

The Truth About Article Marketing

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1. Introduction

I first thought of writing this report last year, but decided against it because I thought that I would be doing a disservice to ghostwriters if I published it. I simply didn't want to jeopardise anybody's livelihood.

On the other hand, I felt a huge burden for the thousands of people who naively believe everything they are told about Article Marketing. Most of these people do not have access to the kind of insight that will make their Article marketing efforts more profitable.

It seems that I was damned if I wrote the report, and damned if I didn't. ☹

What kind of insight are you talking about?

Thanks for asking.

One of the reasons that I still have a lot of empathy with ghostwriters is that for several months I was a ghostwriter. Ghostwriters are my colleagues, and I feel a bond with them.

My role as a ghostwriter gave me a Front Row seat at the Article Marketing Circus, and I was privileged to have uncommon access to the inner workings of Article Marketing.

And what did you see?

Let's just say that I saw enough to make me decide that I would be better off if I stopped ghostwriting.

So why have you decided to spill the beans now?

As I agonized over what to do, I had a flash of inspiration. I figured out a way that I could eat my cake & still have it.

Yeah?

Yep. I am going to include information that could actually help ghostwriters improve their earning potential. So rather than jeopardise their careers, this report could actually enhance their careers.

That sounds like a WIN-WIN-WIN to me.

Article Marketers get to know the Truth About Article Marketing, ghostwriters get to discover how to earn more dosh, and you get to eat your cake and still have it. ☺

You got that right, old mate. ☺

So what on earth are we waiting for, then?

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2. One Size Fits None

The first mistake I see Article Marketers make is that they adopt a 'one size fits all' approach. So when they hear that it is OK to use PLR material for article marketing, they use PLRs for everything. Others hear that they should leverage their time by outsourcing article writing, and they outsource everything.

Then a third group hears that you can use one seed article to generate hundreds of articles, and they proceed to do that for everything. Some people are made to believe that they have to write **unique** content for **all** their articles, and what do they do?

They proceed to write **duplicate** content for **none** of their articles.

Get lost. ☺

It seems that nobody takes the time to think about what purpose a specific article will serve. Neither do they seem to be aware of the fact that there are different ways to use articles for marketing, and that each of the ways is best served by a different approach.

Another rather common mistake many people make is that they don't see beyond EzineArticles, and other Article Directories. Do they not realise that there are other (probably more lucrative) ways to leverage Article Marketing?

No... I'm not talking of converting articles to PDFs and submitting to places like scribd.com & docstoc.com. Neither am I referring to converting articles to audio and video, and then submitting to podcast directories and video aggregators.

When you stop to think about it, you will realise that the vast majority of Internet Marketing activities require content. What is the most common form of content on the Internet?

Written content?

Correct. And what is the most popular format for presenting written content.

Articles?

You genius! ☺

These are the main ways that I have identified to use articles (and written content)...

1. As a source for backlinks.
2. To generate income
3. For building digital assets.
4. To generate traffic.
5. To create credibility.
6. To build and enhance reputation.

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In terms of quality, I think that there should be a significant improvement in quality as one progresses from 1 to 6. Let's look at each of these in turn:

Backlinks

Backlinks can be created by placing written content on third party websites, and then including one or more backlinks within the content. Typically, the third party websites tend to be what are popularly called parasite hosts.

As an Optional Bonus, I have include a directory of over 650 third party websites that you can get backlinks from.

With the exclusion of some Article Directories, it is OK to submit PLR articles to parasite hosts. For the Web 2.0 sites like Squidoo, you can also publish articles from Article Directories.

PLRs! What have you been drinking?

Bear with me, please.

I understand that some PLR articles can be of dubious quality, but to be honest... who cares? If all you want is a backlink, then get a backlink and forget about quality. Save the quality articles for something else.

What about Duplicate Content?

Duplicate Content won't be a problem, as long as you reoptimize the article for your chosen keyword, and then do some spinning if you plan to use the same PLR article on more than one location.

I know you talked about this in great depth in [Google Value Maximizer Content \(GVMC\)](#), but do you mind showing me how to reoptimize an article for a keyword?

Hey, you know I hate repeating myself, but I'll do it this time. This is what I said in GVMC...

So how exactly would you go about using articles from Article Directories, without incurring the Duplicate Content Filter?

I am glad you asked.

Though the terms and conditions of republishing content from these directories prohibit you from changing an article, nothing stops you from optimising the web page on which you republish the article.

I would, therefore, optimise the article for a keyword that is different from the one the article was optimised for by using that keyword in the title of the web page. I would also add a heading to the top of the page that includes this keyword.

Something else I'd do is add one or two paragraphs of my own before and after the article. These paragraphs would also be optimised for my keyword.

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Another benefit from using content from the Article Directories, is that because you are not allowed to alter them, you don't have to worry about spinning. If I wanted to publish them on Social Networking sites, I would spin the titles and surrounding paragraphs, though.

Why don't we look at an example?

Great idea.

Let's assume that I want to target the keyword "cheapest pet insurance". I'd search one of the article directories for an article on "Pet Insurance". The article below is from EzineArticles.com and seems to be targeting the keywords "cheap pet insurance" and "discount pet insurance".

How to Get Cheap Pet Insurance

By Bryan Burbank Platinum Quality Author

People in the United States love their pets very much. Just like ourselves they deserve the best treatment when they are sick or injured. Everyone knows how expensive vet bills can be. For this reason finding a good affordable health insurance for your pet is essential.

First, take advantage of the internet and search on line for pet health insurance. Don't accept the first one you are offered. There are many companies out there with many different options. You may also want to check at your vets office many of them have brochures from various companies.

Second, the breed of your dog may affect the cost of your policy as some dogs are prone to illnesses that are very costly. Ask the insurance company about any such clauses.

Next, Make sure you compare the benefits and coverages and check for exclusions. You do not want any surprises when looking for a low cost pet insurance option. There are great rates when you search online and get multiple quotes.

In addition, check to see if the plan covers treatment other than for just accidents. Check for diseases, basic visits and shots.

Lastly, The age of your pet may have affect if your pet will be covered and how much the premium will be. But if you do your homework I am sure there is some pet insurance out there that will work with your pocketbook and at the same time give your pet the proper medical coverage for a long and healthy life.

Find: Discount Pet Insurance

Buy Cheap: Pet Insurance

Bryan Burbank is an expert in the field of Discount Insurance.

Article Source: http://EzineArticles.com/?expert=Bryan_Burbank

This is how I could change it...

Since the keyword I'm targeting is "cheapest pet insurance", I'd make the title of the page: "**Looking For The Cheapest Pet Insurance?**" I'd also use that keyword in my keyword and description meta tags. This is what the actual page could end up looking like:

<h1>Finding The Cheapest Pet Insurance is Easier Than You Think</h1>

Many of us would like to find the **cheapest pet insurance** available. The fact is that nobody wants to pay over the odds for anything, especially in the current economic climate. So if you are looking for bargain deals to insure your pet, fear not, you are not the only one.

The question many of us have is, “just where can I find the **cheapest pet insurance** on offer”? That is a question I have often asked myself. Luckily, I found an article by Bryan Burbank that tells us exactly what to do. I hope you enjoy his article as much as I did.

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Second, the breed of your dog may affect the cost of your policy as some dogs are prone to illnesses that are very costly. Ask the insurance company about any such clauses.

Next, Make sure you compare the benefits and coverages and check for exclusions. You do not want any surprises when looking for a low cost pet insurance option. There are great rates when you search online and get multiple quotes.

In addition, check to see if the plan covers treatment other than for just accidents. Check for diseases, basic visits and shots.

Lastly, The age of your pet may have affect if your pet will be covered and how much the premium will be. But if you do your homework I am sure there is some pet insurance out there that will work with your pocketbook and at the same time give your pet the proper medical coverage for a long and healthy life.

Find: Discount Pet Insurance

Buy Cheap: Pet Insurance

Bryan Burbank is an expert in the field of Discount Insurance.

Article Source: http://EzineArticles.com/?expert=Bryan_Burbank

So, it really isn't that difficult to find the **cheapest pet insurance**, is it? I hope you put this information to good use, and get yourself some great bargain deals. I know I did.

What I did was add two paragraphs before the article, and one after. I also included three instances of the keyword (emboldened) in the new paragraphs. Obviously, I would need to know that the keyword density is not too low or too high, but that's another subject altogether.

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I have leveraged a good article written by someone else, and legitimately used it to optimise my page for a different keyword than the article was targeting. All I need to do now is work at getting backlinks to the article, and I'll be ranking high in Google, without any fears of the Duplicate Content Filter.

If someone does a search for "cheapest pet insurance", thanks to Sarah Mae's First Law, my article will definitely appear in the main index and NOT the supplemental index.

All it took was the time to write those three short paragraphs. I didn't have to do any re-search or writing for the main article. Bryan did all the hard work, and by publishing his article in an Article Directory he has given me permission to republish it anywhere I choose, as long as I include his resource box, and do not change the article in anyway.

For a slow typist like me, I could not possibly ask for any better!

Once you reoptimize your PLR material or content from Article Directories, you should be able to rank for your chosen keyword without any Duplicate Content issues whatsoever.

Income

Many Internet Marketers are only interested in in earning a regular income on autopilot. One very popular income generation strategy that readily comes to mind is Contextual Advertising. With Contextual Advertising, you use programs like Google's AdSense to earn money from ads (relevant to your content) that are placed on the same page as your content. More often than not, this content will be articles.

Although Google staff carry out manual checks on AdSense sites, they do not actually care if the articles are PLR material or the Original Works of Shakespeare. The quality of the articles is not an issue, as long as the articles are intelligible, and don't contain adult, hate and other banned material.

With AdSense sites, you only earn money when a visitor clicks on one of the ads. For this reason, it might not be a very good idea to use content from Article Directories, since the resource boxes typically contain links to the authors' sites.

However, there is absolutely no reason why you cannot use reoptimized PLR material for AdSense sites.

Assets

With each passing day, the Online and Offline worlds seem to become mirror images of each other. First, we had condo flipping; and now we have site flipping.

Websites and blogs with content are useful digital assets that can be sold to raise capital. The amount of capital raised can range from a few score to several thousand dollars. Site flipping is such a lucrative business model that there are several Internet Marketers that do it on a full-time basis.

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Factors like the domain name, daily traffic, Page Rank of home page and monthly earnings come into play when the value of a website is assessed, but one of the most important factors of all is content.

In my humble opinion, the value of content for site flipping is overrated, but whom am I to argue with the market. It seems the market pays a premium for unique content, when in my opinion, duplicate content can do just as well... as long as the website is ranking well in the Search Engines.

You can still sell websites and blogs that are populated with PLRs, but it is very likely that you will get much lower bids than if you had used unique content. For this reason, I would advise you to create unique content for websites that you intend to flip.

Traffic

Next, in terms of quality, are articles that are used to funnel traffic to a chosen website. The most popular locations for hosting such articles are Article Directories like EzineArticles. Popular Article Directories (ADs) benefit from a lot of organic traffic, and it is possible to leverage that traffic and attract visitors to your website.

Some Web 2.0 sites like Digg and Propeller also serve a similar purpose, but the traffic from these sites is not as targeted as that from Article Directories.

Articles used to generate traffic actually serve a dual purpose because they will also include backlink(s) to the chosen website, and traffic is generated when visitors read the article and click on the link(s).

This is where a lot of people (including me) get it wrong. **Except in rare cases, the objective of an article used for traffic generation should not be to impress the reader with your expert knowledge or writing skills.**

I'll repeat that last sentence. The objective of your traffic generation articles should not be to impress people with your expertise and skill.

Do you care to share the rare circumstances that warrant an all out 'Dress To Impress' fashion parade? ☺

Sure. If you are writing as a guest writer on a third party website, then you not only want to generate traffic... you also want to create credibility and build/enhance your reputation. In such cases, it would be OK to dazzle your readers into obeisance and submission. ☺

Ahh... makes sense to me. So what should the objective of a traffic generation article be?

Isn't it obvious? The sole objective should be to get the reader of the article to click on the link to your website. You should write the article so that as many readers (of your article) as possible are converted into visitors (to your website).

Unfortunately, I had this all wrong. What saved me, especially as a ghostwriter, is that I always aimed to make the articles I wrote engaging.

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When an article is engaging, the reader is more likely to read it till the end, and that alone improves the likelihood that the link will be clicked. However, there is a better way. A much better way.

How so?

Write your article to sell the link. It's that simple. It was Rob Howard's best-selling Slap Ezine Articles product that actually opened my eyes to this, and I strongly recommend you get a copy if you don't already own one. *I have arranged a special deal with Rob, so that you can get it at a [steep discount](#).*

I don't think PLRs are suitable for this purpose, but it should be OK to outsource if you can find a ghostwriter who can write in Rob's style.

You will see two articles below. The first one is one that I wrote when I thought publishing an article in EzineArticles was about impressing readers. It took me about 30 minutes (if not longer) to write that article. I wrote the second article a few seconds ago (using the knowledge I gained from Rob's product), and it took me 10 minutes to write.

For which of the two articles would you be more inclined to click on the links in the resource box?

1st Article:

Anatomy of Stock Market Crashes

My study of Stock Market crashes has revealed that most of them share a number of common attributes. This article reviews some of these attributes.

Sudden

Crashes do not give any prior warning before they occur. If crashes could be predicted with any degree of reliability, then there would never be any crashes. Stock Market crashes also end just as suddenly as they began. I am aware that there are some people that do try to predict crashes, but my personal view is that your energy would be better expended on other things.

Sharp

Take a look at any chart of a crash, and it would be obvious to you that a distinguishing feature of the crash action is its sharpness. The crash looks just like the edge of a cliff, and in fact is just as dangerous. The sharp falls of market crashes are aggravated by a massive imbalance between buyers and sellers. Basically, everybody is heading for the exit at the same time.

Relentless

Normal market action is characterized by trend moves punctuated by trend retracements. In fact, the Elliot Wave theory is based on this very phenomenon. However, during a crash, price action is generally all one way - downwards, with very little upward retracement. It is this feature that makes crashes so damaging to one's wallet.

Statistically Extreme

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If you plot a bell curve of daily price changes, then a crash will lie at the extreme left of the curve, and is what statisticians call an outlier. This is why crashes are such rare events.

Notwithstanding their rarity, smart investors are always prepared for a crash. One way they do this is by using position sizing techniques that limit the amount of investment capital they have at risk.

Across the board

When a crash occurs, it is safe to assume that 99% of stocks will bleed red. There will be few, if any, survivors. Market makers mark everything down, whether justified or not, so even fundamentally sound stocks will not be spared.

There are few market events as traumatic as a Stock Market crash. Anytime you witness any market action that is sudden, sharp, relentless, and statistically extreme to the downside, the odds are that you have a crash on your hands. You will be very lucky indeed if any of the stocks in your portfolio comes out unscathed.

Would you like to learn more about [Stock Market Crashes](#), and become one of the top 5% Investors in the world?

Then you owe it yourself to check out [StockMarketSteroids](#) - the publisher of the FREE BearOMeter Report, and creator of a top 14 (0.2%) system out of over 7,000 publicly audited systems.

2nd Article:

Anatomy of Stock Market Crashes

Thousands of people lose money in Stock Market crashes, and the last one was no exception. The irony, though, is that a few smart investors made out like bandits while everybody else around them was licking their wounds.

The Stock Market is essentially a zero sum game, and for every dollar lost, there is a dollar won. Now, here is the interesting thing... in the Stock Market, only about 5% of investors make money consistently, while the remaining 95% are net losers.

So if we assume that 95% of investors lost money in the last Stock Market crash, the question I would like to ask is – what happened to all that money?

Easy answer – the smart 5% of investors added all the money (that the other 95% lost) to their already bulging bank accounts.

Who wants to be a loser?

I don't know about you, but I would certainly like to make out like a bandit every time there is a Stock Market crash. If I had to choose between being a winner, and a loser... I would be a winner every day of the week. :)

Now, did you know that most Stock Market crashes share a number of common attributes. Every smart investor knows what these attributes are, and the knowledge helps them position themselves

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before a Stock Market crash takes place. Let's consider just one of these attributes...

Statistically Extreme

If you plot a bell curve of daily price changes, then a crash will lie at the extreme left of the curve, and is what statisticians call an outlier. This is why crashes are such rare events.

Notwithstanding their rarity, smart investors are always prepared for a crash. One way they do this is by using position sizing techniques that limit the amount of investment capital they have at risk.

Statistical extremity is just one of several attributes that the 5% of winning investors are aware of. Sadly, 95% of investors do not even know about these attributes. Is it any surprise that they lose money consistently?

Click here → <http://www.mydomain.com> for the other attributes of [Stock Market Crashes](#). There is absolutely no reason why you too can't become one of the top 5% Investors in the world.

Credibility and Reputation

You create credibility when you want people to realise that you know what you are talking about, and you build/enhance your reputation so that people realise that you are the 'go to' person in a specific niche.

The quality for both credibility and reputation purposes has to be very high, and I would say that building and enhancing your reputation requires even higher quality than creating credibility.

Typically you would create credibility by providing quality content **on your own website(s)** or on websites that feature you as a guest writer. This content will then presell the products that you sell on your website.

That is exactly what bloggers do. They use quality content on their blogs to establish credibility, authority and reputation.

You could also build and enhance your reputation by providing quality content on your website. However, I think that the more common way to build and enhance reputation is to sell top notch products that are better than those sold by the competition.

It goes without saying that the content for both credibility and reputation has to be unique. Personally, I would create this content myself, but if you can find a good and knowledgeable ghostwriter who is willing to do this for you then that is also a good option.

The takeaway from this Section is that you will get much more mileage from your Article Marketing efforts if you stop using a 'one size fits all' approach.

3. Leveraging Article Directories

Organic Traffic

In the last Section I stated that you can get a lot of organic traffic from Article Directories (ADs). This organic traffic arises because many people visit ADs to look for information.

There are five ways that I can think of that an article can be the beneficiary of organic traffic...

1. Someone goes to an AD and does a search for a keyword, and your article is listed for that keyword. The person can then click to read your article.
2. A person browses through a relevant category and sees the listing for your article, and clicks to read it.
3. Your article is listed as one of the Most Recent Articles in its category.
4. Your article is listed as one of the Most Viewed Articles in its category.
5. Your article is listed as one of the Most Published Articles in its category.

For the last three, your article will usually appear at the bottom of any article that's in the same category as yours, and this means that someone reading a different article in the same category could see your article listing and click on it.

Getting into the Most Recent and Most Published listings is beyond your control (as far as I know), however, there are ways to increase the views of your article. There are products that show you how to do that, but this is not one of them.

Search Engine Rankings

There have been ceaseless debates about whether it is better to publish your articles in an Article Directory or on your own websites.

I don't get involved in these debates, because I am not an expert. I just make observations, analyze my findings and draw conclusions.

Those that advocate publishing on ADs argue that ADs have high Page Rank and Authority which mean that the article published on an AD will rank higher than the one you publish on your website.

They also argue that you publishing on ADs get you backlinks from an Authority site with high PR.

The counter argument is that publishing on third party sites is wasting content that you could use on your own site.

These are my observations, I'll leave you to draw your own conclusions...

1. New articles published on ADs will usually rank high in Search Engines as a result of the high PR of the AD **plus the freshness factor of the Article**. Basically, Search En-

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gines like to rank new content high so that they are can provide fresh content to searchers.

This freshness factor eventually wears off and this results in the article losing its initial high ranking.

2. In any of the popular ADs, there are usually hundreds (if not tens of thousands) of articles that are listed for the same keyword. Go to EzineArticles and do a search for 'best antivirus software' to see what I mean.

Even if the AD was to rank on the first page of Google for a particular keyword, only two articles (when you have an indented listing) at most out of the hundreds of others can be displayed per listing. There is no guarantee that your article will be the one that will be displayed, unless...

3. You create a lot of backlinks to your article so that you can
 - a) improve the chances that it will be the one listed from the hundreds of other articles
 - b) get it to rank high in the Search Engines
4. You will also need to create lots of backlinks to the article on your website to get it to rank high in the Search Engine.
5. The only difference seems to be that you will need fewer backlinks if you publish the article on you're an AD, but you will need backlinks all the same.
6. When you have lots of backlinks from the same domain, Google devalues most of them by applying a damping factor. This means that your fifteenth backlink from a domain will be less effective than the 1st backlink, but more effective than the hundredth backlink.

In other words, having hundred links from one AD is not as effective as having one link from hundred different domains (all things being equal). I address this in [Backlinking FAQTS](#).

My advice to you is that before you get seduced by either side of this (or any other) debate, weigh the facts for yourself and then draw your own conclusions.

Again, you don't have to adopt a 'one size fits all' approach.

4. Ethics

If you do a lot of Article Marketing or article writing, you are bound to encounter a number of ethical dilemmas. I'd like to address some of the ones that I am aware of.

Improper Advice

I don't know why, but some people actually use the Internet as a substitute for professional advice. To make matters worse, some of these people are not very discerning and are quite happy to accept anything they read on the Internet.

Personally, I don't write articles on medical issues, legal matters, financial advice or anything that really should be written by a qualified professional. I would advise you to do the same, but it is your decision at the end of the day.

The Internet is unregulated to a large extent, so you gotta be careful out there... whether you are a provider or consumer of information.

Questionable Quality

In Section 1 I said that I see nothing wrong with using PLRs for articles used primarily for backlinking.

So what if the information is wrong?

You have a very good point. For instance, I know a fair bit about fitness and losing weight, so I am happy to write or even use PLR material on these subjects.

However, though I don't always do this, I think it is a brilliant idea to add something at the end that says your article is for information purposes only and does not constitute advice. This should discourage anyone from taking it too seriously.

Something else I do with PLR material is that I use Content Boss to auto-spin it. Content Boss has improved a lot, but it still produces some garbled sentences. Initially, I would spend a few minutes making sure that the output of Content Boss makes sense from start to finish. I don't bother with that any longer, for two reasons...

1. It takes time, and kinda defeats the objective of auto spinning (for me) which is to save time.
2. More importantly, a garbled article should inform the reader that the quality of the article is in serious doubt, and that alone should (hopefully) make them stop reading, or at worst finish reading the article but not act on the information.

Remember that all I wanted from the article was a backlink. I don't care whether the article is read or not. In fact, I would prefer that it is not read.

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Plagiarism

Another popular debate is the morality of rewriting someone else's article and using it as your own. The purists say this constitutes plagiarism, while the pragmatists argue that it is research.

And what does Oz say?

True to form, I don't get involved in these debates. I do have an interesting observation, though.

When a newspaper publishes an exclusive interview with a personality (say an A list Hollywood star), I find that virtually every other newspaper publishes a version of the same interview. Obviously, since the interview was an exclusive one, the only source of information was the original exclusive interview.

I also find that the other papers will sprinkle in information that wasn't part of the original interview. As far as I can see, they do not acknowledge the exclusive interview as their source of information.

This approach can be applied to article writing, as follows...

1. Use an existing article as your main source of information.
2. Use at least one other article as a secondary source of information.
3. Depending on where you lie on the ethical spectrum, at the end of your article you could add something like,
 - a) *"this article is based on an information from Some Body" where Some Body is the author of the article used as your main source. OR*
 - b) *Info Source: Article by Some Body*
4. You do not have to provide a link to the original article.

Step 3 is entirely optional, and only necessary if you don't feel comfortable not acknowledging your source of information. And of course, if you are still not comfortable doing this, then don't do it.

Live by your own rules – not anybody else's!

The advice above applies to articles that you publish in Article Directories for traffic, or even articles (if you don't want to use PLR) you publish for backlinks. If you are writing for credibility and reputation, I think it is important to do more extensive research, unless it is a subject that you are very familiar with, in which case you don't need to do any research.

For instance, I haven't done any research whatsoever for this report.

I have a dilemma, though. If I do use someone else's product for research, should I acknowledge that in my own report? The only reason I ask is that doing so may reduce sales of that product, since people may think that they've already got the gist of it.

The Truth About Article Marketing

However, I think the proper thing to do is to list your references. I don't recall seeing anyone doing this in Internet Marketing.

I wonder why?

You wonder why. Silly you! They want you to think that they and only they are the Originator, Creator, Designer, Owner and Master of the Exclusive 10,000 year old Secret From The Ancient Masters.

Silly me indeed. Why didn't I think of that? ☺

5. Bum Marketing

Many newbies are drawn to [Bum Marketing](#) because it seems so easy and cheap. I know this because Bum Marketing was one of the first things I tried my hands at. I didn't have much success, though, and that was partly because I didn't follow through.

The thing though, is that I don't think I would have had much success even if I did follow through. It is only in retrospect that I am able to see why success with Bum Marketing is not as straightforward as it seems.

These are my thoughts...

1. The Keyword Research approach used is 'Old School' at best.
2. No mention is made of the importance of backlinking.
3. No mention is made of other articles in an AD that will be listed for the same keywords as your article.
4. A scatter gun approach is used – you are encouraged to target any keyword you find.
5. A focused niche approach would be better in my opinion. This would encourage you to target related keywords in a specific niche.
6. Too much emphasis is placed on using parasite hosting.

I have no idea whether or not the method has been updated since late 2008 when I last used it, so my thoughts might be irrelevant now. I just wanted to include them in case someone is having a hard time with Bum Marketing, and can't figure out what the problem is.

I am not saying that Bum Marketing doesn't work.

I believe that everything works, but also **that everything does not work. It is up to you to take a method, study it, test it, tweak it, improve it and update it.**

Bum Marketing is a method that works for someone. You can certainly use it to create a method that works for you... you just need to be aware of its strengths and weaknesses.

6. Outsourcing

This is the bit that made me very reluctant to write this report, because I thought I'd be putting ghostwriters out of work.

In the vast majority of cases, I honestly don't think it makes sense to outsource article writing, and here's why.

1. You can use PLR and articles from ADs if it's backlinks that you are after.
2. You can also use PLRs for AdSense site. Content from Ads not recommended, though.
3. You will get higher bids if you use unique content for websites you plan to flip.
4. Writing articles for Traffic is very easy and effective if you use Rob's approach.
5. If you are writing for credibility and reputation, you are better off writing in your own voice.

The only time I think it makes any kind of sense to outsource your article writing is when you need to create unique content for websites that you plan to flip. If you still insist on outsourcing your article writing, here are a few tips...

1. For backlinks, AdSense & site flipping, outsource to MicroWorkers.com. A 500 word article will cost you less than \$2. The quality of articles you'll get is not brilliant, but should be good enough for publishing on parasite hosts. Make sure you check the articles for uniqueness before accepting them.
2. For Traffic, use a ghostwriter who is familiar with Rob's method. Your conversion rates will be much higher, and the articles will be shorter and cheaper.
3. For credibility and reputation, be prepared to pay for a top quality ghostwriter. Unfortunately, top quality equals big money. As much as possible, try and use the same ghostwriter, so that you get a consistent voice.

And this section segues nicely into...

7. Ghostwriting

This is the bit that convinced me that I could actually be doing ghostwriters a favour by writing this report.

I started off my ghostwriting career by charging as little as \$4 for an article. By the time, I stopped taking on clients a few months later, I was charging \$20 an article.

Looking back, I think I stopped taking on clients about the same time that I watched Rob's [Slap EzineArticles](#) video. I don't think it is a coincidence.

When I watched Rob's video I realised, on the one hand, that even though I wrote very good and engaging articles for my clients, it was very likely that the conversion rate of the articles was suboptimal. On the other hand, I knew that if I wrote in Rob's style many of my clients wouldn't appreciate what I was doing.

Based on the new knowledge I had, I couldn't really justify charging clients \$4 for one article let alone \$20.

That was just one side of the coin.

The flip side of the coin was that from a ROI perspective, a rate of \$20 an article was too low.

Say that again... \$4 too high, but \$20 too low? You're at the beverages again, aren't you?

Hear me out, you impatient old far...

I discovered that when I spent my time creating products for myself, my earning power skyrocketed. Based on the average income from several of my reports, I realised that even if I charged \$50 for a page I would still be selling myself short.

I really had no incentive to continue ghostwriting for other people, when I could earn more money writing for myself.

If you are a ghostwriter that predominantly writes articles for others, you don't need me to tell you that article writing is one of the lowest paying forms of writing. This is exacerbated by the fact that there are many people willing to charge \$3 or less per article. Typically, these are people that live in parts of the world where the cost of living is relatively low.

Unfortunately, you are forced to compete with these people even if you live in the most expensive city in the world. It is true that top quality ghostwriters can charge top dollars, but it's a battle to get to the point where you have enough clients that are willing to pay you top dollar.

So what do you suggest?

The Truth About Article Marketing

I thought you'd never ask.

I would suggest that you leave article writing to those that are happy to battle it out for \$3 an article, and transition to more lucrative forms of writing. These include...

- Copywriting
- Reports
- Whitepapers
- Autoresponder messages

The good news is that it is much more difficult for poor quality writers to compete in these areas. As a result, you will be able to charge much higher fees once you establish yourself.

The top copywriters charge over \$10,000 per project. Let's assume that one sales letter is 50 pages long – that is still \$200 per page. I am not saying you'll be able to charge that much, but it is certainly not beyond the realms of possibility.

Brian McElroy is one person who successfully transitioned from ghostwriting to copywriting.

Reports and whitepapers should be easy for any decent writer.

Autoresponder messages are like mini sales letters, and copywriters charge more than \$100 per page. Even if you don't have any experience with copywriting, you should be able to turn out decent autoresponder messages. You can compete on price by charging \$50 or even lower, and then you can increase your rates as you gain experience.

As lucrative as copywriting is, I think you can earn more money by creating your own products. Brian McElroy seems to agree because (I think) he spends most of his time now writing for himself as opposed to writing for others.

Many people have made more than \$10,000 from one report, and that is just by launching it on the Warrior Forum alone. A product launch for a good product can easily net over \$50,000.

Here is the too good to be true news...

Your competition is pathetic. The vast majority of online products are mediocre at best. A good writer will quickly develop a reputation for producing quality products. You shouldn't have any difficulty whatsoever doing this.

If you want to see how you can literally turn your writing skills into a million dollars, I invite you to invest in my [Q Factor](#) report.

It is true that your skills may no longer be needed by savvy Article Marketers, but that is not bad news.

It is brilliant news!

The Truth About Article Marketing

8. Decision Grid

I hope by now you unreservedly agree that Article Directories are just the tip of the iceberg as far as Article Marketing is concerned. The grid below was created to summarize the different ways that articles can be leveraged by Internet Marketers.

Monetization Method	1st Choice Article Source	2nd Choice Article Source	Do Not Use
BACKLINKING	PLR material	Article Directory (AD) content	
ADSENSE	PLR material	MicroWorkers.com	AD content (use with caution)
SITE FLIPPING	MicroWorkers.com	Ghostwriters	PLR material and AD content
TRAFFIC GENERATION	Create yourself	Ghostwriters	AD content
AUTHORITY	Create yourself	Ghostwriters	MicroWorkers.com, PLR material and AD content

As an unannounced optional bonus, I have provided the complete PLR article resource – over 100,000 articles on every imaginable subject.

You can literally start earning an income from AdSense tomorrow by reoptimizing these PLR articles and using them on your blogs and websites.

A dollar a day from an AdSense site is easily achievable. Create one hundred of these sites, and you would have created a monthly revenue of \$3,000 – all from free content.

And who said that Article Marketing was all about EzineArticles.com?

The Truth About Article Marketing

What Next

I hope you have enjoyed this report, and would love to have your feedback. Will you be kind enough to take a few minutes to leave some feedback on the [Warrior Forum](#)?

If you enjoyed TTAAM, why not check out my other popular reports?

I have created two bundle packs which offer steep discounts to anybody who is genuinely interested in getting several of these reports at a very affordable price. [Bundle1](#) includes all my reports, while [Bundle2](#) includes all but my first three reports (which many people already have).

If on the other hand, you would just like to read one or two... I have listed all of them below.

[The Q Factor](#)

Do you know the 17 Q Factor precepts that can earn you a million dollar pay day? Success in Internet Marketing doesn't have to be a pipe dream. [Click here](#) to find out why.

[Google Value Maximizer Concepts](#) (previously featured as WSO OF THE DAY)

Most people just don't understand Duplicate Content. [Click here](#) to find out how you can use Duplicate Content to increase your bottom line by earning up to five figures on auto-pilot. For Duplicate Content... read Golden Content. ☺

[Scientific Niche Research](#)

This 5 page report has taken the Internet Marketing World by storm. Who would have thought finding Golden Niches in 15 minutes or less was possible? It is now and SNR shows you how. [Click here](#) for your copy.

[Google Keyword Sabotage](#) (previously featured as WSO OF THE DAY)

Keyword Research is vital to the success of any Internet Marketing campaign. It pains me to see so many Interpreneurs put the kiss of death on their campaigns by doing KR wrong. [Click here](#) to find out how you can gain an unfair advantage over your competition.

[SEOn Trial](#) (previously featured as WSO OF THE DAY)

You are probably wasting hundreds if not thousands of dollars on SEO. [Click here](#) to find out how to stop wasting and start saving.

[Backlinking FAQTS](#) (previously featured as WSO OF THE DAY)

Some of the greatest myths on the Internet are about SEO and backlinking. Are you confused? You don't know who to believe? Put your mind at rest by [clicking here](#).

[Backlinking Blackbook](#)

Backlinking is pretty easy and straightforward when you know what to do. [Click here](#) for strategies that you can use yourself or give to your outsourcing team. You also get over 650 high quality backlink sources.

Peace be unto you,

Oz
Surrey, United Kingdom
February 2010.