

Confessions Of An Ezine Writer

Welcome To Paradise

by John Colanzi

<http://www.thesimplesystem.net>

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How To Get More Mileage Out Of Your Articles

It's Time To Take Your Writing To The Next Level

Final Thoughts

Legal Notices

Introduction

Hello,

Welcome to the wonderful world of Ezine Writing. In this manual you ll discover how to drive more traffic to your website, make more sales, and acquire hundreds of links to your website.

The information in this manual is designed to provide a step - by - step method you can apply immediately.

This information will compel you to become a successful Ezine writer even if you re new to Internet marketing. If you're an experienced marketer it will add another weapon to your promotional arsenal.

Being successful as an Ezine writer starts with your attitude. By the time you've finished reading this manual, you will realize you, too, can write powerful articles that will get read.

I will reveal the insider secrets of generating free publicity on demand.

Wishing You Success,

John Colanzi

<http://www.thesimplesystem.net>

Writing On Purpose

Before you write your first article you need to decide what you want to accomplish with your articles.

You have to determine your niche market and how to position yourself as an expert in that area.

Many marketers fail because they allow themselves to be blown to and fro like a ship lost at sea.

Your goal is to set yourself apart from the thousands of other marketers out there.

What do you think of when you hear the name Getty?

Oil

How about Bill Gates?

Microsoft

On the Internet it s called branding.

Your goal is to brand your name as an expert in your field. Every article you write should reinforce that idea.

When deciding on what to write make sure you keep your long - term goal in mind. Leave no room for confusion.

Every time a reader sees one of your articles, they should immediately think of you as the expert.

Your articles are promoting you.

Stop promoting products and start promoting you.

Once you ve become the expert, you can promote any product.

Finding Topics For Your Articles

A common question is, what should I write about?

Finding subjects to write about is easier than you think.

Your articles must help the readers satisfy their wants, needs or desires.

So how do you know what the reader wants?

What do you want?

Any problem you've overcome has more than likely been faced by your reader.

Start studying the articles in the newsletters you receive and you'll get a quick idea of what topics are in demand.

Many times you can take an idea that's been discussed by another author and cover the solution from another perspective.

Every problem is an opportunity for you to enhance your expert status.

Start looking for problems to solve and you'll never run out of ideas.

Spend some time in the online forums everyday and you'll come up with more ideas than you could ever hope to write about in a lifetime.

An Ezine writer is an expert problem solver. Once you're

known as a problem solver, you'll always be in demand.

The world will beat a path to your door.

A Basic Article Template

Your articles should follow a basic outline.

- A. Title
- B. Opening Sentence
- C. The Body
- D. The close
- E. Your resource

Every article you create should follow this format.

How To Create Killer Titles

When I first started writing articles the biggest mistake I made was not paying enough attention to the title.

You've only got one shot at grabbing a reader's attention and compelling him or her to read your article.

The secret of writing titles that seduce the reader into reading your articles is to appeal to his or her self-interest.

Your title must spur the reader to action by show the reader what benefits they'll derive from reading your article.

One extremely effective title is the How To.

Readers are instantly drawn to a how to title that will solve one of their pressing problems.

Examples of that have worked well for me are:

How To Explode Your Opt-In List With The Internet Two Step!

How To Harness The Power Of Residual Income

How To Make Money Helping A Much Neglected Market

How To Reach Your Goals A Lesson From "Boris The Spider"

How To Brand Yourself On A Shoestring Budget

How To Always Be In Demand

Another powerful method of grabbing a reader's attention is by asking a question. This type of title appeals to the reader on an emotional level.

Notice, when you're reading the following examples, how you subconsciously have a tendency to answer the question in your mind.

Are You Committed To Your Future?

Are You In Control Of Your Mind?

Where's Your Hook?

Are You Ready To Stop Working?

Are You The Master?

Are You Building Castles Made Of Sand?

The third type of title I employ is the Command.

The command immediately focuses the reader's attention on your title.

Some examples are:

Forget The Hype ... Let's Get Real!

Take Time To Smell The Roses...

Set Your Goal ... Take Aim ... Fire

Don't Shoot Me!

Stop Promoting Products & Start Promoting You!

I also use titles that contain numbers in them.

Many times I'll combine the word secrets with a number.

Here are some titles I've had success with.

These are also the titles that usually end up making excellent email courses, books and reports.

Four Steps To Success

7 Secrets To High Performance Thinking

10 Secrets For Mining Network Marketing Gold

4 Steps To Writing Powerful Sales Letters

7 Secrets Of Success

Magnetic Words

There are certain words that are proven to instantly draw the reader's attention.

You

Ultimate

Free

Master

Power

Discovery

Easy

Guaranteed

Love

Money

New

Scientific

Proven

Results

Incredible

Discover

Breakthrough

Secret

Private

Cash

Shocked

Shocking

Revealed

Uncovered

Hidden

Profits

Inside

Sex

Whenever ever possible combine two or more of these words in your title.

How To Keep Them Reading

Once you've grabbed their attention with your killer headline, you must have a powerful opening sentence to keep them reading.

Why?

Because readers have short attention spans and it's the job of your opening sentence to compel them to read your article.

Many times I'll use a question. Here are some examples from my articles.

What is success?

What's in a name?

Are you ready to take your business to the next level, or looking for excuses to cash in your chips?

Can you feel it?

Are you trying to be all things to all people?

I've hooked the reader with the question and they're going to keep reading to find my answer.

Another method I use is to make a bold statement in my opening sentence.

The reader is compelled to keep reading and find out if I deliver.

Some bold openings I've used are:

Our minds are like high performance race engines.

Sometimes I'm so dumb it amazes me.

This article might get me shot, but I have to get this off my chest.

Ezine writing is such a powerful method of promotion, I have to shake my head and wonder why so few marketers aren't taking advantage of it.

I've got a confession to make.

The Meat And Potatoes

The body of your article is where you deliver on the promises you made in your title and opening sentence.

This is where you deliver the goods.

You must give the reader specific, practical ideas that they can apply immediately to solve their problem.

Create mental pictures in the reader's mind.

Appeal to all his or her senses.

Here's an example of an article that received a lot of positive feedback, because readers actually experienced what I was saying.

Make Your Ads Sizzle & Skyrocket Your Sales
by John Colanzi

Do your ads sizzle?

If you're like the average marketer they probably don't.

Read some of the ads that are in the ezines you read, or the emails you receive and you'll realize how many of them are just the same old, same old.

It's not just the average marketer that's writing bland un-inspiring ads. Remember the big Dot Com ads that bombed during the Super Bowl a few years back?

They thought that throwing big money around was the answer.

They thought being slick and cutesy was the answer.

They were dead wrong!

If you want to write effective ads, you have to keep in mind:

- * We all think in pictures

- * When there's a choice between logic and emotion, our emotions always win.

- * There are only two reasons anyone will take action.

- A. To move toward pleasure

- B. To move away from pain

No matter how complex or sophisticated you and I think we are, deep down we all have similar hopes, dreams and desires.

I remember growing up, how my mother instinctively knew these rules.

My parents had a bar in the country. During hunting season, all the weekend warriors would stop in our bar. They were on their way to their big adventure and we were a stop off point.

These city people were full of expectations of the big hunt to come, but they also knew they would be out in the cold and

snow, hoping to bag their big game.

Once there were enough of them in the bar, my mother would walk into the kitchen and start rattling the pots. A little while later she would start simmering the soup.

You could see their faces react when they started smelling that soup cooking.

But my mother wasn't going to leave anything to chance. As soon as the soup started getting warm, she'd call me and say "honey, you want something to warm your belly."

Talk about sizzle.

Then I would do my part, although at the time I didn't realize, what was going on. I'd say, "mommy this is good."

Well that was the clincher.

Those hunters weren't seeing just a bowl of soup anymore, they saw:

<> Keeping warm on a cold day.

<> They were ready to experience, "country cooking."

Man alive she couldn't keep up with the orders.

She had just taken an everyday bowl of soup and made that puppy sizzle.

How about you?

Do your ads sizzle, or do you just try to sell the same old, same old?

Don't, write the same boring ads. Make your ads sizzle.

Make the reader picturize the benefits. Grab them by the emotions and make their mouths water.

Start making your ads sizzle and watch your sales skyrocket.

Wishing You Success,

John Colanzi

<http://www.thesimplesystem.net>

Do you think after reading that article they understood what it means to make an ad sizzle?

The same concept applies to article writing.

Make your articles sizzle!

Your Closing Lines Sum It Up

The last lines of the article are designed to reinforce the theme of your article.

Don't leave your reader hanging. Make sure you end with a definitive statement.

Some closes I've used are:

These four steps may seem simple, but follow them and they'll take you anywhere you want to go.

Commit or perish.

Join me in the problem solving business and you'll never look back.

Focus on your goal and strike when the time is right.

The sky's the limit and you've done it all stress free.

Take note of the fact that all the closes are straight and to the point.

You're the expert.

End your article with authority.

How To Use Your Resource Box

The two step has been the bread and butter for small mail order dealers for years. They write a small classified or one inch ad and build their list an inquiry at a time.

There are a couple problems for the new mail order dealer using this method.

1. There's a large time lag between placing their ads and receiving responses.
2. They need enough money to cover their losses on the initial ad. They either had to offer a free item or keep the cost under \$5.

The amazing power of the Internet has eliminated these problems. Now marketers can test their offers, give away freebies and do it at no cost.

The time lag has been virtually eliminated, many ezines are published daily and your article can travel the globe in the blink of an eye.

I love what I call the "Internet Two Step." It puts the old method to shame.

It's totally free.

You can expose your ideas to 1,000,000 readers or more for the price of your online connection.

So what is the "Internet Two Step?"

It's a method of getting the maximum benefit from your articles, using your resource box at the bottom of your article.

Decide what your best freebie is. It can be an ebook, a report, a nice software program or even offer a free ad.

Build a simple resource box letting your readers know about the free offer.

The link in your resource box should lead to a web page with a simple email capture form.

Your email capture form should lead to a follow up autoresponder series. It can be for your ezine, or a series of sales letters promoting a specific program or offer.

I've been using this simple two step method for years now and it's like having Free Ezine Advertising On Steroids.

Sample Resource Boxes

Copyright (c) 2003 John Colanzi.
FREE Internet Business Course ---
5 Simple Steps to an Internet Cashflow reveals
an exclusive step-by-step formula for starting
and running a real business online.
<http://www.thesimplesystem.net/cashflow.html>

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Finally Revealed! Proven step-by-step, easy to
follow, directions on how to drive more traffic
to your website FR^EE... (you won't spend a dime

in advertising costs).

<http://www.thesimplesystem.net/confessions.html>

Write To One Person

Before I end this section on writing your article, I want to add a few personal notes.

1. Write to one person.

Write as if you were sitting down with your best friend and explaining a new idea.

2. When possible use a story to emphasize your point.

Here's an example of a story I used for one of my articles.

Secrets Of The Watermelon Man
by John Colanzi

Have you ever heard the saying, "When the student's ready the master will appear?"

Well the opposite side of the coin is just as true.

If you've spent any time online, I'm sure you noticed that it's often hard to help marketers with less experience.

Their cups are already full and they know just enough to think they can make money their way.

You can accept that fact, or loose a lot of time, expend a lot of energy and end up pulling all your hair out.

I like my hair, so I try to be patient and only work with marketers who are ready to listen.

I'm just getting too old to waste my time engaging in debate.

If you want to build an ezine, or grow a downline, you must accept the fact that only 5 or 10% of your contacts will ever do what it takes to succeed.

The watermelon man learned that the hard way.

There was an isolated village in the hills that had never seen a watermelon.

One day just out of town a watermelon began to grow.

Seeing watermelon, the town's people came to the conclusion that this odd looking green thing was some kind of monster.

It didn't take long for the message to spread that there was a monster lurking just out of town.

One day a stranger was traveling through town and hearing about this green monster, asked a few of the town's people to show him the monster.

When they reached the outskirts of town, he saw the watermelon and began laughing. Trying to dispel their fears, he ran up, cut open the watermelon and began to eat.

Aghast at what they'd just seen the villagers ran back to town and gathered reinforcements. They concluded the stranger was an even greater evil than the monster.

Fearing the stranger they stoned him to death.

A few months later another stranger came to town and after getting to know him the villagers told him the story of the

monster and the evil creature who ate the monster.

Being an astute judge of human nature, the watermelon man devised a game plan. Each day he would go out to the watermelon and feign fear.

As time went on he coached the villagers into gradually going closer to the melon over time.

Eventually he helped them to get over their fears and break open and eat the watermelon.

He was smart enough to take his time and wait until the villagers were ready to conquer their false beliefs.

So if you truly want to help others, take a lesson from the watermelon man.

Wishing You Success,
John Colanzi

<http://www.thesimplesystem.net>

3. Quote famous people

Quoting famous people to emphasize your point makes your article more believable.

Here s an article I wrote using the quotes of famous individuals.

Are You Ready To Stop Working?
by John Colanzi

I've got a confession to make.

I don't work anymore.

I haven't worked in years.

Why?

I have so much fun online.

I would never consider it work.

The amazing thing is the more fun I have the better my results.

Once I quit working everything just fell into place.

If you're not having fun and you consider your online enterprise just another 9 to 5, maybe you should reconsider your goals.

Don't take my word for it, listen to what some of the worlds greatest thinkers have to say about Work.

Consider the lilies of the field, how they grow; they toil not, neither do they spin: and yet I say unto you, that even Solomon in his glory was not arrayed like one of these.

Jesus

Work is love made visible.

Kahil Gibran

What we call "creative work" ought not to be called work at all, because it isn't. I imagine that Thomas Edison never did a days work in his last fifty years.

Stephen Leacock

If you feel that work is a punishment or hardship, or if you have no desire for work, or live in the hopes of retiring soon - do not think you are entertaining the thoughts of a wise man; you are

merely dancing to the tunes that savages played ten thousand years ago.

Patanjali

Greater even than the pious man is he who eats that which is the fruit of his own toil; for scripture declares him twice blessed.

Talmud

The crowning fortune of a man is to be born to some pursuit which finds him employment and happiness, whether it be to make baskets, or broadswords, or canals or statues or songs.

Emerson

Do they know something you and I don't?

If you're one of the 95% who never make any money online, what do you have to lose? Try doing what you love.

Don't pick something to promote only because you think it will make money. Pick something that inspires you to do your best.

Pick something you believe in and gets your blood flowing.

Find your "Magnificent Obsession." You may never have to work again.

Wishing You Success,

John Colanzi

<http://www.thesimplesystem.net>

How To Format Your Articles

When you're writing your article, make sure each line is kept to between 60 and 65 characters per line. Various ezines require different lengths for proper formatting.

To be on the safe side, I try to keep my lines just under 60 characters.

It's always better to be on the safe side.

I format my articles by hand, but you'll find it easier and a real time saver to use a text editor which will automatically format your lines for you.

A nice little freeware program that will do the job is Note Tab Light.

<http://www.notetab.com/download.php>

Note Tab Light will make formatting your articles a breeze.

Time To Launch Your Words Into Cyberspace

You've written your article and now it's time to start submitting it.

A good place to start is the announcement lists.

These lists do get read and you'll be surprised at the exposure you can get.

Webmasters looking for content to add to their sites often read these lists. Writers looking for articles to add to their book or email course read these lists.

Some of the groups that provide courses to the online Universities monitor these lists. These lists offer a lot of exposure.

There's a format these groups expect when you submit your article.

Here's the disclosure I place above my articles when submitting to the announcement lists.

This article is free to reprint as long as you:

1. Print the article in its entirety.
2. Print the resource box with the article in its entirety.
3. Notify me if you use the article.

[Mailto:thesimpl@thesimplesystem.net](mailto:thesimpl@thesimplesystem.net)

This disclosure message accomplishes a couple of things.

* You're giving permission for your article to be used.

* You're making sure the article isn't altered in any way.

*You're making sure your resource box isn't altered.

* You're asking for notification if the article is published.

The purpose of the notification is to help you to build your publishers list.

Here's a list of the article announcement groups I submit to. Make sure you subscribe to each group before you start submitting your articles.

Your article will be rejected if you're not a subscriber.

mailto:articles_archives-subscribe@egroups.com

<mailto:aabusiness-subscribe@egroups.com>

<mailto:aainet-subscribe@egroups.com>

<mailto:ArticlePublisher-subscribe@yahoogroups.com>

<mailto:articlesubmission-subscribe@yahoogroups.com>

<mailto:Free-Content-subscribe@onelist.com>

mailto:article_announce-subscribe@egroups.com

<mailto:freewrites-subscribe@egroups.com>

<mailto:freezinecontent-subscribe@topica.com>

<mailto:Free-Reprint-Articles-subscribe@yahoogroups.com>

mailto:Free-Reprint_Articles-subscribe@topica.com

<mailto:Free-Reprint-Articles-subscribe@smartgroups.com>

<mailto:articles4you2use4promotion-subscribe@yahoogroups.com>

mailto:business_articleblaster-subscribe@yahoogroups.com

mailto:internet_marketing_articleblaster-subscribe@yahoogroups.com

mailto:marketing_articleblaster-subscribe@yahoogroups.com

Submitting Your Article To Ezine Publishers

For an ezine writer your publisher's list is your most important list.

Once your submissions start drawing attention, you'll find some publishers will use every article you submit.

On a good week I've had a new article run to over 700,000 subscribers in one ezine alone. Add that to the publishers that run your articles on a regular basis and there are times your little article could be seen by over 1,000,000 readers.

It boggles the mind.

What makes this so powerful is, you're not running an ad, you're giving expert advice.

Your article is the center of attention.

You've become an expert overnight.

You're branding yourself and launching one of the most powerful viral marketing campaigns there is.

So where do you find your publishers?

Visit the ezine directories.

Look for publishers in your target audience that have a listing that says they accept article submissions.

Not all publishers accept submissions.

Some write their own content and others only use articles that have their affiliate link in the resource box.

Make sure the publishers you submit to want your submissions.

Many ezine writers have different letters they use to submit their articles.

I use a basic one on one message.

Here's the exact submission I use.

!*FIRST_NAME*!, (This is where the publishers name would go.)

I'd like to submit the following article for your consideration.

If you no longer wish to receive our articles, please respond to this email with remove in the subject.

Thank You,
John Colanzi
<http://www.thesimplesystem.net>

Nothing fancy, just simple and to the point. You'll also notice I ask the publisher if they'd like to be removed from future submissions.

Things change.

Publishers may no longer have their ezine, or they may no longer accept submissions.

Don't spam publishers. Make sure your submissions are

welcome.

There are many groups that will submit your articles for you. There are also some software programs that will submit your articles.

I'm sure they all work, but I personally prefer a hands on approach. I like to get a feel for what's going on.

I also enjoy staying in contact with fellow publishers.

If you're interested in building your list of publishers, here are some places to start.

My favorite site for finding publishers is:

<http://www.freezineweb.com>

I like this site because I find it easy to navigate and the listings give you the publishers, name and email address. They also list which publishers are looking for submissions.

Here are some more ezine directories you may wish to visit.

<http://www.bestezines.com>

<http://www.ezineaction.com>

<http://www.ezineadvertising.com>

<http://www.ezine-dir.com>

<http://www.ezinelibrary.com>

<http://www.ezinelocater.com>

<http://www.ezine-marketing.com>

<http://www.ezinesearch.com>

<http://www.ezinesplus.com>

<http://www.ezine.today.com>

<http://www.ezine-swap.com>

<http://www.ezine-universe.com>

<http://www.ezinepublisher.org>

<http://www.directoryofezines.com>

Submitting Your Article To The Online Directories

The announcement lists will give you exposure to new publishers and webmasters that aren't in the directories.

The ezines will give you a quick boost in traffic when your article runs. That's why I submit on a weekly basis. I want to keep the traffic coming.

The third place to start submitting is the online directories.

New directories are springing up every day.

What's great about the directories is you'll not only be given long term exposure, you'll also get quality links to your site.

Start submitting on a regular basis and it won't take long for you to have hundreds, even thousands of links to your site..

Here's a list of directories to get you off to a fast start.

Make sure you read their submission guidelines before you start submitting.

<http://www.articlecentral.com>

<http://www.authorconnection.com>

<http://www.onewebsiteway.com/content/>

<http://www.boazepublishing.biz/articledir/>

<http://www.certificate.net/wwio>

<http://www.ideamarketers.com>

<http://www.goarticles.com/>

<http://www.marketing-seek.com/>

<http://www.netterweb.com/articles/articlesubmit.htm>

<http://www.boconline.com./sub-art.htm>

<http://www.dime-co.com/articlesub.html>

<http://www.freesticky.com/stickyweb/submit.asp>

<http://www.web-source.net/articlesub.htm>

http://web-source.net/article_submissions.htm

http://ezinearticles.com/add_url.html

<http://www.howtoadvice.com/Submit/>

<http://ww.ezine-writer.com.au>

Drive Targeted Search Engine Traffic To Your Site

85% of Internet users find sites by running searches on the major search engines.

To grab your share of this traffic you need content.

Guess what the best content is?

Articles.

Set aside an area of your site for your articles and your site will be extremely search engine friendly.

There are a few basic keys to setting up search engine magnets.

1. Pick keywords for your site.
2. Include your keywords in your articles title
3. Use relevant keywords throughout your article.
4. Build links to other relevant sites.

This is a basic guide to get you started optimizing your site for the search engines.

Sites like [Net Mechanic](#) have excellent tutorials on building search engine friendly pages.

Final Thoughts

In the words of the Grateful Dead, What a long strange trip it's been.

Little did I realize when I typed out those first words on my keyboard, all the places my writing would take me.

I went from the lower than low, with no future in site, to waking up every morning looking forward to writing my next article.

Every day something new and exciting comes along as a result of my articles.

I've lost track of how many online interviews I've done.

I've been pleasantly surprised by authors who've included some of my articles in their books and email courses.

I've gotten ghostwriting assignments for \$850 to \$1000 that only required a couple of hours work.

I've even been contacted about creating courses for the online Universities.

I've been one of the featured experts in two new books.

Joe Kumar's [30 Days To Internet Marketing Success.](#)

Joe's book is awesome. He contacted some of the top marketer's on the Internet and asked them to come up with a 30 day business plan starting from scratch. No money ... No contacts.

If you need a business plan, this book has 30 to choose from.

Mitch Baldwin's [The Persuasion Masters Reveal Their Secrets.](#)

I don't know how Mitch did it. He was able to gather some of the top online copywriters and get them to give up their secrets. Mitch has got to be pretty persuasive himself to get all these guys to talk.

My articles have now become a standard feature in Stone Evans' famous [Plug In Profit Site.](#)

Stones' [Plug In Profit Sites](#) are a complete turnkey business. How Stone came up with this idea, I don't know, but I love these sites so much I've got two of them.

<http://www.thesimplesystem.net>

<http://www.johncolanzi.com>

I don't know how Stone finds the time to build these sites for marketers. He not only builds them, he does it for FREE!

While other marketer's are scrambling to find linking strategies, I have thousands of links to my writings and growing.

All this has happened because of my exposure as an Ezine Writer.

Believe me I'm not saying this because I think I'm special. I'm saying it because I know you can accomplish all that and more.

Zenrin says it best. "If you want to know the road up the mountain, ask the person who goes back and forth on it."

You've come to the right place to learn about ezine writing.

I've been traveling back and forth on this mountain for over four years.

Follow the simple steps I've outlined and you'll not only become the next Internet Marketing Expert, you'll add thousands of dollars to your bottom line every month.

Wishing You Success,

John Colanzi

<http://www.thesimplesystem.net>

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