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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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