

# Internet Marketing: What to Do If You're Not a Writer

## Video 1: Don't Write!

There are plenty of websites out there with very few words on them.

Often they just have a few short sentences introducing a video and then embed a video on the page.

That's it.

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## Video 1: Don't Write!

Videos work well and if you optimise them on YouTube you'll get traffic from YouTube and Google as well as your own website.

Make sure your web page and your video have a keyword optimised title (use the suggestions that come up in Google as you type to get this if needed) and that your keyword phrase also appears in the description.

# Internet Marketing: What to Do If You're Not a Writer

## Video 1: Don't Write!

Lots of popular sites take this approach.

Make sure to embed your video in other places as well – pin it to your Pinterest page, put it up on your Facebook page.

Tweet about it as well.

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## Video 1: Don't Write!

The video itself can be a slide show – they're easy to create with PowerPoint or Open Office/Libre Office.

Make 5 slides with a bullet point on each.

Or do like I've done for this and type out longer points (yes, I know that's writing but not much!).

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## Video 1: Don't Write!

Then talk about each slide.

About a minute per slide is good – talk as though you're explaining something to a friend over a cup of coffee.

For the first few, it pays to rehearse what you're going to say.

Once you get used to it, you probably won't need to do that.

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## Video 1: Don't Write!

Record each video in one “take”.

Use the pause button if you need to.

Then let your video program render it so you can upload your video to YouTube & get the link to put it on your site.

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## Video 2: Chat with a friend

Literally if you want to – just record a Skype call (there's free and cheap software to do that) and then convert it from MP3 to MP4 using a program like VLC.

Or you can chat with an imaginary friend if you prefer – that's effectively what I'm doing for this presentation.

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## Video 2: Chat with a friend

If you've already got a list and get questions from people, chances are you reply by email.

Use those replies as the basis for your writing.

People will appreciate it that you're being straightforward and no fluff.

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## Video 2: Chat with a friend

If you haven't got a list yet or if people aren't asking you questions yet, go to places like Yahoo Answers or niche forums and find out what people are asking.

Then answer those questions.

Again, as though you were chatting with a friend.

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## Video 2: Chat with a friend

I've actually bought complete products that were a series of emails, fleshed out with some other explanations when what was said in the emails wasn't quite self explanatory.

It works – these were a “how I taught someone to do XYZ” style and because the questions were real world the responses had to deal with that.

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## Video 2: Chat with a friend

If you teach anyone anything (intentionally or not), that's a great way to work.

It gets over the stage fright because you've already done the “writing” part of it.

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## Video 3: Comment on things

Not spammy blog comments – they don't work unless you're using software to do thousands of them & don't much care about the site you're promoting.

Intelligent comments!

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## Video 3: Comment on things

Take a moment to notice the thoughts that are going through your head when you read something.

Then type out those thoughts as your comments.

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## Video 3: Comment on things

Commenting on blogs can still work.

You just need to be very selective about the blogs you contribute to and how you comment.

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## Video 3: Comment on things

The same goes for YouTube videos.

When you're logged in, you can comment on most videos.

YouTube has a good spam detection system and will quarantine any comments that appear spammy.

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## Video 3: Comment on things

You can put links in YouTube comments but be careful with doing that as they're more likely to trigger the spam filters.

Your name will be clickable and will go through to your YouTube channel.

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## Video 3: Comment on things

Forums are another good place to comment on things.

Make sure you say something useful – take the time to read (or at least skim) the thread and add value to the thread.

Gradually you'll become known for this and trust in what you're offering from places like your signature link will grow.

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## Video 3: Comment on things

Platforms like Squidoo can be useful places to comment but make sure you've got at least one lens created there.

A lot of lens owners will use this as a test to see whether or not your comment is worth accepting.

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## Video 3: Comment on things

If you're really not into writing much, Twitter can be good.

Follow people in your niche – some will follow you back.

Send out useful Tweets.

And send the occasional re-Tweet as well.

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## Video 4: Use other people's writing

Some articles come with reprint rights.

Sites like EzineArticles will spell this out.

Affiliate programs often give you a bunch of pre-written articles.

Other sites vary – you'll need to check the terms and conditions.

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## Video 4: Use other people's writing

I wouldn't advise doing this for your actual website.

But for an email campaign it works OK.

It works even better if you take the time to re-word the messages into your own voice – that's usually allowed by affiliate programs but not places like EzineArticles.

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## Video 4: Use other people's writing

Or buy some pre-written emails from sites like Tiffany Lambert's [PLR Mini Mart](#).

Or order your own from sites like [iWriter](#).

Then load them into your autoresponder and add in some affiliate links – I find a P.S. works quite well but experiment to see how your list reacts.

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## Video 5: Just do it!

Quite often things seem complicated until you try them.

That definitely applies to writing or creating content.

What normally happens is that your first few attempts aren't very good but you improve over time.

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## Video 5: Just do it!

Your typing gets faster – or you can use the voice to text option built into Windows and Macs.

Your writing fluency improves as you get more used to it.

In fact, everything improves – including your response rates as people become tuned to your voice.

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## Video 5: Just do it!

This is the real secret of any business.

Almost all successful businesses – not just in internet marketing – succeed because they do things.

They persist with the ones that are working and either drop or adjust the ones that aren't.

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## Video 5: Just do it!

Do the same in your internet marketing business.

It works.

Even if there are times when you think you can't or wonder why you ever started.