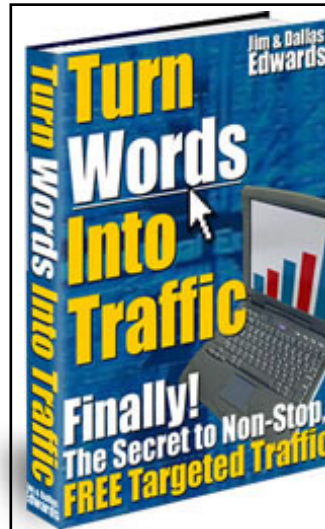


# "Turn Words Into Traffic"

By Jim and Dallas Edwards



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## 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...