

Article
Writing
Tips

- Audio eBook -

By Paul Barrs

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Internet Business Training for your Home Internet Business

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Want to **Make Money** with Article Writing?



Presenting an Online Audio Series by Paul Barrs.

PaulBarrs.com

How to get the most from this free special report...

The short articles and audios that follow are representative of much larger topics. Topics that themselves deserve to be complete books on their own.

However, as is the case these days with most things, people are looking for short, sharp responses that can be digested easily. Thus, this special report.

Each item listed covers one essential topic that you should seek to fully understand if you want to enjoy long-term internet business success with article writing.

Here you'll find a short brief along with an attached audio Mp3 file for further depth.

For best results in application, set aside the time to either go through this report in full (about three hours) or in segments. Don't be afraid to take notes asking yourself, "How can I apply this to my own business?"

And take notes along the way; at the end of this time, you should have a full page of ideas, suggestions and strategies that you can take immediately to your 'planning board' and then put them into action.

Go do it! I wish you all the best.

- Paul Barrs

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Quick Tip

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Hello. Article Writing Tip is an **Audio Report**.

Each section also comes with its own MP3 file that you can download (by clicking on the assigned image) such as the one to the left.

I suggest that you read the text and then listen to the audio for best results. Then, for even better results, listen again to the audios one after the other.

You can listen to them as you're driving in your car, while you're walking down at the local park or while you're fulfilling the daily duties of running the household. It doesn't matter **when** you listen to them... just *listen to them*.

Thank you for downloading this free report. I know that the information within is going to be of great benefit to your internet business.

Article Writing Tips (Part 01)

How many times have you gone searching for article writing tips and not found information which was truly useful?

Once? Twice? Maybe more....

What about in other areas? Information about the latest tech updates, a holiday, a recipe? Maybe it has only been for a few times, if that's true, then you have been incredibly fortunate!

There is a growing problem in today's internet business marketplace... and the problem is it's getting harder and harder to find what we want when we search for it.

Why? Because more and more often the page we click through is nothing more than an ad page, not an answer page. The page we click through to only leads us to click more... and more ... and more.

I don't know about you, but that pisses me off big time!

So what about searching then for article writing tips?

You've heard this before... content is King! Yes? Of course. When I searched recently for the best article writing tips, the most I could find from a front page result was a very brief paragraph on each "tip". Not much if I'd been looking for some real guidance.

It's the same for your customers, they are CRYING OUT for good quality information... quick answers, from a credible authority, providing solutions.

You.

So, in this series, article writing tips, my goal is to give you as much information as I can in as short a time possible (without cutting any corners) so that you too can put yourself in a position of authority in the eyes of your customers.

Combined these audios run about 2 ¾ hrs... that's an evening seminar delivered right here for you. Not bad value, wouldn't you agree!

However, before we start... I'll need you to do a little homework. Fear not, it's easy stuff – think of three questions that your prospective customers might ask about you product type of service... 'general questions'.

Think of things in the "How to" style or format. The example I give in this series is, "How to record online audio..."

And before you kick off this introduction audio, you'll also need a at least one sheet of blank paper and pen with you. I suggest you grab an old notepad for notes, but a single piece of paper will do for the moment.

So let's get started:

In this first audio –

Learn How to check out the marketplace

- Do a search online
 - 3 related key phrases
 - How to
 - 4 columns
 - Did the SEO title / description match the need
 - Did the page suggest to match the need
 - Did the content actually match the need
 - Is there a call to action matching the need?

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How to Get Started in Article Writing (Part 02)

It's too easy these days to become overwhelmed with the amount of information that is available online when trying to learn to 'do a thing'. Whatever the *thing* it doesn't matter. Many years ago this was identified as 'information overload', an apt title.

There is however, one very easy way to avoid this: and that is to take a logical approach.

You don't have to be overwhelmed. All you need to do is outline a simple step by step approach and begin with the end in mind. That's it. Simple.

It will also help if you decide upfront what type of article it will be. As a general rule, there are four different types of article "styles"; the argument article is meant to convince someone of something. The explanation article tells why something is the way that it is, whereas the definition article clarifies the meaning of something. And finally a description article provides information about the qualities or properties of something.

If you take some time to look around, you'll notice that almost all online articles these days fall into one of these four categories.

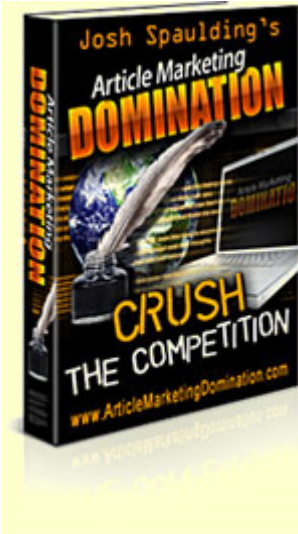
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Article Marketing DOES work, and this story is living Proof of it! However, you need to understand and listen up... because you need to realize that most of the stuff out there on Article Marketing is... *wrong, wrong, wrong!*

[Find out More...](#)

How to Write a Good Article Title (Part 03)

More often than not, the title of your article is the first thing that people will see. And I'm not referring to the fact that they see your article somewhere and start to read it... I'm talking about the fact that most likely your article title will also end up being your page title as well.

This means that when it gets picked up by search engines, or syndicated by rss and so on, its TITLE will be at the leading edge of that advance. It's what people will see BEFORE they see your article.

Therefore you must put extra care into your choice of words.

It's vital that you choose your article title well.

Here's the outline of today's audio.

- How to determine the purpose of your article.
- What is its intent?
- Writing a good title for SEO
- How to grab your readers' attention.
- Why you should test multiple titles.

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How to Find Article Ideas (Part 04)

There's a major problem when it comes to article writing that almost every writer will at one point come across – writers block! If you've been around the article writing circuit for some time you'd be well familiar with that phrases and even the thought of it send shivers down your spine.

But even the best of us suffer writers block at one time or another!

Simply explained, it is that terrible time when you *know* it's time to write an article... and no matter what you do, think or say, you simple cannot get yourself to think of anything to write! OMG. Nightmare!

But fear not any longer. In today's audio you'll get some simple strategies to follow and simple ideas – and better yet, you'll also learn how to give your readers exactly what it is that they're looking for.

Enjoy, “Find the Problem and Fix it!”

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How to Make Money from your Articles (Part 05)

Say this with me... “Writing for Pleasure is fun, but writing for profit is better!”

Would you agree with me on that?

I hope so, because it's true. I've been writing now on a regular basis since I was 8 years old. I still have copies of old stories that I wrote as a kid and all throughout high school as well. I know what it's like to write for pleasure.

But then I had the good fortune to go to University and study writing, and part way through my second year I had my first essay published in a trade magazine for my industry.

I learnt very quickly that writing for profit is WAY better!!

And so what if you can do both? What if you were able to combine both the profit AND the pleasure? Wouldn't that be something?

The good news is, I've also learned since my days at University, that unless you're writing for an industry specific niche where set criteria standardise the writing protocols – you don't need a writing degree to be able to profit from your writing. In fact all need is the ability to speak –

And then write the same way.

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Article Submitter is the *Fastest* and *Easiest* way to get your articles posted on hundreds of article directories without spending hours and hours on the manual labour of doing so!

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Writing the First Paragraph of Your Article (Part 06)

Here's an easy question...

What's the first thing that people are most likely to read after they read the title of your article?

Yeah – the first paragraph. Like said... easy.

What do you think should be in that first paragraph?

If you said an outline of the entire article, you'd be right! But Why? Simply because if you've gone to all the effort to get your reader to your article you want to make sure that they **ACTUALLY DO READ IT**.

And the thing that is going to make them actually read it is... the first paragraph.

It's the same for them; they've gone to all ends of trouble to seek out answer to whatever they are looking for, they want to be sure that they've arrived in the right place.

This is the first step in establishing authority credibility with your reader. Therefore it's vitally important that you write up for your first paragraph "right".

Enjoy today's audio -

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How to Write the Content of Your Article (Part 07)

I remember reading once, “Always be sure to keep the main thing the main thing.” A simple illustration of what we must do with your article content.

And I’m not ashamed to admit that I’m the king of confusion here – all too often I’ll get sidetracked and have to keep dragging myself back to ‘the main thing’.

But following on from the previous audio, here are the points to remember as we go into part 7 of this series on article writing tips.

- Outline the problem logically
- Make it easy to follow
- Bullet points
- Flowing style
- Answer their questions
- Content is king.
- Short paragraphs K.I.S.S.
- Don’t be afraid to spill the beans!

Enjoy.

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How to Get Your Articles Read (Part 08)

Even though last time we spoke about the main thing being the main thing and how important it was to stay focused and stay on track, there is also one more that that we must do as we create our article content – that is, if we want to stand out from all the riff-raff that is our ‘competition’.

What is it you wonder; simply this: we must explain our articles with illustrations and examples.

Remember, I’m not talking about some scrapped up outsourced article that has been spun a few hundred times with no other purpose than to create back links – I’m talking about quality content articles that establish you as an authority in the eyes of your customers.

The thing is, especially when dealing with adult readers, people love to be able to relate. They want to know that *you* know and understand their problems. In a nutshell, if there is no common ground, no empathy, then the chances of them seeing you as someone who “really can help them” is minimal.

The key here is don’t talk at them, talk with them. Use stories and illustrations, paint pictures with your words. This is easiest to do if you spend a little time planning first.

If you can, relate your stories also to your product / service; using a subtle sales psychology. And of course, quotes, links and other resources are a great help. All this takes planing.

Take a look at the audios here in this series. Even though the audios only got for about 2 ¾ hrs, it has actually taken me a little over 2 days to plan, research, record and present the materials for Article Writing Tips. 2 Days!!

But can you tell? Does it feel like this was put together in a just a handful of spare time minutes? Of course not. You CAN tell.

And so will your readers when they come across your articles.

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How to Make Your Article Readers Comfortable (Part 09)

This is an interesting point... most people these days know that you're trying to "sell" them something. Would you agree with that?

Think about your own experiences a moment... think about the kind of things that you've gone looking for online. Sure, there is a small element of people who put stuff up just so they can 'be famous' (of at least feel like it), of course.

But then there's that other element, by far the larger element – everything online has cost someone somewhere something to put it online, therefore we want to make money too.

Oh yeah. There are a lot of them. You many of them in fact. And so you need to be able to stand out from the crowd.

Let me just say, there is **NOTHING WRONG** with wanting to make an income online (or in any other legal way for that matter), but there is also nothing wrong with giving "all" of yourself and then **ASKING** for people to contact you afterwards.

The main points here are that you want to be able to reassure your reader that you're not going to rip them off (either of their money **OR** their time). You want to paint yourself as the expert in your industry (in their eyes) and have them believe in you.

That means of course you have to believe it yourself too.

Is that a big ask? No. It's easy. Write well and offer solutions to their problems. Tell them it's going to be OK, let them know that you can help **SOLVE** the problem.

And don't be afraid to tell them you are available for consultation and ask that they contact you.

That's the essence of business – building relationships with people who pay us in exchange for the value that we pay them

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How to Establish Credibility When Writing Articles (Part 10)

What happens if you've done your homework, written a great article, with great content but for some reason your reader doesn't believe it "you"?

Simple answer. Not much.

And the not much I'm referring to here is no click. That's what it's all about when it comes to article writing, click or no click.

The sale is made or broken in the action of the click.

You must get people to your site.

You must build credibility.

Ask these questions -

- Can they relate to you?
- Do you understand how they feel?
- Have you found a better way?
- Do you have qualifications or experience

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Series: Blow up
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with these server
crushing article
marketing tactics!**

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How to Write the Last Paragraph of Your Article (Part 11)

Getting down to the meat and the bones, the stuff that holds everything together –

You've done the research. You've written a top article. The content is all in place. They believe that you are the guy or girl who has the answers to their problems. And now you must lead them over the mountain top and down the road to the emerald city -

The point of a powerful last paragraph is simple:

You want to sign off and ASK the Question....

- Summarise the point and purpose of the article
- People won't come to you of their own accord.
- You MUST ask!
- It's great to use further enticement.
- Remember the Risk vs Reward sales formula.
- Make it virtually impossible for them NOT to click.

This is your power-play number one! Enjoy –

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How to Create a Dynamic Article Resource Box (Part 12)

Do you remember the classic line from Star Wars, “Use the Force Luke.” It’s from the original movie where Luke was battling within himself trying to drop the missiles directly into the guts of the Death Star. Obi-wan comes on in that ghostly voice over – and the day is won.

Whether you believe it or not, there is a magical connection that you build you’re your reader when weaving the words of your article... or not.

And it all comes down to the call to action in your resource box whether or not that connection has been made.

Remember: Use the Resource Box Luke...

- It’s like the power of “The Force”
- An invisible power that creates desire.
- Like their window to your world.
- It’s more than just a link.
- Give them a great reason to go to your site.
- You should also set up a separate page for tracking and special offers

Enjoy.

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Why Your Should Always Proofread Your Article (Part 13)

Ouch. That's about all I should say on this.

How many errors have you seen on my web pages? Way too many for my own personal comfort that's for sure.

Why? Because I'm a lazy so and so who likes to just write and run... or not :]

However, true to say that for myself I couldn't type accurately if my life depended on it – why did you think I made the original decision back in 2001 to go to audio, lol. That was why!

I rely too much on Microsoft Word's "spell checker" and "grammar check" – ugh.

But then I'm stuffed if I type the wrong word completely –

This is why we must PROOF READ!

Here are the key points.

- Proof at least 2x
- Do it at least 24hrs + later
- Depending on the value, send it out, get feedback prior to publication,
- Check links, not just for the link but for the fulfilment of the promise as well.

Enjoy today's audio –

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Bonus Audio (Part 14)

I'm not going to dwell on today's audio – it was after all, an after thought – it wasn't planned as part of the original series.

But after listening to it, you'll understand **why** I recorded it.

Bonus Audio – Becoming Culturally Sensitive.

Enjoy –

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Direct Download Links

Part One: [Introduction Audio](#)

Part Two: [The Logical Approach to Article Writing](#)

Part Three: [Choosing the Right Title](#)

Part Four: [Find the Problem – Fix it!](#)

Part Five: [How to Make Money from Your Articles](#)

Part Six: [The Power of the First Paragraph](#)

Part Seven: [How to Write the Content](#)

Part Eight: [How to get your articles read](#)

Part Nine: [Reassuring Your Reader](#)

Part Ten: [Establishing Your Credibility](#)

Part Eleven: [The Final Paragraph](#)

Part Twelve: [The Resource Box](#)

Part Thirteen: [Proofreading](#)

Bonus Audio: [Silent Traps](#)

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The image shows a screenshot of a website for 'Free Viral eBooks'. At the top, there is a banner with a man in a suit on the left, the text 'Paul Barrs Presents...' in a cursive font, and 'FREE VIRAL EBOOKS' in large blue letters. Below this, it says 'NEW CONTENT. NEW SUBSCRIBERS. NEW OPPORTUNITIES.' On the right side of the banner is a red seal that says '100% Newbie Friendly!'. Below the banner is a dark navigation bar with the text 'Learn the Secrets to a Successful Online Internet Business' and links for 'Forgotten Password', 'Home', and 'FAQ'. The main content area features a large red-bordered box with the word 'WARNING' in large, bold, red letters. To the right of 'WARNING' is the text 'Missing This Could be like Missing the GOLD RUSH of the 1850's!'. Below this box, there is a paragraph of text: 'It's not every day that top marketing masters give away their prized content for you to use free of charge - but today is ONE OF THOSE DAYS!'. In the bottom right corner of the page, there is a small logo for 'PageRite'.