

- Special Report -

AURELIUS TJIN'S

# **Unstoppable articles**

**How To Use Simple Written  
Articles To Drive A Stampede of  
Traffic To Your Website**

 **AURELIUS TJIN**

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Unstoppable Profits Pty Ltd

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## About The Author



Aurelius Tjin is considered to be an unstoppable marketer with a take action only personality among many of the top Internet marketers throughout the world.

He is not only known for his talents and charisma in the marketing world, but also is willing to get his own hands dirty to help new marketers begin, grow, and profit from their own online business. He has been providing new marketers with his easy to understand and step-by-step strategies since 2003 along with a whopping 23 successful products in the last two years.

Among his qualities, you will find that he is a viral marketing and email marketing enthusiast.

Unstoppable Profits Pty Ltd his parent companies has grown entirely from viral marketing, which is now responsible for generating over 100 new subscribers each and every day.

In 2006, Aurelius launched the [Underground Giveaway](#), which generated over a **\$24,257 and attracted more than 10,257 subscribers in less than 60 days.**

In early 2007, Aurelius launched a valuable tool for website owners called [CopyAndPasteGraphics2](#), which created in excess of a staggering **\$48,000 in 7 days** alone.

When it comes to taking action and getting things done, Aurelius is the person to turn to, watch, and mimic in as many ways as possible.

Visit Aurelius' Unstoppable Profits Blog at [www.AureliusTjin.com](http://www.AureliusTjin.com)

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Products showcased at: <http://www.1Plus1Marketing.com>

## Introduction

For a long time now, article marketing has been useful in helping people drive lots of traffic to their websites. Unfortunately, many people do not think they can write very good article pieces and as a result, most of them give up. Article marketing can be hectic in the sense that you have to consistently write articles to meet the demands that are needed by those who may need your information.

Article marketing requires a lot of research and knowledge. If not, you'll end up turning out garbage like most articles out on the internet.

There are two major ways of writing your articles.

You could either decide to write yourself or outsource – contract it to another person. Writing takes a lot of patience. If you have not been writing prior to this time, it will only take you 1 hour of practice every day for the next 1 month to become pretty good at it. All you need is the ability to gather your thoughts together and put them down on paper.

If you do not want to write by yourself, outsource your article contracts. For a little amount of money – say between \$10-\$15 depending on the length of the article- you could get article writers to write your articles for you and have them pass on all the rights to you.

Whether you want to write by yourself or outsource, the best way to approach writing articles is by doing your research. You need to know what questions people are asking as you do not want to deal with issues that have been overflogged already.

Articles that are specific usually get a lot more high quality traffic than a generalized one.

For example, if you wrote an article on autoresponders, you may get traffic but may not make any sales. But if you wrote an article on a topic like

*“How to make money using your autoresponder”*

*“How to suck in cash every time you send an email to your subscribers”*

etc., you'll find people will readily listen. Reason? You are providing a specified content, giving high quality information and more importantly, answering a question that many people are asking.

A typical example is this report you are reading. I could have titled it "Article writing: A general Overview". Some people would sure take a look at what I have written just for looking sakes. But with the topic, "How to Use Simple Written Articles to Drive Lots of Traffic to Your Website," you are bound to be attracted to it. Why? Because there is promise of my solving your traffic needs with the information in the report.

Now, assuming I have a website at the end of this report with the title: "Article writing: A general Overview" or one with the title: "How to Use Simple Written Articles to Drive Lots of Traffic to Your Website," which would you more likely be attracted to? Yeah, this one because I could solve your traffic generation or website promotion problems.

You can see a list of articles I've written, here:

[http://www.aureliustjin.com/?page\\_id=59](http://www.aureliustjin.com/?page_id=59)

So, your article should be very highly targeted to the audience who would need the information you will be passing across to them.

Remember this part of the lesson: Research the market, field, niche, or topic properly so you can know what questions people are asking and then solve it through your article.

## How To Write Traffic-Pulling Articles

Now I'm going to teach you how to write your articles so well that you'll always have a good readership audience which is exactly what you need to create a steady flow of traffic to your website.

A well-written article is like art. You think in your mind what you want your audience to see –in this case, learn- and then you go ahead and give it to them.

Writing an article is not just like one of those things you do to make more money. This is the mentality around today and I feel it is completely wrong. This is the reason you can hardly get high quality, well-written articles anymore. Those who write high quality articles nearly always draw in a lot of traffic and then go on to make a profit from them.

To write a good, traffic generating article, you need three things:

1. A catchy headline
2. A well crafted and well thought out outline and content
3. An author's byline that will cause people to click through.

Think of it in terms of making a soup. These ingredients all make up a successful article.

### How To Write The Headline

This part is so important that if you miss it, you miss out on lots of traffic. Your headline must contain certain ingredients. If these ingredients are missing, forget it. YOU JUST LOST TRAFFIC AND MONEY! Why? Because your headline is what people see first.

If it does not compel them to click, they will not click. That's why you find lots of junk articles with poor content but catchy headlines being read daily by the millions. What are the important aspects of your headline?

1. The keywords in the headline.
2. The kind of words used.

### 3. The phrasing of the words.

The keywords in the headline are an integral part of your article as this what searchers type into the search engine when they are looking for it. For example, if you wrote an article with the title “How to Improve on Your Golf Swing”, you are more likely to get some traffic from the search engines because of two keywords included in your headline: ‘Golf’ and ‘Swing’. This will make it easier to find your article on the internet than if you used a keyword headline like “Can you make your shots better?”

The next step is the kinds of words you use in writing the headline. If the words used in the headline are compelling and curiosity inciting, you will have more clicks through to your article.

Your article is your marketing tool. Do not just write it anyhow. If you have to get a book on creating good headlines, then do. Whatever you have to do, do it. One of the single most important factors in article marketing is your headline. You either make it or you don't.

## **How To Write The Body**

Now, we'll be looking at how you can build the body of the article to pique the reader's interest so much that he'll want more and then create a byline that will cause your audience to be very eager to see what else you have to say and offer.

Creating the body of an article is not as hard as it seems. It is simply outlining your thoughts in an orderly manner so that one point flows into another resulting a well written article.

To be honest, there are quite a number of well written articles and billions of pages of poorly written, dry, boring articles. The important thing you want to cause is that readers get a lot more information. This is why we say we all live in the information age. Only those with access to the highest quality information will stay at the top and garner more readership support.

Be sure that your content is something that your readers desire and then give it to them. This is one of the single most important ways to build a readership base and ultimately, make money while doing it.

Creating an outline only takes a few minutes. For example, let's say I want to write an article on building a website. A sample outline would go like this:

1. Title
2. The importance of a website (Introduction)
3. Learning HTML
4. Setting out the contents of the site
5. Acquiring the tools or software necessary for building the website and do a comparison of their ease of use, dynamic functions etc.
6. How to Start building the website
7. Uploading the website using either the FTP provided by my Host or another FTP software etc.

You get the idea. Let one thought flow into the other. It helps make your readers understand the article better and gain a lot more from it.

If you have valuable resources at your disposal, include the links in the article. This way, your readers get more value. Often a well-written article will create a hunger for more articles by the writer.

Most article directories will include your expert author's link at the bottom of your article after your Byline so it would be easy to access your other articles.

After you have gotten them to read your article, you want them to either visit your website or buy a product you are selling as an affiliate or as a merchant. This is where your byline becomes important. How well you write your byline will determine how many people will click through.

Often, your articles should build their expectations so much that they would just want to click through. Still notwithstanding, it is good idea to craft your byline well.

To craft your byline to get maximum results, look at bylines in any articles you might have seen previously.

Start noticing the really good ones –those which caused you to automatically click- and copy their pattern of writing. I do not mean copy word-for-word. Take after them. Try to craft Bylines like they did. With practice, you'll find you are able to create compelling bylines that your readers will only be too glad to click through to see what else you have to offer.

## How To Instantly Increase Your Traffic Using Your Articles

Now, we'll be looking at how we can move it a little further. You'll be learning how to use your articles to even generate a bigger readership audience and make more money in the process.

Asides using the article directories, there are various means you can promote your articles with. Some of them are:

- Use of social network sites popularly known as Web 2.0 portals.
- Submitting your articles to Ezine publishers who need quality content related to the topic you are writing on.
- News Sites and News feeds.
- Tagging.
- Allowing other people to publish your articles.
- Increasing the Keyword Density of the article etc.

Using these techniques is not rocket science. If you know how to check your email and type a few letters and emails, then you can use the techniques to gather as many visitors as you want.

Let's start with using social networking websites. These are communities online that cater to providing an avenue through which people can get to meet each other for the first time, or where old time friends can catch up with each other. It's like a get together joint for people across the globe. Examples of these include [MySpace](#), [Orkut](#), [hi5](#), etc.

Some of these websites have as much as a billion hits daily. At least hi5 has that much traffic on a daily basis and MySpace has about the same. Imagine the potentials inherent here. A billion hits! What if you could divert some of that traffic to you so other people can visit your website, blog etc.? The potential is limitless.

## How do you divert the traffic to your website or blog or get people to read your article?

1. Register with any of these websites that you choose. I am more familiar with MySpace.com although the dynamics of the other websites are not too different. So, we'll use that as our working example.
2. Then create your profile page. The key to this is making your profile attractive and funny except if you intend to join the very serious-minded folks or "no-jokes" groups. Make your profile page appear interesting. Let people see that you are a fun guy to be with etc.
3. Set up your blog. This is highly important as you'll be needing it on a daily basis. MySpace provides you with facilities so you can create your blog and start posting. Note that your blog address is different from your MySpace page. Your MySpace page is where you tell all about yourself. In short it is where the world first gets to meet you.

Their first impression of you will definitely result in their either wanting to know you better or not. You can insert your blog link here as they'll want to see what you have to offer if they are interested in knowing more about you.

4. Then start adding your articles, videos, and audios to your blog. This is what your invitees will see when they visit your blog and may either keep them coming back or keep them away. There is no limit to the amount of articles you can add. So as long as you are producing those, post them on your MySpace blog.
5. After setting up your blog and your page, you are good to go. Browse through the groups you like and start sending invites. Sending invites simply means adding people as your friends. This is your first step of introduction.

When you send them the Request to add as a friend, they get it in their inbox. More often than not, they will want to check out who wants to add them; that's the reason the initial preparation of the home page and blog page is highly important.

Be careful about adding too many friends. MySpace has placed the limit of friends you can add to 400 a day. Anything above marks you out as a spammer. But as a starter, add 250 a day. It's safe. As you get used to the modalities involved with using MySpace, you can increase the number of invites you send out.

6. Then start posting bulletins to your friends who have accepted you. Bulletins are a form of message. After the bulletin, include the link to your article at the bottom. Then, send and in no time, they'll get your message. If you have just 12,000 people on your friends list, they are bound to read it if it is interesting.

That's it. No rocket science at all. If you spend one hour a day working on this, you'll get appreciable results in no time and lots of people will get to see your articles and probably tell their friends about it which will result in increased website traffic.

## **How To Harness The Potentials of Articles And Drive Targeted Traffic To Your Websites Through Ezine Publishers**

One very important point you have to take note of is the fact that Ezine and newsletter publishers in all fields are consistently seeking for high quality articles loaded with thorough information that can benefit their subscribers.

Has it ever occurred to you that one of the top ten challenges Ezine and newsletter publishers face is consistently getting high quality articles and content to send to their subscribers?

They need this because they know that if they were to keep giving their subscribers junk, their emails are likely to get ignored if not outrightly blocked resulting in them losing money they could have made from their subscribers reading their emails and purchasing their products and those recommended by them. This potentially means loss in sales and dwindling income from the list.

This is the reason they outsource the jobs of article writing and content production to freelance writers who do it for them at a token price. Now imagine how much costs you would be saving these publishers if you were to consistently offer them quality content –your articles- for free. The only catch being that your bylines remain and not be tampered with. This could be used not only for the subscribers but also for the blog readers.

If you want to explore this avenue, it is better that your content/articles be good enough for them –ezine and newsletter publishers- to want to collect and accept them.

By now you would have noticed that there is a lot of emphasis on high quality content. Yes it determines your success rate in marketing your products, services, promoting your website and affiliate products using articles. This method works very well because the subscribers see your byline and click through to the page you want them to; hence increasing your sales. You are bound to make a lot more sales using this method because the subscribers trust the publisher who sends them the email.

## How To Find Ezine Publishers Who Are Hungry For Your Articles

### **Visit online forums, discussion groups and message boards.**

Participate and look out for potential publishers who will like your articles. This can be easily done by typing “Forex trading forums” in the search bar if you are writing articles on Forex Trading etc. It is important that you also contribute to the boards to make you get recognized as a qualified individual.

There is problem with well-meaning people who join message boards and start posting offers. After collecting a list of the publishers, send a sample article to them with a promise of more for free if they would only let you include your byline. Most times, the publishers jump at this offer because it helps them cut costs.

In your favorite search engine’s search bar, type in the keyword “‘niche’ Ezine publishers”. If for instance you have articles on real estate, type in the keyword “real state Ezine publishers”, “real estate newsletter publishers” etc.

Then get a list of all of them and subscribe using an email account set up for receiving their newsletters. The reason you want to do this is to give you a feel of the quality of their ezines so you can meet up or even surpass the standard...

Then, fire off your emails introducing yourself and asking them to take a look at your articles to see if they are “fit for consumption” by your subscribers. If they like it, they’ll often get back to you for a steady supply of articles.

There you have it. You cannot continue to complain that you are not getting traffic anymore. You have enough information to help you generate lots of traffic. Use these techniques and reap the benefits.

To your unstoppable article success,  
**Aurelius Tjin**

**P.S.** – Visit the “*Unstoppable Profits*” blog for more great reports and tips:

**<http://www.AureliusTjin.com>**