

Article Marketing Online: The Goldmine That Helps You Write Articles The Easy Way

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Sample of Content:

True, for article marketing online you do not have to write the Great American Novel but that doesn't stop people from hating it just the same. So what's the solution?

Content:

John Huston, the director of such classic movies as The Maltese Falcon and The Treasure of Sierra Madre, once told the story that when a woman invited his good friend Ernest Hemingway out to the dance floor, Hemingway responded, "Criminy! I hate dancing in public so much I'd rather write!" Many of us have been there done that. True, for article marketing online you do not have to write the Great American Novel but that doesn't stop people from hating it just the same. Some complain about doing the research, others don't like the brainstorming. While most of us can relate, the simple truth is manyt writers just cannot bare the thought of looking at a blank page and having to fill it. This is tough if you plan on making article marketing part of your online business plan; since you will have to repeat this process over and over again. What's the solution? Articles which have already been written that reside in the public domain. An

excellent definition of public domain is provided by the Online Library Learning Center: "Works which are not owned by someone, and therefore not protected by copyright." This occurs when the writer has voluntarily given up the rights to their own material, the copyright has expired or the work was published before the existence of any copyright laws. Everything is basically laid out for you. It just comes down to finding the material that is right for your subject matter. Once this is completed you simply rewrite the article into your own words. Because the time to research your article has been drastically reduced and you don't have to start with a blank page, this may be the fastest and easiest way to churn out articles on a steady basis. It's also very cost effective. Many new or successful online businesses would just resolve themselves to outsourcing the chore of article writing. Even if the funds are available, it is still going to get expensive. Why? Because you are going to need a lot of fresh unique content on your website to make an impact with search engines (the same engines that will bring you the bulk of your internet traffic). Rewriting public domain articles, optimized with the proper keywords, is an excellent way to grow your website. You can then use the money you would have spent on outsourcing to invest in some other area of your business. Use public domain articles in your email newsletter or put several articles together and create an ebook that you distribute freely. Just make sure to brand your name and put a link in the book pointing back toward your website.

The key to all of this is to rewrite the material thoroughly. Public domain articles may not have a copyright but it also means the public at large is familiar with the information. Copying almost word for word is quite amateurish and extremely lazy. Use a public domain article as a framework to incorporate your own original ideas. Article marketing requires a steady flow of creativity. Public domain articles are an incredible resource which can provide the solution to your web content needs. Tap into this overlooked goldmine starting today and give your article writing a major boost.

Article Source: <http://ateau.com/>

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Daryl Campbell invites you to get more free tips, video, step by step coaching and up to the minute information to help you grow your business into a long term success at <http://winthemarket.com/why-marketing-with-articles-will-explode-your-site-traffic/> Internet Marketing Guide