

Create Outstanding Articles To Promote Your Business

By Diane Helbig



About the Author

Diane Helbig is a Professional Coach, specializing in business and sales coaching. She is a graduate of Michigan State University and received her coaching certification from The Coach Training Alliance.

Diane has spent the majority of her adult work life in management and sales with small, privately held businesses. From Supervisor to Director of Operations, she has successfully grown teams of people in manufacturing and service companies. She has conducted employee orientations and trainings. Throughout her sales career, Diane bested the quotas set by management. More importantly, she developed invaluable relationships with customers and peers. Diane excels at networking and believes that relationship building is the key to sales success.

Coupled with her business acumen are strong intuitive skills and a genuine desire to help other people excel.

As a certified, professional coach, Diane works with people in career transition, aspiring entrepreneurs, salespeople who need and want to improve their skills, and business owners who want to create more successful business development strategies.

Diane is President of Seize This Day Coaching and Co-Founder of Seize True Success. To learn more about these organizations, please visit <http://www.seizethisdaycoaching.com> and <http://www.seizetruesuccess.com>. You can also read more of Diane's thoughts on her blog at <http://www.seizethisdaycoaching.blogspot.com>.

Diane is a Platinum Author on www.EzineArticles.com and was recently named to the panel of sales experts at www.topsalesexperts.com. Diane recently became a contributing editor on COSE Mindspring, a resource website for small business owners. To learn more visit www.cosemindspring.com.



Why should you write and submit articles on the internet?

When you write an article about your area of expertise, you are sharing that knowledge with others. You are giving them a taste of who you are, how you think, and the value you bring. You become known as an expert – not just in your locality, but possibly worldwide.

It also offers you an opportunity to stay in front of people who can share that information with others, and who will then keep you top of mind on a regular basis. When the time comes that they need – or know someone who needs – your product/service, you'll be close by. You do this by putting your articles in newsletters and letting people know they can sign up for it – obligation free!

You will also find that others will pick up your articles and put them on their sites. This spreads your message as well as your expert status. It's viral. The more people who know of you, the more evidence you add to your expert status arsenal. You then can parlay that position in your marketing. 'As seen on' is a great way to show that you are 'somebody.'



What kind of articles should you write?

1. The subject matter should be an aspect of your field that you can speak to; information you can share with others that will inform and help them.
2. DON'T SELL. Inform.
3. The articles should be clear and concise. Use simple words and sentences. John Doe, who wrote 'Words that Work' reminds us to use shorter words in shorter sentences to make our point and keep our audience.
4. The articles should be 600-1000 words long. They should also stay on point. Too often authors have a lot to say and end up losing their audience by trying to give it all to them in one article. The good news here is that those thoughts are content for several articles!
5. You should have a catchy title that will grab people's attention and make them want to read.
6. Lastly, make sure you put a copyright notation at the bottom.

How do you get started?

Pick an aspect of your industry that you believe people should know about. It may be something timely like tax laws during tax season. It may be something new, like a new software package. It may be tried and true – something people should remember. It could be something complicated that you can simplify like a computer program.

You can start with an outline or just start writing. Use spell checker and always have someone else edit it. We rarely see the flaws in what we write because we know what it's supposed to say. If you get stuck, leave it alone and come back to it later. Jot down notes as they come to you – wherever you are and whatever they are.

Take advantage of the 'author resource box' that will accompany your article. This is a space where you let the reader know about you. Beware of being self-serving. Say who you are, the value you bring to your clients, and your web address. Take a good look at the guidelines on the submission sites for this.



Where should you post your articles on the internet?

There are a couple of ways you can get your information out there.

The first is on article submission websites. There are many sites that want material; some are general and want articles on many subjects, while others are subject or industry specific. Just google article submission and see what comes up.

The keys to determining which sites you'll submit to are:

1. You can submit for free
2. The copyright to the material remains yours
3. They aren't going to alter the content
4. It makes sense – readers are going to be interested in your topics
5. The offer syndication: the opportunity for others to take your article and put it on their sites

The second is on other people's blogs and websites. Google your industry or subject with the word 'blog' and see what comes up. READ their material to make sure you are on the same page. Search the site. Many times you'll find you can submit your material. When it comes to blogs, you can contact the site owner and ask them if they ever look for material to add; it's guest authoring.

And then there are **newsletters**. There are companies online that make it easy for you to create and send newsletters. The two major players in this area are Constant Contact and AWeber.

The values are these:

1. Ease of creation. They have templates you can use as well as step by step instructions
2. Variety. You can change the layout, schedule, information offered, etc
3. Reporting. These companies track everything and give you those reports on a real-time basis.
 - a. You can see who opened the email
 - b. who was blocked and why
 - c. Who clicked through to your website
 - d. Who forwarded your newsletter to someone else
4. Visibility. With a newsletter, you will know your company is in front of people on a consistent basis. It also gives you the chance to pull people in. When you are at events and through your website, you can ask people if they'd like to sign up for your newsletter.

The guidelines are these:

1. Decide what format you want for your newsletter. Remember, you can always alter it down the road.
2. Decide how often you will put it out. This is key. Determine how many articles you will be able to write and set up your schedule accordingly. You can choose weekly, monthly, quarterly, but please don't select whenever! Remember, consistency is important.

3. Determine how you'll obtain subscribers. You can send out an email blast to your database. You can start telling the people you know and let it spread over time. You can add a sign-up button on your website. You can put sign-up forms on literature tables at the events you attend.
4. Don't be afraid to ask for business at the end. There is a signature box where you can wrap up your thoughts and remind the readers of your serves. There are also templates with coupon boxes. If you offer a discount, you can use this space easily

As you can see, there are many opportunities for you to market your business through articles and newsletters online.

When you take advantage of submission sites and/or create email newsletters, you are giving others the chance to get to know you, your expertise, and your industry in a clear and easy way. So start writing today! You never know where it might take you.



Interested in exploring this and other sales and marketing strategies? Contact Diane for a 'Brainstorming' Coaching Session at diane@seizethisdaycoaching.com. Or give her a call at 216-534-2030

