

Title:

How To Write Articles Quickly

Word Count:

614

Summary:

Yuck, it's that time again, newsletter time. Are you stuck in front of a blank page or computer

Originally coined by Seth Godin, marketer and author extraordinaire, "shaving the yak" means t

Keywords:

article marketing, articles, marketing, ezine, newsletter, Internet, writing

Article Body:

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Writing can be painful to many people. It doesn't have to be. Here's a basic outline of how to

1. Pick a topic that appeals to your readers. This may not be what you think they want, so you

2. Write to appeal to basic human emotions. While you may know a lot about software engineering

3. Get to the point quickly in the first paragraph, using the key words you know people are lo

4. Exaggerate the problem and the pain. Give some real-world examples of how it manifests in y

5. Next, suggest three ways to solve the problem. The brain finds it easy to think in threes.

6. Summarize the problem with the three solutions. Be sure to repeat your key words used in yo

7. Finally, go back and write your title. This is the most important step of all, because your

a. It ensures readers will open and read it when they see the title.

b. It ensures that readers will find your article on the web when they search for solutions on

8. Write an effective resource box, with your name, website and blog URLs, your credentials (w

Now, if I had followed my own advice, I would have given you only 3 steps. You see, I struggle

Here's what you can do right now to solve your writing woes: Write down your topic (a painful

That's how you can write articles quickly and easily, without having to wash your socks or go

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