

Writer's Guide to Success With Thirsty

Welcome aboard!

If you are reading this then you have been selected to contribute articles on behalf of Thirsty. But be advised, you are not just writing content for our customers. You are helping us break the traditional mold of content marketing. You are a pioneer!

Thirsty probably works differently than any other content service you have worked with in the past.

First of all, we don't let just anyone write for our clients. We don't want to offer them crap that just fills up space on their blogs. Unless you have been hiding under a rock for the past year, you know that Google and the other search engines are hammering sites that don't provide quality to their readers. If the content doesn't add value, it is not going to help the site on the Search Engine Results Page.

But more than that, cheesy content doesn't help the company's reputation. Our goal is to drive traffic with our content, but we also want to help establish our clients as respected authorities in their field.

Let's Get Started

All content starts with a great headline. It is what people see first and foremost and it is what makes someone want to read more.

At Thirsty, we start with headlines as well. Before you get to writing, you will need to submit headlines to the clients for their approval.

When you write a headline for Thirsty's clients try to use one of the following formulas:

- How to [blank]
- The Secret of [blank]
- Little Known Ways to [blank]
- Top (10, 20, 50) Best [blank]
- The Top (10, 20, 50) Ways to [blank]
- What You Need to Know About [blank]
- The Quickest (Cheapest) Way to [solve a problem]

Remember, lists are always popular so try to come up with creative list posts and you should see more success.

They Like My Headline, Now What?

Of course, you need to get writing. But as you know, great content isn't always the key to success. You have to not only sell it, but format it so your readers want to stick around.

List posts should all make use of bold faced font. For example, if we were discussing the most successful headlines for posts we might put something like:

Write a how to post.

Audiences love to learn how they can solve a problem. Whether you are teaching them how to make a peanut butter and jelly sandwich or helping them solve an immediate business crisis, they want to learn. If you can help them by telling them *how to*, then you will be a hero in their eyes and will certainly earn their trust.

When there are 10, 20 or even 50 items in a list, it gets hard to distinguish them apart. Using bold faced font makes the article scanable and easy to read.

Using Images

All of your posts should include some images to help break up the text, but did you know that images make pages more sticky as well? That's right, just a few images placed in the right spots will help keep readers on a page longer.

For any list posts you write, there should be an image included for every item on the list. You should also format them as such.

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You see how there is the list item, then the image and then a brief description? That is how you should write your list posts.

Article Length

There is no denying the fact that short articles are often ignored by the search engines. However, if you can provide value in 350 words, then write your article at 350 words and submit it. There is no sense in trying to find 150 extra words just to meet a quota of letters that don't add anything to your article.

Remember though, if you are submitting shorter articles you had better make sure they say enough!

Edits

There are times when a client will send an article back to you for some revisions. Don't take this personally. After all, they are the ones paying for the content so let's give them what they want. Edits should all be handled in a timely manner. Don't take too long or your article will be removed by the editor and you won't be entered in the competition for that period.

Market Your Work

Do you have a Twitter account? Maybe a Facebook and Google+ account as well? Well use them to drive traffic to your articles!

Remember, the article that receives the most traffic will win the bonus money for that period; and no one said you can't give your content a bit of a boost by sending some traffic its way. When you are alerted to an article of yours being published, simply spread the link among your followers and see if you can't get yourself a bit of additional traffic.

NB – Don't think that you can manufacture page views by using services that send traffic to your articles so you can win the competition. We know when traffic is legitimate and when it is automated. It insults our intelligence and it can get you banned from contributing to Thirsty.

Last Words of Advice

You really have the opportunity to make some good money with Thirsty if you put forth a solid effort. A few pointers that we can leave you with are:

Know the client.

Read up on the editorial guidelines for the campaign and visit their site. Check to see what other posts are live to get an idea of what type of content they are looking for.

Be original.

Don't rehash articles that they already have posted. Find new twists and come up with unique ideas for the articles you submit.

Format, format, format.

No one wants to read a five paragraph essay. Let's face it, your teachers didn't want to read them either. Forget what they told you about introduction, body and conclusion. Format your articles so they are reader friendly.

Be personable.

These are not stereo installation instructions. Try to entertain the readers while still giving them the information they are looking for.

Thank you.

The Thirsty Team :)