

How I Use Article Marketing to List Build

In this short report, I outline the basic steps behind my \$1000 per week internet success – and how I have gotten to that level in just 3 months (Just 3 months ago my monthly income was \$250 online; in December 2006 I made \$3840).

Sean Mize

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Sean Mize
[Secrets of Internet Success](#)

To immediately download an easy product that makes starting and running your own online business as easy as point and click, click here: [Marketing Dashboard](#)

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Limit of Liability

It is a shame in my opinion that I have to include this in my ebook. I have taken every effort in writing this ebook to include useful information on the topic of creating email lists. I do not in any way shape or form guarantee or even imply any level of earnings from anything you might apply from this ebook or anything else you may purchase or download from me or any of my web sites. I cannot vouch for the legality of any of the methods I describe, nor can I be held responsible for any repercussions or reactions that may occur when you apply any of these methods.

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About the Author

Sean Mize initiated his first internet marketing venture in January of 2006, writing his first book for internet distribution. In February of the same year, he launched his first web site to promote that ebook, and began building his first online list at that time. By the end of the month, he was in profit, and began to expand his online efforts to include affiliate marketing in the internet marketing niche, and immediately created additional revenue streams.

In August of 2006, Sean made the choice to enter the arena of internet marketing fulltime, and began building multiple email lists of individuals interested in internet marketing topics, including getting started online, traffic building, list building, and web site promotion.

But in September of 2006, Sean earned a grand total of \$250 online; by December of 2006, his monthly income had topped \$3800 and is currently growing.

To join his mailing list and receive recommendations of useful internet marketing tools and helpful internet marketing and list building tips, visit: [Secrets of Internet Success](#)

Note from the author:

Just a quick note to tell a little about my personal excitement behind what I have done online. As you have read above, I wrote my first book online and published it in February of 2006.

For all practical purposes, it was flop, although what I learned through writing and publishing that book is priceless.

I learned how to consistently write everyday, how to write early and write late, I learned about web site creation and traffic generation. But although I was learning the nuts and bolts of internet marketing, I wasn't making money online.

In August and September 2006, I chose to work full time online, testing and tracking different traffic strategies, determined to discover what it was that the online gurus were able to do to make \$1000's of dollars online – and I didn't have the money to buy their \$5000 programs.

One of the things I discovered was the link between article marketing and list building, and the lucrative nature of list building. I began to share my new-found knowledge on the web, charging a modest \$10 for most of my informational books. I wanted to make the information affordable to every beginner online – and the hundreds of books I have sold are testament to the fact that my strategy was effective.

In this report, I simply want to share with you the basics of one of my favorite techniques – that of writing articles for the express purpose of adding subscribers to my list.

I have also written a full-length book on list building that covers many of the other areas of list building which I have studied and made effective.

To download that book, click here: [List Building Manifesto](#)

If you are just getting started in internet marketing, and still need to develop a system and a program or a product to sell, I highly recommend Marlon Sanders' Marketing Dashboard: [Marketing Dashboard](#)

Now, without further adieu, I will teach you the basics of list building using article marketing:

Introduction – Why Article Marketing Works so Well For List Building

One thing to note here: when I talk about list building, I am specifically referring to building a list of like minded people online with whom you are developing a relationship, a personal in nature, although business in intent, relationship. I am not referring to buying names or emails, or renting names or emails, or scamming anyone into giving you their name or email, nor am I referring to harvesting names and emails online.

I am talking about having people who want to learn more from you, subscribe to your list. When they subscribe to your list, they are intending to learn from you. They are expecting that you will recommend useful products to them. And it is your responsibility to build a personal relationship with them.

Think about this, when you are going to buy a new pair of shoes or a new suit, do you call your friend in the suit and shoes business or do you go to the corner store?

If you are like me, you call your friend. Why? Because you trust your friend. You trust your friend to show you the best suit and shoes for you, and you like him, too. You like doing business with him.

And when I build a list, that is what I am doing. I am building a friendship online so that when it comes time for someone to buy something related to getting more effective online, they will buy from me instead of typing their needed topic into a search engine.

I want them to think of me when they need something to help them become more effective online.

And that is what I have built with my list. My subscribers like buying from me, they trust me.

So where does article marketing come in?

Well, remember that to get subscribers, I have to have traffic.

Now let me ask you this, if my traffic already knows me and has been acquainted with me by reading one of my articles, is my traffic going to be more likely to have already developed a bond with me, one that will lead to the trust that ultimately leads to buying from me?

Of course they will. And that is where article marketing comes in to my list building.

People read my articles, like what they read, subscribe to my list to learn more from me, and choose to buy from me when it is time for them to buy tools to help them become more successful online.

How to Create Traffic With Articles

The bottom line in creating traffic with articles is writing articles, adding a compelling reason why someone should subscribe to your list, and submitting these articles to online article directories that will take your articles and promote them.

So the steps are simple, and are as follows:

- 1) Write articles
- 2) Submit to article directories
- 3) Set up a squeeze page to direct your traffic to become subscribers

Here is how to do each one of those steps:

How to Write an Article

First of all, what is an article? An article is a short essay about one limited topic that is directly related to the subject matter of your website. Your articles should range in length from 300 words on up to about 700 words. Most article directories want a minimum of at least 250-300 words, and an article much longer than 700 words may not get fully read.

So how do you decide what to write about?

Start with the topic of your web site. Let us imagine that it is a car web site. Let us even assume that it is a car repair information web site.

Now, make a list of 20 main topics that people might be interested in if they come to your website, for example:

Engine repairs, body repairs, alternator repairs, headlight repairs, etc.

Next, write a list of questions that people sometimes ask you about each of those topics, for example, under engine repairs these are some sample questions:

Does my car need a tune up?, How do I change my spark plugs?, How do I know the timing belt needs replacing?, etc.

Once you have written your list of 20 questions, write an answer to each of the questions you have brainstormed. Each of those answers will become an article – and if you have come up with 20 topics and 20 questions each, you have 400 article titles handy.

How to Write the Body of Your Article

One of the ways that you can write your article is to first write down three ways (or more) or ideas that will help answer the question you are asking.

Write 2-3 sentences about each of these ways or ideas, so that you have a total of 6-9 sentences, just answering the question.

Next, write a summary of all of these ideas, using 2-3 sentences to do it.

Add to this summary 1-2 sentences that introduce your question and answer, for example, why is the answer to this question important? Tell why you are writing the article and indicate that you are going to answer the question with 3 main points.

Next, write another, different, but similar, summary and use it as your conclusion paragraph.

At the very end, give people a solid, compelling reason to click through to your squeeze page. I like to use a short, informative, free ebook just like this as a free giveaway, and I use language like this:

To download a free copy of my brand new ebook, "How I Use Article Marketing to List Build", click here: (my link is here).

Or I might use language like this: To claim a free copy..., To read more information, etc.

The bottom line is I am giving people solid reason to go to my squeeze page, not just a lame 'to get more info'. I am also not a fan of bragging about myself and all my achievements – they don't care, the only thing they care about is if I can help them get ahead online (in my case; your niche obviously might have a different need).

Submit Your Articles Online

Once you have written your article, type in 'article submission' into your favorite search engine, and you will find several lists of article directories where you can submit your articles.

Some of my favorites are:

www.ezinearticles.com

www.goarticles.com

and

www.searchwarp.com

These make a good place to start, but as you work online you will find many more article directories to which you can submit – I think that there are more than 500 currently accepting articles online.

Build Your Squeeze Page

What I like to do for my squeeze page is to structure it very similarly to a traditional sales page – it will have a headline, a few sentences of compelling copy, and a list of about 5 bullets that tell the main benefits to the reader of subscribing to my newsletter or downloading my free ebook.

After I have put the bullet points, I will add in the autoresponder script from my autoresponder company.

That really is about it – I think that sometimes people spend too much time trying to fine tune the squeeze page, and there is of course nothing wrong with that, but if that squeeze page is converting at, for example, 50%, I would rather spend my time writing more articles to drive traffic to the squeeze page, rather than trying to get to 55% conversion rate.

Where to Go From Here

Although I have covered the basics here, and in all reality you can literally create a pretty strong and profitable campaign just by following the steps listed in the last few pages. In fact, I encourage you to do just that.

However, for those of you who want or need some more detail, I recommend another full length book that I have written, the Article Marketing Manifesto, as an excellent guide to the entire process of article marketing. Take a look at it here: [Article Marketing Manifesto](#)

What Does It Really Take to Be Successful Online?

This is really a heartfelt subject for me. My heart screams when someone tells me that they have spent 2 years and thousands of dollars trying to learn to make money online.

It hurts me that someone would spend so much money trying to learn something that doesn't work. And although they think that it works and it might work for some, the

proof is in the results: they aren't making any money. I have never spent more than \$200 in one month online, and I spent less than \$100 to get started. I only bought manuals and information with profits – so if you are spending thousands or even hundreds of dollars just trying to figure it out, I challenge you to rethink your strategy.

Now, if you are just getting started and need good information, I recommend some of my more inexpensive products (of course!) or a favorite of mine, Marlon Sanders' Marketing Dashboard.

Here are the links:

[List Building Manifesto](#)

[Article Marketing Manifesto](#)

[Your First Web Site](#)

[Marketing Dashboard](#)

With that small collection of books and programs, for less than a total of \$100 you can have a well-rounded background and step-by-step instructions to creating your very own online money making empire.

Now, the only thing left for me to say is: take the next step. If you are just checking out the online arena, get started. If you have been online a few months, step things up a bit. If you are already making \$1000 per week, make an action plan to double that, to get to \$2000 per week.

By the way, if you have any specific questions, if I can help you grow your business, send me an email at:

Sean[at]secrets-of-internet-success.com

To your online success,

Sean Mize

[Secrets of Internet Success](#)