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Articles and Autoresponders

Writing articles to market a product or service is an excellent way to build business. The articles should be very informative, providing the reader with information that is relevant to a specific topic. The article usually includes a link to a webpage for more information. The webpage, of course, is designed to sell a product or service that relates to the topic of the article.

These articles are commonly submitted to article banks, websites, and ezine publishers. This is one of the most effective ways to market a service or product on the Internet, and it can become even more effective when it is combined with the use of an autoresponder.

Begin by setting each of your articles up in your autoresponder. It is important that each article have its very own autoresponder address, so you will need an autoresponder service that will allow you to do this. Next, make a master list of your articles, with the autoresponder address for each article listed beside the title. You can even add descriptions of the articles on your master list if you want to.

Advertising your articles one at a time can take a great deal of time...but advertising one autoresponder address - the one for the master list - won't take very much time at all. Simply put it in your newsletter and on your website. You can even allow other ezine publishers to use this is a free resource for their subscribers!

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