

EZINE SUCCESS

S T R A T E G I E S TM

An Ezine Marketing Center Special Report

How To Write Profit Spinning Articles

... A Powerful Idea Even The Experts Missed!

The verdict is in.

Experienced Internet marketers unanimously agree that writing articles for ezines is the single most cost-effective form of promoting your business online.

I just finished reading two excellent guides on the subject.

* Michael Southon's "Ezine Writer"
EzineMarketingCenter.com/ezinewriter/

* Jim Edward's "Turn Your Words Into Traffic"
EzineMarketingCenter.com/wordtraffic/

Hundreds of ideas raced through my mind as I began to realize the myriad possibilities and gained invaluable insight from two of the greatest practitioners of ezine article advertising. Since then, I've completely re-designed my ezine article section at

<http://www.EzineMarketingCenter.com/ezine-articles/>

However, one thought kept popping up over and over.

They Both Missed 1 BIG Powerful Idea!

One capable of racking up sales and profits - fast!

That's because they stick by the unwritten rule of writing ezine articles:

Information sells;
Advertising fails

In other words, ezine editors will publish your article if it informs, educates or entertains - but not if it is a blatant advertisement for your product or service.

The conventional approach - that both Michael and Jim recommend in their books - involves keeping the article itself

free from *any* kind of promotional or marketing content, and using the author's resource box at the end of the article to achieve any selling effort.

“Ezine editors will publish your article when it educates, informs or entertains - but not if it is a blatant ad for your product or service.”

While this approach undoubtedly works, the secret tactic I'm about to reveal has more explosive potential.

Because by using this formula, you can mask advertising as content!

Don't get me wrong. I'm not suggesting anything sneaky or underhand. Quite the opposite. Here's my powerful 3 step formula to create profit spinning ezine articles:

- * 1. Identify a problem or issue readers want to learn about
- * 2. Find an answer or solution
- * 3. Identify a product or service that offers further assistance with tackling the problem - and that has an affiliate program offering a share of the profits per sale
- * 3a. ...or better still, create one yourself!

Identify a problem people want solved

Discover a solution to it

Find or create a product or service that tackles it

Now, write an article that focuses on the problem, offer your solution and then point to the other product or service that gives more detail about the solution.

Bingo! A powerful profit spinning ezine article is born.

Since your article offers valuable content by itself, ezine editors will be happy to publish it. And when readers buy the product or service you mention in the article, you profit from each sale.

I have used this strategy with great success. Here are two examples of such articles I wrote:

- * How To Create A Profitable Ezine Sign Up Process ... And Earn Money From Your List Even Before Sending Out Your First Email!
- * How To Find The Money Machine Hidden Inside Your List

See the full articles at <http://www.EzineMarketingCenter.com/ezine-articles/>

Analyze the structure of these articles carefully and you'll see how I employ this strategy

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Dr. Mani Sivasubramanian

...for ALL About Ezines

*Writing that enlightens,
entertains and empowers*

Dr. Mani Sivasubramanian is creator of the wildly popular Ezine Marketing Center and author of the best-selling email newsletter creation guide, Ezine Launch.

For seven years he has influenced hundreds of ezine publishers and marketers with his powerful writing, insight and experience with ezines. He is also an active entrepreneur, philanthropist and teacher.

Dr. Mani is an enthusiastic crusader of what's possible with email newsletters.

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with success. Or get an in-depth, blow-by-blow study of the entire process from my special report on the topic at

<http://www.EzineMarketingCenter.com/ereports/>

As your article offers valuable content, ezine editors will be happy to publish it...

And when readers buy the product or service you mention, you profit from each sale!

Then go ahead and create your own ezine article money machine!

Good luck.

Dr. Mani Sivasubramanian

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In an email course that begins on April 15th, 2003, I will train ONLY 47 people to use Ezine Anti-Marketing principles. Will you be one of them? I sure hope so.

Pre-register here and we'll send you details soon. Or if you'd like more details, get our short report on Ezine Anti-Marketing...

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The purpose of The Ezine Marketing Center is to educate, enlighten and empower people with email newsletters, by teaching them to use them effectively to build and grow their businesses.

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