

Lisa Angelettie Presents...

Three Simple Secrets To Attract More Clients & Make More Money Using Killer Content - Articles!

**“ How to Explode the Income In Your Business
By Harnessing The Power of Article Writing
And Marketing Using Three Simple Secrets! ”**



By Lisa Angelettie

ABOUT THE AUTHOR



Lisa Angelettie is a 6-figure multiple client income streams mentor to motivated solo entrepreneurs.

She is an award-winning writer & marketing strategist who specializes in mentoring coaches, consultants, speakers, healers & other service professionals on how to **quickly attract their ideal clients and package their services into a variety of high-value client income streams.**

Using her strategies, Lisa's clients have experienced exceptional results such as: tripling their web traffic, getting their first few high-fee paying clients, filling coaching groups in 30 days, and doubling their income in less than 90 days!

Lisa is known as an expert who breaks marketing concepts down into easy step-by-step systems that anyone can follow and replicate. She is dedicated to empowering entrepreneurs who may feel isolated and always chasing the next "bright, shiny, marketing object" and giving them the crystal clear direction, tools, and strategies they need to go from hobbyist to 6-figure superstar!

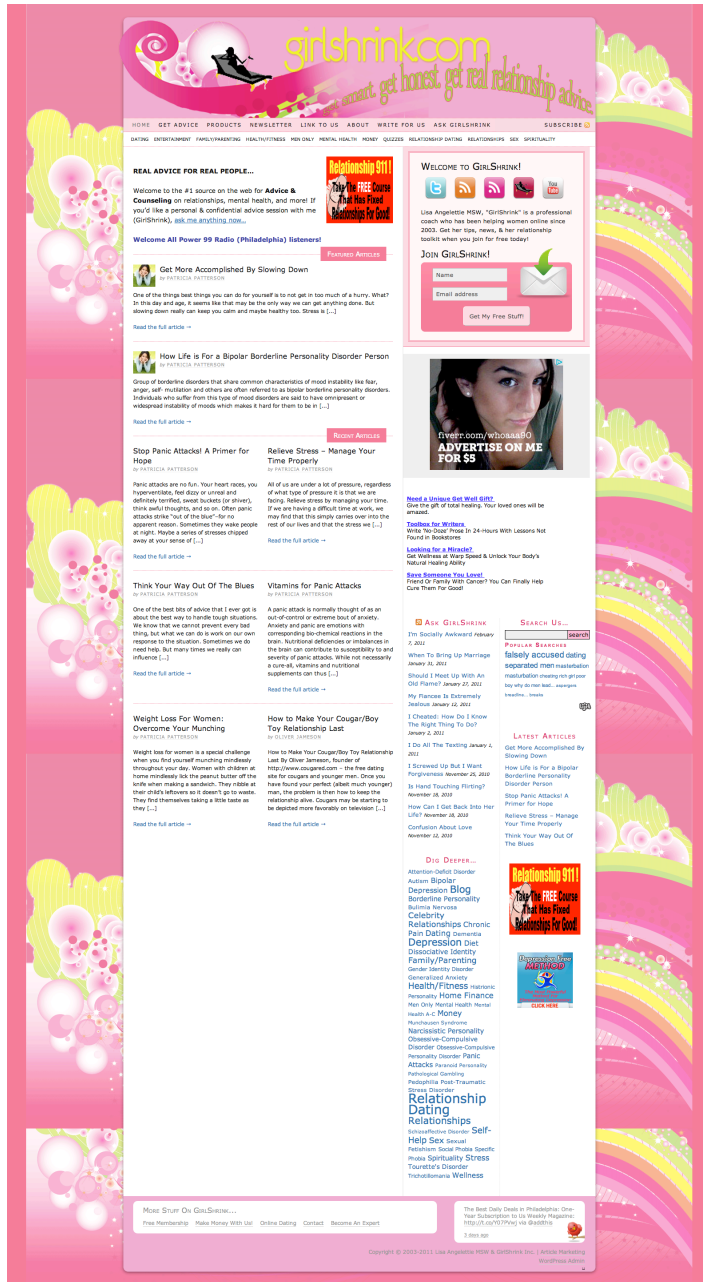
She is the creator of the Multiple Streams MBA™ System, the best-selling article marketing tutorial Articology™, and Clients By Design: How To Attract 3 Ideal Clients In 30 Days In 3 Easy Steps. A writer for over 20 years, she has written for publications such as The New York Times, Gannet News, and Publisher's Weekly.

Lisa met her husband (Deric) at college in Washington, D.C. They have 3 girls (Autumn, Ali & Ava) as well as two cafe-colored Labradoodles. They all live together in Elkins Park, PA where Lisa works from her sunny, yellow-hued home office.

Learn more about Lisa's marketing products & programs by visiting her site at: <http://LisaAngelettieBlog.com>

So Why Should You Listen To Me?

Well, while I love writing powerful content and using article marketing, my knowledge and experience on the topic is really something I kind of accidentally got the hang of when I began building my first successful site on the web: www.GirlShrink.com. The #1 advice & counseling site according to the major search engines.



My Story

I always enjoyed writing. Writing in my journals everyday. Writing stories. Writing letters. Writing "pretend" ads for my favorite pre-teen magazines. So I was always encouraged by my parents to become a writer for a living - and I followed that path by majoring and working in the field of journalism.

I ended up working for *The New York Times* (Washington Bureau), *The Gannet News Service*, and a few trade publications -- but guess what? I hated it. Well, except for one job I had, which was writing an advice column for pre-teens. I loved that.

So I went back to school, got my master's degree from New York University, and became a psychotherapist. My plan was to eventually combine my passion for writing and therapy. Which was a great plan until I got married and pregnant with my first child (Autumn). I never thought in a million years that I would be my mother:), but I found myself wanting to stay home with her.

And while I did still want to work, I didn't want clients in my house and I wasn't ready to write some sort of "self-help" book and pray to get on Oprah:) **I needed to think out of the box.**

Then a BIG idea hit me! 🧐

"Why not offer my services online?"

It sounded a little crazy at first...but I mean it annoyed me when I had to go trudge over to my own therapist's office -- usually at the only time slot she had available. Which meant that it was usually inconvenient for me!

So I thought that there had to be some other people out there (just like me) who didn't want to go to traditional face-to-face therapy.

My idea sounded pretty easy to me. I had a computer. I had the credentials and the experience. I had the motivation.

Until -- I hit a major roadblock... 😞

How Would Clients Find Me?

In fact, for a while I had no idea how people would find me. Passing out business cards at Gymboree didn't seem to be like a viable plan 😊.

This was back in 1999. There wasn't a lot of information on what I wanted to do. So I **wasted a lot of valuable time** sitting at my computer with glazed eyes and swollen pregnant feet, researching ways to tell people about my business.

And I ran into a lot of marketing and publicity "gurus" who wanted to teach me complicated techniques with like a 100 steps or fancy modules on how to attract clients to my new business.

I was on complete information overload! You know what I mean? And I didn't have the patience or deep pockets to buy into everything that sounded good.

I needed something **basic** and most importantly, something **FREE**. (Getting ready for baby was wiping us out financially. I got pregnant on the honeymoon right after my very expensive "fairy-tale" wedding -- need I say more?)

Then it hit me like a ton of bricks!

I was surfing the web (as usual) and started to notice some subtle similarities between all of these experts' websites -- a major one being that I **found all of their sites through an article** or series of articles that they had written on the web.

I came across all these different articles after doing a search for different **key words or key phrases** on the web. At that time, I was using the Ask Jeeves search engine a lot. No Google yet ☺.

My assumption about most of these guys on the web -- the one's who made sense anyway -- were that **they were established experts** on their topic of choice. But I assumed that they were experts, mainly because I was reading articles all over the web that were saying that they were "experts". It was pretty much that simple.

These websites had an **ADVANTAGE over the rest of their competitors.

Which is the **#1 benefit** of writing articles on the web.

#1 -- You create essential credibility & exposure in one big bang!

Think about when you do a search for something on the web. You basically take a look at the first page of results - especially the top 5 or so spots. It's called having an **organic listing** on the search engines -- and it's very good for your business because it screams CREDIBILITY! to potential customers.

CREDIBILITY = CLIENTS

That's why writing articles to get my name out there was a simple and economical solution for me and my new business at last! And you know what else? The articles weren't too long, were easy to read, and I thought that it would be an easy way for me to reach people.

So once I had my site up, I began to write articles and post them on my site.

Slowly but surely, the search engines crawled my site and traffic began trickling in.

Later, I figured out that I should submit my articles to other sites. I worked out the **essential parts** these articles should contain and the **right sites** I should submit them to.

And amazingly enough -- my traffic began to increase again.

And then I began to notice another BIG benefit to this strategy. I didn't have to chase these people down that were coming to my site. I didn't have to hand them a business card or a flyer. I didn't have to send them a costly brochure through the mail. I didn't have to convince them that I knew I was talking about. I didn't have even have to ask existing clients to refer these new people.

Nope. The great thing was that all of these new prospects were all coming to me! I was attracting potential new clients by **giving them something of value first**. The information in my articles. Not pestering them with sales talk. In fact, I started getting listed as a “resource” for other business owners on their sites too.

Which leads me to the #2 benefit of writing articles...

#2 -- Articles attract qualified prospects to your business.

Finally -- clients were coming in. And they already knew who I was and valued my opinion. And this was the optimal situation, because that meant that they were ready to hear what else I had to say and were open to hiring me.

Now I know what you're thinking...*wasn't this easy for me to do because I was already a writer?*

Well actually - no it wasn't!

In fact, I had to “unlearn” much of what I learned as a journalist because writing on the web is a totally different type of writing.

Articles on the web -- good ones anyway -- are always written in a **conversational tone**. They are not written like news articles. They provide information in bit-sized chunks -- easy to digest. They do not go on and on like a *New York Times* or *Vanity Fair* article!

Articles written on the web should **reveal your personality** -- not just the facts!

People reading your articles will of course be interested in what you are saying but will decide to work with you or buy from you if they like **how you are saying it**. In other words, if they like your personality.

Because let's be honest here...

You are probably not the only person on the web offering the service or selling the product that you do, right? You have competition. Consumers have a variety of selections on who to hire or what to buy.

The question is -- **will they buy from you or someone else?**

Well, if they have had a chance to get to know you and like you through some of the articles you have written online -- then they will be **more likely to buy** from you than your competitor. That I know for sure.

And what I also know is that all successful entrepreneurs and other small & large businesses know that **the key is in the marketing not the mastery**.

You will significantly increase your income this year if you accept and embrace that fact that you are not just selling your service or product -- but that **you are in the business of marketing that service or product**. The key is in the marketing -- not the mastery.

So How Did I Begin?

Although I knew how to technically “write” an article. I desperately needed to learn how to **write for the web** and then also learn how to use those articles to **generate some cash** for my fledgling online practice.

My first instinct was to search for the information on the web, and I did find a few articles on writing articles. But most of these articles contained information I already knew about structure and length etc. - but not much about how to write them efficiently, how to optimize them for the search engines, and how to successfully use them as marketing tools.

So I looked again - this time for an infoproduct, a tutorial, or a web-writing course. Anything!

There wasn't much out there. Everyone was still teaching folks how to make money as a “freelancer”, how to learn copy-writing, or how to buy 500 pre-written articles for a website (a complete waste of money by the way).

And so I had these popular web marketers **telling me to write articles as a part of my marketing strategy**, but not telling me anything about how to do that in an effective way. In fact, it is pretty much like that today.

Everyone recommends writing articles -- but no one is out there telling you a step by step process on **how to do it smartly**.

That's why there are so many articles aimlessly floating around in all of those “article directories” - not doing much of anything to **create income** for their business. NOT attracting potential customers.

The expert or guru I was looking for didn't exist.

So after much trial and error, I decided to go ahead and implement the **six basic principles** I learned when writing and marketing articles. They are the same principles which I used to grow my website -- GirlShrink.com and they are still the same principles which I use today with all of my sites and the websites of my coaching clients.

In fact, even to this day -- about 79% of my clients come to me via an article that I have written somewhere on the web (21% are referrals). And that's because I made sure that:

The Six Secret Principles To Article Marketing Success

1. I wrote articles that my market **wanted to read**
2. I wrote articles that contained **useful information**
3. I made my articles **search engine friendly**
4. I **strategically submitted** my articles to key places
5. I wrote articles **as often** as I could
6. I implemented the “**magic bullet**” strategy

In fact, I got so good at this that several of my friends doing business on the web began to ask me for tips and strategies on how to write and market their articles. And my non-webpreneur friends were impressed when they Googled my name or the name of my business and saw thousands of links to articles.

****Remember that content (articles) is the foundation** and the backbone of every other marketing strategy or income generating strategy that you will create. Once you master “creating content”-- you can implement other marketing strategies quickly and create massive streams of income **using those same articles**.

So after about a year’s time, I realized that what I had started to document was really a **system that anyone could use** to grow their business.

People would learn to stop aimlessly writing articles and throwing them up on websites without much of a strategy--resulting in little traffic and no sales.

Finally, business owners and solo professionals would create a sensible and simple article writing and marketing strategy that would drive tons of visitors to their sites!

I call it: [*Articology™: Article Marketing Training For Beginners!*](#)

If you can for a minute, **visualize this...**

While you are literally sleeping, potential customers/clients are reading your articles.

Maybe it’s the article you wrote when you were on your last vacation. Or perhaps the one you quickly outlined while waiting to pick up your kids in the car line at school. (I do that a lot!)

The people who read that article are thinking about what you said and they are eager to hear more about your business.

So they go sign up for more information or your “list”.

And then...

- People begin **writing you** personally about your article
- People begin **forwarding your article** to friends
- People begin “**tagging**” your article for future reading
- People begin to ask you for **more information**
- People begin to **hire you** for your services
- People begin to **buy your products**

And this was all just because of **one article** -- read while you were sleeping!

Imagine if you wrote one more? Or 2, 20 or 200 more!

Imagine how your business would grow and what that would mean to you?

- * Build Credibility as an Expert
- * Gain Personal Satisfaction
- * Build Your Dream Home
- * Purchase A Luxury Car
- * Create Financial Security
- * Pay Off Old Credit Card Debt
- * Pay School Tuition Fees
- * Build Retirement Nest Egg
- * Pay Old Student Loans

I could go on and on -- but you get what I’m saying. It’s fabulous right? ☺

So are you ready to take your business to the next level?

Cool. I'm ready to take you there too...

But before I get to “**The 3 Easy Ways To Attract Clients & Make Money Using Articles**”, I want to make sure that you fully understand just **how** articles can help your particular business...

7 WAYS ARTICLES WILL HELP GROW YOUR BUSINESS !

Now there are dozens of ways that articles can help blast your business ahead of the pack, but I have chosen to list seven of my favorites. Take a look and see which one is most attractive to you!

1. Writing Articles is an Extremely Effective Way to Build Your List of Potential Customers and Clients.

When I first started my business, I was so worried about how to build the website and what web designer to hire...I had no clue about how I was going to get clients. In fact, I was under the impression that “if I built it-- they would come”. (LOL!)

Okay so that didn't happen.

So the second time around, I spent a few more thousand dollars for a couple of “guru's” to tell me what I needed to know, which was to concentrate on one thing this time - **building my list**.

It is **the first thing** you need to consider when growing your business.

So the one strategy that was **easiest and cheapest** for me to start with was writing articles.

After I submitted my first article to a few select sites, my subscriber list & client roster began to grow steadily and still does to this day.

And remember that the very first article I ever published on the web, is still up there sending me lots of lovely and **qualified prospects** to my site everyday.

2. Writing Articles will position you as an expert and establish credibility in your field.

I remember this day like it was yesterday!

I was sitting at the desk in my home office (in New Jersey:) and my kids were sitting on the floor, using a ton of my copier paper to create some sort of masterpiece!

I was checking my email and saw one from a woman from the BBC.

At first I thought it was some sort of mailing list because I love British Television and thought I may have inadvertently signed up on some sort of mailing list.

But it wasn't.

It was a BBC producer looking to cast a "relationship expert" for a show that was in development, and they heard about me through a web search.

The show didn't make it past the planning stages, but I was flattered none the less!

Another time -- I got a call from an agent who said that the *Oxygen Channel* was interested in my expertise as a consultant.

Another time, I received an email from a producer of the *CBS Early Show*, who found me through a search on the web and was doing some research for a "broken hearts" segment she was producing.

These offers are on top of the many interview and speaking requests that I have received -- all based on **the right people finding me through my articles** on the web.

3. Writing Articles will build qualified traffic back to your website.

Haven't you noticed yet that when you do a search on a particular subject on the internet that most of the results you find are content a.k.a. articles.

That's because the search engines LOVE content.

They love to see a meaty article on the new adventures of Britney Spears, rather than just a page full of her photos and Google™ ads to Britney Spears music or memorabilia.

And to reward you for such a relevant article, search engines will often bless you with a great spot in search results for your article-- and that's how potential customers will find you and come to your site.

And when they come, they have already been primed to listen to your "marketing message", because they've already read something written by you that they liked. That is called a qualified prospect!

4. Writing articles is a great way to promote your services or products to potential customers.

This is where you can get really creative!

Use your articles to talk about all the different benefits a potential customer would receive if they bought from you or hired you for your services.

And remember that your articles are like little samplers of the expertise you have to offer.

It is an easy and non-salesy:) way to **educate consumers** on who you are and what you can do for them.

And once these articles are written, they will work like mini-publicists for you over and over.

It's so simple -- it's a little scary right?

5. Writing articles is an easy and affordable way to market yourself effectively.

Let's face it...it doesn't get much easier than this.

Write the article. Submit or post the article.

And watch your traffic start growing.

You **don't have to pay a dime** to write or submit your articles on the web.

You don't need to pay for expensive print ads or query an editor somewhere for months to submit an article.

You can do this as fast or as slow as you want and still see results.

6. Writing articles creates massive exposure for your business that lasts forever.

Have you heard of the expression that "Content Is King" -- well that is sooo true. People love to get their hands on free information. And search engines love to lead them there!

In fact, as you become a savvy marketer for your business -- you will find that there is always some new "hot" marketing strategy available for you to try.

Blogs. Podcasts. Video. And it's perfectly fine to try one or all of them.

But remember -- there is one strategy that is **time-tested and proven to work** and that is the method of writing and marketing articles on the web.

Any business that is making any type of decent money on the web has more than likely written articles about what they do. I can pretty much guarantee that:)

7. Articles can be used to generate multiple streams of income -- fattening your bottom line.

When most people think about writing articles to promote or market their business, they often think about writing a few for an article directory and that's it.

But your articles are **powerful little things!**

They can work much harder to generate many different streams of cash into your business.

So the idea here is to **repurpose your content** in various ways such as in yours or other people's ezines, ebooks, teleseminars, ecourses, and much more!

So, regardless of all the different marketing strategies you may want to try and implement for your business -- this is the **FIRST** one that you should master.

Now I know you may be thinking that I'm making this sound sooo simple, but I kid you not, it really is that simple -- once you learn the secrets of putting all of this together.

Secrets that I am willing to share with you today.

So let's get on with it, and talk about:

"The 3 Easy Ways To Get More Clients & Make More Money Using Articles!"

Three Simple Secrets To More Clients & Money Using Articles!

Secret #1. WRITE AN INFORMATION-PACKED ARTICLE

The days of fooling the search engines with duplicate content and software generated “keyword” articles is dead! No more copying and pasting paragraphs from 3 other articles and sticking them together to make a new one. That’s so over! It could hurt you in the search engines and it’s just not good business.

Using articles as a marketing strategy will only boost your business’s bottom line if you create REAL content. And isn’t the point of writing articles for your business to **exhibit your expertise and knowledge** of that business?

So your content (your articles) need to be worth reading.☺

Don’t write a bunch of boring facts, don’t talk over the head of the average reader, and please don’t be afraid to **pick one benefit** of your product or service and write a practical and valuable article about it.

Oh -- and don’t forget to pack it with YOUR personality!

For instance...

If you are a real estate agent, give us fun tips on how to “**Design Your Home to Sell**” or “**10 Tips to Add Curb Appeal to Your Home**”.

Or if you are a wellness coach, give us tips on the “**5 Benefits of Organic Foods**” or “**How to Implement 30 Minutes of Exercise Into Your Busy Life**”.

Do you smell what I’m cooking here? ☺

Get potential clients **excited about you and what you have to offer by over-delivering great information in your articles and in a voice unique only to you.

That is how you will get people interested in learning more about you and what you have to offer and that’s when you start to naturally attract more money to you..

One of my examples...

There were a ton of websites that offered free information on the signs and symptoms of clinical depression. Big medical content sites. Pharmaceutical sites. Etc.

I mean the nerve of me to even compete with such a saturated and competitive topic right? And these sites had massive traffic.

Yet there were **plenty of people** out there who searched for niche topics surrounding the topic of depression, and found my articles on them such as “**Do I Need Therapy**”.

Readers liked the way I talked about needing therapy (simply and conversational:), and wanted to work with me based on that article.

My articles were full of information, tips, and resources which meant that the reader already received a lot of valuable information before even having to spend one dollar with me!

This is key to your marketing success on or offline.

Now I am not saying to give away the store in your articles! Uh-uh!

But think about your business for a minute...

- Are your potential customers or clients going to select your business because you are the only game in town?
- Or do they have choices?
- Chances are your client knows several places to get what he or she needs.
- But they may buy from you or hire you **because of how you treat them**.
- **First** you give them tons of free and useful information. Now your prospect likes you, trusts you, and is ready to do business with you!

**Remember that these are not long articles at all. They can be tips and lists that explain how to do something etc. In fact, many people on the web rather read these types of articles anyhow. Nothing too lengthy or boring.

So don't think that these articles are long and labor-intensive -- they are NOT.

And don't worry if you have never written a thing in your life. **You do NOT have to be a good writer at all**. The key is to have a balance of content, personality, and use of the six principles. I give really detailed examples on how to do this and how to dramatically generate income in the [Articology Article Marketing Training Program](#).

(In fact if you follow some of my simple to use **article templates, exercises, and checklists** included in the system, the articles practically write themselves! And you can use them for any kind of business you have or decide to start.)

Secret #2. USE YOUR ARTICLES AGAIN & AGAIN

This is more of an insider secret than a strategy!

I know people who paid a lot of money to be told by an “expert” that they could use their articles **more than once** to create new profit-streams for the businesses.

So I’m telling you now -- for free -- that you will be losing money if you use your articles only one time.

Let me explain why...

One of my favorite clients, a recent Life Coach graduate (*call her Patricia), sought my help with driving new traffic to her coaching website.

Patricia was looking for quick but economical results.

So I recommended she begin with article writing and marketing, and we built a great article campaign around building brand recognition for her coaching niche.

As the traffic grew to Patricia’s site and she started obtaining clients -- it just wasn’t enough cash for a new coach starting out. She needed to generate some more income -- hey, there was rent to pay!

So I explained to Patricia, that she needed to **write her first ebook** on one of her favorite coaching topics and announce it to her list and post it at her site for sale.

Now the thought of writing a book - regardless of whether it was an ebook or not -- seemed like a daunting task for Patricia.

She was not a naturally gifted writer.

In fact, we worked very closely when creating the 20 or so articles she had so far -- and she wasn’t up for all that hand-holding for a lengthy book process.

So that’s when I recommended that instead of writing a book of entirely new content, that she instead take several of her favorite articles and bundle them together.

Give that bundle a title.

Assign it a price based on it’s value...let’s say \$27-\$47

And sell it on her website.

Regardless of whether or not potential clients could find the information for free on the web -- there were people who were more than willing to **pay for the convenience** of having all the information they were looking for on a certain topic all in one place.

This is a **proven and time-tested method** of creating ebooks also known as information products. Not too many people write ebooks from scratch anymore.

Why should they? When they have all those info-packed articles lying around?

So let's put this in perspective...

Let's say there are 5 specific areas of your business that you could write several articles on.

Perhaps you could come up with 5 to 10 short articles on each one of those niche areas of your business.

You could literally now have **five different income-generating infoproducts** ready to go on your website.

Ebooks do not have to be long and full of fluff any longer. In fact, people are sick of the fluffy model.

People will pay for simple, useful, and valuable information. They want to get right to the heart of the matter. They don't want all the fluff.

But that's not all you can do with those same 5 articles!

You can...

1. Take them and create the foundation for an **audio course** that people could pay (or get for free), download, and listen to right on their ipods™!
2. Use your articles to create the outline for a profitable **teleseminar series**. These are hot right now!
3. Use your articles to add content to your own profitable **membership site** -- yummy recurring income!
4. Use your articles to build your own **syndicated column** like my "[Ask GirlShrink](#)" column
5. Re-use your articles in your **emails, blogs, videos, newsletters, podcasts or ezines**

So you see the possibilities are endless with articles...(and thanks to those same steps that I've documented in the [Articology Article Marketing Training Program](#)), Patricia was able to implement many of these income strategies without spending one dime. Pure profit!

Isn't that a plan worth considering or better yet -- putting into action?

In fact, the multiple streams of income model works so well with articles, that there is one resource I recommend you start with immediately so you're ready to re-purpose your articles right away!

👉 Publish An Ezine

Did you know that you don't need a website to reach your potential customers?

Use your articles to first attract new prospects, and then **build your relationship** with them by publishing your own ezine (which will feature many of those same articles).

It's soooo much easier than you think!

I learned how to do this years ago from my mentor [Alexandria Brown](#), "Million Dollar Marketing Coach". She is the best and her ezine publishing system has won awards to prove it!

Once I implemented her techniques and insider secrets for building a really cool ezine, people were signing up left and right!

Her information was crucial in the transformation of my subscriber rate **going up by 400%**. It was crazy!

I'm telling you, this is one of the easiest and really most fundamental ways of re-purposing your content.

Resource:

For more tips on how using articles in an ezine makes you money, and on how to use all these different re-purposing strategies to squish more cash out of your business, see my [Articology Article Marketing Training Program](#).

It has an **entire section on how to choose and develop additional income streams** for your business using the same articles over and over! Because if you use your articles to only build traffic, you will be losing out on some serious cash!

It's the REAL secret about articles that no marketing expert wants to tell or show you!

Secret #3. IMPLEMENT A SYSTEM

More than likely, if you are an entrepreneur or solo professional -- you are overwhelmed or at least quite busy with the many different tasks associated with growing your business.

You may have considered using articles as a strategy for your business.

You may have even written a few articles, then put them to the side and went on onto other marketing strategies - such as the quick traffic results of a pay per click campaign.

But be warned!

Those clicks are not really qualified--are they?

Potential clients who have read your articles and then clicked on the link in your **signature or bio box** for more information, is a very **qualified potential client**.

They are beginning to build a relationship with you. They are beginning to trust you.

So article writing and marketing is worth the effort...and in fact can really be painless and profitable as long as you have a system in place for getting your articles written, submitted, and most importantly read.

Part of your system should include RESEARCH -- “What Should I Write?”

- ☀ What does your reader want information on?
- ☀ What are they searching for on the web lately?
- ☀ What other sites do they visit?
- ☀ Get ideas for your articles from other similar publications
- ☀ Look at your competition? What content are they missing? How can you add a twist to something you both cover?
- ☀ How do I choose the right keywords?

Part of your system should include WRITING -- “How Should I Write?”

- ☀ Do I need to do the writing myself or can I hire someone?
- ☀ What is a signature box and what key elements do I need in one?
- ☀ Can I buy quality pre-written articles on the web?
- ☀ How many articles do I need to write?

- ☀ How do I write articles that the search engines love?
- ☀ What kind of copyright should I have?
- ☀ How can I create more articles - faster?
- ☀ Can I write on more than one niche using my same name?

Part of your system should also include SUBMISSION -- “How Do I Get My Articles All Over The Web?”

- ☀ What are article directories and which ones are the best out there?
- ☀ What are article announcement lists and should I use them?
- ☀ How good are those article submission software programs?
- ☀ How do I get my articles on other important websites?
- ☀ Do I ever charge for the use of my articles?
- ☀ How many articles should I post on my site?
- ☀ Can I post the same article on my site and an article directory?
- ☀ How can I grab a #1 ranking in the search engines without paying?
- ☀ How do I attract more traffic to my articles?

Finally, the most important part of your system MUST include PROFITS - “How Do I Make Money From My Articles?” I dedicate an entire Module on how to effectively build passive income from your articles in dozens of ways. This is the most popular module of the course (by the way:)

You know there was a time several years ago that you could write several articles on the web and be sure to get some great exposure for your website. You didn't need to really have a strategy. **Today -- you do.**

There are millions of pages on the web today. A lot more competition no matter what your type of business. You have to stand out.

You have to start thinking smarter...and when you begin to implement a **simple** article production and marketing system -- such as the one that I have meticulously laid out for you to follow in the [Articology Article Marketing Training Program](#), the stress of how to get clients **into your marketing funnel** is easily solved.

Listen to this...

What I have found when I talk to small business owners and solo-professionals out there, is that there are many of them who have spent an enormous amount of time and energy building their businesses, and especially a beautiful website describing all of their wonderful services and products. I was definitely guilty of that! GirlShrink went through 3 different designs.

Yet they have never created any type of **FREE lead generation** for their business that drives potential clients to want to learn more about those services and products.

Which of course leads to -- SALES!

Well...I can help you get those potential customers to your site...painlessly. And then you can spend your time on what you should be -- **converting them into paying clients and customers.**

Of course my program shows you how to set these systems in place using my easy to follow worksheets. And you can use these yourself or pass them onto your virtual assistant to handle!

This is really a crucial part of the system because of the fact that so many entrepreneurs fail due to the fact that they do not have an effective lead generation system in place for their businesses.

It is also true of many entrepreneurs and small business owners that there just isn't enough time to micro-manage all of the little details.

But many of these details can make or break your business.

So that's why I take care of all those little details in your [Articology Article Marketing Training Program](#).

After a thorough once-thru, much of this WILL run basically on auto-pilot.

Make The Commitment...This Is Not A Quick Fix!

One of the first things that clients ask me about writing articles is how long is this going to take? When can they expect to see that huge surge of traffic? RESULTS baby!

Well, I like to compare article marketing to a **long healthy marriage** (hey, I'm still a psychotherapist:).

The benefits of article marketing **continually grow** over the long haul of your relationship with it. Your commitment to it.

It is not instant gratification like having a fabulous one-night stand. (And hey, there's nothing wrong with those:).

But those get tired after a while. And meaningless. Much like some of these flashy new marketing gimmicks that pop up for businesses out here on and offline.

I prefer to go with less flash, and with the tried and true. The time-tested. The proven winner.

"The commitment." My commitment to writing articles and lots of them.

This type of commitment is always rewarding. It has been for me and it will be for you too, once you make the decision to get started.

Now remember...**don't wait for all the stars to be perfectly aligned** before you start your article marketing. You are only sabotaging yourself from making a true commitment to the process.

Just get started!

Whether it's you or someone on your team -- just get the articles written and out the door.

Plus -- the great thing about writing on the web (unlike print media) is that mistakes are allowed because you can always go inside your article and make changes.

So try to remember this, or better yet try printing out the page below and posting it on a wall near your computer...



**“It’s Not Important
How Well You Write --
Just That You Write!”**



-Lisa Angelettie

www.LisaAngelettie.com

Just One More Quick Note...

Let me be clear about something...if a home-based woman with a husband and 3 kids (stair steps in age!) and two labradoodles can manage to drive **qualified clients** to a website **using only articles** (on a part time basis) -- imagine what you can do!

Real results from some of my popular articles, using the strategies that I outline in the **Articology Article Marketing Training Program**

Example #1 - The Splenda® Article

Imagine my delight when I wrote an article on the alleged connection between clinical depression and the **use of the artificial sweetener Splenda®** and was contacted by many of my mental health peers from all over the world asking me more about it.

I even enjoyed when Splenda's® parent company sent over their reply to those allegations in written format, and I posted it along with the original article. (More content for me!)

My **traffic soared 62%** for months as a result of that one article.

[View Article.](#)

Example #2 - The Nicole Richie Article

Now there must be literally thousands (if not more) of Hollywood focused websites and blogs who spend lots of time and big money watching the stars and writing all about them.

Well can you believe that an article I wrote at least over two years ago on Nicole Richie and her possible eating disorder is still one of the **Top 5 traffic generating** articles I have coming into my site and is #1 in Google for -- "Is Nicole Richie Too Skinny?"

And yes this traffic **converts into dollars** for me because many of these visitors feel that they may too suffer from an eating disorder and want to hire me. [View Article.](#)

Example #3 - The Cheating Wife

This one is really funny! I did some keyword research and found that there were a lot of searches on the web for “the cheating wife”. Most of them turned out to be men looking for pics or stories on wives cheating on their husbands.

Some of these men find my blog (which I rarely post to) high on their search engine rankings for this term (#13 on Yahoo). In it I have some posts about helping men whose wives are cheating or for men thinking about cheating on their wives -- and like magic, some of these guys started to ask for my advice on their marital situations.

This market that wasn't even my target but wanted my help -- and all because of a few posts on a mediocre blog at best!

[View Blog.](#)

Example #4 - Ask GirlShrink

This is an example of the power of **syndicated content**.

I write this advice column in both website and blog formats on about a bi-weekly basis. I make sure I give a descriptive title to my posts and I also allow others to syndicate my column on their sites.

The result is great traffic back to my site. In fact adding this column **increased my traffic statistics by about 34%!**

[View Column.](#)

Example #5 - Mary Kate & Ashley Olsen

This is another example of celebrity power.

While I didn't expect much due to the abundance of articles written on these two sisters -- I was ecstatic to find that not too many people wrote about Mary Kate's possible eating disorder a few years ago and that **all that traffic** was coming my way.

The popularity of that story still drives an enormous amount of traffic to my site everyday, because many other sites picked it up.

[View Article.](#)

Example #6 - Tom Cruise & Scientology

I received a tremendous amount of attention and emails on the article I wrote about Tom Cruise and his Scientologist views on psychiatry.

While I think many of my peers had strong opinions on this topic -- for some reason a lot of them didn't voice it on the web.

So where I could have a lot of competition on the subject and assumed I would -- I ended up not having much and this article was picked up by so many different sites that my **traffic for that time period doubled** exposing lots of prospects to my products and services.

I still get a regular stream of traffic into my site from that article as Tom Cruise is still a current media figure. Thanks Tom!

[View Article.](#)

Start building your credibility as an expert! Attract the types of lucrative clients you would rather work with.

There is no better time than now to get started on the most effective long-term marketing strategy out there!

This is the time to start thinking about how you can secure a steady growth of traffic to your site, And **I am ready to show you how to do just that** -- one step at a time.

Much Success!

Lisa Angelettie MSW

“6-Figure Multiple Streams Mentor”

<http://Articology.com>

Want To Make Money Promoting Articology?



Are you interested in making a great source of passive affiliate income? Why not promote Articology and earn a whopping 60% of every sale and monthly recurring income!

I do all the heavy lifting -- all you have to do is spread the word and watch the affiliate income checks come in. I use trusted online veteran company Clickbank to administer my affiliate program.

The best ways to promote Articology are to:

1. **Write an article!** Write a review about the Articology marketing program on your website or blog and promote the affiliate link within the article. This is a high converting way of promoting this and almost any other affiliate product.

2. Tweet about it. You can find a very responsive group of marketers and new writers on Twitter. Open a Twitter account and start promoting Articology. I supply you with pre-written tweets if you like in my affiliate tool section.

3. Put a quick link promoting Articology in your email signature or forum signature. Put your traffic on autopilot with articles! Make sure to include your Clickbank ID in your url signature.

Learn more about the Articology affiliate program over at:

<http://Articology.com/affiliates.html>