

**Manual 1**

***How to R.E.W.R.I.T.E a PLR Article  
and 27 Ways to Distribute Articles***

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**NOTICE: You Do NOT Have the Right  
to Reprint or Resell this Report!**

**You Also MAY NOT Give Away,  
Sell or Share the Content Herein**

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# Introduction

Welcome to “**How to R.E.W.R.I.T.E. a PLR Article**” report!

I’m really excited about this report, and by the time you get to the last page, I think you’ll share my excitement. That’s because PLR (private label rights) content is all the rage right now –

**And when you know how to effectively use PLR content,  
then you’ll dominate your niche.**

Why?

Because once you know how to use PLR content, you’ll be able to churn out good, quality content faster and for less cost than your competitors.

And that means you can drive in traffic faster, build a bigger list and make more money!

But here’s the thing...

Most people have no idea how to use the PLR content they have sitting on their hard drives, especially those articles. Those who do take action sometimes take the wrong action.

Example: They use the articles as-is... and then they wonder why PLR content doesn’t seem to “work” for them.

**Psst, here’s a clue:** When you rewrite your PLR content, you’ll create content that’s unique – and you can do it for far less cheaper than if you created it from scratch. And if you want to speed up the process even more, you can hire a professional ghostwriter to rewrite the content!

Once you’ve created unique content, then there are plenty of things you can do with your PLR articles, including but not limited to:

- Turning them into blog posts.
- Submitting them to article directories.
- Loading them up into your autoresponder.
- Combining them to create free ebooks and reports.
- Combining them to create paid or bonus ebooks or reports.

- Turning them into hard copy (physical) products.
- Turning them into videos or audios.
- Adding them to a membership site to add value to the existing content.

And more.

Now, plenty of people cringe at the thought of rewriting content. But it's not hard, especially when you use my **"R.E.W.R.I.T.E. a PLR Article" Formula**.

You can use this proven formula yourself, or you can give it to your ghostwriters as a guideline:

- R - REWRITE the introduction.
- E - EEDIT the title and author name.
- W - WRITE new material and add it to the original article.
- R - REWORD the conclusion.
- I - INSERT new subheadings.
- T - TWEAK the content.
- E - ERASE irrelevant, boring or outdated content.

Easy, right?

And to make it even easier, I'm going to give you plenty of examples to your creativity burning on high, plus you'll get template sentences that you can swipe and start using immediately to REWRITE your private label content!

Let's get to it...

## **REWRITE the Introduction**

The introduction is one of the most important parts of your article, perhaps only second to the title (which we'll talk about shortly).

That's because your introduction is what leads the reader into the article.

**If you can't hold the reader's attention during your introduction, he might very well click away from your article.**

Chances are, the PLR articles you've purchased are like the majority of PLR articles.

Namely, they probably have relatively tame (dare I say boring) introductions. They're probably "how to" articles, and thus have that dry, clinical feel to them.

Am I right?

If so, that's OK. You can use the standard "how to" format for some of your articles. That means you can have "standard" introductions that tell people what the article is about, and then you jump into the "meat" of the article by paragraph number two.

However, I'd ask that you also consider creating articles that are a step outside the normal. See, everyone writes "how to" articles using the above-mentioned standard format. So what happens when you write something different?

**Just this:** Your articles get noticed! People read them. And they remember them.

Let me give you an example of what I'm talking about...

Here's the start of a typical article on housetraining a dog...

"A properly housetrained dog is a good house guest."

Well thank you, Captain Obvious!

OK, let me put the sarcasm aside for a moment. Point is, starting out an article with something that's glaringly obvious isn't exactly a good way to bowl over your readers and suck them into your copy. If you bore them in your first sentence, you've just significantly reduced the chances that they'll read on!

So what can you do instead to hook your readers? Your options include (but are not limited to) the following:

- Connect with them by empathizing with them.
- Engage them on an emotional level (perhaps with a hard-hitting emotional introduction).
- Tell them a story that not only engages their emotions, but their five senses.
- Tell a story and let them identify with the main character.
- Shock them, perhaps by making an outrageous claim (and tell them you have proof).

- Make the article about them (e.g., be sure your article is reader-oriented and uses the word “you” as often as possible).
- Make a big promise or offer a big benefit if they’ll keep reading.
- Perk up a boring introduction by injecting your personality.
- Put a spin on a boring topic by offering analogies, metaphors and other tricks that make your article memorable.

Now, in most cases you’ll use more than one of these tactics to turn a wilted PLR article into a blooming rose that drives traffic, subscribers and sales to your site.

**Wait. Stop the presses.** *Did you just see what I did in that last sentence?* Instead of saying “you could use one of these tactics to turn a mediocre PLR article into a good article,” I used the words “wilted” and “blooming rose” to describe the content. Just using a simple metaphor instantly creates a bigger impact on your audience!

Here now are specific examples of how to rewrite your introductory sentence to get a rise out of your readers. Go ahead and add these examples to your swipe file:

Original, yawn-inducing first sentence:

“A properly housetrained dog is a good house guest.”

**Rewrite #1:** Making a big promise or offering a big benefit.

You’re about to discover how to housetrain your new puppy in 72 hours... or less!

**Rewrite #2:** Using metaphor, simile or analogies to catch the reader’s interest and “paint a picture.”

Housetraining a stubborn dog is like fishing in a swimming pool – both require a lot of patience!

**Rewrite #3:** Engaging the reader (in this case, by showing how an untrained dog can be an embarrassment).

Imagine this: Your new in-laws are coming over for the first time. And just as the doorbell rings, you discover Fido has left a stinky surprise in front of the door.

**Rewrite #4:** Reader-oriented introduction (using the word “you”), plus questions that engage your specific target market.

Are you tired of finding the wet spots on the carpet? Are you spending more money on carpet cleaner than you do on your mortgage?

**Rewrite #5:** Engage readers using a personal story they can identify with (but just be sure to turn the article back to being about the reader within a few sentences).

There I was on my hands and knees again, scrubbing the carpet for what seemed like the 1000<sup>th</sup> time this week.

**Rewrite #6:** Start off the article with a few facts and figures (Note, I made up the figure below, so don't quote it anywhere ☺).

The numbers are shocking. According to the US Humane Society, 67% of dogs that turn up in dog shelters are dumped because they're not housetrained.

**Rewrite #7:** Arouse a little curiosity in your readers to get them hooked.

I just housetrained my new puppy in 24 hours flat – and you'll never believe how I did it! (Best part is you can do it too, maybe even faster.)

**Rewrite #8:** Using a story to engage the reader.

It was every ten-year-old boy's dream: A new puppy! But this little bouncing bundle of fur came with strings attached. Dad said if I didn't have the puppy housetrained in 72 hours, we had to bring him back...

## What to do After the First Few Lines?

You have your readers hooked in the first few lines. Now what? How do you wrap up the rest of the introductory paragraph?

**Simple:** You tell them what the rest of the article is about. Let them know what benefits they'll receive if they keep reading. Make them a little curious about the article. Make them feel like if they stop reading now, they're going to miss out on some of the best information they've ever read.

In short, your introduction is like the appetizer before the main course. It whets your reader's appetite and makes them keep reading to get more. Simple, right?

Tip: Just think of it this way - the job of your introductory paragraph is to get your prospect to keep reading. An introduction that engages the reader's senses or emotions will do that. An intro that promises big benefits and seems to be all about her will also do that.

**Bottom line:** The article example above is NOT about dog training. It is NOT about the dog. *It's about your reader.* And once you start viewing every article you rewrite as being about your reader (and not about any secondary topic), you'll write better articles that will grab your readers and pull them in.

Now let's move on to the next step...

## **EDIT the Title (And Author Name)**

Editing the author name is easy and self-explanatory. Just put down your name (or your niche pen name) as the author.

The next part (editing the title) is extremely important. And that's because -

**The title is perhaps the most important part of your article.**

That's because if the title can't grab your prospect's attention and pull them into the article, the article as a whole might as well not even exist.

Indeed, it's usually the title alone that pulls people into an article.

Whether they're browsing for articles on an article directory, scanning your blog or newsletter for articles of interest, or even browsing the search engine results, it is your article's title that will either pull people in or cause them to skip over your article.

If you're still willing to just haphazardly slap a new title on your article and move on to the next step, perhaps this next story will get you to reconsider...

A gentleman by the name of Bob Morrison self-published a book called "*The Entrepreneur's Manual*." Wow, that made me yawn just typing it out. And apparently his prospects agreed, because he only sold 12 copies of his book.



Then he changed the title to “*Why SOB's Succeed and Nice Guys Fail in Business*” – and in the span of just a few short year, Morrison sold over 700,000 copies of the book! (And by the way, I have plenty of examples like this that produced equally massive results due to a simple title change!)

Now, I know the above example is about changing the title of a book, while this section is actually about changing the title of an article.

**But the point is the same:** The title is important!

The title can make or break your article. And as such, you should spend a large amount of time considering how to craft your title.

If you’ve read any books on copywriting, then you likely have a pretty good sense of how to create titles that grab attention. Here are a few basic pointers:

- ➔ **Create titles that speak directly to your target market.** If you want your article title to get the attention of the right people, it needs to specifically “speak” to your target market. If your title would work equally well on a gardening article as it would on a weight loss article, then it’s not speaking to the target market.
- ➔ **Make a big promise or offer up your biggest benefit.** What is your article going to do for the reader? What’s the biggest benefit they’ll get from reading this article? Whatever it is, consider “advertising” that benefit right in the title of the article.
- ➔ **Where applicable, arouse curiosity.** If you arouse curiosity, it needs to be curiosity about the benefit you promised or about the article itself. In other words, it must be relevant. For example, you can state a benefit without telling readers how they’ll receive that benefit, which means they need to read the article to satisfy their curiosity.
- ➔ **Get specific.** When you use specifics, your title becomes more believable (and interesting). For example, “*You can make \$107.32*” is more believable than “*You can make \$100.*” Or, “*I lost 18 pounds*” is more believable than a round number like, “*I lost 20 pounds.*”
- ➔ **Use “trigger” words.** There are certain words that almost always grab (and hold) a targeted reader’s attention. These words include (but are not even close to being limited to): *how, how to, secrets, discover, reveal, free, you, introducing, new, amazing, news, announcing.*

Now let's look at a few specific examples. Feel free to "swipe" these examples and use them as templates the next time you need to rewrite a title:

**Original Title #1:**

Housetraining a Dog

**Rewrite #1.1:** The new title use the trigger words "how to" and "your" (to make the title about the reader).

How to Housetrain Your Dog

**Rewrite #1.2:** The new title uses the trigger word "secrets." It also speaks directly to a niche market (poodle owners). It also offers a big, specific benefit (fast housetraining in 72 hours).

The Secrets of Housetraining Your Poodle in 72 Hours... Or Less!

**Rewrite #1.3:** Again, here we have big benefit (fast housetraining). But this article title seeks to arouse curiosity. That's because anyone who's read about housetraining knows that most advice includes something about paper training or clicker training or crate training. So if you eliminate these common training tools, the reader will be curious about the advice in the article.

How to Housetrain Your Puppy Fast... Without Papers, Clickers or Kennels!

**Rewrite #1.4:** This title is powerful because it pushes the "easy" button and pulls in readers who think that housetraining is hard. It also makes use of the *formula, tips, steps* title – specifically, this article has "seven steps." But it also could have had "Ten Tips" or "three secrets," or... well, you get the idea. Readers love these sorts of "tips" or "steps" headlines, because they like systems and blueprints.

Seven Quick and Easy Steps to Housetraining Your Dog

**Rewrite #1.5:** I'm sure you'll easily spot the trigger words (*discover, secrets*), the big benefit and the specifics of that benefit (*housetraining a poodle in 72 hours*). But here you'll see an added element with the use of the "Who Else" headline.

Who Else Wants to Discover the Secrets of Training a Poodle In 72 Hours... Or Less?

Note: “Who Else” suggests that other people are already successfully using this method. As such, this title works because of social proof. The title implies, “other people are doing it... you can too.”

### **Original Title #2:**

How to Lose Weight

**Rewrite #2.1:** The original title included the trigger phrase “how to,” which is good. But in the rewrite, we did two things. First, we made the target market clear (busy moms). Secondly, we put in a big promise – fast weight loss.

The Busy Mom’s Guide to Fast Weight Loss

**Rewrite #2.2:** Here again we have one of the “tips” headlines (or in this case, “seven ways”). This title also pushes the easy button, as it promises a fast and simple solution. It also puts forth a big promise... and in doing so, it may even arouse curiosity. That’s because most people associate diets with feeling hungry, so they may be curious about fast weight loss that doesn’t involve feeling deprived.

Seven Simple Ways To Lose Weight Fast... Without Feeling Hungry!

Which brings us to our last example...

**Rewrite #2.3:** This title works because it pushes the easy button, it is specific, it includes trigger words and it arouses curiosity.

How to Eat Chocolate Every Day and Still Lose Seven Pounds in Seven Days!

## **Final Title Tips**

If you want to know the secrets of writing great titles, then study copywriting. You can study the copywriting resources themselves... or you can just study real-life examples. For example, start creating a “swipe file” of:

- Good email subject lines.
- Good headlines you see on sales letters.
- Eye-catching titles you find in article directories.
- Compelling blog post titles that almost force you to read the post.

And so on. Here's the idea – find titles that capture your attention, and then figure out why they grabbed your attention. Then model your headlines after these compelling headlines to see if you can get similar results.

Now let's move on to the next step...

## WRITE New Material

Technically, you could create a unique article simply by tweaking and rewriting all or part of your PLR content. However, you'll have a better (and more unique) article if you write and insert entirely new sentences or even paragraphs.

Tip: Now before I get into tips about what sort of new material you can write and insert, let me offer you this bit of advice:

You don't necessarily have to write the new material yourself. Instead, you can create a new article by piecing together multiple PLR articles!

If you're like me, you probably have multiple articles on very similar topics. You can grab a paragraph from one and add it to another, grab an example from another article and use it in the article you're rewriting and so on. It's a quick and easy way to create a new, unique article!

So, what sort of new content might you add? Here are just a few options for you to consider:

➔ **Provide examples.** If your article includes plenty of "how to" advice, then you can make the article better simply by offering specific examples (which helps make the content more memorable).

Let's suppose you're rewriting an article on weight loss, and the article includes advice about eating essential fatty acids (EFAs). You can then provide specific examples of where readers can get these EFAs, by saying,

Example: "You can get your daily EFAs by eating peanuts, almonds, fish, fish oil, flax, etc."

- ➔ **Share personal stories / anecdotes.** Another way to add value while making your article unique is by sharing personal stories, anecdotes or examples.

Let's suppose you're working on that weight loss article. When it's relevant, you can share your personal weight loss story or personal examples of diets that failed you. Or you might provide meal plans or personal recipes that have worked for you.

Example: "I used to be so embarrassed when I left the house. I could barely fit into a seat at the movie theater. I'd see kids pointing and laughing at me..."

If you don't have your own stories to share, you can of course share other people's stories (e.g., a story about your spouse, friend, etc). You may even create a story to prove a point, provided it's clear that your story is an example and not factual.

- ➔ **Offer facts and figures to back up your assertions.** Finally, another way to make your articles unique is by offering facts and figures.

Think back to earlier in this report when I told you that titles can make or break your article, and that they're the most important part of the article. I could have left it at that. Instead, I threw out a story with verifiable facts about how Bob Morrison went from selling 12 copies of a book to 700,000 copies of his book, due in part to his title change. You can do the same with your articles by adding in relevant facts and figures.

Example: If you're writing a weight loss article, talk about how many calories one must burn in order to lose a pound. Talk about how many people are overweight in your country. Talk about how many calories are packed into candy bars.

- ➔ **Naturally, the article you're writing might just have some information missing, in which case you can quickly create a new paragraph and insert it.**

Example: Your weight-loss article might be missing a tip on the importance of drinking plenty of water. You can add this tip, and in doing so you'll make the article more unique.

Once you've added in this new material, you can move on to the next step...

## **REWORD the Conclusion**

So far, you've hooked your readers with an awesome title, reeled them in with a great introduction, and you have them hanging on every word as they race to the bottom of your article.

**Now is not the time to fizzle out!  
You want to end strong.**

And that's because your article has some sort of purpose, right?

Perhaps you want to build a relationship and trust with your readers, you want them to click on a link, you want them to subscribe to your newsletter or blog, you want them buy one of your products, etc.

**Whatever the purpose,  
you'll have a call to action at the end of this article.**

You might place this call to action in the very end of the article within the conclusion itself, or you may insert it in your byline (as would be the case if you're submitting an article to an article directory).

Either way, you need to keep people reading to the end so that they see your call to action.

Generally, your conclusion should "wrap up" the article by recapping the main points. This is especially important if you're rewriting a longer article, as sometimes skimmers will just read your title, your introduction and then skim their way down to your last few sentences. As such, you want to give your skimmers some value in the end of the article.

Important Tip: Now, here's a trick to get people to read all the way to the end...

In your introduction, tell a story or promise that you'll reveal a secret... and then wait until the concluding paragraph to actually do so. People will keep reading if they're curious. And some people will keep reading just because they dislike having "unfinished business" or no closure.

Let's go back to the example of rewriting the weight loss article. Your introduction might tell readers that they're about to discover how you lose weight without feeling hungry. Then in the last paragraph you can reveal this tip.

Now let's look at a few specific examples of how to use this trick, plus other ways to wrap up your conclusion:

**Rewrite #1:** Revealing the tip you hinted at in the beginning of your article.

"Remember how I told you at the beginning that you can lose weight without feeling hungry? Well here's the secret: Hoodia. It's a natural appetite suppressant that ..."

**Rewrite #2:** Highlighting and recapping the main points of the article.

"There you have it - three simple steps to lose weight fast, including:

- 1) Step #1
- 2) Step #2
- 3) Step #3"

**Rewrite #3:** Including your call to action within the conclusion.

"You've just discovered the seven secrets of fast weight loss. But if you're like most people, the weight always comes back. That's why you need to click here and get the free Fat Buster report that shows you how to ..."

**Rewrite #4:** Encouraging your reader to take action on the information he's just read.

"You've just discovered the seven secrets of fast weight loss. But here's the thing - the weight isn't going to jump off by itself. That's why I encourage you to commit to following this plan, starting today. In fact, why don't you start right now by drinking a big glass of water?"

**One Final Tip:** If you're submitting to article directories, then you may consider writing at least a two-part article. You post part one on the article directory and part two on your blog (or make it available via autoresponder). Either way, the idea is to siphon off the article directory traffic and get them to click through to your site.

The reason I mention this here, of course, is because the conclusion is the perfect place to mention part two of the article. You can recap the points from part one and then give them a “teaser” (preview) of what they’ll find in part two of the article.

In other words, give them a compelling reason to click through to your site, by offering them a big benefit and/or arousing curiosity.

Now let’s move on to the next step...

## **INSERT New Subheadings**

Unless you’re rewriting short articles, there’s a good chance that the article is broken up into sections with subheadings (e.g., think of these sections as mini-chapters).

**You can and should spice these subheading titles up.**

And if your article doesn’t have subheadings, then you may want to create at least one or two, as it makes the article easier to read.

If you’re writing a “tips” or “steps” article (e.g., “seven simple steps to housetraining your dog”), then you can break up your article by using a subheading for each of your seven steps.

If your article doesn’t consist of list of steps or tips, then you may create subheadings to break the article up in natural place.

Example: An article on weight loss may have two subheadings: One for the exercise portion of the article, and one for the second half of the article where you talk about diet and nutrition tips.

**Now remember this:** Your subheadings are headlines, so they’re important. Sometimes people just skim an article to find out if they want to read it in more depth.

If your subheadings (also known as “subheadlines” or “subtitles”) are boring, your prospective readers may just hit the back button.

As such, that means you need to craft your subheadings just as you do the title to your articles. All the tips mentioned in the title section of this report (such as arousing curiosity, being specific, and promising a benefit) all apply here. And likewise, all the examples posted in that section are 100% applicable to writing subheadings.



In other words, you approach crafting your subheadings just the way you would approach crafting a headline. Its job is to get attention and drag the skimmer into the article so they read it in depth.

Here are five examples:

**Boring Subheading:** "Exercise Tips"

**Subheading Rewrite:** "Three Little-Known Exercises That Flatten Your Stomach"

**Boring Subheading:** "Appetite Suppressants"

**Subheading Rewrite:** "The Secret Diet Pill That Works Like Magic"

**Boring Subheading:** "My Story"

**Subheading Rewrite:** "How a Former Waitress Made \$95,735 Online... And How You Can Too!"

**Boring Subheading:** "My Story"

**Subheading Rewrite:** "How Getting Fired Turned Out to be the Best Day of My Life!"

**Boring Subheading:** "Housetraining Tip"

**Subheading Rewrite:** "Here's the Little-Known Housetraining Tip That Virtually Eliminates All Accidents!"

Again, refer back to the title section of this report for even more examples.

Now let's move on to the next step...

## **TWEAK the Content**

At this point, your article is really starting to look good. Your readers are going to love it. And it's probably also unique enough so that no one would even recognize it as PLR content.

But now it's time to polish this article to make it shine. Here's how:

- ➔ **Proofread for grammar and spelling mistakes.** Your article doesn't have to be perfect, unless they're about creating grammatically correct content. Indeed, the message in your article is much more important than whether you used a colon when a semi-colon was more appropriate.

Still, you should proofread to catch the obvious mistakes that might slow down the “flow” of the article. This includes incomplete sentences, run on sentences and spelling errors.

Whenever possible, have someone else proof your articles for you. That’s because you’re too close to the project, so you won’t see your mistakes. If you don’t have anyone else to proof them for you, then set them aside for a week and then look at them with fresh eyes.

Tip: You may also read them out loud or have child read them, as that will give you an idea of how well the article flows.

➔ **Polish the article to make it easier to read.** Now look at the article as a whole. Don’t actually read the words. Instead, just glance at it and ask yourself honestly: Does it LOOK easy to read?

You see, some people won’t read an article if it looks difficult to read. Not only should the article be an easy read, it should give the appearance of being an easy read. You do this by:

- **Open your article with a short sentence.** Then start a new paragraph and continue with your introduction. If your first line looks easy to read, the skeptical reader is more likely to give your article a chance.
- **Use short paragraphs.** Long blocks of text look difficult to read. Chop those paragraphs up into smaller paragraphs so that you can introduce more white space into your article.
- **Break up long blocks of texts by creating lists.** Instead of listing tips in the form of a paragraph, you can create a bulleted list – like the one you’re reading now. Doing so makes the text easier to read. And of course as already mentioned, break up sections of your article by using subheadings.

➔ **Add in your own unique twists.** Look at this report you’re reading as an example of a unique twist.

This report could have just listed out the seven steps to rewriting a PLR article. Instead, I created a formula for you – the “R.E.W.R.I.T.E. a PLR Article” Formula – to help you remember these steps.

And in doing so, I set this report apart from any other products that talk about how to rewrite PLR content.

You can do the same. If your article already has a series of steps or tips listed, then tweak those steps to create a formula.

Example: Suppose you had an article that listed nine weight loss tips. Perhaps you could create a FAT BUSTER formula. Or if your article was about three steps to training a dog, you could make each step start with the letter "T" and call it the "3T Training Formula" (or similar - that's just an example).

**Further Advice:** As mentioned before, you can also tweak the content to make it more engaging and memorable by using metaphors, similes and analogies.

➔ **Optimize the article for the search engines (where applicable).** This tip won't apply to every article you write. But if you're trying to pull in traffic from the search engines, then you'll need to create content around your keywords.

Now before you discover how to do that, let me make two quick points:

**1. You should write for your human readers first and the search engines as a secondary goal.** If you focus too much on writing for the keywords, you may find your writing becoming stilted and unnatural as you try to cram too many keywords into it. Even if an article like this does pull in traffic from the search engines, it's unlikely the visitor will read the entire article if it's not engaging.

**2. Search engine rankings are due in large part to your off-page optimization efforts.** That means if you're trying to create content around competitive keywords, you likely won't rank very well in the search engines... unless you are also doing an intensive linking campaign (e.g., getting one-way incoming links from other relevant, related and high PageRank™ sites).

Nonetheless, here's how to create articles that pull in search engine traffic...

Now that your articles are polished and optionally optimized for the search engines, you have just one step left...

## **ERASE Irrelevant, Boring or Outdated Content**

Finally, the last thing you need to do is look over your article one more time in search of any content that's boring, irrelevant or outdated.

Granted, if you've followed the plan I've laid out for you so far, you probably have a stellar, engaging article. But you'll still want to ensure the content is "evergreen" (where appropriate).

### **DEFINED: "Evergreen Content"**

"Evergreen content" is content which is just as useful and relevant on the day it's created as months or years from now. That means the content tends to be proven, time-tested information rather than fads, information that includes references to current events and so on.

It's especially important to ensure your content is evergreen if you're loading this content up into an autoresponder, since these articles may be delivered to people months or even years from now.

Here's an example of how to rewrite content to make it evergreen:

### **Original:**

"Nature's Miracle is the best enzymatic spray for cleaning up your dog's accidents."

### **Rewrite:**

"Click here to find out which is the best enzymatic spray for cleaning up your dog's accidents."

Note: The "click here" link should then lead to a web page on your own site that you can update whenever you want. Since the article doesn't mention a specific spray, the recommendations on your web page can change over time, if needed.

Another example:

**Original:**

"Click here to download this brand new book for free!"

**Rewrite:**

"Click here to download this book for free!"

Note: Took out the words "brand new," as it obviously won't be brand new six months from now.

## Conclusion: Time to Take Action!

Congratulations - you now have the equivalent of a Ph.D. degree in rewriting private label content articles!

That means you can rewrite articles faster and for less cost than ever before.

And because you now know how to write unique and engaging articles that are optimized for the search engines, you can start expecting more traffic, more subscribers, more customers and more money!

Let's quickly recap the R.E.W.R.I.T.E formula:

- R - REWRITE the introduction.
- E - EEDIT the title and author name.
- W - WRITE new material and add it to the original article.
- R - REWORD the conclusion.
- I - INSERT new subheadings.
- T - TWEAK the content.
- E - ERASE irrelevant, boring or outdated content.

Pretty simple, right?

**And best of all:** Once you start using this formula, you'll find that you spend very little time tweaking an article. Even though you can turn these articles out fast, you'll have polished, engaging articles that look like a professional writer created them just for you from scratch!

Now you've reached the most important part of this report. An average marketer would set this report aside for now and wander off to do something else.

But YOU are NOT average. And that means that you know taking action is the key.

So here's your next step...

- 1) Scan your hard drive and find that folder of articles you've been meaning to rewrite. (Yes, do it right now.)
- 2) Select one, doesn't matter which one, and put the "R.E.W.R.I.T.E. a PLR Article" Formula to work.
- 3) Don't stop until you've reached the last step.
- 4) Then load that article up into your autoresponder, submit it to an article directory or post it on your blog.

**And remember:** The first one takes the longest. Once you've used this formula a few times, it will take you just a few minutes per article to turn out a masterpiece!

If you want to use content marketing to promote your sites and offers, then you're reading the right report! That's because –

**You are about to learn 27 ways to distribute your ezine articles.**

You see, most marketers who think of "content marketing" think of submitting articles to article directories (especially [EzineArticles.com](http://EzineArticles.com)). But that's just the tiniest tip of the article marketing iceberg.

Indeed, in just moments you'll start discovering content marketing strategies such as:

- ✓ Turning groups of articles into reports and giving the reports away, licensing them to other marketers and making them rebrandable!
- ✓ Stocking your membership site with the content.
- ✓ Giving them to your affiliates to use.
- ✓ Turning them into a paid newsletter.
- ✓ Creating traffic-pulling Squidoo lenses with them.

...Plus 20 other methods that will drive traffic to your site, build your subscriber list and put more money in your pocket!

Let's get to it...

## **1. Submit Them to Article Directories**

Here's one of the most popular ways to distribute your ezine articles: Submit them to article directories.

The reason for doing this is threefold:

- 1. You get a backlink**, which is usually good for search engine optimization purposes.
- 2. You can get targeted traffic directly from the directory.** While directories do have internal traffic that may click through to your site, you'll get even more traffic if you optimize your article for the search engines. That's because Google and other search engines tend to regularly crawl and rank pages on certain directories, especially EzineArticles.com.
- 3. An ezine or blog publisher may pick your article up and reprint it** – and that means even more traffic and backlinks for you.

Here's how to submit your content to the article directories:

### **Step #1: Write and Optimize.**

You can optimize your article for the search engines by choosing a niche keyword and using it two to three times for every 100 words of content. Generally that means you use the keyword in your title and about once or twice in every paragraph.

Tip: Use [www.WordTracker.com](http://www.WordTracker.com), [Google's Keyword Tool](http://Google's Keyword Tool) or your preferred tool to uncover your niche keywords. You're looking for keywords (phrases, actually) with low competition in the search engines, which gives you a better chance of ranking well. If you're using WordTracker, look for keywords with a KEI (keyword effectiveness index) of at least 100... but higher is better.

### **Step #2: Read the Guidelines.**

Before you submit, be sure to read the editorial guidelines on each site. Some sites (like [EzineArticles.com](http://EzineArticles.com)) are more strict than others. For example, some of the more strict directories do not allow you to submit PLR content. And most directories have limits on the number of links you can include in your article.

### **Step #3: Create Accounts and Submit.**

Your last step is to submit your articles to the top directories, including:

- [www.ezinearticles.com](http://www.ezinearticles.com) (If you only submit to one directory, make it this one.)
- [www.goarticles.com](http://www.goarticles.com)
- [www.articlecity.com](http://www.articlecity.com)
- [www.articlealley.com](http://www.articlealley.com)
- [www.buzzle.com](http://www.buzzle.com)



## 2. Find Bloggers to Reprint Your Articles

Here's another way to distribute your ezine articles: Be a guest blogger on the busier blogs in your niche. Not only do you get the benefit of a backlink (for SEO purposes), but you'll also get direct click-throughs from the blog's readers.

Tip: If you're interested in traffic, focus on submitting articles to blogs that you know to be popular and busy. One way to tell is by looking at the comment section: If a blog gets a lot of comments, then usually it's getting a lot of traffic (since only a small percentage of visitors will comment).

Secondly: If you're interested in getting the backlink, then look for blogs that have a high Google Page Rank (PR) - or newer sites that have the potential to build a high PR. Generally, that means looking for sites that currently have at least a PR4 (the higher the better). But don't necessarily exclude lower PR sites, because a PR1 today may be a PR5 next year.

Now, there are two ways to approach bloggers about publishing your content...

**1. First, you can just submit your articles directly to bloggers who need content.** Typically, these are bloggers who actively solicit contributions. They're easy to spot because many of their blog posts are from guest authors. In some cases, these bloggers may be pulling content from article directories. In other cases, you may see a note in their sidebar or on their "about" page about how to submit content.

**2. The second way to become a guest author is do a JV (joint venture), where you agree to swap articles on your respective blogs.** This approach works best when you're dealing with a blogger who rarely (if ever) posts other peoples' content on his or her blog.

Tip: It helps if you start a relationship with the blogger first before making your content swap request. The easiest way to do this is to start commenting on his or her blog - in other words, join the discussion.

Then once the blogger knows who you are, you can submit your request. Just email him or her something like this:

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Dear [First Name].

It's [your name] here from [your blog name/URL].

I've enjoyed our discussions on your blog for the past month, and I realized that my subscribers and readers would really enjoy your [niche topic] insights too.

So here's my proposal: Let's swap articles. You can be a guest author on my blog and I'll do the same for you.

The benefits are that you'll get a backlink on my PR[number] site and enjoy plenty of click-through traffic. You can use this traffic to increase your blog's traffic, build your list or sell [name of product].

Hit reply and let me know what type of article you'd like to share with my readers. I look forward to hearing from you!

Sincerely,

[your name]

P.S. My readers are really interested in [topic] - maybe you'd like to share your expertise in that area?

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### **3. Ask Newsletter Publishers to Reprint Your Articles**

This is the same idea as the last technique, except that in this case you're asking newsletter publishers to reprint your articles. As such, you don't need to be concerned with the Google PR of a publisher's site (unless the publisher also posts your content on his or her blog).

You can even use the two approaches we just discussed - either submit directly to those publishers who accept outside content, or ask for a joint venture. Just tweak the email template to eliminate references to blogs, PR and other irrelevant items.

Now here's the golden question: Where can you find these newsletter publishers?

Chances are, most of the marketers that you know about in your niche have newsletters. Add them to your list and then move on to these steps to find even more publishers:

**Step #1:** Check the top Clickbank.com sellers in your niche. Most sellers have a newsletter – and these tend to be responsive subscribers, since they're prospects and customers (rather than freebie seekers).

**Step #2:** Search Google. Use your niche keywords (like "online marketing") alongside search terms like newsletter, ezine or even subscribe.

**Step #3:** Finally, check newsletter directories such as <http://www.ezine-search.com/search-it/ezine/>.

## 4. Turn Articles into Free Reports

Your articles don't need to stay in individual article form in order to bring in traffic and sales to your site.

Indeed, over the next few pages you'll discover several ways to use bundles of your articles to bring in traffic, subscribers and profits to your site. And the first strategy we'll discuss is compiling your articles into reports that you give away to help build your newsletter list.

You see, most people won't sign up for your newsletter just because you put up a subscription form alongside the words "free newsletter." You need to give them an extra incentive, a "bribe" if you will. And one way to boost your subscription rate is to offer a free report. You don't need to write this report from scratch when bundling together your articles will do.

Now, there are two main ways to compile your articles:

- 1. Each article becomes a chapter.** Write an introduction, create a conclusion, and write "transition text" as needed so that your compiled articles flow together naturally. Each article might become a chapter in your book.

Example: Let's say you have a series of articles on the topic of traffic-generation. Your articles might include: Search engine optimization, writing and submitting press releases, article marketing, affiliate marketing, joint venture (JV) marketing and social media marketing. You

can take these six articles, compile them and you'll have a report about how to generate free traffic.

**2. Each article stands alone.** When you use this method, you can just bundle the articles together as-is, without any need to make it seem like they're part of one ebook. You can (and should) write an introduction to the articles and a conclusion, but you don't need to write transition text.

You've probably downloaded a few of these article compilations before. Sometimes people just bundle together their 10 or 20 best blog posts or past newsletter issues and offer them as a freebie to new subscribers.

Use the method that works best for your particular set of articles. Then put up a squeeze page (subscription page) where you offer this freebie in exchange for an email address. Like this:

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**Now You Too Can Discover Six Ways to Pull in Thousands of Cash-Paying Visitors to Your Site - FREE Report Shows You How!**

Dear Fellow Marketer,

How much more money would you make if you doubled or tripled your traffic? And what would you do with all that extra money?

Now you don't have to imagine, because in just moments you'll discover the six secrets of pulling in a constant stream of targeted, cash-in-hand buyers! You'll find out:

- A surprisingly simple way to shoot your pages to the top of Google - SEO has never been this easy!
- You'll discover the secret of turning one Twitter contact into thousands of visitors!
- [another benefit]
- [another benefit]
- [another benefit]

And more! By the time you finish reading this free report, you'll know exactly how to double or triple your traffic - for free!

All you have to do is type in your first name and email address in the form below, and you'll get instant access to the [name of report] report. Act now, because this offer may disappear at any time:

[subscription form]

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## 5. Create Rebrandible Reports

You've just compiled a pack of articles and turned it into an ebook. And if you're a savvy marketer, then you included promotional links to your products or other people's products in your freebie.

Even though you're offering this report as a freebie to those who join your list, you should still put links in your report pointing back to your subscription page. And that's because you hope that your subscribers will pass your report around to their friends and colleagues. If those friends and colleagues like the report, they'll join your list too.

In short, you want your report to "go viral."

Naturally, it takes some extraordinary content to turn a report into a viral report that sweeps your niche.

Generally, the report needs have at least one of the following characteristics:

- **Extremely useful and valuable.** If you're giving away what everyone else in your niche is charging for, your report may go viral.
- **Controversial or even offensive.** This doesn't work in every niche, but controversial content tends to go viral. Just look at the news to see how controversial comments by politicians, celebrities and "shock jocks" get talked about for days.
- **Humor.** This one is difficult to pull off because different people have different definitions of funny. But here again, just think of all those email forwards you receive from friends that are about funny jokes or story – proof that humorous content goes viral.

Now here's how to jumpstart that viral effect: In addition to having good content, you make your report rebrandible. That is, you allow people to change the links in the

report to their affiliate links. So you're giving people a chance to make money by distributing the report... while you get the benefit of link in the report pointing back to your subscription page. It's a win-win situation.

Tip: Use a tool like [www.viralpdf.com](http://www.viralpdf.com) to create rebrandible reports.

## **6. Submit Your Bundled Articles to Ebook Directories**

Here's yet another way to distribute the articles you've compiled into reports: Submit them to free ebook directories.

Just be sure you have product links in your report so you can make a residual income, as well as links to your subscription page so you can build your list. Also, put a note in the beginning of your report to encourage readers to pass the ebook along to their friends.

You may even offer a rebrandible version of the report as an extra incentive for people to share it with others.

Here are just a few of the places you can submit your free ebook:

- The Warrior Forum [free ebook section](#). If you have a "make money online" ebook or report, be sure to list it here.
- [www.ebookdirectory.com](http://www.ebookdirectory.com) – this is one of the larger free ebook directories.
- [www.mindlikewater.com](http://www.mindlikewater.com)
- [www.wisdomebooks.com](http://www.wisdomebooks.com)
- [www.brandable-ebooks.com](http://www.brandable-ebooks.com) (Currently under construction for a re-launch, but bookmark it and check back later.)
- [www.ebookgiveaways.com](http://www.ebookgiveaways.com)
- [www.scribd.com](http://www.scribd.com)

Tip: You may also upload your ebook to the popular file-sharing networks (also known as "P2P networks") such as [www.limewire.com](http://www.limewire.com).

## **7. Sell Your Bundled Reports**

So far we've talked about how to compile your articles into reports and then give these reports away in order to make money from product links and drive traffic to your site. Now here's another idea: Make money on the front end by selling your article-compilation reports.

If you previously gave away the content (e.g., these were originally newsletter articles), then you already have people lined up to give you a testimonial. If not, give a half a dozen or so copies away and ask for feedback and testimonials.

Next, write a sales letter for your report, being sure to follow these steps:

**Step #1:** Craft an attention-getting, benefit-driven, curiosity-arousing headline. Example: "Now You Too Can Discover the Secrets of [insert benefit here]!"

**Step #2:** Create an opener that holds interest. You might tell a story that the reader can identify with. You might just remind the reader of how frustrating his problem is. Either way, you push the prospect's emotional hot buttons.

**Step #3:** Introduce your report as the solution and list the benefits. Now you want your reader to think about solving his problems. You do this by listing all the benefits of your product, such as, "You'll find out how to [insert benefit]!" Typically you list your benefits in a bulleted list.

**Step #4.** Prove your claims. Your testimonials will help prove your claims. Where applicable, offer other forms of proof such as screenshots, videos, pictures, measurements, etc.

**Step #5:** Offer a guarantee. Generally, the longer and stronger your guarantee, the higher your conversion rate since you're reversing the risk. If you use Clickbank.com as a payment processor, then your guarantee is automatically 60 days.

**Step #6:** Create a call to action. Finally, you tell your prospect what you want him to do next, such as: "Take out your credit card and click the 'buy now' button to get started!" You may also want to create a sense of urgency, such as by offering a limited-time discount or bonus.

**Step #7:** Add a P.S. The post-script should reiterate a main benefit, recap the offer, heighten the sense of urgency and/or call the prospect to action again. Once your letter is complete, then you need to:

**Step #8:** Get a payment processor. Clickbank.com works well, especially if you're going to promote using affiliates. Otherwise you can use PayPal.com or 2Checkout.com. Either way, you'll be given a payment button/link code to copy and paste into your sales letter.

**Step #9:** Create a download/thank you page. This is where you thank your customer for this purchase and give him the link to download the report.

## **8. Give the Articles Away as Bonuses to Paid Products**

Another way to distribute your articles is by giving them away as bonuses to paid products. Here you can give the articles away individually. Preferably, however, you should give away your bundled/compiled articles in report form.

Examples:

- You're selling a report on how to generate traffic. You can compile 20 traffic-generation articles into one report and offer it as a bonus.
- You're selling a membership site script (software). You can bundle up a package of articles about marketing membership sites and offer it as a bonus to paying customers.
- You're selling a service, such as personal fitness training. You can bundle together a package of nutrition and exercise articles to offer as a bonus to your clients.

## **9. Sell the Resell / Giveaway Rights to Your Articles**

If you want to profit from your articles both on the front end and the backend, then one way to do that is by licensing your content so that others can use it. You make



money on the front end by selling licenses to the content. You make money on the backend by weaving offers and links into your articles.

As usual, there are two ways to do this: By licensing the individual articles or by compiling the articles into a report and selling resell (or giveaway) rights to the report.

Preferably, you should license reports or ebooks. And that's because most marketers are accustomed to getting free articles from directories like EzineArticles.com. Many marketers would rather have a proven report, ebook or similar product to sell as opposed to paying for the right to display a free article.

Tip: Note that I used the word "proven" in the paragraph above. That's because you can command a higher fee for your resell rights products if they are already proven sellers. As such, you should write the sales letter, create the graphics and sell the report yourself first. Once you've proven that your product is "hot," you'll have plenty of people lining up to buy the resell rights.

Here are five places to sell the resell rights to your article compilation reports:

1. [www.ebay.com](http://www.ebay.com). Since eBay® no longer allows digital downloads, you'll need to put the report(s) on a CD and mail the CD to your customers. Or, compile the articles and print them as a report or physical book that you can ship.
2. The Warrior Forum [Special Offer section](#). Note that you'll need to upgrade to become a paid member of the forum first before you're granted the right to purchase an ad spot in the WSO section.
3. The [SitePoint.com marketplace](#). Check out the "content for sale" section. Alternatively, you can create a website out of your articles and sell it on SitePoint's [www.flippa.com](http://www.flippa.com) marketplace.
4. Your lists. If you have a newsletter list or blog about marketing, then let your list know about your offer. Likewise, if you're on social networking sites like Twitter.com, let your followers know that you're selling the resell rights to your product. Finally, let your JV partners and affiliates know that you're selling resell rights to your products.
5. The [Digital Point marketplace](#). Use this as a last resort, as this forum tends to attract lower-quality buyers. However, it's perfect if you're selling your resell rights for cheap (such as \$10 for a resell rights license).

## 10. Offer the Private Label Rights (PLR) to Your Content

Another way to license your articles to other marketers is by offering the private label rights to the content.

However, a word of warning: While you do make money on the front end by selling PLR licenses, you usually don't make money on the backend. And that's because private label rights content means that the license holder can do almost anything they want with the content, including removing your links and even removing your name as the author.

As such, selling the PLR to your articles is a good way to recycle old content and squeeze a few more dollars out of it. However, it shouldn't be your first choice when you're looking for ways to distribute your content.

Selling PLR licenses is very similar to selling resell rights licenses. Here's how:

### **Step #1: Determine the format.**

You can compile your articles into reports or you can sell packages of 10 or 20 articles. Study your market first (such as by studying old WSO's on [www.warriorplus.com](http://www.warriorplus.com)) to find out what your market is buying.

### **Step #2: Price it.**

The fewer licenses you sell, the more you can charge per license. Again, look at what others in your niche are selling their content for to get an idea of how much to charge. As a starting point, you might sell a package of ten articles for \$10 to \$20 to about 100 people. You may charge more or less depending on your niche.

### **Step #3: Sell it.**

Now you need to write a sales letter to let potential buyers know the benefits of purchasing rights to your content. If this is the first time selling PLR content, then be sure to provide samples.

### **Step #4: Submit it.**

Now submit your offer to the five places listed in the previous "resell rights" section.

## 11. Let Your Affiliates Use the Content

One way to attract quality affiliates to your affiliate program is by offering them all the tools they need to make more sales. While these tools typically include items like solo email ads and banner graphics, you should also include articles and reports that they can rebrand with their affiliate links.

Tip: Naturally, if you can create reports by compiling your articles. Otherwise, you can offer individual articles that affiliates can republish in their newsletter, load up into their autoresponders, post on their blogs and/or share with their social networking followers.

In order to make these articles effective sales tools for your affiliates, you need to pre-sell your products within the articles and/or create a call to action at the end of the article.

Let's say you're selling an ebook about getting free traffic. You might offer articles to your affiliates that deal with different ways to get free traffic, such as an article on SEO or an article about Twitter. However, the key is to provide useful but incomplete information. That is, you tell readers what to do, but you leave the "how" and the details to your product.

Example: Your SEO (search engine optimization article) might talk at length about how to select keywords using WordTracker and how to write content around those keywords. While it's useful information, it's incomplete because it doesn't tell readers what to do with the content or how to do offsite optimization (linking).

At the end of the article, you provide a call to action such as:

"To discover the secrets of getting #1 rankings in Google for the keywords you just selected, click here!"

Or maybe something like:

"You just discovered how to complete the first two steps of optimizing your pages for the search engines. Discover the third and final Step #by clicking here!"

Naturally, you instruct your affiliates to insert their affiliate link in the article where it says "click here."

## 12. Uploading Articles to Your Membership Sites

You can use your articles in your membership site, including (but not necessarily limited to):

### → Content for Your Fixed-Term Membership Site

Here you turn one or more articles into a lesson, convert the text document into a PDF file and upload the PDF lesson to your site. Then you create an autoresponder series where you deliver the link to one lesson per week for a set amount of time (such as three months, six months or more).

Tip: All you need is a payment processor (like [PayPal.com](https://www.paypal.com) or [Clickbank.com](https://www.clickbank.com)) and an autoresponder (like [GetResponse.com](https://www.getresponse.com) or [Aweber.com](https://www.aweber.com)) to get started.

### → Stock a Vault-Style Membership Site

If you have a free membership site or a one-time paid membership site, then you may have a vault-style membership site. This is where you offer a bundle of products on a single topic and offer access to your members.

Example: You may stock a copywriting membership site with articles and bundled articles (reports) about writing great headlines, testing sales letters, creating compelling calls to action, crafting strong guarantees and other copywriting topics.

### → Drip Articles to Your Members

The third way to distribute your articles to your membership site members is by “dripping” the content over a period of time. Typically, you use these articles as bonus content to help reduce buyer’s remorse and keep your members from canceling their membership. As such, you may drip the content fairly regularly, such as once every week or two. At a minimum, you should drip content on a monthly basis.

## 13. Create a Free Newsletter

Earlier you discovered that you can compile your articles to create a “bribe” for prospective newsletter subscribers. You can also use your articles to create the newsletter yourself.

As usual, you have options:

- 1. You can create an evergreen newsletter.** If you want to go the “set it and forget it” route, this is your model. Just comb through your articles and remove references to anything that “dates” the content.

For example, you’d remove references like this:

- This product is brand new.
- Next fall I’m going to...
- Now that Thanksgiving is over...
- Jimmy just released [product name here].
- The only two products on the market are...

Then upload the articles to your autoresponder and set them to send out about once per week. If you load 52 articles, you’ll have a yearlong autoresponder series that makes money and drives traffic for you on autopilot!

- 2. You can create a “live broadcast” newsletter.** Alternatively, you set your articles aside and send them manually out via live broadcasts about once per week. The advantage of doing this is that you can include references to “new products” and anything else that dates the content. It’s not a problem because you’re sending out the article today (rather than a year from now).

Note: Even if you decide to publish a regular newsletter, you’ll want to have an initial series of 7-12 messages that you send out to new subscribers to build trust, build relationships and close sales. You can upload your evergreen articles to your autoresponder for this purpose.

## 14. Turn Your Articles Into a Paid Newsletter

You just learned about using your articles to create the content for either a free live newsletter or a free evergreen newsletter. If you have high-quality articles, you can also use them to create a paid newsletter.

Here again you have two choices:

**1. Offer an online paid newsletter,** where the content is delivered by autoresponder. See tip #12 above (the one about membership sites) for more information about how to deliver digital content via an autoresponder.

**2. Offer an offline (physical) paid newsletter.** Instead of delivering your content online, you deliver it by postal mail. The advantage is that physical products tend to have a higher perceived value, so you may be able to charge more for a physical newsletter than if you offered the same content online.

Many marketers shy away from a print newsletter because it sounds like an extra hassle. That might be true – if you were printing and mailing it yourself. But you don't have to. Here's how:

### **Step #1: Do market research.**

Your first step is to find out what type of content others are offering and at what price in their paid newsletters. That's because you'll want to use their prices as a starting point for pricing your own content. You can also look at similar products, such as reports and ebooks in your niche.

### **Step #2: Plan your issues.**

You'll probably want to create a newsletter that's at least 10 pages long. As such, that means you'll probably need to include anywhere from a minimum of five to ten articles in each issue.

Tip: You can choose a "theme" for each newsletter if you'd like. For example, if you have a copywriting newsletter, then one theme might be on how to write a great headline. That issue might include ten articles, all of which focus on writing headlines.

### Step #3: Make it easy.

Don't bother doing the printing and shipping yourself. Instead, just use a service like [www.click2mail.com](http://www.click2mail.com).

## 15. Post Articles on Your Blog

Even if you're distributing your articles using some of the other methods described so far, in many cases you'll also want to cross-post them on your blog. For example, you can submit them to article directories as well as post them on your blog.

Tip: Don't yet have a blog? You can get one for free by visiting [WordPress.org](http://WordPress.org). All you need to do is purchase your own domain ([Namecheap.com](http://Namecheap.com)) and webhosting ([HostGator.com](http://HostGator.com)), and then use the WordPress script to create your blog.

Alternatively, if you use a webhost like HostGator.com, then log into your Cpanel account and scroll down to the "Fantastico deLuxe" link. Follow that link and you'll find out how to install a WordPress blog on your domain in just a couple clicks.

Here's what you need to know about posting articles on your blog:

- 1. Optimize your articles for the search engines.** (See Method #1 in the beginning of this report for instructions.)
- 2. Consider rewriting the content.** If you're submitting your articles to article directories and elsewhere, then you may consider rewriting an article slightly so that your blog post is unique.

You don't have to completely rewrite the entire article. At a minimum however, you should:

- Change the title of the article.
- Rewrite the introduction.
- Rewrite the conclusion.

You may also expand on some tips and steps in your article, especially by adding in additional examples and analogies.

Example: let's say you have this tip in the original article: "Eat healthy fats." You might elaborate on that tip for your blog by including something like this: "Eat healthy fats, which you can find in almonds, peanuts, salmon, and flax."

3. Post your best content on your blog. Finally, you should post some of your best content on your blog. That way people will associate your blog with high quality content... which means they're likely to return to your site.

Tip: You can provide your VERY best content to your newsletter subscribers. Then provide your second best content to your blog readers. Finally, you can post your "third tier" content on third-party sites. However, third-tier doesn't mean poor quality - not by a long shot. It just means that you're not sharing your best secrets in these articles.

## 16. Share Articles on Social Media Sites

Many social media sites – like [Facebook.com](https://www.facebook.com), [MySpace.com](https://www.myspace.com) and even niche sites like [dogster.com](https://www.dogster.com) – give you a blog or a page to post content. And that means you can share your articles on these sites.

There are a few benefits to doing this, including:

➔ **You get a backlink for search engine optimization purposes.**

We've talked about how to optimize your content to pull in traffic from the search engines. But there's another component of SEO: Off page optimization, which is more commonly referred to as linking.

You see, the search engines don't just look at the words on your page to determine how well your site will rank for your keywords. They also look at outside factors, such as how many links you have pointing back to your site.

In theory, every one-way incoming link is a "vote" for your site. The more "votes" you have from related, high-quality sites, the better your own site is ranked in the search engines.



This means that your links should include your keywords as your anchor text (this is the clickable part of the link). So instead of having a link that says "click here," your link might be something like, "Learn more affiliate marketing tips" (where "affiliate marketing tips" is the phrase you're optimizing your web page for).

➔ **You get to establish yourself as an expert.**

You already discovered that you should give your very best content to your newsletter subscribers and blog readers. However, you should still provide high-quality content on social media sites. That's because some people's first exposure to you will be on these sites. And since you want to establish yourself as an expert, you'll want to provide good content.

Here's a way to do it:

**Step #1:** Create multi-part articles (i.e., a series). For example, "Five Ways to Drive Targeted Traffic to Your Site."

**Step #2:** Post "Part 1" of your article series on the social media site.

**Step #3:** Post "Part 2" on your blog.

**Step #4:** Finally, upload the remaining articles in your series (Part 3 and beyond) to your autoresponder.

If people like Part 1, they'll click through to your blog. If they like Part 2, they'll join your newsletter. And if they like Part 3 (and beyond), they'll become a customer!

## **17. Submit Articles to Offline Publications**

Getting an article published in an offline publication will bring targeted traffic to your site. But the other major benefit is that you get instant credibility in your niche. That's because many people are still impressed when they see someone's name and article in print. Plus, there's an element of social proof at work – a magazine or newsletter editor liked the article, so it **MUST** be a good article.

Now, there are two main ways you can get your articles in print:

**1. Rewrite your articles to turn them into press releases.** Then submit your press releases directly to your local newspapers (as well as any other newspapers

where you'd like to get some ink). You may also distribute them using a service like PRWeb.com.

There's one thing to remember about a press release: It needs to be a non-promotional, newsworthy article. That means you shouldn't be pitching articles or services in the article. You may, however, mention your website at the end of the article.

Tip: If you want to get published in a certain newspaper, spend some time reading the articles and press releases that have been published in the newspaper. Doing so gives you an idea of what the editor is looking for both in terms of content and style. Then model your release after those successful releases.

**2. Submit regular articles to print publications.** If you'd rather get articles printed alongside your byline, then you'll need to seek out publications that accept submissions.

Here's how to get your article accepted:

**Step #1:** Find a niche publication that accepts articles. If you have a particular publication in mind, check the publication itself or their website for writer's guidelines. Be sure to read these guidelines. Most magazines and other publications get so many submissions that they'll toss any that don't follow their guidelines and instructions.

Alternatively, pick up a copy of this year's "Writer's Market" book, which will help you select a magazine and submit your article or query.

**Step #2:** Read previous articles. Again, you need to get a sense of what the editor is looking for. And the best way to do that is to read previous issues of the publication.

**Step #3:** Read the guidelines and submit. Be sure to follow all guidelines (including whether you should submit the article or just a query), get the editor's name spelled right and then submit.

Don't ride all your hopes on one publication, however, especially if it's a bigger publication that gets lots of queries. You'll want to submit to multiple magazines or newspapers, including smaller, perhaps regional, publications where you have a good chance of getting published. You can then use these published clips to help you get published in bigger publications in the future.

## 18. Create a Squidoo Lens...

If you have at least 1500 words worth of articles centered around one tightly-focused niche topic, then you can use these articles to create a [Squidoo.com](http://Squidoo.com) lens.

Basically, Squidoo is a social media content-sharing site that Google regularly crawls and indexes. And a Squidoo lens is a multi-media page about a niche topic. As such:

1. You can expect a lens that's optimized around longtail keywords to get ranked fairly well in Google (and other search engines).
2. You can also expect to get internal traffic from Squidoo, due to the social nature of the site.

Here then are the steps you need to take to create a popular, high-traffic Squidoo lens:

### **Step #1: Choose and use your keywords.**

You're looking for longtail keywords that get traffic yet don't have much competition in the search engines. Refer back to Method #1 in this report for notes about using WordTracker to uncover these keywords.

Once you have your keywords, then use them two or three times for every 100 words of content on your lens. That means you may need to include your keywords:

- In the title (page name) of your lens.  
(e.g., [www.squidoo.com/your\\_keywords\\_here](http://www.squidoo.com/your_keywords_here).)
- In the "tags" (keywords) for your lens.
- In the titles and bodies of the articles you post on your lens.
- In the "alt image" tags of any photos or graphics you post on your lens.
- In the links you post that point back to your site.

### **Step #2: Create an engaging lens.**

Not only should you post good content on your lens, you should also add interactive and/or multi-media features. For example, add a poll or a video. And you should encourage people to comment on the "blog" portion of your lens.

### **Step #3: Encourage others to comment and rate.**

You can't go outside of Squidoo and ask people to rate your lens. However, you can certainly encourage your lens visitors to comment on your lens and rate it. As such, you may provide a call to action at the top of your lens such as, "Do you like this lens? Then take out two seconds to rate it!"

Tip: High ranked lenses get more internal traffic, which is why you should send some traffic to your lenses.

### **Step #4: Tell others about your lens.**

Squidoo likes when you send traffic to your lens. And the more visitors you get, the more ratings you'll get, which means you'll get more internal traffic. As such, you should blog about your Squidoo lens, drop the link into the signature file forums and maybe even submit an article or two to EzineArticles.com that includes your Squidoo lens link.

You'll also want to get internal links. That means you should trade links with other Squidoo lensmasters as well as creating multiple lenses and cross-linking them.

### **Step #5: Give visitors a reason to click through to your site.**

Finally, you need to give your lens visitors a reason to click away from your lens and click through to your blog or landing page. As mentioned in a previous tip, you can create a multi-part article series, where the rest of the series is only available on your blog or to your subscribers.

You can also just offer a free report that's related to the topic of your lens. For example, your "how to start a blog" lens might include a call to action such as, "Follow this link to get your FREE 'Blogging for Big Profits' report!"

## **19. ...And Build a HubPages Hub**

[HubPages.com](http://HubPages.com) is a direct competitor of Squidoo.com. As such, pretty much everything I told you about building a high-traffic Squidoo lens applies to building a high-traffic [HubPages](http://HubPages.com) hub – so you can use the lens-building steps to build your hub.

Tip: The biggest difference between the two is that HubPages.com has more strict editorial guidelines – so be sure to read them so your hub doesn't get deleted. In particular, be sure to stick to

the rule where you can have no more than two links pointing to the same page.

Just like Squidoo, HubPages like hub builders who send traffic to their hubs. Plus, doing so gives you a chance to get more ratings, which helps you get more internal traffic. You can use the bonus tips below to drive more traffic quickly and easily to both your lenses and hubs.

Note: Don't put more effort or resources into driving traffic to your hubs and lenses than you do to your own sites. Instead, just use these simple methods that don't require any money and very little time..

- Tweet about your hub on [Twitter.com](https://twitter.com).
- Mention your hub in your YouTube videos.
- Bookmark your hubs on [StumbleUpon.com](https://www.stumbleupon.com), [Digg.com](https://digg.com) and [Reddit.com](https://www.reddit.com).
- Ask a JV partner to blog about your hub.

## **20. Post Articles on Yahoo! Answers**

The [Yahoo! Answers site](https://answers.yahoo.com) is a content-sharing, social media site where users can ask questions and other users can answer questions. Then users vote on the best answer, which gets displayed right under the question (thereby getting more exposure). That means that you can get internal traffic from Yahoo! Answers – especially if you build your reputation on the site and get your answers selected as the best answers. You can also get indirect traffic, since Yahoo! Answers is ranked well in the search engines.

Here's how to make the most of Yahoo! Answers...

### **Step #1: Lurk and determine the FAQs in your niche.**

Certain questions get asked repeatedly on this site. For example, "How do I housetrain a puppy?" or, "Is MLM a scam?" Once you determine the FAQs in your niche, you can create articles around these questions so you can answer them in the future.

### **Step #2: Search for questions in your niche.**

When you're ready to start answering questions, you can either browse the relevant category, or search for questions. Browsing tends to work better, since you'll find questions that were asked just moments ago.

### **Step #3: Paste in your answers... quickly.**

When you find a new question, answer it quickly. Just paste in your pre-written article if it's one of the frequently asked questions. Otherwise, you can quickly write a new article to answer the question (and save it to reuse).

However, you need to be quick. That's because if your answer isn't in the top four or five replies, then someone else probably answered the question thoroughly... and that person's answer will likely get chosen as the best answer.

Tip: Drop a link to your blog as the "source" of your information.

That's all there is to it.

Basically, you just need to boost your reputation on the site by creating quality answers. You may also use the social aspects of the site, such as commenting on "best answers" from closed questions, rating other people's answers and developing a fans/contact list.

## **21. Sell Your Articles on Lulu**

Time to revisit the idea of compiling your best articles into report form. Except this time, you're not giving away or selling digital copies of the report. Instead, you're creating a physical book to sell.

Tip: Again, you can do this two ways. You can string together articles, make each article a "chapter" and add transition text, an intro and a conclusion to make it flow more smoothly. Or you can create a book that your readers know is compilation of articles, such as "The Best of [Your Name] on [Your Niche]."

The advantage of selling a physical book is twofold:

1. Physical products have a higher perceived value.
2. You establish yourself as a credible expert. Even though you're self-publishing the book, some folks will be impressed simply because you have a book in print.

Here's how to get your book in print on [www.lulu.com](http://www.lulu.com):

**Step #1: Join Lulu and read the guidelines.**

Before creating your book, be sure to read the guidelines that tell you how large to make your page size, margins, cover art, etc.

**Step #2: Upload your document.**

Lulu makes it easy to publish your book. Just upload your .doc, PDF or other supported document

**Step #3: Create your cover.**

You can create (or outsource) your cover, or you can use Lulu's cover templates.

**Step #4: Choose your package.**

The basic package is free – you only pay a printing fee when one of your book sells. If you'd like to get an ISBN and get your book listed in bookstores (including Amazon.com), then you'll need to choose the publishing package that best meets your needs.

**Step #5: Publish and promote.**

When you've completed the above steps, you can send yourself a test copy of the book to make sure it looks right. If you like the way it looks, return to Lulu and publish your book so that it will appear in their listings. Be sure to take advantage of Lulu's onsite promotional tools, such as their storefront and author's page.

## **22. Sell Your Articles on eBay®**

Here's another effective way to distribute your articles: Sell them on eBay®. You can either sell a bundle of articles, or you can turn your articles into an ebook. You can also sell them for personal use only. Or, to make more money upfront, you can sell the resell rights or private label rights to them.

Note: You'll need to put them on a CD or other physical format that you can ship, as eBay® no longer allows downloadable products.

**Here's a tip:** If you're selling your articles to consumers, you probably won't get top dollar for them on eBay®. That's because consumers look at the site as a place to score bargains.

As such, don't look to this method as a way to cash in on the front end. Rather, use it as part of an overall strategy to build a customer list and make money on the backend.

## 23. Ship Them With a Home Study Course

We've already talked about using your articles – either individually or compiled into a report – as bonuses with paid products and membership sites. This tip is the same basic idea, except here you're turning your articles into physical bonuses that you ship with a home study course.

Example: Your "Killer Copywriting" home study course might include a series of bonus articles about copywriting triggers (such as reciprocity, authority, etc). Or your affiliate marketing seminar recordings might include a bonus such as a couple of compiled-article reports that come with resell rights.

There are multiple ways to turn your digital articles into physical bonuses. Choose the one that's right for you:

- Print the bonus alongside the course. If you're using a printing and fulfillment company, then you can just have the company print and ship your bonus alongside the rest of the course.
- Print and ship yourself. Check your local print shop for prices. Or you can consider a service like Lulu.com
- Burn it on a CD and ship. You can burn the CDs at home if you have a small number of orders (as the case might be if you limited the number of products). Otherwise, you might check into a duplication company like [www.disk.com](http://www.disk.com).
- Load the material on a USB flash drive. Want to give your customers a little something different? Then offer a flash drive full of bonus articles.

Bonus Tip: You can use a USB microphone and Audacity to turn your text articles into audio articles. Then load them onto an iPod and ship them as a high-value bonus!



## 24. Offer Your Articles to JV Partners

In addition to turning your articles into physical bonuses for your own shipped home study courses, you can make the same offer to your JV (joint venture) partners. That is, you offer your flash drive, CD or printed copy of the articles as a bonus to get shipped along with your partner's course.

One benefit is that your partner gets to send a bonus without having to create that bonus himself. However, some people may be reluctant to include bonuses from other people. As such, you can rebrand these bonuses to include your partner's affiliate links. That way, any backend sales put a profit in your partner's pocket!

Now, you don't want to offer a pile of semi-related articles to a potential partner. Instead, you want to laser-target your offer. For example: If your potential partner created an "outsourcing secrets" home study course, then you may offer a bundle or articles or report on the topic of motivating (and keeping) freelancers.

As you already discovered previously, it's easiest to land a joint venture deal if you've already started to build a relationship with a potential partner. Once you've developed that relationship, you can use the following email template to propose your joint venture...

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Subject: Hey [partner's name], it's [your name]

Hi [name],

I just read on your blog that you're about to launch [name of product]. Congratulations - all those late nights you were telling me about are going to pay off!

Last night I figured out a way for you to pick up some easy cash during this launch. All you have to do is include my new report [name of report here] as a bonus with your course. Check it out here: [download link] - I think you'll find it's a perfect fit with your offer.

Now here's how you can make money...

I'll change all the links in the report to your affiliate links. Every sale that goes through this report will put an extra \$47 in

your pocket - you don't have to lift a finger. Just give me your PayPal address and I'll take care of the rest.

All you have to do to get this rolling is let me know whether you'd like the bonus on a CD, as a book or on a flash drive. Call me and let's talk - [number].

I look forward to hearing from you!

Sincerely,  
[your name]

P.S. The last time I created an offer like this we pulled in a 4% conversion rate on the backend. I bet we can do even better with your customers!

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## 25. Build a Secondary Blog

If you followed the suggestion in Method #15, then you've already used some of your ezine articles to start a blog. Now here's another idea: Use your articles to create a secondary blog on third-party sites.

Now, you may already have a secondary blog on a social networking site. But what I'm talking about is starting a blog on a blog-hosting site, such as:

- [www.blogger.com](http://www.blogger.com)
- [www.wordpress.com](http://www.wordpress.com)
- [www.livejournal.com](http://www.livejournal.com)

You'll get the benefits of backlinks and pulling in traffic via the search engines That's because it's sometimes easier to get an optimized article ranking well on these sites as opposed to your own site... especially if your own site is new. As such, you can pull traffic in from the search engines and then redirect this traffic to your own blog.

**A word of warning, though:** Read the terms of service, guidelines and other policies on these sites before starting your blog. Some of these sites are more strict about commercial sites and commercial links than others. For example, [LiveJournal.com](http://LiveJournal.com) is less commercial than [Blogger.com](http://Blogger.com).

## 26. Turn Your Articles Into Slides and Handouts

Here's another way to use physical articles to drive prospects, subscribers and customers to your site. Namely, by holding free offline talks and turning your articles into "lecture slides" and audience handouts.

How do you land an offline speaking engagement? Like this:

- ➔ Advertise your availability on your website. Let prospects know you'll speak for free if you're in their area. You may even consider sending out a press release to a local newspaper that mentions your availability.
- ➔ Create your own engagements. You can rent a hotel room for a few hours or a day and advertise your own free workshop or seminar.
- ➔ JV with business owners. Sometimes business owners will give you the space and even help you advertise the talk just because it brings more foot traffic into their store.

Obviously if you have a physical book to sell, you can do talks and book signings at bookstores. But think outside the box.

Example: You can do a talk about wines at a wine/liquor store. Or you can do a dog-training class at a dog supplies store.

- ➔ Approach club and organization leaders. There are probably several niche-related clubs and organizations in your city. Just find out who runs these organizations (e.g., the club president) and contact him or her to offer your free speaking services.

Example: You might offer a dog-health talk at the next local Humane Society meeting. Or you might talk to a hunting group about gun safety.

- ➔ You can start your OWN club.

Example: You might start a "weight loss support group" in your city to help you sell weight loss products.

**Note:** If you're trying to land a speaking engagement with a local organization, then pick up the phone and call the club president or organizer. Simply introduce yourself, tell him or her that you give talks around the area for free on [niche topic], and offer to give his or her group a free talk.

Once you've organized your talk, then create slides and handouts from your articles. Your slides should highlight the main points of your talk.

Example: If you're offering seven tips for raising a healthy dog, then you can create seven slides (one for each tip), with a couple bullet points covering the main points behind the tip.

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Tip #1: Know what foods are poisonous to your dog.

Common dangerous foods include:

- Chocolate
- Onions
- Raisins
- Grapes

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Your handouts can be identical to your slides. However, the difference is that your handouts should include a call to action where you encourage people to learn more about the topic by joining your newsletter list and/or visiting your blog.

Tip: Your handouts can also include a space for people to take notes under each tip. It's a good way to engage your audience and keep them interested in the talk.

## 27. Turn Your Articles Into Videos

Even though we've talked about turning your digital articles into physical articles, you still kept them in text form. That's why this idea is so different. You can take your articles and turn them into videos... and then upload them on [YouTube](#).

Tip: Some people go to YouTube to learn about something. But many go to be entertained. As such, controversial, humorous or otherwise “buzzworthy” videos work best on YouTube.

You can use these articles in the same way you used them in the previous tip. That is, you can create slides out of the main points so that your video is a PowerPoint type presentation. You then have the option of:

- Mixing these slides in with shots of you speaking. Here you use the slides to highlight the lesson.

Tip: Use [Camtasia Studio](#) to create your slide-presentation videos.

- Mixing them in with demonstrations. For example, your video article on using a keyword tool might show a video of you logging into WordTracker and selecting keywords.
- Or just showing the slides with you narrating the video.

Note: This is a last resort, as this style can be somewhat boring. As long as you’re using a video format, you might as well make use of the technology by showing demonstrations.

Here’s what else you need to know about uploading and launching your video:

- ➔ **Keep it short, about two to five minutes long.** If it’s going to be any longer, then break it up into a series of videos.
- ➔ **Select an interesting thumbnail picture** (which is your first, middle or last frame of your video).
- ➔ **Choose your keywords carefully.** Not only should you choose keywords that you know your market is searching for, you should also use some of the same keywords as appear on some of the most popular YouTube videos in your niche. That way your video will appear alongside their videos.
- ➔ **Include a call to action both orally and in print on the screen.** That is, you need to give people a good reason to visit your site. Here again, use “continuity” by promising to give your viewers the second half of the video on your blog.

Example: "To discover the final three ways to get thousands of backlinks, visit the search engine optimization blog to get Part 2 of the FREE video series!"

- ➔ **Launch your video with a bang.** If you want your video article to go viral, then you need to give it a jumpstart. That means you should blog about your video, tell your list, embed it on your social media pages (such as Squidoo), tell your Twitter followers about it, link to it from niche forums and ask your joint venture partners to tell their visitors and subscribers about it.

## Conclusion

We might be at the end of this report, but this is just a beginning for you! That's because you now know 15 proven ways to use your articles to bring in more traffic, subscribers, customers, sales and CASH!

Let's quickly recap just a few of the strategies you learned about:

- Turning articles into reports, and then selling resell rights, using them as bonuses to paid products and offering them to your JV partners!
- Pull in traffic from the search engines by placing them on Google-loving sites like [Squidoo.com](http://Squidoo.com), [HubPages.com](http://HubPages.com) and [EzineArticles.com](http://EzineArticles.com)!
- Get plenty of backlinks and traffic by creating secondary blogs with them, offering them as guest articles for other bloggers and dropping them on social media sites like [Facebook.com](http://Facebook.com) and [Yahoo! Answers](http://Yahoo! Answers).

And more! Indeed, if you start putting these strategies to use immediately, you could see a spike in traffic, subscribers and sales in as little as a few hours or a few days!

And that's why today is the perfect time to get started applying these article-distribution methods. Because **the sooner you get started, the sooner you'll see your words turn into traffic, sales, subscribers and cash!**