

Secrets of Writing Online

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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How to Use Article Writing for High Response Rates

When you become involved in article writing it is generally for one reason. To increase your web site traffic, and to achieve a high response rate to your article you must provide some incentive for the reader to visit your website.

Your author's biography with the link to your site is generally at the bottom of each article in the article directories, and by the time the reader comes across this they will have read through the article, and most of the hard work is done. The hardest part is to get them to read the article. Your work therefore begins with the first part of the article: the title.

The title must make a potential visitor to your web site want to read the article. If the title is uninspiring or not relevant to the interests of the people who have found it from a site search on the directory for information relating to the keyword they used, then they will not read the article. The title must either offer the promise of information or some benefit the reader will get through reading the article.

Once you have decided on a title that is going to persuade the prospect to read on, then you can begin to work on the article. One of the most important aspects of the article itself is that it must relate to the title. Nothing is more certain to stop somebody reading than finding that the text is disassociated from the title. Your title should have been chosen to suit the keyword that was chosen to fill a need that people are searching the internet for. Your article body should therefore expand on that without fully answering the question.

You will get a high response to your offer of more information from your web site if you persuade readers of your article that your web site contains the information that they might be looking for. Once offering the information, however, make sure that you provide it, or their interest will disappear quicker than vampires at daybreak.

Naturally a lot depends on the 'response' that you want. This could be the provision of an email address, a purchase or just some clicks to a few AdSense ads. How you achieve the response depends on what you require. It is easier to get a click on some AdSense than an email address, and frequently, but not always, easier to get the address than a sale.

Whatever your desired response, you will only get it if the reader clicks on the link you provide in your bio or author's box. This should lead the reader to a page on your website that is designed to get the required response. A squeeze page to get an email address, for example, or a sales page to secure a sale. You might only want the reader to visit your website, though there should really be more to it than just that. You must have a reason for wanting the visit, and it is that reason that provides the need which the response should fulfill.

So, the way to use article writing for high response to your web site is first to attract visitors with a good title, keep them interested with the article content then provide the opportunity to find more with your web page URL. Make that a squeeze page offering more information for an email address and you might achieve your goal. However, you should test that approach with sending them to a genuine content page containing an opt-in form with some free offers.

You should write a number of articles, not just the one, and the combined effect of these is what you are looking for. Any individual one article might not provide you with the required response, but the cumulative effect of article upon article should result in a high overall response to the campaign in general. While any individual reader can miss any of a number of individual articles, it is the campaign in general that results in a steady flow of traffic to your website which is the ultimate response you want.

One individual ant makes little difference to the colony, but the combined effect of thousands makes it work. I am not suggesting that you write thousands of articles, but you should get my drift. One article submitted to a hundred different directories will have more of an effect on the response to your article than were it submitted to only one, and twenty articles submitted to these hundred directories even more so. Each article, however, must be given as much care and attention in the title, content and biography as if it were the only one.

Take that much care and attention in your article writing, and you will eventually succeed in achieving the high response that you want.

How to Write a Sales Page

A well written sales page can make the difference between the success and failure of your campaign. That's how important it is. You must learn how to write a sales page that will keep your prospect interested. If your reader is not convinced immediately that this product is worth reading more about, they will leave. If they lose interest at any point in your sales page, they will leave the page. That's certain.

A sales page should be able to convert a visitor who is unsure to a customer who is confident that this product will answer their problems. In fact many sales pages are the landing sites of many web sites and just one word could make the difference of hundreds of thousands of dollars in sales. A good sales page should fire the imagination and stir the heart into purchasing the product.

Many people pay ghostwriters thousands of dollars just to write a sales page, yet the writer has little knowledge of the product. This infers that either knowledge of the product is unnecessary when writing a sales page, or you could do a better job yourself if you could just write. Think on it and give it a try yourself: you might just surprise yourself.

Lets have a look at the anatomy of a sales page and how to write one. Before you read this you might like to go to the internet and have a look at some sales pages so you have the general idea fresh in your mind. The first part is the HEADLINE. This should grab the attention and practically compel you to read more. Start the headline with a line that introduces the main headline such as "Do you want a money machine that works while you sleep?"

Then write the main headline underneath: place it in bold type within H1 html tags in the biggest font size that will be used in your copy. It should be in a color that stands out. Finally write a line under that that provides a further explanation before the main body of the sales letter. For example:

Do you Want a Money Machine that Works while you Sleep?

AN AUTOMATIC CASH MACHINE THAT WORKS ON AUTOPILOT 24/7

Wake Up each Morning and Check What YOU Made While Asleep

Then you write an introduction from your readers' perspective. Always write about 'you' and not about 'me'. Too much reference to yourself puts readers off. They want to know what it can do for them, not what it did for you. Explain how they could make enough for their kids' university fees, or to buy themselves a round the world cruise for example. Always relate to them, not you. Explain how easy it is to do – many people think that you might be able money from your product, but that they will not be able to.

Now let them purchase. Some might go for it right away, so let them. Don't keep trying to sell the product because many people cannot stand sales letters and want to see the product and get it over with.

Let them know who you are and what your credentials are to say what your are saying. How do you know the product can do all you are claiming, and who are you anyway? Tell them and even give them a photograph. Let them know what you have achieved in the past, and tell them of any other successes you have had with your products.

Support your claims with any proof you can show, or any statistics or testimonials. People will not just believe you, and many marketers give their friends the product free in exchange for a review and testimonial.

Provide all the information about the product that you can, and keep on stressing the benefits to them. Stress how they can get these things they have always being promising themselves like a new home or luxury car.

Then offer them bonuses. That could be the decider – the bonuses. Make them worthwhile and inform the visitors of their value, and stress that the bonuses could help them get the best use out of what you are selling them. Again stress the value of the bonuses to them. It's all about them, not you or even the product. The product is just a means to an end for them, not the end itself.

Now offer the product again, this time with a graphic purchase button. Inform them of their guarantee, and stress that they have nothing at all to lose because they will get their money back in 60 days if not satisfied. Stress that there is no possibility of them losing their money. In fact very few invoke the guarantee and you can use it as another sales pitch.

Without a doubt, if you know how to write a compelling sales page, you are on to a winner with just about any product you try to sell.

How to Write an Ebook

An ebook is a book written using a computer that is distributed electronically. Although it can be printed out, the definition of an ebook is one that can be downloaded or emailed. It is not a hard product such as a book you can purchase

from a bookseller. However, ebooks are gaining in popularity and unless they take notice, booksellers could end up as most record or CD stores are heading for: redundant with no product to sell except to antique lovers.

I don't think that this will happen very quickly, since there is nothing like the feel of a well bound book in your hands, and you can't read an ebook using a torch under your bedcovers after lights out. Ebooks are not so much fun, but they can make you money, so how do you write one.

You need a computer, of course, and a word processor. Microsoft Word is fine, but most word processors are suitable for writing ebooks. Let's assume that you have a subject to write about, since choosing subjects is a different topic altogether. So you have your subject and you have done your research. Basically you have all the material you need to write your book. What next?

The title. A lot depends on what kind of book you are writing. Is it a novel? In which case just write it, and come back to this page in a few months. If not, it is informational. All non-novel books provide information. So think on a title with the knowledge that an ebook has to be sold on the internet, and keywords come into the equation. If your book is about fishing, something about fishing must be in the title, and you will find that the use of keywords in the title of internet ebooks is no different from those used in the title of printed books.

The keyword in the title sells the book! "Fishing for Salmon" is the same whether printed or on a computer. You could introduce some humor, but it would work the same for both media, for example "Water in My Boots: Fly Fishing for Beginners", would sell just as much online as offline.

So, you have your title. Now write a few words on what the book is about. No more than a page or even a few lines are enough.

"I am writing this book because I remember how confused I was with regard to the different types of fishing when I was a youngster, and 'fishing' was simply catching fish. Not brown fish or red fish, just fish. And I was more confused when I read about 'fly fishing'. How do you fish for flies, I wondered. So I was fascinated and decided to learn this apparently useless skill. It soon became apparent that I did not 'fish' for the flies. First I had to make them! Or even 'tie' them! Confused isn't the word!!"

That's a good start to getting someone interested in your book. Then you have to keep them there, though you are not trying to sell anything. You are writing a book on fly fishing. What you have to remember is that your paragraphs will probably be smaller since lots of text on a screen can be difficult to read. Your font and font size is also important. Too big and you will have far too many pages; too small and it will be unreadable to many people. Practice with a few but both Ariel and Verdana were designed for online reading. You can't go far wrong with either.

While you write it is important that you check your spelling and grammar regularly, since it can be a chore to check the whole ebook once you have finished. Get into the habit of saving now and again since, although if you are using Word it saves your work in the event of a crash, you lose it all if you accidentally delete it. A slip of the finger with the mouse could easily land on that red square at the top right, or somebody, perhaps the kids, could touch the wrong keys and delete a day's work.

When you have finished, have somebody read it over for you. You can get used to your own writing and grammar and miss a few schoolboy errors. You might even not know they are errors!

The usual format for an ebook is PDF, so you will need a PDF writer. You can get them free on the internet, but keep the original since you may have to edit your ebook, and most free PDF writers don't have an edit facility. Don't produce it in .exe format since many people don't like .exe ebooks due to the possibility of viruses. Don't publish in Microsoft Word because Mac users can't use Word.

That's how to write an ebook, and if you follow the advice all should be plain sailing – or fishing!

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with online writing.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize