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By Val Taylor

Most hate spending time writing articles for traffic and leads online. They could think of many others things they would rather be doing. What you may not realize is the internet is all articles, videos, podcast content and more.

Some say they have writers block and it just takes too long to come up with something to write about.

But the more content you have on the internet the more likely you are be found online. Internet marketing is all about having your sites found by the right market at the right time. And that time is when they are ready to spend money on something of value to them and hopefully that's what you offer.

There are just a few easy steps you need to follow when you write or outsource your writing of articles.

This guide was created to help you with step by step examples of 3 popular types of articles. Of course there are many more but starting with these 3 will get you started writing articles for traffic and leads to your business.

# Beginner's Guide to Writing Articles

## How to Articles

These are articles where you would explain to your readers how to get something done.

For example: How to Get Traffic and Leads Online

**INTRODUCTION** is an overview of the topic.

*Our example:*

You're about to learn how to get traffic and leads to your website for free. If you follow these simple steps traffic and leads will begin to flow to your site in a matter of days.

Your introduction should be 2-4 sentences.

**Use this space to write your How to Article Introduction below:**

**BODY** tells the reader how it's going to happen giving them instructions in the right order. The body should be between 400-700 words.

*Our example (shortened here for illustrative purposes):*

The first step to get traffic and leads is to make a video and post it to your blog. Next, link that video from YouTube back to your blog. Finally, email all your subscribers a link to your blog with the video on it. Now you can get traffic and leads from your new video.

**Use this space to write your How to Article Body below:**

**CONCLUSION** the conclusion is the wrap up. Where you would restate key points and tell your readers how easy it is to do it (whatever you are showing them how to do).

Our example:

Following these easy steps you will get traffic from your email subscribers, from viewers on YouTube and new viewers who access your site. The key as always is to make sure you create quality content that's sharable.

**Use this space to write your How to Article Conclusion below:**

**The Resource Box Signature** is where you can tell more about yourself or use it as the final summary of your article. Make sure you tell the reader to perform an action to get them to your website. This is called a *call to action* and if the content is good they will do what you ask.

Example: To learn more about traffic and leads and to access my free traffic tips go to <http://ValTaylorOnline.com>

Another example: Val Taylor is an affiliate marketer and coach who teaches baby boomers how to get traffic and leads. For more information visit my site at <http://ValTaylorOnline.com>

The resources box of an article is where you are allowed to include at least one and in some cases two links back to your website like this but replacing my website name with yours: <http://valtayloronline.com>

**Use this space to write your How to Article Resource Box signature below:**

# Beginner's Guide to Writing Articles

## Product Review Articles

One of the things you can do as a new business owner and get some fast traction is product review articles.

Many work at home mom's blog about products and write reviews. When they get a lot of traffic, manufacturers of products like appliances start sending them products to use and write reviews on. Write review articles, get traffic and get free appliances.

## INTRODUCTION

Write about what the product is what it does and why you are writing the review.

**Use this space to write your Product Review Introduction below:**

## **BODY**

If you're going to review product make sure you have used the product and write a review on what this product has done for you in the body.

**Use this space to write your Product Review Body below:**

## **CONCLUSION**

Research and list what others are saying about the product both the good and the bad. Summarize your view of the product.

**Use this space to write your Product Review Conclusion below:**

**The Resource Box Signature** is where you can tell more about yourself or use it as the final summary of your article. Make sure you tell the reader to perform an action to get them to your website. This is called a *call to action* and if the content is good they will do what you ask.

Don't forget to include the link back to your site it's the most important thing to do when writing reviews. Imagine if you wrote a review for a Sears or Wal-Mart appliance and got a link back to your site from them. That a huge authority link coming back into your site and Google loves authority sites so yours will get higher ranking in Google.

**Use this space to write your Product Review Resource Box signature below:**



# **Beginner's Guide to Writing Articles**

## **Secret Articles**

Secret articles are about what the masses doesn't know in your particular market but you do and are willing to share.

## **INTRODUCTION**

The easiest introduction is you're about to discover the real secret of XYZ.

*Example:* You're about to discover the real secret of losing belly fat and keeping it off for good.

**Use this space to write your Secret Article Introduction below:**

## **BODY**

The secret must be what only the insiders know and not the mass population. You have to explain it here, tell your readers what it is here in the body.

*Example:*

As someone who's struggled with weight all my life I began to get to think diets just didn't work. That is until I discovered this little known secret the weight loss community is not sharing. Changing just one thing in my diet has allowed me to lose my belly fat and keep it off for 5 years.

If you eat sauerkraut at least 3 times per week your belly will begin to shrink. (Again, this is just an example and I have no clue if this is the truth. It just lays out the format you can use and is not a fact).

**Use this space to write your Secret Article Body below:**

## CONCLUSION

Try using sauerkraut on salads and in vegetables every day for the next 30 days so you can begin to lose your belly fat and finally keep it off for good.

**Use this space to write your Secret Article Conclusion below:**

**The Resource Box Signature** is where you can tell more about yourself or use it as the final summary of your article. Make sure you tell the reader to perform an action to get them to your website. This is called a *call to action* and if the content is good they will do what you ask.

*Example:*

Get access now to my new EBook “Lose Belly Fat for Good” with recipes included on my website at <http://ValTaylorOnline.com>

One more time, this is for illustrative purposes and this book and secrets do not exist, at least not authored by me.

**Use this space to write your Secret Article Resource Box signature below:**

Writing articles is a good way to build long term traffic to a website and you want to include this strategy for your online business. Remember, you can always outsource writing if it is something you do not enjoy doing.

Include bullets, numbering and list to make them easy to read.

Articles however, should not be your only way to get traffic.

Stay connected with me to stay informed on the basics of getting started online at

<http://ValTaylorOnline.com>

I wish you massive success,

Val Taylor