

# The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions  
so that **YOU** can make money online without  
falling for the scams



## Article Writing Genius

**You Have Full Master  
Resale & Giveaway  
Rights To This Product!  
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It As Long As It Is Not  
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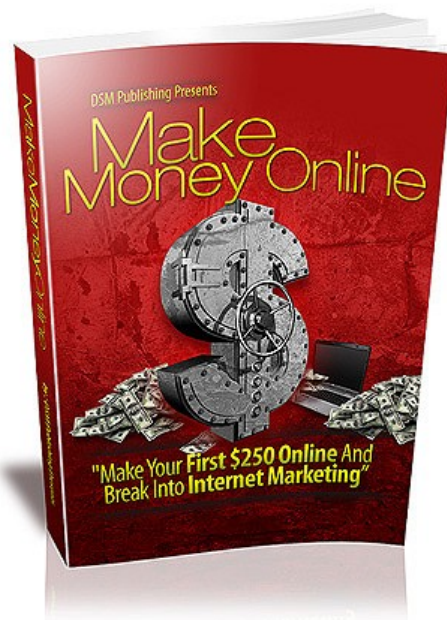
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## Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

# FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 10-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

## Article Writing Genius

“I’m not a writer,” you say. “Why should I get involved with Article Marketing? Besides, everybody does it – won’t I be just another drop in that particular bucket?”

Everybody may do it – but an élite few are doing it so well, it’s boosted their business to the top faster than any other means they’ve employed (as they’re usually only too happy to admit.) They are veritable Article Marketing Superheroes – and you can be one, too. By the time you’ve finished reading this Special Report, you should have all the tools. Your part will literally consist of “filling in the blanks.”

Article Marketing is a **proven strategy** for building your web presence, credibility and trust. It drives targeted visitors to your websites and blogs via Article Directories. In fact, many top marketers will readily tell you, Article Marketing really is the most important marketing strategy for beginning marketers – one you shouldn’t skip.

Article Marketing has 3 huge advantages that leave other methods in the dust – especially if you’re new to your niche:

- It’s absolutely **free**
- It generates solid **traffic**
- It helps you **attract subscribers**, build your **list** and start your **Sales Funnel**
- It is a proven SEO method

One thing we should get straight, up front. It’s not that you’ll be “marketing your articles”: You’re going to market **with** articles. There’s a huge difference.

Your articles are going to be written with a dual purpose in mind. First, you’re going to provide your unique customers with articles that address their needs, solve their problems, tell them what they need to know and most importantly, let them in on secrets that will help them succeed.

By the time your customer’s face lights up at your next article announcement in his inbox – one he knows will **solve a problem** or **teach him exactly what he needs to know** – you’re already established

in his mind as that great Internet Marketer who can be counted on to deliver the goods, every time.

### **Another option....**

PLR is highly popular right now – “Private Label Rights”. Turn around and almost everyone and their uncle is trying to sell you PLR. It’s another solution for non-writers – but you have to know what you’re doing, to make even the best PLR really work for you.

But whichever way you produce your articles – write them yourself, hire a ghostwriter or use PLR – keep in mind the actual writing (even the articles themselves) is only one small portion of your Article Marketing strategy. To make this strategy effective, you have to know how to:

- Find and select the **best subjects for your niche**
- Include **highly-optimized long-tail keywords** that will help you with SEO (Search Engine Optimization)
- **Research** these keywords effectively for your niche
- Choose **the right place** to “seed” these keywords, within the article
- Choose the **right places** to submit your articles
- **Plan** your strategy

### **Let’s break it down your article writing plan further...**

Your article has a **Title**. This title has one simple but crucial purpose: to **make your reader want to read more**.

There are many ways to do this. In our example above, we used curiosity. Note we did not say “Download Free Autoresponders – But Be Wary Of Inserted Advertising”. Instead, we teased the reader into checking out the article by making them want to find out exactly what the “hidden drawback” could possibly be.

It has an **opening paragraph**, which simply states **what you're going to be discussing** in the rest of the article – the drawback of Advertising you have no control over being inserted into your messages.

You write the **article body**, which is the “proof” of what you've stated in the first paragraph.

This leads up to the **conclusion**. If you're writing the article strictly for your blog, that could include an affiliate recommendation for a paid Autoresponder – but the only strategy, if you're planning to submit the article to an article directory, is to include no affiliate links. Instead, you capture traffic through your **Resource Box**.

Your Resource Box is **so important**, I'm going to give it a **separate section...**

When you are submitting to Article Directories, your Resource Box is **the most important component** of your article – yet many marketers add it almost as an afterthought.

The Resource Box is that little blurb at the end of the article that drives people to your blog or website. That's where you can direct them to your own or an affiliate product.


There is a right way and a wrong way to create Resource Boxes. They say “a picture is worth 1,000 words”, so let me show you instantly, by example...

## The Right Way

Want to discover more about choosing the right autoresponder?

Go here to download your FREE report that reveals how you can increase your conversions 100% by using the right autoresponder! =>  
<http://www.JacquiRabbitAutoresponderReviews.html>

Article Source: [http://EzeenArticles.com/?expert=Jaqui\\_Rabbit](http://EzeenArticles.com/?expert=Jaqui_Rabbit)



- Notice this resource box is **all about your reader's question**
- Tells your reader what you can do to **help her increase her profits** (offers a benefit)
- Provides an **immediate incentive** to visit your site – in this case a free report
- Includes a strong **Call To Action** (“Go here to download”...)
- Contains a professional-quality photo or graphic representation of **you**

## The Wrong Way **X**

Jacqui Rabbit is a Harvard business major and former Beauty Queen.

In 2009, she won the prestigious Harpley Moore Award, has a list of over 40,000 subscribers and made over \$3 million dollard using <http://www.NiftyAutoresponderSalesPage.html>

Article Source: [http://EzeenArticles.com/?expert=Jaqui\\_Rabbit](http://EzeenArticles.com/?expert=Jaqui_Rabbit)



- Is all about **you, you, you**
- Nothing in it for your reader (**no incentive** to visit your site)
- Links to **Sales Letter**, not website or blog
- **No Call To Action**
- Contains a **spelling mistake** (can you spot it?)
- Contains a button for **your product**

The same goes for your Author Bio – and most Article Directories do call for one. Your Bio doesn't appear at the end of each article, but on your "About" page for that directory, along with a listing of all your articles.

In fact, **your Author Bio and Resource Box are the main reason you are using Article Marketing**. Getting that targeted traffic through your calls to action are what it all boils down to, for you.

But if you don't provide what the reader is looking for, they won't click.

Again, **keep the focus on your reader and his most urgent business needs**; not on your own personal success. You might think that listing all your awards and degrees would be a good thing, but the truth is – **you have only fleeting seconds to catch a reader's attention**. You won't do it with anything less than clearly answering this question:

*"What's in it for me, if I read **your** article instead of Joe Pro's?"*

The same principle that applied to Resource Boxes applies to your bio:

## The Right Way **✓**

**Jacqui Rabbit - EzeenArticles.com Expert Author**

Jacqui Rabbit is an online entrepreneur whose mission it is to help new marketers learn the Internet Marketing ropes without wasting time on costly mistakes.

## The Wrong Way **X**

**Jacqui Rabbit - EzeenArticles.com Expert Author**

Jacqui Rabbit is a former Beauty Queen with a Harvard Business Degree. She works out regularly and owns a luxury mansion in Palm Beach, thanks to her brilliant internet marketing skills.

## One More Important Point

Notice that these Resource Box examples are formatted specifically for **one article directory** – in this case, our fictional EzeenArticles (based, of course, on [EzineArticles](#)).

Other Article Directories will most likely be different – so do **read their guidelines thoroughly** in reference to Resource Boxes and bios. Browse through several articles on each site to see how other top authors do it.

I can't stress this enough: When dealing with Article Directories, **read each Directory's individual guidelines carefully.**

There is only one rule you can count on that's common to all...

**Every Article Directory is **different.****

It's good to have strong content on your blog or website – but the real power and leverage of Article Marketing lies in submitting your articles to Directories.

Why?

Articles deposited in directories can usually be **used by others** as content for their own blog or website – with **full credit to you**, and (it is to be hoped) a **link to your site**. The terms usually include leaving your resource box intact – which means that one, single article is capable of creating **multiple backlinks** to your site. This, of course, increases your traffic – targeted, **pre-qualified** traffic.

**Backlinks are crucial to ranking well in the Search Engines**

Before we complete this month's Fast Track Tutorial though here are my favourite 10 article directories:

[EzineArticles](#)  
[Article Dashboard](#)  
[Article Friendly](#)  
[Articles Base Directory](#)  
[ArticlesBase](#)  
[Buzzle](#)  
[GestBiz](#)  
[GoArticles](#)  
[Gobala Krishnan](#)  
[Dk-article](#)

These are just a sampling of high-ranking article directories that I personally like though there are many more.

This month's tutorial is all available with full unrestricted private label rights on the following link:



<http://www.ebooks-land.com/products/premium/articlewritingsuperhero.html>

**You will receive:**

- Your full ebook (this is a mini version)
- All the designs including full minisite
- Along with your own sales page

Then all you would need to do is upload it on to the internet and you have your product.

## **PUT INTO PRACTICE**

1. Think about the articles you have already been putting together and decide after reading this how you can improve them.
2. Are you going to do your own articles or are you planning to outsource them?
3. Is PLR a good option for you? If so look for some quality articles that you can re-write in order for you to get the best results.
4. Have you done your keyword research for the keywords you will be targeting for your articles
5. Then put your plan into action and write down exactly what you are going to do.

And last but not least.....

6. Go and implement it!

See you next month

*Samantha Milner*

Samantha Milner  
Author – The Ultimate Fast Track Tutorials

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