

You Need To Write-Write Now!

I've been shouting it for years, and I will probably keep shouting for many years to come. If you want to get some quality, free visitors to your website-You Need To Write An Ezine Article!

You can go ahead and admit that secretly you been toying with the idea anyway. You've fantasized about one day checking your email and seeing your name in the table of contents of your favorite ezine. You've imagine what it's like to know that hundreds, maybe even thousands, of people are reading YOUR words. And then there's the glorious payoff: Some of these people will visit your website. People who through reading your article have already established a relationship with you and are therefore more likely to pay real attention to what your website has to offer. Ahh, what a lovely dream...

But I'm telling you today to STOP DREAMING. Open your eyes, open up a new Word document and get started writing! Of course, you need something to write about. I suggest one of two choices:

(1) Write about whatever subject your website covers. If your website is about Internet marketing, write about some of the ways your website suggests marketing online. If your website sells chocolate brownies, write about chocolate brownie recipes. If your website is a Drew Barrymore fan site, please send me the URL immediately. Just kidding! Actually you could write an article about Drew's latest movie or her fight with alcoholism. The point is, if you have website-you have a topic.

(2) Write about something you know. We all have areas where we excel, as well as subjects that interest us. For instance, I know a lot about ezine articles so I write about them. One of the benefits of writing about something you know is what I like to call the 'Expert Factor'. If you write enough articles about a certain subject you will eventually get known as an expert in that field online. People will then trust what you say and will be even more inclined check out any websites or offers you endorse. In a nutshell-you gain credibility. And online that's a GOOOD thing!

I'll just go ahead and blurt this one out because I know it's on your mind: Don't worry about being an expert writer. Don't shy away from writing ezine articles because you think you might misplace a few commas, semicolons or dashes. This is the Internet, not the Oxford Journal of Medicine. You're not trying to win a Pulitzer Prize. Just write your article the best you can, re-read it several times, run spellcheck, and then go from there. I also recommend waiting at least half a day and then coming back and re-reading your article. This allows your brain to basically re-boot and you may find some errors you overlooked before. But don't stress; You should see some of the typos I have made.

I'm not going to bombard you with everything there is to know about ezine article writing today. This article was designed to just wet your whistle a little bit. To get you in the mood so to speak. To get you wanting to write and to give you ideas on what to write about. I assure you there will be other article in the future that touch on all the other aspects of ezine article writing. For now, though, I'll leave you to your writing; Me, I've suddenly got a taste for some chocolate brownies...
About The Author

Timothy Ward is a webmaster and ezine publisher. For more of his tips on ezine articles and free promotion sign up for the new Ward Wide Webzine.

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