

HOW TO WRITE ARTICLES PEOPLE WANT TO READ!

A short-cut guide to
writing articles
that grasp and hold
your reader's attention

MICHAEL LOW

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HOW TO WRITE ARTICLES PEOPLE WANT TO READ!

*A short-cut guide to writing articles that
grasp and hold your reader's attention*

By Professional non-fiction writer, MICHAEL LOW

READ THIS FIRST

Author's note:

More than a book ...

When I sat down to write this book my intention was to provide a short-course primer on the art and science of getting your articles noticed and read.

I ended up going a little deeper and showing you, the article writer, how to not only get your articles noticed and read ... but how to build a long-term relationship with your readers, so they keep coming back for more. (This is, after all, the real secret to a long, successful writing career.)

Keep in mind, this book is not designed to give you 21 article writing formulas, or 17 "never-fail" article writing templates, or anything like that. Those are a dime a dozen, and can be found anywhere free, with a quick Google search. Even then, their value is questionable. Many are not worth the pixels they're printed on.

Instead, this is a clear system for guiding you through the article writing minefield. More akin to a complete system for thinking, planning and writing high quality articles that can catapult you to the top of your niche than a general course of instruction about article writing.

I can say this with authority as I've been using these techniques for sometime now for clients for whom I have, with great success, ghost written articles and reports. And for my own articles and content, including email articles for businesses I'm either a partner in or for whom I've worked as a hired gun.

Edition #1

You are reading the first edition of the book.

Later versions will be expanded, complete with multiple examples and tabulated results of the effectiveness of the methods explained within - with a correspondingly higher price tag.

But you are not missing out. This version is complete in every way. The basic message is still the same. In fact, with this version, you are in effect, getting my much higher priced program for just pennies on the dollar, and presented in a convenient ebook format.

How To Get Maximum Value From This Book

If you're like me, you don't like to waste time. And you want to get maximum value from everything you do. After all, life's short. So ...

My suggestion is to read the book through once right now, in its entirety. Stopping only to think about some of the more poignant points. Noting the areas you are weak in. Or areas you feel will strengthen the quality of articles you are working on right now.

Then, once you've completed your preliminary read, go back to the sections and salient points you found most intriguing or useful to your current projects.

Start using them. This way you will quickly turn theory into practice. Ideas into results. And you'll find the small investment you make in both time and money coming back to you in spades.

Soon, after reading and applying these techniques, you will know why some writers enjoy high readership, popularity and success -- because you will be one of them!

-- MICHAEL LOW

How To Write Articles People Want To Read! (the 'golden key' to your article writing success)

As a writer, your time is valuable, so let's not waste time:

There are two things you need to know before you write a single word of your next article.

The first you will find here, right at the start of this chapter. The second is explained in chapter five.

When you truly understand these two points you will never look at article writing the same way again.

Your writing approach will change from "What do I want to write about?" to "What must I write about to get the results I want in my business, my life, my career?"

I first learned this when writing for a client who wanted a series of articles written for his business. He needed me to write a series of articles that motivated readers to act on the information by actually buying the product that solved the problem the articles presented.

There were six articles in the series. Some people bought the product after reading the first article. Others after the second. And so on.

After careful analysis of the results I noticed some articles did a better job at convincing the reader to buy than the others. And I noticed the articles that were the most successful all shared a few important characteristics in common.

Those characteristics -- along with lessons learned from writing projects I've been involved in since -- form the basis of the content for this book.

Enough of the warm up. Here's what you need to get into your head before you write a word of your next article:

There is nothing more critical to your success as an article writer than your ability to write articles people want to read.

So how do you write articles people can't resist?

The answer is quite simple. First ...

Choose An Article Topic People Want To Read About!

Yeah, I know, you're probably thinking I'm being a bit simple minded. Surely you didn't buy this book only to be told the way to get your articles read is to write what people want to read? I mean, duh!

But the facts speak for themselves: if you can write about things your audience wants to read ... then ... you'll have no trouble getting your articles read.

And if you can get your articles read, there's almost no limit to the success you can have as a writer.

Of course, it goes much further than this, as we'll discuss in the chapters that follow, where, we'll not only discuss how to choose a topic people want to read about ... but ... we'll discuss how to write each component of your article so that it practically reads itself.

But - I'm getting ahead of myself. First ...

How Do You Choose A Topic People Want To Read About?

Thanks to the Internet, this is a lot easier than it used to be.

You see, in the past you had to rely on your own powers of deduction and magazine editors to do the research for you. How? Well, first of all, do you think magazine editors let a magazine go out the door without first knowing it will sell when it hits the streets?

Of course they don't. Not with so much money riding on the success of every issue they print. And so they have to know exactly what their readers want to read before the stories are written and the magazine goes to print.

And, so, just thumbing through the pages of a magazine in your niche is a great place to start to get a feel for the pulse of your market.

Newspapers are no different. The editors are "tuned-in" to what the public wants and so when stories come across their desk ... they pick the ones that will get the most attention and put them on the front cover - the lead story.

Television works much the same way. Every episode of every series has a title and a theme, does it not? And the title and theme is designed to make the viewer want to keep the TV tuned to that one channel. How do they know when they've got a good story? Ratings. And everything they learn from past ratings determines what they will and won't run in the future.

If you have a list of email subscribers you can send a quick email and ask what they want to read about. Better yet, read through the list of questions commonly asked by your subscribers and turn each of your responses into articles on the topic.

A trip down to your local book store can be just as valuable. After all, if it's on the shelves -- and especially if it's on the best-seller list! -- then it's about a topic people want to know more about.

A shortcut way to do this is to log on to the Internet and pay a visit to Amazon.com. There you'll find millions of books on all kinds of subjects ranked by popularity and complete with reader feedback and comments - all of which serve as great research for topics to write about.

Which is great for writers like you and me. All we have to do is search our topic and get instant ideas for article topics and even ideas for compelling titles. Many of the books listed allow you to read the content page, giving you even more ideas for topics. After all, the individual chapters or sections in these books are essentially articles in themselves.

Don't overlook this point or think it's too simple.

Even if you already use this method, I want you to think about it seriously because, what you get from all this research done by other people and organizations is literally millions of dollars worth of publishing research - all delivered to you free.

Further more, you are not just getting someones theory about what people want. You are getting marketing intelligence based on what people are currently reading ... and ... based on what people are ...

Currently Buying!

You are getting information about the topics people are discussing in your niche right now.

Information your niche wants to read more about.

Information other organizations in your niche are dying to give these readers to feed their insatiable hunger for more!

If you supply this content you'll get the readers and the traffic and you'll get the big clients (if you're a freelancer) who are looking for more content for their readers.

So, your first step is:

Find Out Exactly What People Want To Read And ... Give It To Them!

I think you get the point.

Do this before you sit down to write one word of your next article.

You need to take the time to figure out exactly what your reader wants to know about.

- What's keeping them up at night?

- What are they trying to achieve?
- What problems are they trying to solve?
- What decisions do they need to make but aren't sure about which road to take?

And like I said ...

**The Internet Makes It Easy To
Know What Your Readers Want!**

All you have to do is get "tuned-in" to what the people in your target market are searching for at the search engines ...

... and ... what they are reading and commenting on at the top blogs in your niche ...

... and ... what they are buying at places like Amazon.com ...

... and don't forget the magazines! If it's on the cover of a magazine it's probably a hot story or article idea you too could pursue.

In fact, I once wrote an article about taking ideas from magazine covers and combining them in new and interesting ways to come up with great article ideas of your own.

I've included a copy of that article at the end of this book, in the supplementary information section.

To know what people are looking for in the search engines I recommend you use the free keyword search tool at <http://www.google.com/sktool>

Why <http://www.google.com/sktool>?

Two reasons:

1. Because it gives you the search results for the world's top search engine: Google. And ...
2. If you're a serious player, if you're using your articles to promote yourself, your products, ideas or services ... then ... you can save your keywords in Google and instantly create Google ads to advertise your articles to start sending traffic to your site. Of course, this only applies if you're writing for the web

When searching blogs for content I suggest doing a search in the search engines for your niche keywords plus the word "blog". This should turn up more than enough blogs to get you started ... and ... the good thing about great blogs is ... they each link to other excellent blogs in their niche.

When searching for keywords using <http://www.google.com/sktool> you can enter the name of a blog in the industry you're writing for and see what keywords and phrases they are optimizing their site for. This will give you a great head start on building a list of keywords and phrases to write about.

Remember: Search for and pay attention to key word phrases not just individual key words. Why? Because people tend to search for phrases not individual words.

More on this point in a moment.

Of course, you can still search other media formats ... and if you're writing for magazines or trade journals you should know the magazines and journals in your niche inside and out.

But for quick research ... and especially research for your Internet based articles ... there are no better resources than the top blogs in your niche ... and ... the monthly search results for keywords related to your niche.

There's another reason why you want to search blogs: It's because blogs have an added benefit that magazines do not. Can you guess what it is?

Comments!

Comments ... especially long lists of comments including debates, arguments and lots of questions about the blog post ... are pure gold to an article writer. Why? Because comments often reveal hidden questions and concerns readers hold ... and ... almost always lead to sub-topics worth exploring and writing about.

What you are looking for in the comment section of each blog you read is reader reactions and emotional hot-spots -- issues people want to know more about.

In other words ... you are looking for ...

A Niche Within Your Niche!

Because once you find your niche within your niche ... you're well on your way to writing not one ... but potentially a series of articles on a subject that could gain almost instant recognition within your market.

And this too can be easier than it sounds ... if you look for any of the following clues about what can turn into a great article topic:

- **Frequently asked questions - especially questions** where there is a lot of debate or disagreement about the answer.

It goes without saying that if a question comes up frequently ... then ... it's a question based on a hot topic with a lot of interest. Try reading the frequently asked questions on the top websites within your niche and see if you can come up with a better answer for each. Base an article around each answer you come up with.

- **New legislation effecting people in the niche.**

I saw this recently with a new FTC ruling that will effect everyone using testimonials in advertising literature online. The moment the legislation was announced the blogosphere was buzzing with questions and answers about its implications. People

were looking for a well researched article or news spelling out the new legislation in clear terms. It's also a topic that will be debated about for months (if not years) to come.

- **A new solution to a problem experienced by readers in the niche.**

If you've ever had a problem that wouldn't go away no matter what you tried then, you've experienced the kind of frustration that leads you to welcome any new breakthrough or perceived breakthrough that just might solve or cure your problem once and for all. Whole industries are built on this one driving emotion to solve the supposed unsolvable problem. You see it in books and articles promising new miracle cures for all kinds of diseases. And I'm sure many great cures do exist. But for writers and marketers, the power is not in the cure, it's in the opportunity to create endless content promising to solve the unsolvable. After all, people dash madly after any resemblance of a cure in the hope that something new is out there that can help.

- **Dispelling a commonly believed myth.**

For many years it was believed that soy (a product derived from the soy bean) was good from you. Thousands of articles were written in support of its merits. But guess what? The idea that soy is good for you is a myth! Or is it? When you find a commonly held belief -- especially a popular one held by thousands in your niche -- you can be sure to get their attention by taking an opposite view and attacking the very belief they hold so dear.

- **Documented evidence proving a view point expressed by a minority in the niche.**

This point relates to the last point in that, in any niche, there will always be a group of people who are quite passionate about an alternative -- often controversial -- point of view.

For example, many people in Australia hold the belief that it's a good idea to put

fluoride in the water system. However, there is a growing number (yet still a minority) of free thinkers who believe there is much evidence to support the opposite view point: That fluoride is, in fact, poisonous to the human body. Therefore, articles about the dangers of fluoridation of the water system get a lot of attention from both sides -- each wanting to see their own view point supported or rebutted so they have more ammunition next time they talk with someone about it face-to-face.

- **Any topic that divides or forces readers to take sides.**

Which is better, an Apple Mac ... or ... a PC? Which would you buy, and why? Questions like this get a lot of attention and Mac build much of their advertising campaign around this very question. A recent blog post on one blog asking the question, "which is better?" saw a record number of comments. All giving their reasons for or against each computer type. Many of the comments expressed a level of passion you don't normally see from a subject as benign as technology. At least, it's benign to me. Technology lovers obviously don't think so. What do you think?

Finding a topic within your niche that divides or forces readers to take sides can be like finding a hidden vein of gold you can mine for months. So look for these kinds of topics within your niche.

And again, one of the best places to find these hidden veins ... is ... the comment section of people's blogs. Find posts with over 100 comments and you've likely stumbled into your own rich gold mine.

There's another benefit for basing your articles on topics fiercely debated about in the comment section of people's blogs ...

Traffic!

This is off the topic slightly but ...

If people are debating about something or showing enough interest to comment ... then ... chances are ... they'll read other people's comments and click on the the names of people who's comments they find interesting.

This is how I read blogs and comments. And it's how I find the really good, interesting stuff on topics I'm interested in.

Actually, reading blogs can be a real distraction if you're not careful. They can get so interesting at times that you start on one side of the web and ... after about an hour or two ... finish miles away from your starting point.

This doesn't happen all by itself of course. It's fueled by the existence of good content -- articles -- written by other writers. Writers you are both competing against ... and ... leveraging off.

And so ... if your article continues the conversation started on one blog ... naturally you're going to want to link your name in the comment section out to your own blog or website where your article will appear.

From there you can link to other articles within your blog ... and ... by then ... you've probably done much of what you wanted your article on the web to achieve.

However, this is not a book about getting traffic. It's about writing articles people want to read. (I'll reserve the topic of getting traffic for another book on writing for the web.)

And so, now that you're grounded in the basic bedrock truth that to get your readers to want to read your article you need to write about something they want to read ... let's move on to chapter two ... aptly titled ...

How To Write Article Titles That Are Impossible To Ignore!

I hope I got your attention with the title of this chapter.

If you've done any published writing you know how critical it is to "hook" your reader right at the start of your article.

But what you may not have is ...

A Proven Formula For Writing Winning Article Titles That Work Every Time!

By "work every time" I mean article titles that are impossible to ignore.

You already know the first step to creating spellbinding titles: Select a topic your audience wants to read. But how do you go from a "hot topic" ... to ... an impossible-to-ignore article title?

If you look around you'll notice most article writers settle for the "this is what the article is about" approach to title writing.

This is where you write a title describing what the article is about. And while that's not a terribly bad approach ... relying on the "descriptive title" as your only method of title writing won't elevate your articles above the sea of articles sweeping the web and filling the pages of magazines.

You Need To Be Different!

Your titles need to be compelling. So compelling that your title makes reading your article

easier than passing it by.

So let's look now at what makes an article title impossible to ignore:

First up, we tend to pay attention to that which moves us emotionally or those things we find most interesting. Since we generally find things interesting for emotional reasons, emotionally charged titles are most compelling.

Of course, you don't have to use emotionally charged words like "hate," "love," "fantasy," "revenge," or "death" to arouse your reader's emotions and get her attention, you just have to write a title about a topic your reader feels strongly about.

Generally speaking, such topics include things she's frustrated by, things she's afraid of, or things she desires. The choice you make will depend on the reason for your writing and the emotional response you want to elicit.

For example, if you are writing an article to new moms you might want to play on the emotion of fear, since most new moms are afraid of doing something to harm their baby.

Or maybe you could tap into the emotion of frustration over so many different voices about topics related to raising a child - everyone seems to have their own opinion on how to discipline a child for example.

If you're writing to entrepreneurs you'll probably want to appeal to their desire for profit or lifestyle.

However, emotions aren't everything.

In fact ... emotions are only half of the formula for writing article titles that are impossible to ignore.

You also must ...

Engage Your Reader's Mind!

You do this by first understanding what makes your reader tick mentally! What is it -- beyond emotion -- that drives us to do what we do?

In most cases, you'll find we do what we do because we either want something specific ... or ... because ... we are simply intrigued.

As you spot good article titles in magazines or in the newspaper or on the web you'll notice some titles are driven purely by intrigue, such as this article title appearing on the DailyMail website:

**Devoted couple die
within minutes of each other
from heart attacks**

Which for most people, has no real relevance except for general interest (unless you are concerned that you, too, might be a probable candidate for a heart attack).

Other titles are driven by the reader's wants, such as a problem they want to solve or an opportunity they want to fulfill. Such as the following title for a piece promoting a book teaching you how to get the job you want:

**Do You Make These Mistakes In
Job Interviews?**

.... Which targets the reader's desire to get something he or she wants, namely: A job!

So, how do you make sure your titles have the best chance of engaging your reader's mind AND emotions? What elements can you use in your title to seduce your reader into reading your articles?

**There are 4 Main Elements
That Make a Headline Or Title
Impossible To Ignore:**

The first, and in my opinion, the most important is ...

CURIOSITY: For evidence of this, just look at the two headlines I reproduced above. Both are driven largely by curiosity.

In the first example, the fact that the pair died within minutes of each other will arouse a strong sense of curiosity in most people.

You ask yourself, "why did they die within minutes of each other?"

Is it because one died and the other couldn't stand to live without the other and had a heart attack as a result?

Did something happen to trigger a heart attack in each of them? Was it something they ate?"

And on and on goes our questioning (although it all happens in a matter of a split second, and mostly at a subconscious level) until we can't resist reading more of the article to find the answer to our questions. And thus, curiosity has done its job and the reader is 'hooked'.

Of course, there's more to this headline that arouses curiosity than the fact they both died within minutes of each other.

The writer chose the words "devoted couple" when "husband and wife" or, "man and woman" would have sufficed. So "Why" use the term "devoted couple"? Again, the description creates a sense of curiosity. We wonder, "who were these people? Where did they live? Do they have surviving family? And so on.

In the second example, "Do You Make These Mistakes in Job Interviews," the word "these" triggers your curiosity. You want to know what "these" mistakes are, and am I making them? If so, can they be easily corrected? And so, you read on.

The second element that makes a headline or title seductive is:

NEWS OR ANNOUNCEMENT VALUE: Think about my title to this chapter. I used the word "Impossible". Impossible is a BIG word. It carries with it an air of announcement - like the town crier on the corner of the street. Especially in this context. Just think, if you can write

article titles that are "impossible To Ignore" then you're practically guaranteed a free ride to stardom because, you'll be able to do the one thing everyone in the media is trying to do:

Get Attention!

In this case, I used the news or announcement value to make a big promise ... one I know you are interested in. If you weren't, you wouldn't be reading this book.

You can do the same thing in your titles. Ask yourself, "Why is my target audience reading this magazine or blog or combing the Internet looking for information on this topic? What exactly are they looking for? What do they want?"

Once you get your answer, work it into your headline or title in a big way. Be bold. You only get one chance to make a great first impression so make sure you fire all your guns upfront with a compelling title.

Another way to use the News or Announcement approach is to use a similar phraseology to that which the newspapers use. For example, I could have titled this chapter, "34 Year Old Gold Coast Man Discovers Unique Way To Write Article Titles That Are Impossible To Ignore!"

That has more of a news ring to it now, doesn't it?

Let's move on. The third ingredient for making your article titles impossible to ignore is:

SELF INTEREST: Why do you do all the things you do? I bet it's not because it's good for other people. I bet you do everything you do for your own reasons - to satisfy your own self interest.

I'll bet also that when you do things for others it's because you want to do it! Or because you think it'll make you feel good. Or because you think you'll feel bad if you don't and so you want to avoid feeling guilty or whatever. Am I right or am I right?

Same goes for every article you ever read. Especially the ones you read all the way to the end. You decide whether to read or not to read based on what you want ... based on your

interests.

And that is why the best article titles address things you are interested in.

Look again at the second headline example above, "Do You Make These Mistakes in Job Interviews?" The self interest comes from the fact that if you know what these mistakes are ... and ... if you can avoid them ... then ... it's implied that you can get the job.

If you were looking for a job right now (or if you had a job interview scheduled for tomorrow) is there any way you could skip reading the message following this headline or title?

Same rule applies to every article title that captures your attention. It appeals to your self interest.

CREDIBILITY: "Although underutilized, credibility is one of the strongest weapons you have in your writer's-arsenal for convincing people to read your articles, says leading journalist."

The above quote is made up. But it does demonstrate a good point: Article titles containing credibility carry more weight than those which do not.

It's often the credibility of an author that sells a book ... the credibility of an actor that sells out a movie viewing ... and the credibility of a news source that makes the news story believable.

And therefore, you should use a credibility element in your article titles as much as possible. It increases the likelihood people will want to read what you have to say.

Let me give you a quick example. Which of the following titles sounds more believable (and therefore, more likely to hold your attention?) :

**New Weight Loss Treatment For Women Over 40
Slashes 11 Pounds Of Stubborn Fat In Only 7 Weeks!**

Or ...

**New Doctor Developed Weight Loss Treatment
For Women Over 40 Slashes 11 Pounds
Of Stubborn Fat In Only 7 Weeks!**

Although both the above titles (headlines) are made up, similar advertising headlines, when tested, proved using the word "Doctor" (as a credibility element) increased readership and sales from the ad by over 800%!

Should you use all 4 elements in every title you write?

Not necessarily. And you can use some of these elements in your first few paragraphs instead of the title if you want to strengthen your readers urge to read your article.

However, if you feel your article title is weak, look for the missing element and try to work it in.

Then, once your title is written, you're ready to move on to your opening paragraph or lead.

How to Write an Opening Paragraph That Seduces Your Reader To Keep Reading!

With 6 ready-to-use opening formats you can use immediately

If your opening paragraph doesn't build on the attention you gained with your title ... if it doesn't intensify your reader's interest in what you are saying ... you'll lose him or her faster than a New York minute.

So, even though you may be tempted to sleepwalk through the opening paragraph (after all, it's just a bit of a warm up or "creative-foreplay" to get the reader into the main body of your written piece, right?) ... think again.

Because, what comes out of your mouth (or on the page) right after you grab your reader's attention with your article title ... will ... either ... convince her to keep reading ... or ...

Cause Her to Lose Interest Instantly!

And if you lose her interest, she'll probably be gone for good. Which is bad, because, "you never," as they say, "get a second chance to make a great first impression!".

In other words, if you want to make a great first impression ... and ... get the reader to read the rest of your article, you must do more than simply write a killer title. You need to build on the attention you gained with your title.

You need to use your opening paragraph (or first few paragraphs in a longer lead) to seduce your reader to ...

Keep Reading!

So how do you do this? What techniques are available to seduce the reader? And how do you know which technique is best suited to the article you are working on?

I'll answer each of these questions in this chapter ... plus ... I'll give you a sure-fire checklist of 6 proven article opening formats you can use no matter what kind of writing you are doing.

So, let's dive right in ...

First, let's talk about two of the basic facts of seduction:

1. It's almost impossible to seduce a person by focusing all of the attention on you, the writer, instead of on the seducee, the reader.

After all, the reader isn't reading to satisfy your interest, she's reading to satisfy her own. That's not to say you can't talk about yourself. You can. But it must be relevant ... and ... it must be giving the reader what she wants.

Plus ...

2. It's a proven fact that people pay attention to things that move them emotionally.

Think about your own life. What do you pay attention to? Why are you reading this book? Isn't it because you believe that if you can get people to want to read your articles then you'll be more successful? And isn't it true that you believe being more successful will feel good? In other words, isn't it true that you are reading this ebook for emotional reasons? I thought so.

And so, to seduce your reader, you must focus on her and her interests ... and ... you must express your message in an interesting way, in a way that engages her at both a mental and emotional level.

How you go about this will depend on the type of article you are writing and the audience you are writing to.

Some articles, for example, will require you to be very factual. Others give you the freedom to be creative. Others require you to get your reader thinking.

And so on.

Again, it all depends on the type of article you are writing and what the purpose of the article is.

But regardless of the type or purpose of the article, one overarching rule remains:

You Must Not Bore Your Reader!

But you can't merely entertain either. You must engage her. For entertainment without engagement is as pointless as a belly dancer performing before an empty room.

So, how do you go from "impossible-to-ignore" title or headline to an article opening that seduces and engages?

The first thing you've got to do is elaborate on the hook in the headline. I call this:

"Continuation Of Thought"

You see, if your article title has grabbed your reader's attention then you don't want to risk losing that attention by straying from the point.

But don't just begin the opening copy in a factual or predictable manner, you've got to capture the reader's imagination. And ... you've got to make her feel she's reading something unique - something she doesn't already know. Something related to what attracted her attention in the title but -- if possible -- stated in a surprising way.

When you do this you engage your reader at a deeper psychological level ... which is what you want if you want her to stay with you. After all, your title hooked her. And the hook wasn't

simply intellectual. It was emotional as well.

As an example, look at the opening paragraph to this chapter. I've repeated it below:

If your opening paragraph doesn't build on the attention you gained with your title ... if it doesn't intensify your reader's interest in what you are saying ... you'll lose him or her faster than a New York minute.

Notice I focused the attention on the wants and needs of the reader. If you look closely you'll see I referred to the reader no less than six times. I did this with the use of the words "you," "your" and "you'll". I think you'll agree there can be no mistake that I am referring to you, the reader, and not me, the writer.

Plus, I used emotion. In this case, the emotion comes from the frustration of knowing that your readers will sometimes stop reading your articles or content because you haven't done a good enough job of arresting their interest.

I said, "if it doesn't intensify your reader's interest in what you are saying ... you'll lose him or her faster than a New York minute."

Because you want people to read your articles, your emotional response to my opening paragraph will drive you to keep reading so you can discover the solution to your problem.

Furthermore, I expressed (in my opening paragraph) an opposite emotion to that which I lead with in the title. In the title I lead with the idea of seducing your reader to keep reading. In the opening paragraph I said you'll lose him faster than a New York Minute.

Can you see how I'm saying more or less the same thing but expressed in a slightly different way to elicit a different emotion?

The title produces an emotion of hope that you can get your reader to read your articles and conjures up images and feelings of what it will be like when you create these kinds of articles. The opening paragraph, on the other hand, elicits an emotion of fear that if you don't get it right, you'll lose her ... and ... thus ... miss out on all the great things successful article writing can bring you!

Also notice I used "continuation of thought". I did this by continuing the thought or idea I started with in the title. The clue is in the repetition of the words "opening paragraph" which I used in both the title and the first line of my opening. This may be subtle, but it reassures my reader that I'm going to fulfill on the promise made in the title.

Anyway, I think I've made my point.

Moving on.

I want to give you ...

6 Ready-To-Use Opening Formats You Can Use Immediately To Get Your Articles Read!

The article opening format you choose will depend on the type of article you are writing and the response you want to elicit in your reader.

As you read the description of each format and the following examples think about how each of these opening formats can be applied to the writing piece you are working on.

1. The descriptive statement opening:

This is where you take the main idea of your article (usually expressed in the title) and work it in to your opening paragraph. It is a very direct approach where you more or less, 'call a spade a spade'.

Example: If you're writing an article about software that can be used to turn a blog into a paid subscription or membership site, you might open with this as your first paragraph:

"It used to be hard to turn your blog, with all its free content, into an income stream. But now there is a simple piece of software that changes all that. The three case studies below

show how almost any kind of blog can become a paying proposition for its owner - often without having to create any more content than you already have."

2. The personal comment or anecdote opening:

A personal comment or anecdote can be an opinion or statement made by someone you or your reader knows. It can be a brief story about someone you know.

Using this opening format is a great way to add a touch of humanity to your writing - making the transaction between you and the reader more personal.

Example: If writing about new opportunities for writers on the web you might begin this way:

"I still remember the first time I laid eyes on the Internet. It was back in 1997. I came home from my early morning jog through the neighborhood and found my wife typing on the computer screen. Strangely, the computer seemed to be typing back. I soon learned she was on an "Internet Chat Room" ... and ... I've been glued to the screen ever since.

"I've witnessed all kinds of changes. The latest being the wide-spread use of blogs as a platform for all other marketing efforts. And, as the popularity of blogs has grown, so too has the opportunity for writers to build their writing careers -- as this article explains."

3. The question opening:

A great way to arouse your reader's interest is to ask questions that will interest her. Especially a provocative question, or one that questions a belief she holds dear.

Example: If writing a brochure to promote a local all-boys private school you might begin:

"Other than providing a safe, caring learning environment for your son, what advantages do private schools have over the public school system?"

Such a question is bound to draw the reader into your text. Again, the trick is to know what your reader wants to read about. Once you know that, the right question for your article flows relatively easily.

4. The opposite view point opening:

Arouse interest with the opposite view to a commonly held or popular opinion. Then follow immediately -- usually in the same paragraph -- with your true point of view, while pointing out how absurd the original view point is.

Example: If writing an article about law enforcers getting away with the crimes they sometimes commit you might begin:

"One of the things that pains me most about the criminal justice system is the fact that a judge or anyone practicing law -- especially the police -- should have to pay a fine or face prison time for the crimes they commit. Surely, anyone involved in administering the law should be above it!"

"Obviously, the statement above is absurd. But it does raise a great question: Why do judges pay smaller fines or no fines at all for traffic offenses? And why do ..."

5. The quotation opening:

An appropriate quote may offer an effective beginning, especially a poignant quote that summarizes, in only a few words, the very fact or point you wish to express. Using a quote has another important effect in your writing: It can "credential" your writing piece.

Example: If writing a piece on top travel destinations for writers and poets you might begin:

"The poet Robert Frost once stated, "In three words I can sum up everything I've learned about life: It goes on!" And while that is true, it doesn't mean you can't have a damn good time while enduring it. Here are 7 of the world's top travel destinations for creative people

that you simply must see before your time is up:"

6. The shocking statement opening:

Magazines featuring celebrities thrive on this type of opening. So, too, do newspapers. You can't pass a news stand today without seeing some kind of shocking, irreverent, or outlandish statement about what some celebrity is doing -- complete with pictures. And it works. This approach sells millions of dollars worth of magazines everyday.

So, if there's an appropriate (or in some cases, a not-so-appropriate but "relevant") thing to say about your topic, one that may shock the reader into staying attentive to your message, lead with it in your article.

Example: If writing an article about violence among women (as a journalist for the UK news website www.dailymail.co.uk did recently), you might begin:

"Violent crime committed by women has soared since Labour came to power, it is revealed today. The number of women found guilty of murder, vicious assault and other attacks has risen by 81 per cent since 1998."

O.K. So now that you know how to select a hot topic, craft an impossible-to-ignore title for your article ... and write an opening paragraph (or lead) that seduces your reader to keep reading, what's next?

Now it's time to discover...

How To Make Your Reader Trust You!

With these 15 Ways to get people to believe and read

First up, why would you even care if your reader trusts you? After all, you're just writing an article, aren't you? Wrong!

If you think you're just writing an article you're making a BIG mistake and missing out on one of the greatest publishing opportunities on the planet.

It was Paul Zane Pilzer, the economic adviser to two U.S. presidents, who said something over 11 years ago that caught my attention so profoundly that it burned deep into the wiring of my brain.

He said, in essence, that the money in the future will not be made so much by the people and companies that make the products ... but ... by the people and organizations who have the relationships with the buyers!

Now, why is this important? And why would I mention this in a book about writing articles people want to read?

Two reasons:

1. **Because** when someone reads your article they are looking for more than information or advice. They are looking for a trusted, credible source of information and advice they can count on. They want someone who can instruct them and enlighten them about everything they need to know on the subject.

The reason for this is, we all need to make choices in life ... and none of us wants to make mistakes ... and so ... we look for credible sources of advice we can rely on ... so we can make informed decisions without looking silly.

This means if you can get your reader to read ... and believe ... your article content ... not only will they read your message ... they will act on your advice ... and ...keep coming back to

you for more.

2. **Because** if you've got any kind of business savvy you know that if you can get people to read and keep reading your writing ... in other words, if you can captivate a readership (an audience of readers) then your value as a writer increases dramatically.

You become very influential. Perhaps like Opera or Jay Leno!

Readers will not only want to read what you have to say but, they will follow your advice which will often include buying stuff you recommend or sell.

And that's valuable. It doesn't matter if you work for yourself or if you're writing articles for others. Suddenly, when people want to read your written content ... you are worth more and people will pay you more.

So how do you get people to trust you?

There are many way, and I'll include a list below. But first, see if you can pick two of the key factors that lead to trust in the stories below:

Story #1:

"On a recent trip to Newcastle I found myself standing in a hardware store. Actually, it was a wood supplies store. I was looking for wood that I could use to build a small wooden ramp for my good friend's son to ride his skateboard on.

"Anyway, the guy that served me at the store just happened to be a mad-keen skateboarder himself. And so, he knew all about skateboarding and the type of wood you need to build a skateboard ramp.

"Well guess what, I too am an avid skateboard enthusiast. And have been since I was eleven. In fact, for a period of about 14 years after my eleventh birthday I could think of almost nothing but skateboarding. Even today I like to get out on my board and hear the roar of the road beneath my wheels.

"So guess what?" Here's what: The minute the guy told me he was a skateboarder ... and ... that ... in fact ... he and some of his buddies had a skate facility in a nearby warehouse that he had helped build ... I was sold.

"He didn't need to say more. The spell had been cast!

"I was ready to follow that guy anywhere in the store and buy whatever he suggested. So much so that my conscious ability to make critical judgments about what was best for me fled completely.

"I handed all control over to him.

"Luckily, moments before buying everything in the store, I came to myself and realized what was happening.

"I had been influenced at a deep level because I met a guy who -- in my mind -- was the most qualified person on earth to sell me wood for a skate ramp ... and ... a guy who (because of the interest we shared in skateboarding) had my immediate trust. I liked him because, in so many ways, he was just like me."

Story #2:

"Not so long ago a very independent guy I know got sick. I say "very independent" because this guy did everything himself. I mean, he was an independent freak!

"If something broke, he was the only one allowed to fix it. If someone had an opinion about something ... he had to disprove it or take a different view point, even if he secretly agreed with what the other person was saying.

"He grew his own fruit trees. He raised his own pigs, hens and turkeys. He grew vegetables. He even built his own house.

"In his mind, he was the best at everything he ever did. And ... he wasn't afraid to let you know.

"One day, he got cancer. And suddenly, he became the least independent person I ever met.

"He froze.

"He couldn't make any decisions about what treatment he would and would not accept.

"When the doctors spoke to him ... his eyes just glazed over and he sat staring like a little kid. And he handed complete control for any medical decisions over to his doctor.

"I realize cancer strikes fear into the heart of many who suffer it. But why was he so willing to place his life completely in the hands of his doctor?"

So, what do both these stories have in common?

The title of this chapter gives a big clue.

Both stories reveal key factors that cause people to trust you.

In the first story it was the fact that I had a lot in common with the guy at the wood shop. We had a shared interest that we both felt strongly about. And so, we had instant rapport. In other words, I liked him and he liked me. And therefore I was willing to trust him. After all, if he's like me then he must be a good guy, right?

In the second story we see another tool of trust:

Authority.

If you were lost and saw a police officer would you feel safe approaching him or her to ask for help? You probably would. Why? Because of the uniform. And the fact that you've been conditioned since birth to trust people in uniforms. Even though, for all you know, someone could have stolen the uniform and put it on (it has happened!).

Either way, in each story, you saw examples of things that lead to trust. And these are things

-- along with the list below -- that you can use to create a bond of trust with your reader.

How do you weave these "credibility elements" into your articles?

There are many ways to weave credibility elements into your article. And there doesn't have to be a "one-size-fits-all" approach. It can vary from article to article.

A simple example would be if you were writing an article to new Moms then you might include a few quotations early on from recognized pediatricians.

If writing about methods to get whiter teeth you could quote a dentist or medical studies that prove the method your article refers to has been proven to work in clinical tests or whatever. You get the point.

Even this chapter starts out with a "credibility element". I talked about Paul Zane Pilzer, the economic adviser to two U.S. presidents.

And there's something else in these stories that lends credibility to my message. Can you guess what it is? What's that? You can? Did you say it's the fact that I told a story?

Correct. Presenting your facts in a detailed story lends credibility to what you are saying because it's a format we are familiar with and tend to believe.

Just remember: Your readers want information from a credible, trusted source. When you convince them you are that source, they will believe and read what you have to say.

The rule: Get me to believe and then I'll read!

**Here are 12 more ways to increase
the credibility of every article you write:**

1. ***Use rich, vivid detail.*** When you use rich, vivid language, words that paint vivid pictures in your reader's mind, she tends to believe what you are saying because she can see it for herself. After all, seeing, as they say, is believing!

2. ***Use scientific or technical language.*** Depending on the type of article you are writing, it might be appropriate to use scientific or technical terminology that demonstrates (without over doing it) your grasp -- and thus, your authority -- on the topic.

3. ***Use sequencing or process description.*** In some cases, it may be appropriate to describe the steps involved in achieving an outcome. A list of numbered steps would be a good example of this. Or even a simple description in a single paragraph such as:

After taking your new computer monitor out of the box the first thing you will notice is a small bag containing three cords. One cord is blue, one is red, and the other black. Take the blue cord and plug the USB end into your computer, plug the other end (color coded orange) into the left side of the monitor in the port labeled "audio in".

And so on.

4. ***Use charts, diagrams and graphs.*** There's a saying in selling (where credibility is paramount) that "nothing sells like a demonstration". The saying holds true in building the credibility for your article content too. If the content of your article lends itself to demonstration via a chart, graph or diagram you should use it.

5. ***Use a photograph depicting the article topic in action.*** This may not always be possible. But have you noticed how the news media use intriguing photos to pull you into the article by attracting your attention? Photos can be as equally powerful when used in your articles to add credibility to your message.

6. ***Use awards, certificates or qualifications.*** Have you any special certificates or awards for achievement that support your credibility as an author or that support the message you are writing about? If so, use them in your articles. The majority of the masses still regard qualifications as a measure of a persons knowledge and trustworthy-ness.

7. ***Use testimonials and endorsements.*** If you say it it's hearsay. If someone else says it it's probably true. So use testimonials or endorsements in your articles, especially from a recognized source. If it's written about in the New York Times or if someone famous backs it up, mention it in your article.

8. ***Use a logical flow of information, especially logical argument.*** Start your article with a strong point your reader will agree with, then carefully walk the reader through a series of "facts" or flow of information that leads them to the conclusion you want them to accept. In this way, you can build a bridge from the things your readers already believes to the things you want them to accept and trust.

9. ***Use personal stories or anecdotes.*** It's pretty hard to argue with a true story about something that happened to you or someone you know (or even someone famous). If you have stories or anecdotes relevant to the point you want to make in your article, use them.

10. ***Use case studies -- especially examples from the lives of people your reader can relate to.*** If there's a good documented case study of the point you want to make, use it in your article. Bring out the detail of the people and places involved and your argument becomes even stronger.

11. ***Use meaningful specifics, not vague generalities.*** There's a certain attractive quality in the specific. The more specific facts and details you use the more people feel what you're saying is accurate. For example, avoid using phrases like: "Many years ago". Instead say, "On the 26th May, 2005, a week after my Dad's birthday ..."

12. ***Use examples to illustrate your point.*** Even in conversation it helps if you give your listener examples of what you are saying to help him or her understand your message. It's no different in writing articles. If you want to see the true power of examples as a "communication improver," try deliberately explaining yourself through examples in the next conversation you have with someone at home or at the office.

There are many more ways to gain credibility and thus, the trust of your reader. Keep an eye out for other methods as you read articles written by me or other writers. When you see a good method, make a note of it and keep it in a ideas file marked "credibility elements".

Now that you know how to gain the trust of your reader, we're ready to look at ...

The Article Body: How To Give Your Readers What They Want!

**With 21 tips that make your articles
almost read themselves!**

Now that you've:

- Grasped your reader's attention with your cleverly crafted and impossible-to-ignore title ...
- Piqued here interest and engaged here emotions with your seductive opening paragraph or lead ... and ...
- Reassured her that she can rely on you as a trusted source of useful information ...

... It's now time to tell her what you promised to tell her when you started the conversation.
It's time to ...

Deliver On Your Promise!

And, if you've done your research ... and followed my advice in chapter 1 ... you already know what to write in the body of your article: You simply write about what she wants to read.

The trick to holding her attention all the way to the end, however, is to not just write what she wants to read ... but ... to write about it in ...

The Way She Wants To Read It!

Fortunately, readership studies teach lowly-writers like you and me a thing or two about

"how" your readers like to read.

So, to make your life easier I've compiled a list of 21 tips that will practically make your articles read themselves.

Here's what we know about your reader and the way she likes to read:

1. She likes short, easy to read sentences containing only one idea per sentence.

Have you ever read a long paragraph only to get to the end and forget what you read in the beginning? It's annoying. Especially if you are forced to go back and read the entire paragraph again just to get the gist of what the writer is saying.

Instead, use short, easy to understand sentences. And express one idea per sentence. This makes reading easy and keeps the momentum of your piece going.

2. She prefers short paragraphs to long paragraphs.

No more than 5 lines where possible is best for your paragraphs. This is because staring at big, gray blocks of text can be intimidating.

Remember, watching a video or listening to an audio program requires little effort on the listener's part. But reading takes effort. And the prospect of reading one long paragraph after another can tire your reader.

3. She prefers short, descriptive words and phrases.

Although she understands big, "intelligent" words and phrases, she prefers short, descriptive words and phrases, especially when a shorter word or phrase will do.

But that's not to say you should replace all long words with shorter ones. The final choice should be to go with words that paint the clearest picture in your reader's mind - making your message easier to understand.

4. She doesn't want to think too hard.

Your writing should do the thinking for her. After all, she's not reading to think. She's reading to get ideas already thought out for her. So, if you want to explain how something works, for example, spell it out in minute detail. Get it all down on the page. Don't leave any gaps for her to fill in.

Remember: You need to be detailed, descriptive, and give a full explanation of every point you make. If you leave gaps the reader will pick holes in what you say and quickly turn off.

5. She prefers a list of points rather than multiple pages of unbroken text.

There are a couple of reasons for this:

- The reader decides almost instantly upon seeing your article whether she wants to read it or not. If your article contains a clear list of points then your article seems less intimidating.
- An article containing a list gives the reader the impression the writer has thought through many issues or points pertaining to the subject. This intrigues her sufficiently to want to find out what those points are.
- When reading an article in list format the reader can skim the article looking for the points of most interest to her.

6. She likes main points to be highlighted and, where appropriate, put into a subheading.

This makes it easier to skim to the points in your article that interest her most.

7. She likes sentences and paragraphs to start with connecting words and phrases.

When you begin sentences and paragraphs with connecting words and phrases you automatically build momentum for your reader. The feeling of momentum keeps the reader reading.

For example, try starting your sentences and paragraphs with words and phrases like:

For starters ... if history has taught us anything ... speaking of which ... in a nut shell ... however ... besides ... if you thought that was good ... and another thing ... again ... why not take it a step further? ... warning ... fortunately ... here's why ... here's an example ... but first, check this out ... furthermore ... my point is ... not only that ... look ... listen ... but that's not all ... and so on.

Now that I've hopefully got your brain thinking about words and phrases to open your sentences and paragraphs ... create your own file (either in a physical folder or on your computer) where you can collect all manner of such words and phrases for future use.

8. She likes it when you pack your paragraphs with interesting facts.

And she likes it even more when those facts are presented in interesting ways. This is due in part to the age of multi-media and fast-action movies and video games. People's attention spans are often shorter. Unless you attract and keep her attention at every turn with one interesting fact after another you'll quickly lose her interest.

9. She wants the font face and size to be easy to read.

Just changing the font type can make your article appear more readable. But the wrong font type or size can turn your reader off.

Also, fonts can be like the emphasis in your voice. The right font can add expression to your writing and bathe it in personality.

10. When using bullet points or numbered points she likes the list construction to be logical and consistent.

You'll notice every point in the numbered list you are now reading (except this one) begins with the word "she". I did this on purpose. It's because the consistent use of the word "she" anchors you to my original point: Your reader prefers to read information presented in a certain way.

This drives my message home more powerfully.

Keeping your bulleted or numbered lists consistent has another benefit: It builds momentum. As the reader sees (even if only subconsciously) the pattern in your writing, she can fly through your text at a greater pace. This increases the likelihood that she will read all the way to the end.

11. She likes points in your articles to follow a logical sequence.

If your article points out how to do something or tells a story about an event, then, following a logical flow makes it easy for the reader to keep track of what you are saying.

For example, if writing a list of steps, you may begin sentences or paragraphs with: "This is what you do first ..." "Then you ..." "Thirdly you ..." and so on.

When your writing follows a natural sequence the reader feels subconsciously compelled to read on.

12. She likes it when your sentences contain the strongest point at the beginning.

For example, if your article explains ways to buy bargain real estate in a falling market, you wouldn't say, "Buying real estate during a temporary slump in housing prices is the best time to get a bargain!"

Instead, you'd say, "The best time to get a bargain on real estate is during a temporary price slump!"

13. She likes it when you write in colloquial language.

Such language includes the use of metaphors, similes, clichés, and common figures of speech. Again, start a colloquial language file to keep great examples you can use in your own writing.

14. She likes it when you use words and phrases that paint a vivid picture in her mind.

The trick is to think about what you want to say then see it running through your mind in a vivid movie. Next, simply describe on paper what you see, detailing the colors, textures and even the sounds, smells and temperature.

The goal is to bring your text to life so the reader no longer sees words on a page but a vivid movie playing before her eyes. Even better, paint the reader right into the movie.

Let her see herself interacting with the detail of your article content.

15. She likes it when you use narrative.

Good journalism is dominated by this "he-said, she said" narrative style of writing. And for good reason ...

Readers tend to trust you more when you quote others, especially reliable sources.

Plus, using narrative in your writing makes your writing more interesting. It's like the movie director using different camera angles in the same scene to add variety and hold the viewers attention.

16. She likes it when you are not redundant.

Redundancies slow your writing down. Your reader wants to get your point then move to the next point. She doesn't want to dwell too long on something you've already made clear.

That's not to say you can't repeat important points. But don't beat a dead horse.

If you feel you need to repeat a point for impact try coming at it from a new angle. For example, you can make your point then give an example that illustrates your point. Then, if you feel you still need to remake your point, present it in the form of a narrative, where you quote someone making the point you want to get across.

Another subtle and often overlooked form of redundancy is the use of the same word

mentioned often throughout the text. In the paragraph above for example, the word "point" is used too often and weakens the impact of my message.

Yet another form of redundancy is the use of two or more words in a sentence that mean the same thing. "Little babies" for example. Or "young child." Aren't all babies little and all children young?

17. She likes it when you give examples to illustrate your point.

Do I need to give you an example here. If so, see the paragraph above this one. Obviously, giving an example makes your message clearer, easier to understand.

18. She likes it when you leave white space (called "secondary leading") between paragraphs.

"Leading" is the technical term used to describe the vertical space between lines of text - the space between the line above and the line below.

"Secondary leading" is the space between paragraphs. Long blocks of gray text tire the eyes. They give the impression that reading will be "hard work". Therefore, put a full space of secondary leading between paragraphs as I do in this document.

19. She likes the occasional one sentence paragraph ... and ... even a one word sentence or paragraph.

I do too!

It breaks up the pace of the message by adding variety to your writing. This makes the reading of your article more interesting. The brain likes variety. In fact the brain needs variety. So breaking your paragraphs up into occasional one sentence paragraphs (or even one word paragraphs) makes sense.

O.K?

20. She prefers narrow columns of text (of around 65 characters) to columns of text 100 plus characters in width.

Again, this goes back to making your message appear easy to read. Wide columns of text tend to leave the reader's eyes feeling tired. And tired eyes stop reading. A narrow column of text looks more inviting, and so, the reader finds it easier to agree to reading at least the first few lines.

And if you've followed the earlier suggestions in this book you only need the first few lines to turn her initial attention into interest and persuade her to read more of your article.

21. She likes it when your article contains one clearly expressed, useful idea ... instead of multiple interconnected ideas.

A good rule of thumb for staying on track is to make sure each paragraph relates to the main topic and even the title of the article you are writing.

And there's another thing she likes. It's when you over-deliver on the promise you made in the title of your article.

**Unfortunately, Many Articles Don't
Deliver On Their Basic Promise!**

Warning. If you write an article title promising to reveal something your reader will find useful or interesting, be sure to at least fulfill her expectations. Nothing will turn your reader off faster than an article that fails to deliver.

But why not take it one step further? Why not over-deliver on your promise by making your article so valuable she'll want to keep it handy to refer to often.

In fact, let's make this tip #22: ***Over-deliver on your reader's expectation.***

And while on the subject of "delivering" ... what are you going to do once you've gained your reader's attention, trust, and delivered your message? Are you going to leave her hanging? Or give her something else to do?

If you want your articles to do more than entertain and amuse, then, you'll like the next chapter where we discuss ways you can conclude your article with an invitation for the reader to do something with the information you've just shared.

The next chapter is titled ...

How To Leave Your Readers Wanting More ...

**... And practically GUARANTEE your long-term success
as an article writer!**

"Is this chapter even necessary?" I ask myself as I sit hunched over my computer keyboard at the end of another long, hot day.

The combination of sweat and warm fingertips had already worn the letters off my "O," "L," and "M" keys. The last thing I want is to write another 1,000 words!

"Yes!" you might wonder why I'd even bother writing a chapter about how to conclude your articles in a book about getting your articles read. After all, if they've read all the way to the end, the job's done, right?

The End Is Really The Beginning!

But what if there's more to it than just getting your article read? What if you could consistently get people to react exactly the way you wanted them to after reading your articles?

What if you could get them to pick up the phone and request more information or buy your book? What if you could get them to click through to your website?

What if you could leave them wanting more?

"More" is the key to your long-term article writing success. Nothing will bring magazine editors or blog owners or companies or customers back to your door as fast as writing winning articles that leave readers gasping for more.

So why not give them more?

6 Quick and Easy Ways To Keep Your Readers Reading More!

If you agree that you should build on the relationship you've started with your reader by giving her more articles and information then, try concluding your articles with any of the 6 "read-more" techniques below:

After all, if you can get people to read once, it's much easier to get them to read other articles by you in the future.

And that's what you want.

- You want a loyal following of readers that will search for your name and articles by you in the search engines ...
- You want readers who will buy magazines and subscribe to online subscription services to get more content from you ...
- You want to create your own writing empire, so that any time you have something to say you can get your message out to as many people as possible.

And it's all possible when you leave your readers wanting more!

Mix and match the following options to your writing situation and purpose, for any of the suggestions that follow can be adapted for use in magazines, trade journals, blogs or websites to keep people reading.

1. *If you're writing articles for the web for example, consider writing a series of articles and advertise the fact in your articles.* Say, in essence, "Now that you've read all about (whatever you are writing about) don't you think you should get more of the facts by

reading my next article in the series titled: "next article title?" All you have to do is click the following link to read the next article on my blog."

2. *Or, if you've prepared a special report:* "Of course, there's more to learn about (topic), and that's why I've prepared a special 21 page report, complete with charts, tables and working diagrams for you to look over at your leisure. You can download a copy of the special detailed report by clicking the following link."
3. *Or, if you're using articles to promote a book:* "Because there is so much to tell you about this topic, and so little space to tell you about it here, I've written a book that covers the topic from A to Z. You can read the first chapter of my book free by visiting the following web page: www.webpageaddress.com/freechpt"
4. *Or, if you want the reader to call a number as part of a lead generation campaign:* "For more information about hot travel destinations in the Solomon Islands call 1800-222-3456 and request your free 43 page color travel brochure. The brochure reveals the 12 best Solomon Island holiday hot-spots, the best restaurants, contact details for local reputable travel guides plus dozens of travel vouchers that can save you thousands on your next trip to the Islands. Call 1800-222-3456 and ask for the free 43 page color travel brochure to be sent by first class mail."
5. *Or, if promoting your website:* "If you found the ideas in this article useful why not get the full story by visiting the author's website? You'll discover dozens of fresh, new articles just like this one plus, you can register for the author's free monthly email newsletter to be kept up to date on everything you need to know about (topic). Visit the website and subscribe today by visiting www.web-address.com."
6. *Or, if promoting a product direct from a blog post or website:* "The tips you discovered in this article are just the tip of the iceberg. If you're ready to go beyond the tip and finally dig beneath the surface to get the real inside secrets about (topic) you'll want to check out (product). I can think of no better investment you could make in your (career/health/realionship/whatever product does for reader) for such a small price. You can buy it directly from the link here: www.web-address.com"

I'm sure you can think up your own combinations and reasons you can give your readers to click to another article or take the next step in the relationship.

And if you keep your eyes open you'll see plenty more in the articles you come across. Some good, some bad. The trick is to collect the good ones and try them in your own articles.

The key to success is to test different options and wording until you come up with a formula that works consistently for you.

Before long, you'll be effortlessly moving your readers from one article to the next.

Keep this in mind: The invitation to read more or to get more content from you doesn't have to be at the conclusion of your article. You can work many of the 6 ideas above into your articles earlier on, perhaps after you introduce your topic like this: (Pay careful attention to text highlighted in blue)

Written Content: The Key To Website Conversions
by MICHAEL LOW

Your Weekly Website Conversion Tip:

If you've got traffic but no email subscribers ... or if you've got email subscribers but no sales ... try the magic of carefully targeted written content.

I'm talking here about premiums or bonuses in the form of valuable written reports, given away free to seduce readers into action.

This is by no means a new technique.

The largest and most profitable publishing houses have used it almost exclusively since the idea was first discovered.

"The right piece of written content," say the biggest guns in the publishing world, "can mean the difference between a failed promotion and one that makes millions!"

For proof of these statements you only have to think about the times you've bought products or responded to promotions because of a single bonus item or because of the promise of an answer to a single challenge.

Could a piece of written content — published in the form of a valuable report! — be the key to greater conversions at your website?

Could it make an already profitable product even more profitable?

Just as some book titles grab your attention more deeply than others as you stroll through the book store, certain report titles will be of greater value to your readers.

What follows are three critical points to think about when creating your own content to convert readers into subscribers and subscribers into customers.

After reading the three points, I invite you to download a special 21 page report I've prepared for you, complete with charts, tables and working diagrams you can look over at your leisure. The report will help you create just the right type of bonus or report your readers will find irresistible.

You can download a copy of the special detailed report by clicking the link at the end of this article.

Here are the three critical points:

1. The trick to converting readers into subscribers is to uncover what your readers want so dearly they will be willing to enter their email address or punch in their credit card details to get it.
2. The trick to converting readers into subscribers is to find an idea *so powerful* or tempting to your readers they can't sleep without laying hold upon it.
3. The trick to converting readers into subscribers is to place the white-paper or report or whatever *so prominently* in the reader's view it can't escape his attention.

But is all this effort really necessary? It is if you believe the experts. And it is if you want to turn more readers into subscribers and more subscribers into customers.

So test a few different reports or test different titles for an existing report, and see what impact it has on optin subscribers and sales.

And for goodness sake, [click the following link to download your special report.](#)

www.place-link-to-your-report-here.com

Congratulations!

You did it! You've read all the way to the end and you now have a clear road-map for writing articles people want to read.

Plus, as a bonus, you know how to set your readers up to keep reading articles written by you.

I hope you've enjoyed reading this book as much as I enjoyed writing it.

And I hope you'll keep this book handy and refer to it again and again.

I wrote this book to be used as a reference guide and a kind of writing checklist or system you can use to piece your own successful articles together.

If you would like more ideas or instruction from me, or if you would like to stay in touch, you can follow my activities at my article writing blog at:

<http://www.articlemarketingmaverick.com>

It's a free blog dedicated to helping you produce more and better quality web content faster.

Thanks for reading.

Supplementary Information

How to create article and ebook titles that demand attention

3 Winning Steps For Producing Article Ideas and Titles People Want to Read.

By MICHAEL LOW

Question: What's the fastest way to come up with ideas for articles or ebook chapters?

For me the answer lies in something I read (can't remember where though) about being a "title writer" before you become an "article writer".

This idea is based on two facts:

1. The title of your article accounts for 80% – 90% of the success of your article or ebook. (And therefore, it better be good.) And ...
2. Once you've nailed down your title, the research and writing of the rest of the article is easy.

So how do you come up with a good title idea?

For me I like to use a simple technique talked about in a book titled "A Technique For Producing Ideas" by Advertising man, James Webb Young.

In a nutshell, James suggests searching out existing ideas and combining them in new and unique ways.

Here's one way to do it.

1. Check out the covers of a few of your favorite magazines and write down a list of the

headlines that grab your attention.

2. Pick a handful of the very best headlines and try combining and adapting them to create fresh new headlines for your area of interest.

Here's an example.

I just visited a [magazine subscription website](#) to browse the covers of half a dozen or so magazines, most of which I have no interest in whatsoever.

I simply clicked the magazine title, clicked the image of the magazine, then wrote down any teaser-headlines that grabbed my attention.

Here are the first eight headlines I locked eyes on:

1. Why Yadier Molina is the best backstop in baseball.
2. How to beat an educated player
3. When is it OK to call the clock on an opponent?
4. Pitfalls of slow-playing
5. The 30 best album covers
6. Dr. Katz's Top ten food rules (tape 'em to the fridge)
7. A ones-stop graphic guide to how a new plan would effect you
8. The 77 meals to try before you die

Next, You examine each headline and think about ways it can be adapted for your niche topic.

For example, if you are writing travel related articles you could adapt each of the headlines in this way:

1. Why Sandals Resort is the best honeymoon spot in the Caribbean
2. How to beat high travel costs when traveling on a budget
3. When is it OK to lie when checking in your luggage?
4. Pitfalls of first-time visitors to Fiji
5. The 30 best Australian holiday destinations
6. A seasoned traveler's Top ten vacation rules (tape 'em to the inside of your hand-luggage)
7. A one-stop visual guide of Hawaii's holiday hot-spots
8. The 17 sea-side resorts to stay in before you die

I think you get the idea.

Another way to do it is to take two or more headlines and combine them together. For instance, I can combine headline 2, 4 and 5 and get a 9th headline or article idea titled: "How to avoid the top 30 pitfalls of first time visitors to Fiji during peak holiday season."

Or, combining headline ideas 1 and 7 I get: **"A visual guide to Fiji's hottest honeymoon escapes."**

How does this apply to ebook writing?

You simply take the most inspiring article title and use it as the title for your ebook.

For instance, if you choose "A visual guide to Fiji's hottest honeymoon escapes" as your

ebook title ... then ... each chapter could take the reader on a visual tour of the top-10 Fiji honeymoon sites.

After studying each of the top-10 destinations you can repeat the steps here to come up with a title for each chapter.

Sounds simple enough, right?

Anyway, that's enough for now. I've got work to do. I'll write more on this topic in future posts.

[Ed. Note: For more simple web writing secrets, visit web writing expert Michael Low's simple web writing blog at <http://www.articlemarketingmaverick.com>