

How To Write An Original Article And Have A Coffee Break In An Hour Or Less

If you are involved with an Internet marketing startup and are seeking to master the net in order to build your online business, one thing you are going to have to do is write articles - and write them good and fast.

Of course, you could search on <http://Google.com> or <http://Elance.com> for a professional copywriter writer to churn out articles for you, but if you are operating your work-from home business on a tight budget it would be a better idea to get into the habit of writing good quality articles yourself.

Although writing original articles may seem a daunting prospect at first, it is not so difficult as it seems, once you have mastered the process.

When you write an article, break the process down into a series of easily manageable writing tasks and give yourself a time limit for completing each task.

Here is a suggested method for writing a complete article in an hour without busting your gut - it includes a fifteen minute coffee break! (Once you master article writing you will be able to speed up the process considerably. But let's not get ahead of ourselves.)

Task One - Choose Your Topic (2 minutes)

Spend a couple of minutes brainstorming and write down anything related to your business niche that may present a problem for your target audience, or that they would benefit from knowing about. Your article will provide some advice about "how to" solve the problem, or it will show your readers "how to" benefit from the information you give them.

Task Two - Article Outline (8 minutes)

Allow yourself about five minutes to get your article outline down. It will be easier if you use a basic format like this:

- a. Describe the problem.
- b. Talk about how to solve the problem, dividing up this main section of your article into between three and five logical steps. Give each step a quick sub-heading. You can improve these later.
- c. Conclusion. This is just a brief restatement of the problem and the solutions offered in sections a and b. and you could also use this section to provide a discreet link or two to helpful resources - especially to the resources that you offer on your site!

Task Three - Write Your First Draft. (20 minutes)

Give yourself a twenty minute time limit to write the first draft. You should write this first draft SWIFTLY. Write it as you would say it. Don't use big words and long sentences. Don't linger over the sentences trying to make them perfect - you can improve them later. Stick to the point and keep the tone natural.

Move the article forward so that the reader feels motivated to read on and discover the solution. Remember, an article should be no more than a few hundred words. We are NOT trying to write a 10,000 word academic essay!

The first paragraph requires special attention. If you are using "keywords," place them so that the sentences flow naturally. Your opening paragraph must persuade the reader that you understand exactly what the problem is and that you are the one who knows the best solution.

Many online readers simply skim-read articles to decide whether it is worth hanging around to read them. This is where your sub-headings come into the game. Try to write subheadings that will convince the reader to keep reading.

Remember to "KISS" - Keep It Short And Simple!

The conclusion is as important as the opening paragraph and it needs to end on a positive note so that your reader feels confident that your advice can be trusted.

In your conclusion you could emphasize how much time, money or effort your reader will save by following your advice. You could share a "secret" that has helped you solve the problem you are discussing. Add a link to a resource page on your website.

Task Four - Have A Cup Of Coffee! (15 minutes)

Well done! You've got your first draft down in just half an hour! It is time to reward yourself with a fifteen minute coffee break!

Task Five - Final Edit (10 minutes)

Now that you are refreshed, it is time to do the final edit. If you tend to write long sentences try to make them simpler and clearer. Cut out anything that sounds officious or impersonal and replace it with easy sentences that sound as if you are speaking to another person.

Make sure you have not overlooked any important advice. Remember, things that seem obvious to you may not be obvious to the reader who has less experience in dealing with the problem you are discussing.

Finally, run a grammar and spelling using your computer, and then read it through again yourself to make sure. Check for words like "their" and "there" or "hear" and "here" and so on, words which spell-checkers fail to correct.

Task Six - Post Your Article! (2-5 minutes)

Your article is now ready for posting on your blog or in your newsletter.

If you want to submit it to article directories don't forget to add a box at the bottom with some brief info about yourself and your business, plus a link back to your website.

You have now written and posted a good short article and had a coffee break, all within an hour!

As you repeat the process both your speed and the quality of your writing will improve, because the art of writing original articles improves with every original article you write!

About the Author

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