

ArticleMarketingForSmallBusiness.com Autoresponders

1. Thank you for requesting more information on writing articles for your small business. This is the #1 strategy used by small service businesses today to attract new prospects.

I have done this successfully for an insurance agent, plumbers, a dentist, and a handyman, and have taught hundreds of people how to write short articles that will make the phone ring.

Remember that my Article Marketing workshop is just \$97 for three years, with no monthly fee. The monthly training sessions are recorded if you are unable to attend live, and I continue to add resources when a member has a question.

Include a link to your free giveaway here

2. You can write an article to submit to the directories using the 5 paragraph model I teach in my workshop. This makes for articles that are extremely easy to write, and interesting for your prospects to read.

Open a free account over at EzineArticle.com, and then let me know if you have any questions.

You will find that once you begin to submit articles, your ranking in Google and the other search engines will rise very quickly for your keywords. This is all part of using article marketing as a way to make your phone ring.

3. Have you written an article for your business and submitted it yet? If you have questions about article titles, please read a post I wrote about this. It's at <http://budurl.com/articletitles>. Leave a comment if you'd like, so I will have a better idea of what other information you need from me.

Remember that article marketing is a long-term strategy, so making a plan of what you will write about and how you will use your keywords will be crucial to your success.

4. How is the writing going, firstname? I realize that the time and obligations of running your business may interfere with learning how to write and market articles to increase your business.

The students in my Article Marketing Workshop are amazed when they see the results of writing just a few articles. You can do the same thing, and getting some training may be just what you need.

You can enjoy the benefit of my experience when you are a part of the group. I've written more than 1,400 articles that have been viewed by almost a half million people since 2007, so I know you will be able to learn some useful strategies from me.

Please let me know if you have questions.

<http://articleMarketingProfitsWorkshop.com/main.html>

5. Did you include a link in the resource box for your article?
The resource box, also known as the author's bio, is the place to invite readers back to your blog or website page. Even though you are allowed to include two links here, it is best to just use one.

Offer a free download of your audio recording, special report, eBook, or other information, and then tell them why they will benefit from receiving it. The idea is to make them an irresistible offer that will encourage them to click on your link.

Check out some of my resource boxes in my articles at:

<http://articlesByConnieRagenGreen.com>

6. You may have some questions about the length of articles that work best to promote your business. I find that shorter is better, but there are other factors to consider with this. I've written a post that may be helpful to you about this very thing. It's at <http://budurl.com/articlestyles> This also explains more about writing in a conversational style, instead of academically or in slang. Readers will want to be able to receive valuable information on your topic that is easy to understand and implement.
7. By now you may have some specific questions on article marketing for your business. I encourage you to join the workshop to be able to find the answers to all of your questions.

<http://articleMarketingProfitsWorkshop.com/main.html>

This program teaches you everything you need to be able to incorporate writing and marketing articles into your business marketing strategy.

"I've written 11 articles during the past month, and now I have two new clients who found me after reading what I wrote about my business. This kind of marketing is giving me the results I was hoping for. Connie's workshop was exactly what I needed."
-Greg Nuttler

Greg is just one student who has written to tell me what has happened as a result of learning more about article marketing.

<http://articleMarketingProfitsWorkshop.com/main.html>

8. When someone reads your article, they may want to know more about you and what you do. That's why it is important to send them to an optin page from the resource box at the end of your article. They can read more about how you can help them to solve their problem. Also, be sure to use anchor text when you include the link to your site, so that you will have an even better chance of being found by your prospects.

The purpose of the resource box is to invite the reader to click on your link and visit your site. Avoid including too much information about yourself and your accomplishments here. Instead, offer the reader more information about your business and give them something free to download, like a checklist, a short report, or some tips.

9. I've written an article about using keywords in your article titles and throughout your writing online that I believe you will benefit from reading. It's at:

<http://ezinearticles.com/1019640>

Please let me know if you have any other questions on this topic, or about writing articles to promote your business on the Internet.

10. By now you may have already written some articles to promote your business. I'd love to read one, so please email me the link and I will give you a short critique on how to make the next one even more effective. You owe it to yourself to learn as much as you can about article writing and marketing, so take another look at the Article Marketing Profits Workshop and see if this makes sense for you at this time.

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