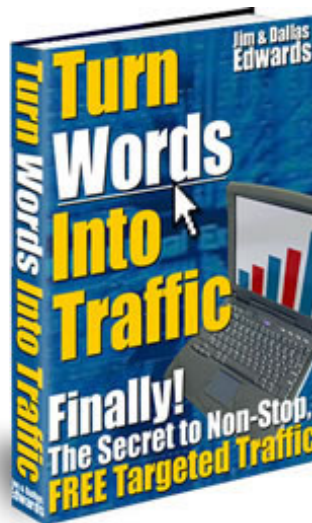


# "Turn Words Into Traffic"

By Jim and Dallas Edwards



**This is NOT a free Ebook and does NOT come with resell rights!**

If you purchased this ebook from anyone other than directly from  
Jim & Dallas Edwards please notify us immediately.

**If you want to make money with this ebook, please see page 2!**

## Limits of Liability / Disclaimer of Warranty:

The authors and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The authors and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought. The authors and publisher do not warrant the performance, effectiveness or applicability of any sites listed in this book. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This manual contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

## **How You can Make Money with this eBook!**

**FACT:** Nobody sells an ebook better than someone who already owns it!

You know the strong selling points of the book and can endorse it without hesitation.

You can earn generous **50% commissions** just by recommending the book to people!

If you have a website, an ezine or a customer list that would benefit from reading "Turn Words Into Traffic" – let them know about it!

We'll pay you **50%** for every sale you make and **our affiliate program pays out twice a month!**

For **Tips, Tricks and Tools** for selling tons of this and other best selling ebooks, log on to → <http://www.turnwordsintotraffic.com/affiliateinfo.shtml>

Find out how you can make generous commissions (50%!) just by mentioning how happy you are with this ebook.

We supply you with headlines, email teasers, pop-up scripts, graphic tools and more!

**Everything you need to quickly and efficiently promote  
for BIG profits on every sale.**

→ <http://www.turnwordsintotraffic.com/affiliateinfo.shtml>

||

## Table of Contents

<b>How You can Make Money with this eBook! .....</b>	<b>2</b>
<b>Table of Contents .....</b>	<b>3</b>
<b>Author Biographies.....</b>	<b>7</b>
Jim Edwards.....	7
Dallas Edwards .....	8
<b>A Personal Note To You From Jim &amp; Dallas .....</b>	<b>9</b>
<b>“The Stonecutter” .....</b>	<b>10</b>
<b>Why Promoting With Articles Works Very Well!.....</b>	<b>13</b>
<b>Part 1 – Creating Your Article .....</b>	<b>18</b>
<b>The Article Writing Process (Overview).....</b>	<b>19</b>
Exercise for The Article Writing Process Overview: .....	21
<b>Why people will read your articles! .....</b>	<b>27</b>
<b>Step 1 - Targeting your audience for maximum impact! .....</b>	<b>29</b>
Exercise for Step #1 – Targeting Your Audience: .....	31
<b>Step 2 - Brainstorming Article Topics. ....</b>	<b>32</b>
<i>Specific brainstorming suggestions for coming up with an idea for your next</i> <i>"Killer Article." .....</i>	<i>33</i>
Exercise For Step #2 - Brainstorming Topics.....	36
<b>Step 3 – Decide Your Outcome For Your Article In Advance .....</b>	<b>40</b>
Exercise for Step #3 – Your Outcome .....	41
<b>Step 4 - How to Make Your Article Subject Irresistible. ....</b>	<b>42</b>
Exercise for Step #4 – Make Your Article Subject Irresistible .....	46
<b>Step 5 – Outline the Points You Want to Cover.....</b>	<b>48</b>
Exercise for Step #5 – Outline the Points You Want to Cover.....	49
<b>Step 6 – Organize Your Article Points Into A Structure .....</b>	<b>51</b>
Exercise for Step #6 – Organize Your Points Into A Structure .....	51
<b>Step 7 - Choose Your Voice or Writing Style.....</b>	<b>55</b>
Exercise for Step #7 – Choose Your Voice Or Writing Style .....	59

<b>Step 8 – Write Your Article By Fleshing Out Your Outline.....</b>	<b>60</b>
Exercise for Step #8 – Write Your Article By Fleshing Out Your Outline.....	64
<b>Step 9 – Edit Your Article Into a “Lean, Mean, Attention-Getting Machine” ...</b>	<b>65</b>
1. Understand the “Real” purpose of editing.....	65
2. Can you add anything? .....	66
3. Do you cover the topic completely?.....	67
4. Stay away from the “wastebasket!” .....	68
Exercise for Step #9 – Editing Your Article.....	69
<b>Step 10 - Polishing Your Article .....</b>	<b>70</b>
Exercise for Step #10 – Polishing Your Article.....	70
<b>Step #11 - Three critical parts of any highly effective article. ....</b>	<b>73</b>
<b>Special Section: Put A Better “High-Gloss Finish” On Your Article Than Most “Professional” Writers! .....</b>	<b>74</b>
<b>Your Money-Making Article “Blueprint” .....</b>	<b>78</b>
1. Targeting.....	78
2. Brainstorming .....	78
3. Choose Your Outcome .....	79
4. Make Your Article Subject Irresistible.....	79
5. Outline the Points You Want to Cover.....	80
6. Organize Your Points Into A Structure.....	81
7. Choose Your Voice Or Writing Style .....	82
8. Write Your Article By Fleshing Out Your Outline .....	82
9. Edit Your Article .....	82
10. Polishing Your Article.....	83
11. Three Key Parts of Any Highly Successful Article.....	84
12. Put Your Article Into The “Active” Voice .....	85
<b>Part 2 – Specific Techniques for Promoting With Your Articles.....</b>	<b>86</b>
<b>Getting Your Article Physically Ready for Distribution.....</b>	<b>87</b>
Formatting Your Article Text .....	87
Additional Information you should have available when submitting articles: .....	95
Now let’s take a look at my favorite tool for quickly formatting text and having it ready to copy and paste at a moment’s notice... ..	97

Note Tab Light - A quick, easy, and FREE formatting tool: .....	98
Creating a Compelling Resource Box.....	105
Creating a "Simple" Auto-responder .....	113
<b>Specific Article Promotion Strategies &amp; Tactics.....</b>	<b>118</b>
<b>SECTION 1: General Principles Of How To Approach Other People To Publish and Post Your Articles.....</b>	<b>118</b>
<b>SECTION 2 - Promoting To Ezines Directly In Order To Get Them To Run Your Article.....</b>	<b>120</b>
<i>Links to Ezine Directories to find publishers to run your articles.....</i>	<i>128</i>
<b>SECTION 3 - Promoting To Article Announcement Sites.....</b>	<b>132</b>
<i>Links to Article Announcement Sites Where You Can Submit Your Articles Right Now!.....</i>	<i>133</i>
<b>SECTION 4 - Promoting Directly To Website Owners .....</b>	<b>137</b>
<i>Specific tips on promoting your articles to website owners. ....</i>	<i>140</i>
<b>SECTION 5 - Promoting Your Articles To Search Engines Using Free Online Tools .....</b>	<b>145</b>
<b>SECTION 6 – Feeding Your Own Subscribers &amp; Creating Mini-Courses.....</b>	<b>147</b>
<i>Feeding Your Own Subscribers .....</i>	<i>147</i>
<i>Building Mini-Courses.....</i>	<i>149</i>
<b>SECTION 7 – Put Your Articles In Your Affiliate "Tool Box" to help your Affiliate Build Their Business (And Yours).....</b>	<b>152</b>
<b>SECTION 8 - Taking Your Article Viral By Offering Free Reprint Rights.....</b>	<b>158</b>
<b>SECTION 9 - Develop Your Own "Article Announcement" List.....</b>	<b>161</b>
<b>SECTION 10 - How To Market With Articles Even If You Can't Find Time To Write Them Yourself.....</b>	<b>165</b>
<b>SECTION 11 - Additional Creative Uses With Articles That Can Make You Money and Save You Time .....</b>	<b>167</b>
<i>1. Use your articles as bonuses when selling a product: either your own, or somebody else's. ....</i>	<i>167</i>
<i>2. Using articles as a "bribe" to complete a survey, either yours or other people's.....</i>	<i>169</i>

3. Use articles to expand an ebook or info-product – either your own or somebody else’s .....	173
4. Compile groups of related articles into free or low-cost ebooks.....	174
5. Increase your “Link Popularity” in the search engines.....	175
6. Making Money with “Sleeper” links.....	176

<b>Conclusion .....</b>	<b>179</b>
-------------------------	------------



## Author Biographies



### **Jim Edwards**

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

Jim writes [TheNetReporter.com](http://TheNetReporter.com), a syndicated newspaper column helping “non-technical” people use the Internet for both fun and massive profits! Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

He is the author and co-creator of numerous highly successful e-books, software and “info-products”, including:

- “[33 Days to Online Profits](#)” and the NEW “[33 Days to Online Profits Video CD-Roms](#)” – learn to create a thriving online business in 33 Days!
- “[eBook Secrets Exposed](#)” – how to make MASSIVE amounts of money in record time with your own ebook.
- “[How to Write and Publish Your Own Outrageously Profitable eBook... in as little as 7 Days](#)” ... even if you can’t write, can’t type and failed high school English class!
- “[Affiliate Link Cloaker](#)” – keeps Internet ‘pick-pockets’ from stealing your money.
- “[The Lazy Man’s Guide To Online Business](#)” - How to Work Less... get Paid More... and have tons more Fun with your online business!
- Real Estate: “[Selling Your Home Alone](#)”, “[The TEN Dirty Little Secrets of Mortgage Financing](#)”

Jim lives in Williamsburg, Virginia with his wife, Terri, and four dogs. He enjoys writing, walking, playing video games, softball and listening to Frank Sinatra and Willie Nelson CD’s.



### ***Dallas Edwards***

Dallas Edwards has spent a lifetime watching and analyzing how people do things – especially when it comes to written communication.

For the last 35 years Dallas has worked helping large and small companies get their acts together, stop wasting time and effort, and find creative solutions to their problems.

He spent the last 40 years perfecting his writing skills and has 4 offline books and 3 ebooks to his credit.

Over the years he has written hundreds of articles, papers, and essays for both his private clients and government contractors.

Dallas knows how to drive people to action and he knows how to teach you to follow his proven, fast writing methods quickly and easily.

Dallas' offline books include "**What Will Your Auto D.I.C.E. Roll**"; "**The 364 Day Year**", a novel; and the popular ebook, "**26 Key Typing Tutorial**", an interactive typing tutorial using subconscious mind programming techniques to teach typing skills in less than 2 weeks (<http://www.26keytypingtutorial.com>)

Dallas also co-wrote "[The Lazy Man's Guide To Online Business](#)" with his son, Jim Edwards.

Among his other claims to fame, Dallas spent 2 years navigating alligator infested waters in Central America while serving in the Peace Corps.

Dallas currently resides in the Washington, D.C. area, where he enjoys reading, walking, teaching his granddaughter to play tennis and operating his consulting business.

□



## **A Personal Note To You From Jim & Dallas**

As you go through this ebook you will see a short assignment at the end of many sections. You can either read the entire book first, then go back and do each assignment, or you can finish each assignment as you go and wind up with a finished article distributed all over the web at the end of your very first reading!

To help you, we included a section at the end of the article writing portion of the book that sums up all of the assignments. Consider it your personal "article blueprint" for future reference on all articles you write.

As with any great information, the action you take based on the information provides the real power to transform your life and your business. By actually writing and promoting with your own articles we don't just believe, we KNOW you can transform the quality of your business with a significant increase in targeted traffic to your website.

**This ebook does not contain one ounce of theory.** We've proven everything contained in this ebook through action, sweat, mistakes and ultimate triumphs. Everything you read has been rigorously tested and proven true through tens-of-thousands of website visitors, thousands of sales, and hundreds of articles.

"Don't teach what you don't know... don't lead where you don't go!" always seemed a wise motto to us.

Other than free search engines, publishing articles represents the last truly effective "FREE" way to get valuable, targeted traffic to your site. And, unlike free search engines, promoting with articles doesn't require any special skills, programming or "magic spells" to make it effective.

Learn these techniques for writing and promoting your business with articles, apply them, and in a relatively short time you'll see your traffic logs swell with targeted, ready-to-buy traffic!

To your success!

Jim & Dallas Edwards

## **"The Stonecutter"**

Before we get into the actual article writing process, let's set the stage for you to understand the "big picture" when it comes to writing articles, promoting with them and using them to bring qualified, targeted traffic to your website.

We think this classic story explains it best.

Once upon a time...

A man not much different from you and us worked extremely hard as a stonecutter. This man lived long before the invention of explosives or modern machinery, so he cut stones the old fashioned way – by swinging a great big sledgehammer against the rocks until they broke.

People would hire the stonecutter to come to their property and break up large stones into small pieces so they could cart them away. When someone hired him he would arrive at their property and day after day he would beat on the huge boulders.

Sometimes it took only a morning to break up the rock and other times it took weeks.

One day, while he methodically hammered away at a huge boulder, he struck what seemed like a mighty blow and the stone splintered into a hundred pieces. The young son of the landowner rushed up to the stonecutter and exclaimed, "WOW! You broke that huge boulder into a million pieces. You sure must be strong to have done that with one swing of your hammer!"

The stonecutter smiled, patted the boy on the head, and said, "I appreciate the compliment, but you need to understand something very important. It wasn't that one blow that did it. It was all the blows together over the last few weeks that added up to what looked like a single mighty swing!

"All the effort that came before finally paid off on that last hit. But the truth is, I didn't know how many swings it would take to break the rock, so I had to take them all!"

At this point you may wonder, "What the heck does this stonecutter story have to do with writing articles and using them to promote my website?"

Well, actually it sums up the entire article writing and promotion process perfectly in just a few paragraphs.

When you promote with articles you never quite know which one will have virtually every ezine editor or website owner you approach scrambling to publish it for their subscribers. You just keep on plugging, because as you go along each article builds upon the last.

By following the advice laid out in this book you will learn to use articles to create streams of traffic to your website. Some will create huge streams while others bring just a few visitors a day. But, collectively, all your articles added up will eventually "break the boulder" to drive your website traffic logs wild!

You don't know which article will do it. Your first could do it (it certainly does happen)... or your 20<sup>th</sup> article could do it. But you need to understand right now that **only good things come out of writing articles.**

The following represents the worst-case scenario from every article you ever write. (By the way, we wish every "downside" looked this good! ☺)

By writing, publishing and promoting with articles:

- You continue to build your reputation with your target audience as a trusted expert.
- As your credibility increases, "Joint Venture" partners will begin to seek you out and open up to your approaches.
- You'll create additional tools your affiliates can use to sell more of your products. You can also use your articles to recruit NEW, high-quality affiliates!
- You create more valuable content for your own and other people's websites that the search engines can index - driving more traffic to your website.
- You create additional installments for your autoresponder series that you can easily turn into profitable "mini-courses."

- You'll get better and better at picking topics, distributing articles and your traffic logs will start to snowball with visitors.

- ... much more!

Let's get started...