



Article Writing Tips

1. Decide on Subject
 - What is target audience interested in learning
 - Your passion, knowledge and skill
 - Research to become an expert
2. Choose ideal topic
 - Narrow to get clarity
 - Short length
3. Determine writing objective
 - Inform persuade explore express opinion
 - How do I want to be known
 - How to articles excellent
 - Book reviews work, too.
 - Also encourage to take actions
4. Understand target audience
 - Who are they
 - Education level
 - How much do they already know about the topic
 - What do they need to know
 - Misconceptions you can clear up
 - What is your relationship with the audience
5. Hot buttons. What are people talking about right now. The more you speak to what is current, the more you are relevant to your industry and to your potential employers.

ARTICLE Format

1. Attention Getting Title
2. Article Template
 - Introduction and premise
 - Three points. One for each paragraph.
 - Conclusion and invite them to respond

3. Author resource box
 - This is about you
 - Contact info
 - More info available
 - Call to action
4. Keywords: You need 5 or so keywords about your article for inclusion in the directories.
5. Edit the next day