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Secrets to:
Writing Magically Attractive Articles for the Web
- (for Fun and Profits)

Compiled by:

Prince John,

Web Content Writer,

<http://web-copy-writer.com/>

email: writer95@gmail.com

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Structure of an Article

You were browsing different web pages without much thought. Suddenly, you saw something that got your attention. In most cases, it is a headline that you just can't resist. You clicked on the link because you thought it is the best thing you can do. Now, that is the first part of a winning article. And, that is:

A Headline that Gets Your Attention

Now, that the headline has lured you into the article, you read the first two or three lines of the first paragraph. You continue reading because the few sentences you read keep your attention focused on the article.

Thus, the second part of the article is:

An Intro that Keeps Your Attention

The headline made some big promise. The intro justified the promise. Now, you continue reading into the 'body' or 'meat' of the article. This is the most important part of the article. This is where the readers find what they were looking for.

The third part of an article is:

An Article Body that Delivers the Promise

Then comes a conclusion. Most articles don't have a conclusion. They stop nicely. Sometimes the conclusion wears the appearance of unwanted extra fittings. Remove it. And, thus, the last part is the presence or absence of:

A Conclusion that Recaps the Points of the Article in a Sweet, Little Paragraph

Now, that is the basic structure of an article. A quick recap:

A headline that makes some promise

An intro that builds on the promise

An article body that delivers the promise and

A conclusion that quickly recaps the points of the article

Different Types of Articles

Product Reviews - Talks about a product, a software, a game, a film, or anything. Usually the review mentions the price, the benefits, the downsides, etc. They are the most profitable types of articles in the internet.

How to Articles - teach you to do something.

The topic can be anything and everything. Some examples:

How to tie a shoe lace

How to build a chicken coop

How to kiss a virgin

How to create a MySQL database to host a WordPress blog

How to build a bullet-proof car

A Triumph Story - is kind of 'How David killed Goliath' type stories and real life examples, where the underdog prevailed. These articles are stories to motivate readers. The articles also would show readers how they too can repeat the success.

Example:

How 16 Year Old Lee Built a Million Dollar Business on a Shoestring Budget

What to Do/What Not to Do Articles - also are attractive. They tell readers exactly what to do and what not to do in specific situations.

Example:

What Not To Do in a Job Interview

Narration - type articles usually talk about the personal experiences of the author. Travel stories, stories of sickness, personal encounters, etc fall into this category. Usually, the author tells the story as it happened.

Secrets Revealed - Articles usually get attention because they promise to show the readers what is hidden from their eyes.

Examples:

Revealed: Secrets to Getting Top Positions in Google

Secrets to Keeping Your Man Excited About You

A Working Mom's Secrets to Keeping Her Family Happy

Myth Busting Articles - tell readers why their beliefs are wrong. Don't attempt it if you are afraid of irking anyone. If you are ready to annoy someone before evening today, go ahead and become a myth buster.

Examples:

Myth: Women Don't Like Sex With Strangers; The Truth is ...

Myth: You Can't Create Your Luck

Well, you can find hundreds of other types of articles. No, I am not going to list them all here. I have something else to do. Like showing you how to write the first sentence of your article.

Opening an Article

Did you miss something? Maybe, it is this thing about writing headlines. Don't worry, I will talk about headlines soon enough. As of now, let's find how you can put words together to write your first sentence.

Then string such sentences together for the first paragraph. And a few paragraphs to create a well-written article.

How to Open An Article

The opening of the article has to achieve a few things like:

- Instantly grab the attention of the readers,
- Tell them what they can expect from the article,
- Get them to read the article and
- Do all these in as few words as possible.

Let's find how you can improve your writing today by learning a thing or two about writing opening sentences.

Opening Style # 1: Inverted Pyramid Style:

This style of opening is the best friend of journalists everywhere. When they write a news item, they use this style.

It simply means, the scribe packs the most interesting facts of the story into one or two sentences. The first sentence gives a quick overview of what is there in the story.

You can use this style in your writing too. While writing an article, summarize the most important points in your first sentence.

Eg: Usain Bolt effortlessly breezed into the Olympic 200m final to set up a much-anticipated showdown with his training partner Yohan Blake.

(<http://www.bbc.co.uk/sport/0/olympics/18907716>)

Take a look at the sentence. What purpose does it serve?

It tells how Usain Bolt reached the finals of 200m event at London Olympics 2012, his connection and rivalry with his opponent Yohan Blake. Bolt's fans can continue reading and find out the details of the semi-final match.

Inverted Pyramid style is not just for news articles. It is good for articles too. Master this technique and you will instantly improve your writing a lot.

Eg: Publishing top quality content in your website creates trust, builds authority and increases business like crazy.

Well, that opening sentence is about publishing quality content in your website. It also explains the benefits of publishing quality content. People interested in the topic can continue reading. Others can stop.

How to Use Inverted Pyramid

Place the most important facts at the beginning - first sentence. You can explain the details in the second, third and fourth paragraphs.

Journalists usually answer 'What', 'Who', 'Where', 'When' and 'How' (4 Ws and one H).

However, you don't need to answer all five questions every time. Answer just two or three questions and you are fine.

Use Inverted Pyramid to Write Search Engine Friendly Descriptions

When you apply inverted pyramid style to your writing, you can easily create search engine friendly descriptions. You can bring the keywords and their significance into the opening line, without taking up much space.

Search engines can see the keywords in the description, and display that description in the search results pages.

The description, when appearing in search results pages will scream 'CLICK ME' and the users will see the best thing they can do is click on the link to read your article.

Read this to find how you can use inverted pyramid a lot in your writing:

<http://princetvm.blogspot.in/2007/02/simple-two-step-inverted-pyramid-model.html>

Website: <http://web-copy-writer.com> Email: webwriter95@gmail.com

Opening Style # 2:Soft Lead

The inverted pyramid is a hard lead style. Soft lead is only slightly different from a hard lead. The difference is, you don't answer the 4W or 1H in the opening paragraph. You push it down.

Example: Harry was desperate finding a way to fund his college education. Then luck shined up on him. He built and sold a billion dollar business in just 14 months. His worries about money are a thing of the past.

That is a soft lead. There is only one 'W' (who) answered and nothing else. It still captures the attention of readers and they will continue reading to find out how Harry built a billion dollar business.

You will instantly improve your writing once you learn these two types of openings. In fact, you don't need to learn a thousand types of openings to be an article writer. All you need is a set of basic techniques that won't fail you.

Organizing Your Thoughts into Neat Paragraphs

The body of the article is where readers find what you promise them. Deliver it. You catch the attention with an attention grabbing headline.

A well written intro keeps the attention of the reader and brings them to the body or core or meat of the article. Now is time to fill information, instructions, guidelines, advise or whatever your reader is looking for. Read on to find how to write sentences and paragraphs.

After the opening paragraph or the intro, organize your thoughts into paragraphs. Put only one idea per paragraph. And explain the idea well.

Use only as many words as needed to convey the idea. Edit and remove any word or words that don't belong.

However, the first step is to write the article without thinking about style. You can always come back and edit the sentences for style.

A Good Technique to Develop Your Ideas

I believe you have learned the technique of 'Inverted Pyramid' by now. Use the technique to write every paragraph. Let me explain.

Use the first sentence of a paragraph to introduce an idea. Use the next two, three or four sentences to explain the idea.

Tell, Then Explain

The technique is simply - tell and explain. First you tell what the topic is. Then you explain the topic.

This technique won't fail you. You don't have to put several ideas into a single paragraph. Each paragraph will be complete with an idea. Write a few of such paragraphs. Look, you really have a well-written article.

Keep in mind, you don't introduce unrelated ideas into the paragraphs. Explain only the most important ideas related to the topic.

Remove any ideas that don't belong. If you introduce too many ideas, it will distract the reader. Always keep the writing straight to the point. This will keep the attention of the readers.

Different types of articles need different treatment.

For travel articles, you can write things as it happened, without a lot of explanations.

For instructional articles you can write numbered lists of steps operate a machine, complete a task, or to achieve a specific result.

For technical articles, you can explain one feature at a time.

The most important skill you need to develop is this. Without learning this technique, your articles are not going to reach anywhere. Learn how to write powerful headlines that get people to read your article.

Writing Headlines to Make People Stand Up and Listen

Can you write a headline that gets the attention of your prospects even when they are half asleep? You are a winner. You can write super profitable headlines that will attract people and sell stuff. What makes a headline click? Read on.

Relevant to the Audience - 'What is in it for me?' Answer this question correctly and your headlines will move into a higher level, a different league.

You want to pull them by the collar, show them what you have for them and get them interested in your story.

Promote an Immediate Benefit - Make sure your headline promotes an immediate benefit. Here are a few headline formulas you can start using today for amazing results.

Get Rid of Acne Once and For All

Here's a Smart Way to Make \$4012 a Month

Swing it Like Tiger Woods in 14 Days

The Secret of Writing Amazingly Powerful Headlines

Top 7 Proven Techniques to Make Money in a Stock Market Crash

The Ultimate Guide to Kissing Goodbye to Arthritis Pain

A Smell So Powerful, Girls Can't Resist This

Revealed: Now You Can Successfully Contest any Traffic Ticket

If a Nerd Can Pick Up Girls Left and Right, You Can Too

This is What Accountants Do While Filing Tax Returns

How to Get Things Done in Half the Time

Replace those underlined words and phrases to something relevant to your message. Apply those headline writing formulas in your writing today. Suddenly, you are writing headlines so powerful that readers just can't resist.

Always make sure your headline achieves at least one of the following purposes.

Promise of a big benefit:

Eg: Write extremely powerful copy that sells products like crazy
Build your website in minutes, without paying a dime

Promise to teach them do something:

Eg: How to Win Friends and Influence People
How to install a Windows software in Ubuntu 10.04

Promise of something new:

Eg: 20 Bloggers that Made A Million Dollars this Year from Blogging Alone
117 free website templates you can download today

A question that kicks their backs and pulls them out of sleep:

Eg: Do you make these mistakes in English grammar?
Are you prepared to go homeless this year?

Whatever you do, make sure the headlines appeal strongly to your target audience. Maybe, you can go a step ahead and build a repertoire of powerful headlines.

Build Your Own Headline Swipe File

No one can create amazing headlines from the air. Learn what people have done in the past. Copy their style. Create some formulas. Write headlines based on those formulas.

Cut and paste headlines that lure you into an offer, a product, a service or a company. Probably, you can use the same formula to create a promo of your own.

It is painful. It is time consuming. But, it is worth the effort. Even million dollar copy writers too have huge swipe files. This is what A-list copy writers do when they feel rotten and out of ideas. They refer to the swipe file to pull a formula or two they can apply.

-----PROMO-----

If you are lazy building your own headline swipe files, buy them. It is fast and easy.
Click here: <http://web-copy-writer.com/find/headline-writer-sw.php>

Have You Learned At Least One Thing About Writing Articles?

If yes, please send me a note. My email id is: webwriter95@gmail.com. I'd also love you to tell me one thing that will improve this e-book a bit.

About Me

I'm **Prince John**, a regular guy from Thiruvananthapuram, Kerala in India. My wife and I form a very little family.

I've been a web content writer since 2005, after completing my PG Diploma in Journalism from the Institute of Journalism, Trivandrum, Kerala in India. Over the years, I have written content for thousands of websites, helping them attract customers and close sales.

I learned the techniques of SEO content writing, article writing and copy writing for the web. My experiences include product reviews and technical articles for variety of businesses including, but not limited to coffee shops, fashion stores, online magazine stores, and a ton more.

See more of what I do at: <http://web-copy-writer.com/services/seo-content-writing/>