

**American Writers & Artists Inc.**

**Wealthy Web Writer**

***5 Step Process to Writing Articles  
That Get Published***

**Speaker:** Rebecca Matter

**Recorded:** July 1, 2010.

Denise Ford: Hello, ladies and gentlemen, and welcome back to the Wealthy Web Writer's webinar series. Today you are in for a treat because the leader of the Wealthy Web Writer, our fearless leader, Rebecca Matter, is the presenter today, and we're going to talk with you about what you need to know to get your articles published.

For those of you who have not met Rebecca, I'll say a few brief words. She is the Co-Managing Partner of AWAI and the Director of our online marketing. She

is a marketer herself with a dozen years of experience. She's run successful marketing campaigns for products and companies online and off. She's the Managing Editor of the Wealthy Web Writer and she, as I say, leads us all to writing better copy by presenting us with opportunities in Webinars such as these.

As you grow your copywriting business, you'll have many different opportunities through the resources that AWAI presents to you, and one of the most exciting venues in my opinion is the Wealthy Web Writer. This is a series of Webinars that are produced for Wealthy Web Writer and, as I say today, your host and presenter is Rebecca Matter. Hello, Rebecca.

Rebecca Matter: Hey, Denise. And hi, everybody! It's very strange being on this side of the table being an actual presenter today, so bear with me as I get through this. I usually am more of the moderator role but this is just such an important topic, it's such a great opportunity for all of you that I really felt it important to cover it myself today, and so what we're going to talk about is a few -- maybe a couple of months ago I actually published an article on this topic and that's "Writing Articles That Get Published."

As you know, if you've been with AWAI for a while or with the Wealthy Web Writer, we write a lot of articles, and I personally actually write a lot of articles and have developed this specific formula for how I approach them, and once I had this formula nailed down, I was able to write articles so much faster than I used to and deliver articles. I was getting a better to the articles both with people's comments and the responses to what I was writing, as

well as sales in the efforts where I was trying to sell something through the article.

And so I really - I've actually worked with Michael Masterson and fine-tuned what the strategy actually looked like, came up with this formula, and now I use it before I write every single article. Normally, when I would sit down and write an article, it used to take me between five and six hours to write a single article. You know, we're talking 1200 to 1400 words, but nowadays I'm down to about -- I can do it definitely in two hours and sometimes almost as short as one hour.

So we're going to talk about, you know, what that means for you as a web writer just so you can think of the value of your time and going from six hours to one hour. What a big difference that makes.

So before we jump into what that formula looks like, I just want to briefly touch on why write articles; obviously the first one, revenue stream. You can make really good money writing article whether it be for the number of blogs or websites that are out there; whether it be for publishers like AWAI; with all of the online customers out there, we need articles regularly., and, at the end of the day, no matter how many writers there are out there, eventually they just go away. You know, they either got bored, they move on to something else, so there's always an opportunity. There's opportunities for new topics, there's opportunities for new writers with fresh conversation, fresh points of view and, as an article writer, you know, you can make anywhere between -- I've seen \$100 to \$500 for an article. So if you think that it takes me anywhere from an hour to two to write one, that's pretty good value for every

hour that I spend. And as you get faster, even if it takes you six hours out of the gate, as you get faster, the amount -- you don't actually change the fee of what you charge for the article, you're making more money for every article -- you're making the same amount of money for every article that you write, but you're doing it in a lot less time.

And so that's per article rate and then retainers. You know, you can easily -- we work with quite a few people on retainers at AWAI, where they're committed to writing, you know, three articles a month, four articles a month, and they know that they have that steady check coming in and we know that we have a steady content coming in. So articles, great opportunities for making money.

The second one though, is business building. By publishing on certain topics, you can quickly gain, you know, credibility in your field. It's a great way to gain that credibility is in the web writing space. Let's say you want to be an SEO copywriter, go ahead and write a few articles that SEO picks, you know, whether it be optimizing your homepage or, you know, optimizing your catalog or something within your website, when you're writing articles, how to actually optimize your article for the search engines. Anything like that. It doesn't have to be long. It doesn't have to be published anywhere that is very reputable. Just having that content and showing yourself as an expert will lend you extreme credibility in that area, especially when working with clients.

The main thing here, again, this goes for anything; If you're a resume writer; if you're a grant writer, all you have to do is write a couple of articles on, you know, doing it successfully on a

certain aspect, a certain marketing technique and immediately you become an expert in your field. That means it's a great way to land clients as well as obtain higher fees for the projects that you do for those clients.

And then the third and final one which will be useful both to you and for people that you're working for, web traffic. Articles are a great way to attract relevant high-quality traffic to a website or a sales page. So if a client has hired you to write articles that ultimately are leading to a sale of a product, this article is a great way. You can get in a lot of different places and since it's not a sales promotion, it's not sales copy, you're able to kind of get into places that you wouldn't have been able to get into otherwise with your promotion. So again, web traffic can increase with the right article. For yourself, again if you are publishing on your website, whether you're selling something on your site or just trying to generate clients, publishing that article -- those articles out there and then driving them to your website, Again building credibility and it's a great way to get traffic to the site.

So now let's go ahead and look at, you know, before we get into my actual formula, what actually makes a good article, and this is -- it's just funny, you know, articles -- we learn some phrases like, we learn from copywriting how to write persuasively. And a good article, at the end of the day is a lot like direct response copy. It engages the reader. You know, you really want the reader to feel that they are listening to you; you're having this conversation with them. A good article really provokes a useful thought or feeling, you know, and it's one that you intended

the reader to feel. Just like with direct response, you know, you know what the call to action is. At the end of your sales letter you know that you want them to buy something. You know that you want them to sign up for an e-letter or to take a survey or vote on something. There's that call to action that's already been set up.

The same thing happens with a good article. You have to know where that article is going and that's all I can say - it's intentional. You know what you want the reader to feel, whether you want them to feel motivated; whether you want them to take an action; whatever it is, it still makes -- you're still driving them towards something, and then a good article gives the take away. You know, at the end of the day, your reader just spent the time reading that article, what are they taking away from it whether it's instruction; whether it's a feeling; whether it's a thought; but really it gives them something. At the end of the day they walk away from the article thinking, "You know, I'm really glad that I read that article."

And then sometimes, not always, you can move them towards an action. So some articles are going to end with, you know, "To learn more about this opportunity, here's the product, " or "You can read this other article," or "You can sign up for our e-letter," and so action doesn't have to always be there but, obviously, if the article is intending to get them to do something, then that will lead them towards the action.

So this kind of goes back to what I was saying earlier. Sitting down to write an article can be extremely overwhelming, especially the first time that you go to do it. I remember the first time Katie asked

me to write an article for "The Golden Thread" and I thought, oh, you know, I can do this, I've reviewed so many articles and I've written the intro to so many articles, this will be easy. And then I sat down to do it myself and, oh, my, it was so frustrating and it was just, it was very, oh, what's the word, not sobering, it made me realize that I wasn't as confident as I thought that I was when I sat down, and so again, since I've actually come up with a planning process for how I approach my articles, it's so much easier and I just, I actually enjoy writing articles, and some of the benefits, you know, if you could just think of the time spent, of course, but a blank page, a blank page is so scary when you first sit down with that white screen, you think, okay, you know, I've got this contract and I need to write an article for Wealthy Web Writer and they're going to pay me a hundred bucks, I don't know what to write about, though. You know, I have all these ideas, I know I want to write about key phrase research, for example, but what is the actual article going to be about?

You know, with this planning process you're not sitting down to actually write with that blank page, you get past that. Another huge benefit is that it'll actually reveal if the article idea is valuable enough to write. One of the steps that we're going to go through makes it very apparent that you know what it isn't big enough. There aren't enough benefits for the reader. It seems like a good idea in my head. You know, a lot of times I'll be reading a book and I'll think, oh, this will make a great article for Wealthy Web Writer, or I'll be listening to a Webinar with Nick Usborne and he'll say one thing and I'm like, uh, that alone, that one point would make a fantastic

article, but then I go and I sit down and I have trouble writing it. Whenever I've gone with this planning, I've been able to identify early on before I even sat down to write is if the article wasn't going to work; that it wasn't going to be strong enough, and the few times where I've tried to write without this planning, talk about frustrating. You just finished writing 1200 words, you go back and read the article and realize this is no good, this is so light, there's really nothing in here, it's kind of all over the place. If I had planned properly, I would've known that, I would've known that the article wasn't strong enough and so I would've done something else. It's a great time saver there.

You want to make sure that your article delivers solid content. You know, especially when you're writing first time for a client. If you're writing for me, you want to make sure that that article, you know, hits home. You want people to be writing in saying, "Oh, thank you so much for this information. This was so valuable. This helped me to fill-in-the-blank."

If you're doing it for your own, for business building, you want to make sure you're doing that so that potential clients will read that and look to you as an expert. You want to make sure that article just drives home, "Yes, this person is an expert in this field. I need them working for me." This plan makes sure that that actually happens.

And as well as driving traffic to your site, same thing; is it actually going to get the person to my website when they finish this? This plan will make sure that that happens, and then, again, what I was saying, you know, you're going to spend a lot less time writing. As web writers, as copywriters, as



freelancers, it's all about the value of your time, and even though, you know, you'll hear me recommend again and again never to charge, never to strike a fee based on your hours, at the end of the day and at the back of your mind you know how much every hour of your day is worth and you should always be conscious of what you're spending your time on, and that number should be growing. The more efficient that you get, the faster you get, even if you don't raise your rate, the value of your time increases and it's taking less time to do those tasks, so this will definitely make writing articles more valuable for you.

Okay. So for this, if you read my first article, I did -- I used the example of creating packages for when pricing projects, but I wanted to use a different example today just to show you just one more way of looking at this; another way of approaching this process. So today we're going to write an article, "How To Plan Out Your Freelance Website Content In Under An Hour," and this is an actual article that I wrote but I just want you to, you know, to kind of wrap your mind around it. I've asked you -- okay, Wealthy Web Writers are asking us, you know, "I'm afraid, I'm afraid to get going and actually write the content for my website." For this article I've asked you now okay, I want you to write an article that will help them get past that hurdle. Those of us who have websites know once you to get started it's really, really easy if you can just give those pages of content done, so we can help them, if we can give them an article that helps them get that content outlined, we know that they'll be able to put up their websites. So that's what I want you to write your article on,

okay? So that's your idea. Okay, how am I going to help these readers get their websites up and going?

And so now we'll look at the 5-step planning process. So now, as the writer, I have that idea. I know that I want to write an article about website content, right? So I sit down, number one on my paper. I want to define the specific thought, feeling or action that you want to stimulate in the reader; it's like the direct response package. You know, what are you trying to connect with the reader on, what package? What do you want them to feel? What do you want them to do? Really think about that, okay? So in this case, when we're we're actually defining a feeling, we want them to get past the fear of writing their freelance website because that in and of itself, they are -- the people who read this article we know that they already have that fear; we know that they haven't taken the steps toward getting their article online and that's why they sought out this article. So we want them to get past that fear.

The second step in this planning process is to outline how the article is actually going to help the reader, okay? So this is, again, very similar to the direct response package, and if you think about before you sit down to write a package or a sales letter or a landing page or an email, you'll be thinking about all of the benefits; all the benefits of the product or service, looking for that unique selling proposition. What is the thing? Why should they bother reading your article? And this is a very crucial step because along with helping you write the article, this lists the benefits that's going to show you if your article is even worth writing, what I was saying before. If you can't come up with these benefits, if you can't come

up with a list of benefits, pretty much the article isn't even worth writing, right? So then you're going to want to go back to step one and redefine the article. So this is a good checkpoint where you can check in and say, you know what, I'm not -- this article isn't going to cut it, there aren't enough benefits to the readers that actually read this article.

A good rule of thumb I can give you -- when on this phase, try to come up with six benefits; some will be used, some won't be used, but try to come up with six. If you can come up with six easily, there's a really good chance that your content is extremely valuable and you should definitely proceed with writing it, but keep in mind that sometimes the benefits are going to be so powerful that you're not going to be able to even want to come up with another one, so, you know, use that as a rule of thumb but don't not write your article because you can only come up with three.

And so in this case our benefits from looking at how the article could actually help the reader and so the benefits that I thought of was, okay, you know, if somebody reads this article, they'll be able to get past that fear. They'll realize that the fear, a lot of people have that fear, and that this article is going to give them, you know, some kind of instruction or some kind of steps to get them past that that they won't have anymore. We're going to prove to the reader and, you know, this is, and again, this is brainstorming on all of this, we're going to prove that they don't need samples which is another fear. Oftentimes when I spoke to web writers and to freelancers they have said, "You know, I wanted to put

up a website, I know I need to put up a website but I haven't started working at it 'cause I don't have any samples but yet I need a website to get the clients to get the samples, so I'm kind of stuck," and so I identify that as a strong benefit here that with this article I'm going to show them that they don't need samples.

Another one with this other huge benefit when they finish reading this article they will actually created the navigation for the website, and that is the first step. Once you've got the navigation done, the rest is writing; and you're comfortable writing; you can ask someone to do the technical stuff. But until you plan out what you need, you can't write the content 'cause you don't know what content to write and you can't hire a technical person because the first thing they're going to ask you is, "Okay, what do you need? What do you want me to do," and so by the end of this article they're going to have the actual navigation done which means they'll be able to cross out that to-do item off the goal list which is a huge benefit. How many of us -- I mean, I wish I could see everybody but -- have a goal that's been sitting or a to-do item on your list that's been sitting there for a month, maybe a year, maybe a couple of years? I mean, I personally have wanted to get rebeccamatter.com up for like three or four years now and I finally just got it up. I was planning for this, just call it another session that I'm doing and I thought, you know what; I need to have a website up. I need to prove that this can be done quickly and so I put that one up. So again, you get to cross that to-do item off your list. What greater benefit is better than that, which by having a website up is going to

make you more marketable to clients which is going to allow him focus more of his time on writing for clients and not worry about this website.

So lots of benefits that clearly at this point you're like, okay, this is going to be a strong article; yeah, I feel confident that the reader is going to read this article and feel good and walk away with something that -- you know, walk away feeling they can do this. They're going to walk away and create the navigation for their website.

So number three, and this is the third step in the planning process, include useful instructions on your topic. And, now, this is -- it's not to say that every article has to be a "how-to" and I'm giving air quotes right now, but the instructions could be as simple as, you know, explaining how a certain process works; it could be providing examples of what others do when faced with that same situation. It doesn't necessarily have to be step one, step two, step three.

However, I can say that when you're just starting out and you're just starting to write articles, how-tos are great. They're great content for websites. It's great content for readers. Anyone who can walk away with a one, two, three, four or five-set process for doing something, the value of the article is going to increase significantly, and so, you know, if you can think about useful instruction, this is a great place to map all that out, and by mapping it out, once again, it's making it so much easier. By doing this little leg work now, this whole process literally takes me five to ten minutes, just so that you know. With this process you're basically outlining your

entire article right now, and so for this one, okay, what actual instruction can we give somebody to get them to the point where they can map out all the content for their website? Well, we want them to research other websites for ideas. We know that it's kind of hard to come up with a new idea if you have no idea of what you're even thinking about, but by looking at other websites, looking at your fellow copywriters, looking at your fellow web writers, you'll be able to find some ideas and things that you like. Maybe you'll open up my website and you think, oh, I like that header. Then you go to Nick Usborne's site and you say, oh, I like the way his homepage is laid out. Maybe you go to Mindy's website and then you really like the way her navigation is set. You kind of pick and choose and think about the pages that you like and write all that down. So that was the idea for that one instruction.

The next one, I'm a big fan of mind map and so I'll put that instruction, you know, using a mind map to brainstorm content category. Keep in mind, too, it says, "I'm writing this article. This is an area that I'm very comfortable with this." So, when I came up with these ideas, these were all things that were already in my head; and you will be writing articles that you're comfortable with as well, especially when you're just starting out. So if these things aren't coming natural to you and you're thinking, how did she come up with the mind map? That's just because I actually already use mind map so don't worry about that part, but with this article I thought, okay, they need to come up with a very different content categories, things that they could include in the website. I'm going to show them how to use mind map to

brainstorm that to make it even that much easier. We're going to develop a navigation for the website from that mind map and then we're going to create from that navigation that will give us a list of content that needs to be written.

So my instruction is basically going to show them to find ideas, figure out what is that they want, right, and they're going to brainstorm some content for themselves and figure out what they have that is actually going on their website, and from that they're going to create the list of content for themselves and figure out what they have that actually goes on their website and then from that they're going to create the navigation, from that they're going to create the list of content that needs to be written and then I'm going to take them onto the next step. Now they have their content. What do you do now? So that's my instruction, that's why I thought, okay, this instruction makes this article valuable and useful to the reader, and now I'm going to pause for a second to take a sip of water because when you talk as fast as I do, your mouth tends to dry out very quickly [laughs].

So now we're on to step four. I know, Denise, you always say I should take a breath in between every single one.

Denise Ford: Yes. Yes.

Rebecca Matter: [Laughs] But I'm just going to power through. So step four, identifying how your reader is going to identify with your article, and so as much as you want to engage your reader, you really want your reader to identify himself as someone who's going to benefit from the advice or instructions that you're giving in your article. Again, this goes back

to direct response, and, you know, just take a side step here for a second, this is why you'll constantly hear myself, Keith, Michael Madison and Nick Usborne, Steve Conway, everybody in this space telling you that if you have a solid copywriting foundation, it's going to benefit every other area that you go into, whether it's resume writing; whether it's copywriting; whether it's web writing; B2B; it doesn't matter. Whether it's just communicating with your husband about the house you want to buy or the vacation you want to take, you know, this -- it all comes back to being persuasive, and one of the things that you know we talk about in direct response copy, you know, you want the reader when they're reading your sales copy to see themselves benefiting from your product that you're selling or from the newsletter that you're selling or, if it's your husband, you know, you want -- or your wife, you want them to see themselves on the beach sipping that Piña Colada enjoying the sun. You know, it's that whole, what's in it for them, and at this point that's -- you go through that same process when you're writing article. How is that person reading actually going to benefit? How are they going to know immediately that this article was written for them, right, and so that kind of starts you thinking about who you're writing to, who your prospect is, how will they benefit, and so in this case, you know, the writer that I was writing to, the writer that we're writing to today is the writer that knows you need the website. The person who reads my -- who read this article wasn't someone crossing, "Oh, I need a website?" No, they already know and that's why they sought it out and that's why it spoke to them. So the person that we're writing to, they know. They know they need a website but it just seems like such a



daunting thing, and so every month it gets pushed forward to the next month to-do list because it just seems so overwhelming but once he reads this article, he's going to feel like it past that major hurdle that it really isn't that scary, and that major hurdle I know, as an Internet marketer, is the biggest hurdle. Once you get past navigation, the rest is cake, and I want them to get that's how he's going to identify with this article.

And then number five is the final step and probably the most critical. It's not only critical of good editorial, whenever you write editorial, this is a critical step that you always want to think about no matter what style of articles you're writing, you really want to think about what questions your reader is going to have and try to address them in the articles. Also, if I do this in advance, just like when I outline the instructions, I outline the benefits, this helps you write articles super fast because if outline these questions on the topic and make sure that you're going to answer them in your article, the outline of your article at this point has now created itself for you and all you're really doing is coming up with the subheads and filling the content. You know, the map is now laid out before you.

And so just sit back and think for yourself, if I was reading this article, what are some of the questions that I would want to ask the writer? What are some of the questions that I might already have about writing a website that this article might not be about but if you can answer them, even though this is about creating navigation, if you can answer these questions, it would get me to move forward, and so you are going to identify these questions and then when

writing the article make sure that you answer them in the article. You want to put your reader's mind at ease. If the reader is still feeling that they're all the way through the article but they can't do this, you're going to lose them. You're not going to engage them and at the end of the article they're going hit close and think, "Oh, ah, I wish I could do that but I can't," right? You want to answer those questions and put their mind at ease. Never leave your prospect, never leave your reader hanging. If you know that they have a question, answer it, and that way they know that, you know, you're giving them all the information that they need; you're not leaving anything out; you're not trying to keep them out there hanging and thinking that they have to have more just in order to -- the article in and of itself wasn't useful enough to them; that there is that missing piece. It's one thing to have an article -- let's say I write an article on auto responders and in that article I give you valuable information. I gave you valuable instructions and then I say, "But if you want to learn more..." That's fine, because in that article I still gave you everything to make that article valuable and then if you want to be, you know, more advanced, or you go to the next level, well then, great! That's the reason that I'm preparing it for you. But you don't want it to say, you know, "What if you don't have any samples?" and then just leave them hanging. You never really answered their question, well, then, that question is still on their mind the whole time.

So at this point I sit down and said, okay, somebody who has -- again, our prospect is the person who knows what they want a website but they have a fear that it's just an overwhelming task. So what are

some other questions that they have? Okay, how do I get started? You know, what is the starting place? You told me I need a website. I don't even know what's the first thing I'm supposed to do. Do I buy a domain name? What? After that how do I get started? You know, what if I don't have any samples? Again, that is a question I've heard time and time and time and time again, and so I want to ease their minds and to show them you don't have to have any samples. Here's what you're going to do without them. Here's how you can build your website without using samples.

How do I know what's the most important valuable? You know, I have lots of stuff. I have a little living experience writing grants; I've taken the B2B program; I've been a member of AWAI for three years; I've written two articles; I have a promotion that I wrote from the Web Intensive in Las Vegas. You've got all this kind of stuff. How do I know what is the most valuable? So we're going to cover that in the article, and then finally and this is a question I get a lot because especially people that are just starting out that as FAQ page, you know, the frequently asked questions that a lot of people have on their websites and about me, oftentimes are very similar, so now what do you do, and so we're address that question. We're going to show them how to condense them and really wake the pieces up that they really need to have to, that kind of thing.

And with that, that is the end. That is your five-step process, and so I actually created a document and maybe I'll upload this in case anybody just wants to download my version, but you can easily do this help yourself. And when you write content for me, if you have an article idea, I typically do send

you back one of my samples which has -- I have these questions all answered, and I have a sample article that I use that I demonstrate all this through but, you know, write down these five things in a word document, save that document, and if every time you go to write a new article, open the document, fill out the answer, save that as your new article name and then start writing the article beneath it. By doing it this way, I'm telling you, you spend five or ten minutes on this, the article, if it took you six, it's going to take you two; if it took you three, it's going to take you one. It's amazing at how fast, how much faster you get writing articles, and how much better the articles turn out.

You know, I look back at stuff that I wrote when I first started. Again, when Katie first asked me to write an article, and I'm almost embarrassed, I mean I'm still proud, I can put myself back there you know, I did write something but looking back, you know, before Wealthy Web Writer, I had started another publication called "Copywriting Insider," and at the time I thought that was my best writing ever, you know, and it was. At the time that was my best writing ever but I have gotten stronger and ever since I've had this formula, I just look back and I think I want to rewrite all those articles; I want to make them more useful.

So there's two things there. Also know that no matter where you start today, if it takes you six hours to write an article, if it takes you six days to write an article, don't worry, that's your starting point. You're only going to get faster. If today you feel like you write an article and you think, ah, this isn't as good as I want it to be, that's your starting

point. You're only going to get better. So don't be concerned when you first start out. I don't want anybody to freak out and think, uh, I'm never going to get this; it takes me too long; I can't come up -- you know, Rebecca said spend five to ten minutes on this worksheet, this worksheet is taking me two hours. If it makes you faster, great, and it's going to make your content overall better as well, so just don't worry about any of that stuff. This is supposed to be a tool to make you more efficient and to write better articles, so just keep that in mind and everything in perspective.

Write these questions down and answer them. I literally write -- I sit there and I answer every question and I really, really think about it. I think about the benefits and I have thrown out articles before that I thought were going to be such a great idea. Actually, if you read Wealthy Web Writer yesterday the article that I sent out yesterday, two days ago was totally different. I hit 1200 words and I scrapped the entire thing because it just didn't -- even though -- it just took a different path. It got stronger by going back to this worksheet and really thinking about some stronger benefits. Just answer all of these questions and I promise it will help you a lot.

And so, at that point, now we - and I know it's going to be hard to see it on this screen right now but - you can access this article, the full article, if you haven't seen it on the Wealthy Web Writer website and this whole presentation, we'll have it posted to the Wealthy Web Writer where you got the instructions for today so you'll be able to download that; you'll be able to see this and access the whole

article, and if you go through and you look at my sheet, what I have filled out and all the questions I answered and how I answered them, you'll be able to find every single thing in the article. You'll find the benefits; you'll find the questions; you'll find the instructions. It's all in this article.

And if you want to review some more, I'll give you some things and other places where I have articles of mine. If you just -- I know that for me it was very useful, when learning how to write direct mail sales letters, to take the copywriting course, AWAI's Six Figure Copywriting Course, go through sales letters that I knew were good sales letters to circle all the parts, you know, to really understand the credibility elements and proof and where the promise was, where to put the offer; all that stuff I just read letter after letter and circled it to really understand to see it kind of pop off the page, and now when I read a sales letter, I can't read a sales letter anymore without seeing all the pieces come up. I know exactly what they're doing, there's a false close. And I know exactly what they're trying to do but it's great because of all the practice I did. So when writing articles I invite you to do the exact thing. So if you can, I finally did put up [rebeccamatter.com](http://rebeccamatter.com) because I'm so excited it's up and I can tell you I did it in three hours. So for those of you who are looking to put your website up online, definitely stay tuned because I'm going to be showing you -- that's going to be the next slide I'm going to be teaching you is actually how to put up your own website, [wealthywebwriter.com](http://wealthywebwriter.com), obviously, [awaionline.com/articles](http://awaionline.com/articles). If you click on my name you'll see my articles that way.

So now you have my formula. You know exactly what's behind all my articles and there's a good tip, and actually Nick gave this tip away last week during the Copywriting 2.0 Webinar series that we're doing for people taking his course. If you want to ghostwrite, when you're reading the emails, study his voice and tone of the writer as well. So as of right now I write most of my own articles. Even if I hire a ghostwriter, I still typically will rewrite at least 30% of the article even if the person has given me great research, the best way to become a ghost writer and to really get in there and if some of you don't know what ghostwriting is, ghostwriting just means that you're writing an article under someone else's name.

The best way to get those clients and to become a ghostwriter is to really study the voice and tone. You know my voice, you're hearing it now, you know that I'm a very upbeat, energetic, passionate -- I love to get out there and get excited about things -- so that sets the tone. If you read my email you can tell that there's that similar tone between every email and that's one issue or one opportunity for you, and it's an issue that I feel that when new writers try to write articles for me, it doesn't sound like me, and you just think about that, you know, if you want to ghostwrite for someone; if you want to ghostwrite for Brian Tracy, for Mike, or anybody.

You know, anybody who does a lot of writing can use ghostwriters to help them to not have to deal with the blank page. Study their voice. Study their tone. And, you know, I gave a tip in yesterday's issue of Wealthy Web Writer, go ahead, write a couple of sample articles in their voice and show them and say, you

know, here, 'cause that's a great way to land a big contract. If you want to ghostwrite for me, go ahead and write an article in my voice and let me, you know, you have my formula. Go ahead and show me that hey, this article sounds like you wrote it even though you didn't know it's only going to take you, you know, ten minutes to go through it and revise what you want but you have a lot of solid content there. So, great opportunity for ghostwriting which is a great opportunity for making a lot of money.

So now I invite you to take your turn, you know, you can go out and write articles. Just think first what's the intention for writing this article? Are you doing for money? Are you looking to, you know, do it for a client? Are you looking to write for AWAI? Are you looking to write for Wealthy Web Writer? Or to write for Brian Tracy? Michael Conway? Whoever. Are you looking for that or are you looking to build your business? Are you looking to be an expert in your field? Think about what are the intentions for the article. Are you writing for a client and the intentions are to sell something? Think about that. Then think about that intention, what does a good article have that meets that need? You know, if you're writing it for somebody, what's a good article that they're most likely going to pick up? Who is the Wealthy Web Writer in the website? Look for... find out where there are areas that aren't right. Change what isn't right; again, all of the companies that are out there, refresh your favorite topics. If you're going to be -- if you're passionate about something that's going to come through in your writing. Go to Google. If you love let's say fly fishing or alternative health, do some Google searches, find websites that



have lots of content, lots of articles on them and, great, go look at their website and then think to yourself, okay, what's an article that I can write that's missing here, or look at the comments. What articles have a lot of comments? What articles do the readers really seem to grab on to and participate in a lot? Go- that's a great way, just pick a topic, go to that publisher and say, I'd like to write an article on this topic for your website. Then think about what the intention is then start the worksheet that I gave you and then sit down and write.

The idea is to sit down and write that worksheet with nothing else around you. Don't try to start writing headlines and leads and things like that while you're doing the worksheet. Focus on the worksheet and just get through it quick. It doesn't have to be -- you're not writing copy here -- you're just writing ideas. So just get all your ideas out on paper, print that out and clear it out for the next one. I have it on my screen on the top of my article and then just sit down and write. At that point you clear everything off your desk, you put everything on your computer and you just write that article, and that's how you get fast and you'll be blown away at how much faster you get.

And I always say to all of our speakers, if you're going to teach on anything, at the very end you have to tell the people how to actually get work. So I am following my own one, and this one is just getting published. If you want to go out and find places to get your article published, shop the article to publishers, especially if you're writing on alternative health, if you're writing where there are lots of companies posting lots of things, motivation,

marketing, copywriting. I mean, there are so many publishers out there, so many websites that need your articles. So if you know you want to write an article on a certain topic, write the article and then shop it, come to me and if I don't like it, find someone else and then shop around for somebody who buys it.

Another idea if you're looking to drive traffic and create credibility, article banks, EzineArticles.com and ArticleDashboard.com. I'm going to give you another, actually another, article in a second here that lists more but those are great places to push your content. Become a guest author or blogger. If you are worried more about at this point in gaining credibility and you're already working or you want to work more in a certain space, maybe you've been working in-house and you want to work in B2B or you want to introduce video. You want to start writing video but you haven't been doing it yet, go become a guest author or blogger. There are so many blogs out there and the only way that their websites will continue to succeed is if they have content. So go be a guest writer, you know, write three or four articles for them for free in exchange for links back to your site or editorial notes that promote you and that's excellent credibility because then you can say, you know, not only do you have traffic coming back but you can say to client XYZ, "Yes, actually, I was featured on this website, you can see it here, I was featured on this website, here's an article of mine here." It's a great way of gaining credibility.

Submitting to trade publications. The DM News, places like that, lots of them, lots of the industry publications. If you work in a specific industry like B2B or you are in a more specific industry like semi-

conductors or something very specific like or if you're just in marketing, copywriting, research the trade publications. They are always looking for content and if you get published in one of those, instant credibility, and your fees- you'll land clients faster and you can charge more fees because you can say, "I was published in The DM News. Here's a clip of my article."

Always overlooked, publish on your own website! You don't have to be published by somebody else for clients to recognize good writing, especially, you know, people like me who are looking, we judge your writing and things that you're writing. Sure you may want to submit a headline and lead to see if we want the idea. We might want to have the article flushed out a little bit to see if our readers will be interested in that particular article, but I can judge good writing by a good article. It doesn't have to be about web writing for me to know that the writer is good. So just think about that, and use your own website and if you use the article that we did this whole process on, you'll know how to at least get through the navigation and pretty soon I'll be showing you on how to get your website online. So there you go. You have a place to publish all of your own articles and, again, it's just samples that you can show your clients, "Hey, I can do this for you."

So like I was just saying, there are some more article available on wealthywebwriter about articles. One of our production -- all right, here, I crossed out her name at the end. Bye. After the first one. Five Success Strategies, I kind of wrote two articles on articles, Five Success Strategies to Writing Articles You Can Use to Market Your Web Business. So

what we were talking about credibility, and then places actually to publish those articles aligned with the two that I just gave you should give you a lot more opportunity for getting your stuff out there. Great articles both available on Wealthy Web Writer and yesterday I did one on how to write effective emails that engage the reader, and that one, especially if you have writing background, you'll recognize a lot of it because we talk about engaging the reader and making sure that you have a conversational voice and tone, and the article yesterday is very useful for anyone who wants to write for me, for AWAI or Wealthy Web Writer, for Katie, because that is our typical style and tone. So I highly recommend you read that email as well.

And then I will take a sip of water really quick. So this Webinar initially it was actually intended only for Wealthy Web Writer platinum members but at the last minute as I was saying before the call started I decided to open it up because I've been talking a lot about this topic through our e-letters, and I have been getting more and more notes lately from other marketers and editorial directors who need content. Again, e-letters are blooming right now. Emails are searching the website for content. A lot of players are falling out and so it's a great opportunity for some of the industry leaders to really step in and become bigger leaders. It's also a great time for small businesses to start. You know, this time right now, there's a surge in this space and so lots of people need content including Wealthy Web Writer. So I need to talk the Wealthy Web Writer members just for one second even if there might be a couple of other people on the call. This will be one

second and then we'll get back to the presentation. You actually have an opportunity to write for Wealthy Web Writer, and I'm pretty sure you know that but just in case you don't, you know, the members that I wanted to drive the content the website and so we as the editorial team also pick content that we want on there. We pick authors and experts to write our content but at the same time we rely on the members to tell us what they need. You know, if you are a member you can request this content. If you have a client and you're working on this or if you have never priced this kind of project before, you'll be able to ask for whatever you want. You, you know, you drive the Webinar, you drive the article, whatever you want we give you because that website is supposed to be, you know, your one stop. It's the place where you can get everything that you need to build your business.

And so we need articles right now in the three main areas of Wealthy Web Writer. Getting started as a web writer and so this is everything, everything means it's getting your first client to the basics, key phrase research, choosing, just some really, really specific stuff that's speaking to a brand-newbie. So if you've had a little bit of experience, if you've been around the block for a couple of months, you know, this is a great opportunity for you. For those of you who have been working a little bit, we need articles on building your business, you know, what's the next step? Lots of opportunities there, and then finally improving your skills. If you have, you know, experience using an application or if you have a skill set that's different from everybody else, maybe you use Camtasia to do your video which is a software application and you want to teach our members how to

use it. You know, we're looking for articles on a variety of skill sets, so that article is actually posted to the website. That's already been posted. You can find it in the what's new section and you can also find it in the jobs section. Heather Robeson who runs editorial on the website, posted a job for it as well and I think there are over 25 article topics already listed. So you can pick one of those, you can use the formula and start writing or you can pick your own. You know, Wealthy Web Writer now only is it for you to learn, it's also for you to get exposure and to write and to get paid for it, and so I highly recommend that you take us up on that offer.

And with that, I open it back up to everybody else and I want to see if there are any questions.

Denise Ford: Well, we do have one from Violet. She wants to know if 1,200 to 1,400 words per article is pretty standard or should you ask the person asking you to write?

Rebecca Matter: Always ask the person because we will have their own editorial guideline. At AWAI our typical articles are 800 to 1200 words and those are articles that you see published in [The Golden Thread Wealthy Web Writer and the Writer's Life]. Sometimes articles will go over this because it just requires more instructions or because some people, me, can't edit down their stuff enough, so they tend to be up in the 1,500; other people like Nick Osborne who are just so proficient with getting what they have to say across powerfully in a very succinct manner, he can write a 600 word article and it's very powerful as well.

But a good rule of thumb for a quality article for us is 8,00 to 1,200, but definitely check with the editor of that publication before writing because they might have different guidelines, especially if they're going to use the article in print or if they have some way out format that they prefer to use over a website.

Denise Ford: Good. A related question. Who do they contact if they have an article they would like published on the Wealthy Web Writer?

Rebecca Matter: There is, once you log in, you can go to "Article Submissions." There's actually a link there with a form. So you fill out the form and it actually go Heather. Once -- she gets back to you right away. Once it's approved and we approve the concept, you go and write it. If you've already written the article you can go ahead and submit it. We then take it to our proofreading team. So when you write an article don't think that you're out on our own. In addition to providing you with an outlet to be published and an opportunity to get paid, if we want the article, we'll actually put you through to proofreading as well as copy editing, and so our editors will work with you to make sure that your article is as strong as it possibly can be which is an excellent learning experience in and of itself. So go on the Wealthy Web Writer website and you should be able to find it, submit content, I think there's a button on the side for it but if not, go to the "Jobs" section and then go look for the most recent job posting from us today, there's a link in there. There's also a link in the "What's New" section. If you go and you look for the list of articles published

by Heather Robeson, the link will be in there as well. So there's three places you can go.

Denise Ford: So that means three opportunities. Okay. Silvia wants to know, "Would you change the formula, Rebecca, significantly for a longer piece like a white paper?"

Rebecca Matter: Absolutely, and I think that's exce- great idea for a Webinar. I know that Steve Conway goes through white papers and case studies in his course and actually does walk you through a similar style. He has Step 1, Step 2 and Step 3, and so this is my format for writing articles. Some of the items there, as you'll notice, are very similar to planning a direct response letter. So and again it all goes back to what is the intention of the white paper? What are you trying to get across?

And so you might want to -- you could still use the formula, but then changing it, you know, what do I need to cover in the white papers? What is the purpose of this white paper? Is it to generate a lead for this company? Is it to get them to ask for more information about their products? And so then again what instructions are you going to include? What kind of benefits? Are you going to include benefits, it might be more features? What's typically in writing with B2B writing? But if you have that core stuff definitely there; otherwise, I think you just gave me a really great idea for a Webinar, even an article from Steve, And so I will email him right after this. So thank you.

Denise Ford: Okay. I'm not seeing any other questions yet. Folks, if you do have them, I'm



checking in both chat and Q&A. Now's the time while we have Rebecca with us.

Rebecca Matter: And if for some reason there isn't -- you have a question afterward, this is being recorded, definitely post it on the Wealthy Web Writer site, there's a form attached, or you can email me directly. Again, this opportunity so big for you both for not only from a financial side but really building your business and creating that credibility in this space that I really want to make sure that you get every question answered that you have. So if you have one, you don't have to ask it right now. If you have one a week from now, a month from now, a year from now, I'm always going to be here, so I'm happy to answer them any time.

Denise Ford: Thank you, Rebecca. I'm actually going to print out that one slide that you have about the what each article should contain because it's very much with emails, even the personal emails that I write to folks, so I think that's very, very helpful.

Rebecca Matter: Absolutely, Denise, and I actually did a plan out a very similar -- a similar plan when I write, you know, they be sales email, newsletters, anything like that, and I actually, I went over a little more in detail on that specific thing in the Wealthy Web Writer yesterday. So I recommend that you check that out as well.

Denise Ford: Yes. Thank you. Okay, ladies and gentlemen, if there's nothing else I want to thank you for joining us today. Thank you, Rebecca.

Rebecca Matter: Thank you, and thank you guys, everybody for being patient with me through my technical difficulties at the beginning.

Denise Ford: No, great content, and we'll see you all back here again for another Wealthy Web Writer webinar.

Rebecca Matter: Bye, everyone! Bye-bye!

Denise Ford: Bye-bye.