

Content Creation Secrets And The Basic Steps To Write An Article

Summary: People respond more to educational content instead of constant sales pitching. Few people like to be sold, but they like to buy. The most important topic to write about is what people want to know. It is not about what you want it is about what the market place wants.

The Most Effective Type Of Content

Educational marketing is the most effective kind of content. People are primarily on the internet to find answers to their problems. There are exceptions, such as ebay and Amazon and others who visit those sites specifically to buy something.

The more you teach the more you sell. Blatant and constant sales pitching turns people off.

The first step for writing content is giving people what they want. If you get people what they want you get what you want. Target your prospects hot buttons.

Here Are A Few Questions To Find Your Markets Hot Buttons

- What are their current problems?
- What answers do they want?
- What do they want to know?
- What are they buying in or investing in right now?
- Where is their focus?
- What are they trying accomplish, fix or avoid?

Basic Ways To Do Market Research

1. Do keyword research. Use Google's keyword tool or use a paid service such as wordtracker.
2. Join Forums. To do this do a search on google on the keyword term and then type in forums. For example if you want to join a weight loss forum type in google, "weight loss forum".
3. Attend seminars and pay attention to questions people ask.
4. Post a form on your website for people to ask you questions.

Basic Ways To Write An Article

The more research you do the better. You want original content, or information that everyone is not already talking about. You accomplish this through more in depth research.

Some teach the quick way to write an article is to do a Google search on the keyword you want to write about. Read through the first couple or several websites about your topic. You cannot copy and paste their information as is, that is illegal and against copyright laws. I am not a lawyer but my understanding on the fair use law says you can express an idea in your own words. You can use others ideas and put it in your own words. This is the fast way to do it.

The disadvantage with reading a handful of websites on the net and writing it in your own words with your own twist is it still may not be original (researched) enough. I am not saying don't do this all I am saying is this may not make you the most competitive.

To make yourself stand out research deeper. Competition is big on the internet. Go to the library and find the professional journals and books about that keyword. Combine in your own words what the people on the internet are saying and what the authors in journals are saying.

How To Write Your Article

1. Identify the issue or problem at hand
2. Provide them the answers to their problem. You give them a partial answer to their problem. You need to give them a reason to click on your link. If you tell them all they need to know in your article they have no need to click on your link.
3. Lead them to more information. Leading them to more information is by including your website link in the resources or the about the author section. Ideally you want to them to sign up for your newsletter.

Conclusion: You need to find the delicate balance of quality and quantity. You want to publish as many articles as you can. The internet is becoming more and more competitive. You need a big presence to be competitive. The more original and researched out article the better you will look. You will look more like an expert with the more in-depth research you do. In-depth research takes time.

About The Author

Bret Bradshaw owns the website mindbodyandmoney.com about self-development and running a business from home. Sign up for my newsletter about quick tips or ideas for making money online.