**PROMOTING YOUR WORK**

**Article writing**

What is an article?

An [article](https://keydifferences.com/difference-between-article-and-essay.html) is nothing but a piece of writing commonly found in newspapers or websites which contain fact-based information on a specific topic. It is published with the aim of making the reader aware of something and keeping them up to date.

Other objectives a writer may aim to achieve when writing an article include:

* Gives advice and courses of actions
* Drives exposure on newsworthy and technological stories
* Influences the current opinions of their readers
* Promote and sell

How to write an article

Check the following guidelines for how to write an efficient article that's likely to be read by your target audience.

1. Select a topic to write about.
2. Identify your target audience.
3. Research facts that reinforce your story.
4. Come up with an outline of your article.
5. Write a rough draft and pare down your outline.
6. Specify your subject matter.
7. Read aloud until your draft is error-free.

[Article Outline](https://www.indeed.com/career-advice/career-development/how-to-write-articles)

* Title: The title is normally the one piece of an article that a viewer sees online when they look for content on their search engines. Here you have more info on how to create titles, including tools: <https://www.youtube.com/watch?v=koy8GQLOwXg>
* Intro paragraph: The introductory paragraph introduces the main point of what you're trying to say about a topic. This is the ideal method of attracting attention from your audience because you're exhibiting value that demonstrates why they should continue reading your piece.
* Body paragraph: The body paragraph allows you to construct and organize supporting information that backs up the point you're trying to make. Use examples from your research to accentuate your topic and inform your audience about new information and why it's impactful for them.
* Conclusion: The conclusion of your article can end with a call to action or something for the reader to consider in the future. You want them to focus on the value they received from what they learned, so they can tell others to read your content and share it with their network.

Let’s focus on promotion

One of the best ways to promote your work is using articles on websites that inform your prospect customer or employer understand what you do or sell. There are many ways to write articles, but it is important that they reach your target reader. Here is a strategy to write articles/blogposts that are interesting to read.

Check out the following video: <https://www.youtube.com/watch?v=Q8rN3JKqUc8>