

## Welcome to the Article and Ebook Writing and Marketing E-Course

### How to Market Yourself and Your Business with Online Writing Prepared by Connie Ragen Green

During the next 7 days you will receive a lesson each day on how to use your online writing to market yourself and your business. You will learn how to use articles, ebooks, blogs, and other online writing to increase your visibility and credibility on the internet. At any time you can download all of the lessons by going to <http://www.FromIdeatoEbook.com/onlinewritingcourse.pdf>

Lesson 1 – In Lesson 1 you will learn how writing short articles can be the fastest way to get your name recognized online, and how you can use these articles to build your list, drive traffic and visitors to your sites, and also, how to make money from affiliates.

Lesson 2 – In this lesson you will learn how to send press releases on a regular basis. This will let the world know what you are doing and how the people you most want to reach will benefit.

Lesson 3 – Lesson 3 shows you the power of the spoken word and how you can use teleseminars to create an online business.

Lesson 4 – This lesson discusses the power of blogging. Posting to your blog can help you to develop a following of loyal readers who will become your clients over time.

Lesson 5 – Lesson 5 talks about how powerful words can be when used on a sales page. Writing web copy will help you to sell more and can also become a lucrative new career for you.

Lesson 6 - This lesson talks about using radio to promote yourself and your writing. There are radio stations around the country that are looking for guests, and you can be one of them.

Are you ready to get started? Let's dig right in.

#### Lesson 1

##### How to write articles to market yourself and your business

Writing short articles, 250 to 400 words in length, is one of the best ways to promote yourself. These articles can be on any topic, but are best when they are

about the niche market you are focusing on in your business. You will want to use keywords, the words people use when they search online, in your article title. You can write an article that gives the readers 7 tips on how to do something, or you can simply tell a story about what you do and how it will help someone. Go over to <http://www.EzineArticles.com> to see what kinds of articles people are writing. Download two free article writing templates by visiting <http://www.WriteArticlesWithJeffHerring.com>.

At the end of these articles is something called the resource box. This is where you can include a link back to your website or blog, or send your readers to an affiliate product. You can find many of these affiliate products over at <http://lavista.reseller.hop.clickbank.net>. Sign up for a free account and then go to the marketplace on that site to search for products you think you would like to promote.

In Lesson 2 we will talk about press releases and how they can help you promote yourself and your business.

## Lesson 2

### How to write press releases to promote yourself and your business

Long ago press releases were only sent to newspapers and magazines. They were meant to inform the public about something newsworthy that could be shared with the world. Those days are long gone. Today, everyone in business is able to send their own press releases to both free and paid press release services that get the word out around the world.

A press release can be sent at any time. You can announce a change in your business, a program or class you are offering, or simply tell the world about what you are currently doing. These press releases are distributed around the internet and picked up by magazines, newspapers, and other publications. In fact, the majority of journalists now use these online services to search for stories to write about. Sending a press release once a month is a great way to promote what you are doing in your business.

Joan Stewart is known as The Publicity Hound. She started out as a newspaper editor and now teaches people how to do their own publicity. You can get a free copy of her Best Publicity Tips of 2007 by going over to [http://www.marketerschoice.com/app/aftrack.asp?afid=706647&u=www.publicityhound.com/free\\_publicity/Bestof2007.html](http://www.marketerschoice.com/app/aftrack.asp?afid=706647&u=www.publicityhound.com/free_publicity/Bestof2007.html)

In our next lesson we will talk about using teleseminars to get the word out about what you do.

## Lesson 3

## Using teleseminars to promote yourself and your business

Teleseminars are a powerful way to reach your target audience. The human voice allows you to have a conversation with hundreds of people at one time to tell them more about who you are and what you do. You will find that people will feel they know you simply by hearing your voice.

You can teach people how to do something with a teleseminar or simply share information with your listeners. There is a skill needed in order to get people to sign up for your call and then to get them to actually attend. Once you have them on your call you know that they are interested in what you are telling them.

Alex Mandossian is a trainer in this area. If you have not taken his extensive three month course, you may want to hear his preview call. This call, which runs just over four hours in length, will teach you everything you need to know to get started holding your own teleseminars. You can access this information by going to <http://www.TeleseminarEbookMarketing.com>.

In Lesson 4 we will learn more about using a blog to build your list and find people who are interested in learning more about you and what you do.

### Lesson 4

#### How to use Blogs to build your list and find new prospects and clients

Blogging has come a long way from its early days of just being an online journal. Today blogs account for almost half of all websites, and many people use blogs exclusively for their business. The majority of my clients find me through my blog at <http://www.EbookWritingandMarketingSecrets.com>. You can start a free blog, but will find the best results from a paid service such as Typepad or WordPress. WordPress also has a free version, but it will not be as good for your business as the paid one.

A blog is a web log, which means that it is very similar to a website. You make posts to your blog and they will appear in reverse chronological order, allowing your readers to see what you have written most recently at the top of the page. As of this writing there are more than 3 million blogs online. More and more of these are now being used for business.

Writing on a blog is slightly different than writing for other types of online activities. Nick Osborne has written a productivity guide to help you write faster and smarter to make more money. Many bloggers are using this guide to save them time and make them money. You can see what it's about by going to <http://lavista.rituals.hop.clickbank.net>.

The Blog Squad, Denise Wakeman and Patsi Krakoff, have become experts in this area. They will show you how to use blogs to promote yourself and your business. Be sure to pick up their report at

<http://www.1shoppingcart.com/app/?Clk=2252695> and learn how to make money with your blog.

In Lesson 5 we will discuss the power of copywriting.

## Lesson 5

How to write web copy to promote your products and services online.

Once you get your business going online you will need to get the word out to others about how they can purchase your products and services. This is accomplished by writing a sales page. Copywriting on the internet is very different than writing advertisements for print magazines and newspapers. The reader will be scrolling down a page while reading your sales copy and you must keep them interested enough to finally take action and purchase your product or service.

Your headline will be the most important part of your sales copy. It is said that a strong, compelling headline will do 80% of your job. Learning which words to use will help you to make more sales.

In addition, you may want to consider copywriting as a career. When you master the art of writing web sales copy you will be in high demand by people all over the world who are having difficulty getting their sales letters written well enough to make sales. Maria Veloso is one of the best copywriters on the internet. After you take her course and finish it successfully, she will begin to send you some clients. There is no one else who does this. She looks for her best students and then helps them to develop their own web copy businesses. Her program is available at <http://www.1shoppingcart.com/app/aftrack.asp?afid=692800>.

You can also learn more about writing headlines by visiting <http://lavista.chiunsze.hop.clickbank.net>

In Lesson 6 we will talk about radio – both being a guest and hosting your own radio program.

## Lesson 6

Using radio to promote yourself and your business

Radio is one of the fastest ways for you to get the word out about what you do. There are thousands of radio stations around the United States, as well as hundreds of internet radio shows available to the world. These shows are constantly in need of people to interview. In addition, you now have more

opportunity than ever before to host your own radio program, either on the internet or on a traditional station.

When you release a new ebook, start a new teleseminar series, or have anything else you want to promote, contact the radio stations and let them know you are available. You will want to have a website page already set up so that listeners can sign up for your information.

It can take forever to get a list of names and contact information for these radio stations. You will want to reach the ones that have the largest audiences so that you can make the best use of your time. Alex Carroll is an expert in this area. He will provide you with everything you need to make radio a part of your online marketing plan. You will be able to stay home and be a guest on hundreds of radio shows across the country and around the world. You can find out more at <http://www.webmarketingmagic.com/app/?af=740674>

I hope you have enjoyed working your way through this Ecourse as much as I have enjoyed preparing it for you. Please contact me anytime at [connie@connie-green.com](mailto:connie@connie-green.com) if you have any questions or comments and be sure to sign up for my free weekly teleseminars at <http://www.EbookWritingandMarketingSecrets.com>. My goal is to provide you with as much information as possible to assist you in creating the online business you desire. Thank you for joining me on this journey.