had a beginner's guide when you first started?

Here you get to be the wise hero that shows the beginner the way so they do not have to make all the costly mistakes that you did.

Title Examples

Dating: The Beginner's Guide to Asking Out a Girl

The First Day of Middle School

The Beginner's Guide to a Private Practice

The Beginning Steps to Buying Rental Properties

The Template

Take the beginner by the hand and show them the ropes.

P.S. Remember to leave them wanting more.....

Article Income: The Beginner's Guide to Making Money with Your Articles

Article writing and marketing can be used to do more than drive traffic to your web sites. You can make money with your articles.

While there are dozens of ways to make money with your articles, I'll focus in this article on just three ways that I call the beginner's guide.

3 Ways to Make Money with Your Articles

1. Action Articles - An Action Article is simply one of your articles with some important questions added at the end of the article. These are called "action questions." An action question is a question designed to motivate the reader to take action on what they have just read. I sell these on my web sites for \$7.

2. Short Reports - A short report is simply an expanded article of between 10 and 20 pages. Let's say you wrote a 7 tips article with one of my article writing templates. All you would have to do is write one and a half to two pages on each tip. That's your short report that you can sell for between \$9.97 and \$19.97.

3. Paid eCourses - An eCourse is simply an expanded article, such as a short report, delivered in a series of emails from a sequential autoresponder. If you had a 7 day Course, the reader would get one installment each day for seven days. You can increase the value to the buyer and the price you charge by having the buyer send you homework for each installment that you tweak and review. I sell my Multiple Streams of Article Income 5 Week eCourse for \$147.

7. How to Turn _____ Into _____

The idea behind this one is to show the reader how to take something the reader has and turn it into something the reader wants.

Title Examples

How to Turn the Junk in Your Garage into Cash with eBay

How to Turn Your Marital Conflicts into Greater Intimacy

How to Turn Your Passion into Your Full Time Job

Turn Your Words into Profits

The Template

When you can show people how to take something they have and turn it into something they want, you have a winner!

Article Writing and Marketing: How to Turn Your Words into Prospects, Publicity and Profits

Article writing and marketing has been very good to me. And when you do it right, it can be very good to you too.

I never finished the dissertation for a Ph.D. in Marriage and Family Therapy because I had convinced myself I could not write. That was sometime in the mid 80's.

Around '93 I wrote a couple of articles for the newsletter of the local hospital's psychiatric center, based on a couple of presentations I was doing regularly. Then in '94 I began to write a weekly column on relationships, parenting and stress for the local newspaper.

Little did I know where all this was taking me.

Prospects, Publicity, Profits

No matter your niche, when you turn your expertise into words, your words bring you more prospects, publicity and profits.

Every time you write an article and submit it to the article directories, you have commissioned another 24/7, 7 days a week, international sales agent that never rests.

New prospects come to your web sites. You get more publicity as you become more well known. As your new prospects learn to know, like and trust you, they become regular and repeat customers.

If you knew you could have as many 24/7, 7 days a week, international sales agents that never rest out there working for you, for free, just how many would you want?

And oh, by the way, there will be those that try to come up with multiple reasons why this does not work and therefore you should not do it. They are wrong. Just give them permission to think that way. Your job is to keep turning your words into more prospects, publicity and profits by writing more and more articles.