

# How Can I Start Writing Articles To Sell?

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Writing and selling PLR articles is an easy way to make a little extra cash quickly. There are plenty of active marketers that do not have the time to make their own content. The next best thing to do if you are in that position is to buy them. This article will show you how to get into the position of the seller.

There are different ways to go about buying content for your site, blog, ebook, or ecourse. One way to go about doing this is to hire somebody from Elance or a similar site. This can run the marketer anywhere from \$5 to \$20 per article depending on the size. The writer on the other hand gets paid a one time fee.

Another way to go about doing this is to buy content that has Private Label Rights. Having PLR means that the owner can do whatever they would like to the consent. This can make material very flexible since they can change the content in whatever way they please.

PLR content is a very hot thing right now and lucky for you it is not to hard to write an article. Writing PLR content can be fairly easy to do. It can be done with anything from articles to software and everywhere in between. Articles are by far the easiest to write and sell though. They can also be sold to multiple customers so they are far more lucrative.

The first thing you will need to do is pick out a good topic for your article or article's. The easiest way to do this is write down a list of topics you are interested in or have experience in. It will be far easier on you to write about something that you have passion for.

Now you want to visit a site called nichebot dot com. On the front page of NicheBot you will find an area to type in your topic. Once you have done that hit enter and you will see how many searches are done in a given month.

The first and second column are all we are interested in right now. The first will be keyword and related keyword combinations. These are what people are typing when they are searching Google for information on your topic.

Next you will want to write down the different topic keywords that really relate to your topic. You may get some that share keywords to your topic but are not in fact about the same topic. We do not want to write our article on this topic so do not count their hits or write down their keywords. Now repeat those steps for the rest of your list.

You should now have a list of topics, with related keywords, and how many searches are done per month on each. The next thing we would like to do is see if anybody is paying to promote products related to your topic.

If people are using PPC to advertise affiliate programs it is safe to say that money is being made. So next you should visit Google and do a search. Look at the links on the right and see if anybody is advertising digital products.

Sometimes it will be very obvious and other times the ads are not so obvious. If you absolutely have to click on the ad to see if it is a digital product. It is courteous to not click unless you have to since some people pay up to \$5 per click on advertising digital products.

Now we want to simply cross out all topics that do not have any digital products advertised on Google's PPC. It is safe to say that there is some demand for content on this topic. Now simply pick one from the remainder of your list that has over 50,000 searches per month. You can do the smaller ones but only if you know there is a demand for that topic.

Now it is time to start writing your article's so may have to do some research. If you are already very knowledgeable on your topic you should be able to skip over the research phase of writing your article. If not you may have to dig around the forums or sites with related content to get some information.

The best way to get information and ideas on what to write about is forums. These sites are full of questions and answers. You should be able to leave a forum knowing the markets questions and concerns as well as a few article ideas and information to write them with.

If all else fails you can do a little research via your favorite search engine. If you still have problems finding information you have either found a close to untapped market or a dead end. In either case at this point you should just move. If it is that untapped and has a digital product to sell you want to write articles for yourself.

The next to do is write down a few rough article sub topics. This is what aspect of your topic you will be writing on. The next step is to write out an outline for each article you will write. This will layout key points of your article and what order they will be discussed.

Each article you write should be formatted so that it has four main parts. These are the headline, opening paragraph, body, and conclusion. If you leave out any of these your article will not look as professional. The first two parts are vital to drawing your reader in and make them want to keep reading the rest of your article.

Writing an effective headline for your article is of utmost importance. It should include your keywords and be very eye catching. You will want it to arouse curiosity as well as emotion. If you need examples go to an article directory and let other articles that catch your eye be your inspiration.

The next and second most important part of your article will be your opening paragraph. This will layout for the reader what they can expect to find in your article. You also need to keep the readers curiosity and or emotion going. Try to mix your keywords in here as much as you can.

The biggest section of your article will be the body. The body will hold all of the information you want to write about. This should also be keyword dense so use your keywords that you wrote down as much as possible without making your article unreadable or annoying.

To write this section of the article you will use the outline you made. Once you are sure your outline is formatted in a logical way start writing about the first part of your outline. Each part of your outline should be about two paragraphs unless more is needed. Never write more than needed about anything and never go off topic.

Continue through your outline making sure each part of it ends with a smooth transaction into the next part of your articles body. I cannot mention enough to keep your articles rich with keywords. This will make your articles more valuable to the buyer.

Now that the bulk of your article is written it is time to move on to the last section. When writing your conclusion you want to do a brief review of what you have discussed. You will also want to end on a positive note or a call to action. This will leave the reader feeling satisfied that he or she read your article.

Before you are ready to sell your article you must do a few things though. First off you need to do a spell check and fix any grammatical errors. Then you will want to proof read the article to look for mistakes or have somebody else do it for you if possible. After you have fixed your mistakes you will want to do a word count on it. You can find one online if you search for "word counter".

You now have the hardest part out of the way. You are now getting closer to the fun part which is selling your article or article's. If writing multiple articles it is best to write them all on the same main topic so that you can sell them as a package.

Now it is time to write a simple sales page. The first part of your page should be another attention grabbing headline. This time include something on how PLR articles are easy to use for site and blog content, books, ecourses, one way back links from submitting to directories, ect..

Try to keep everything here on out hype free. You are most likely going to be selling to fellow marketers and they will see right through this.

Now write an opening about the benefits of PLR articles and the possible things you can do with them. You will also want to mention that they are rich with keywords and never been posted or submitted.

Next tell a little about the articles. Let them know the articles headline, word count, and a brief description of the article. If you are selling several in a package do this for each of them.

Now end your mini sales page with a conclusion restating the benefits of buying your articles and that they will have PLR rights and can do anything they please with them. Now simply place an order button from Pay Pal so you can get paid. If you do not have a Pay Pal account or know how to make a button please visit Pay Pal's help section.

The price for each of the articles you write should vary. As a guideline an article around 500 words would cost about \$5. Where an article with over 1500 words should be worth around \$15. If you go to much over that you are starting to get into ebook territory. Your articles should not reach this length unless they are on a detailed step by step process.

Now we are ready to get onto the fun stuff. There are several ways you can go about selling your articles. The best way though is to turn back to the forums.

The first place you can try is the same forums that you looked on to find information. These places are naturally full of people in your target audience. To sell your article simply sign up and put a link to your sales page in your signature. Now go and make some helpful or informative posts.

The second place to post your articles for sale are marketing forums. Sites like these are filled with people that will buy your articles. They already know the benefits of PLR articles and how to utilize them to their fullest.

The two main forums that you should post the articles you write are the Warrior Forum and The IM4newbies forum. You can find both of these easily by doing a search for their name. Simply register to the forum and then make a few posts.

You should make a few posts first for a couple of reasons. For one the Warriors forum does not allow you to post a WSO (Warriors Special Offer) unless you have posted at least once. I believe IM4newbies allows your first to post to be a member special but I would not recommend it.

The second reason is to introduce yourself. This will help you get recognized and build some trust. Your introduction can give your name, a brief history on your marketing background and where you live. It would be to your benefit to hang around these forums to help build your reputation as well as learn more about internet marketing from people with real experience.

Now that you have went through the steps it took to write your very own PLR articles the next time will be much easier. Keep the list you made and continue writing articles for each of the topics. Also add more possibilities as you think of them. This is an easy and quick way to make some extra cash and It is not unheard of to make \$150 off a \$10 article in two days.