

Article Marketing: Attract More Prospects & Clients To Your Business

**An Interview with Chris Knight
Hosted By Jeanna Pool**



<http://www.MarketingThatWorks.com>

<http://EzineArticles.com>

Using Article Marketing The RIGHT Way To Attract More Prospects and Clients to Your Small Business

Jeanna Pool from www.MarketingThatWorks.com Interviews Christopher Knight of www.EzineArticles.com

This transcript is uncensored and unedited, so you can benefit directly from the live, experience of this interview.

Jeanna: Hello everyone. This is Jeanna Pool from www.MarketingThatWorks.com and the author of the *When Your Small Business is You Marketing Handbook*. I'm really happy that you joined us for this call because I really know that what we're going to talk about tonight is going to be a great help in marketing your small business and helping you attract many more clients on a consistent basis.

Today the special guest I'm going to be interviewing is Christopher Knight. Christopher is the CEO and publisher of the wildly popular www.EzineArticles.com website and community. This website and community have over 100,000 expert authors in 569 niche markets. These authors have written well over one million plus articles that receive traffic from millions of monthly visitors to the website.

EzineArticles.com really acts like a matching service between ezine publishers who are looking for content for the email newsletters or websites and the authors who are looking to attract more leads and more traffic. And article writing and article marketing is really what EzineArticles.com is all about. It's really the primary deliverable between the authors and the exposure of the millions of unique visitors that come to this site each month.

And here is the best part and why I wanted to interview Christopher and talk about his service at EzineArticles.com. The thing that makes EzineArticles.com different from other places you can post articles and do article marketing is its 100% human moderated. What that means is every single article that is submitted to the website is reviewed by two in-house editors to really ensure that the content meets their very strict editorial guidelines.

This is a great website. I recommend it to my clients, I recommend it to you. We're going to learn a lot today about article marketing from our expert Christopher Knight. So welcome Chris and thank you so much for being here.

Chris: Thank you I'm glad to be here.

Jeanna: Thank you for taking time out of your schedule. I know you are a busy person and I know you have a lot to share with us today. So let's go ahead and dive in and get started.

The first question, of course, that everyone will ask is why article marketing? Why should I take article marketing as a strategy and use it for marketing my small business?

Chris: It's free, let's start with that okay.

Jeanna: We love free.

Chris: When you're getting started you don't always have this big advertising budget, so using articles that you write is something you can do today. Like you can start today writing article content, which has a great ability to attract and identify prospects and visitor who will then come back and visit your website. So article writing is not new but the difference between article writing and article marketing but article marketing means distributing or syndicating your content making it available for others to use.

Let me give you an example. Let's just say that you're an expert in yoga and you're an author who has a decade or 5 years or 2 years expertise in yoga and you write an article on yoga, you submit it to a site like ours at EzineArticles.com or your own website and what happens is you become found by others who are interested in reading about your yoga expertise. Then what happens is they eventually visit your website. And when they visit your website that visitor is one of the most highly prequalified visitor that visits your website. All traffic to a website are not equal, so a person who has already read your content is most likely to be predisposed to your expertise. In their mind, you've already begun to get some of their mind share if you will. You've already marketed your brand, who you are and they know a little bit about you.

They may have just begun to see you but over the years and this is what I love about article marketing because it is not a get rich quick scheme. It's not something you can do tonight and be an instant millionaire tomorrow. It's just not going to happen. But what you can do is over the years, when people keep on hearing about you and they keep reading your content and keep seeing these short little snips of and when I say short I mean like 500 words or 1,000 word articles that showcase your expertise. They begin to have a relationship with you that leads them to your website.

Everyone that has a website has this problem, they all need what? Traffic..... in order to convert that traffic to a sale. And before we can have sales we have to have traffic. Before we have traffic we have to have a way to attract that traffic and we don't want any kind of traffic, we want high value, prequalified visitors. And what better then somebody who just read your expert piece in an article to come back and visit your website? Does that sound good?

Jeanna: That's excellent. So article marketing is free. It gives us the potential of having a lot of good quality traffic to our website and I think the best thing that you mentioned is it really positions us as an expert in our field.

Chris: That's right, especially if you're consistent over time. It's timeless too, so that means that you can write...I know that there are people, I remember the goals guy and he was telling me that he had an article that made him a \$200,000 deal and it was an article he had written many years ago. So this is the beautiful thing about article writing and marketing is that it's like a snowball in that as you feed it with new fresh content every month, quarter or year, eventually what happens is you get to a point where you can't shut off the traffic into your site. So long after you've actually stopped writing and I don't recommend doing that, the content continues to attract the traffic and prequalified traffic.

So you start it, you get the ball rolling by writing articles and distributing them or syndicating them and then eventually you grow your unique monthly business. And then it's up to you to monetize that traffic.

Jeanna: Yeah up to you what to do with the snowball affect that comes from writing articles. I like that illustration Chris that's great.

Here is another question that just came to mind that some people may hear and think wow article marketing sounds really cool, really great but you know what, I'm not an author, I'm not a writer so how in the world can I do this?

Chris: I think back some times and I wonder...I wanted to be a rock star when I was growing up and I didn't get the goods, I didn't get the rock star looks, I didn't get the musical talent, I didn't get anything that a

rock star would need to be popular. Yet, I think the reason that I wanted to be a rock star is because I wanted to create value for millions of people. The 'impact' potential is what I desired.

So this vehicle, this EzineArticles.com it allows people to unlock their value because everyone is an expert at something. If you have a website and you register a domain name you're in rare company already. You're in a group where you've got the expertise and now how do we get that expertise out. One of the cool things about Ezine Articles is I've often thought why is it that we're having the success that we're having? I think it's because we made it so easy to publish your content that you don't have to know anything about html, you don't have to know how to code, you don't have to know anything about setting up a website – we would prefer that you had one but a lot of people do start up before they do actually have a website and then when they have a website they double back and they update their articles to include access to their website. But we made it so easy with the tools to upload your content, is that where you were going Jeanna?

Jeanna: Yeah and I think something too you really hit on it was that everybody is an expert in something. Obviously, if you're a small business owner you started that business because you're an expert at what you're doing or you're very, very passionate at what you're doing. So I tell my clients and Chris maybe you agree with me, just write about what you know. It's as simple as that.

Chris: Right that's a good place to start.

Jeanna: Yeah, I mean if you're a chiropractor you know about back pain, so write about back pain. If you're a life coach you know about some success principles so write about that.

Chris: You had asked earlier before the interview, Chris if you would like to share some intermediate tips between a beginner and an intermediate and maybe this is a little further down the road but the first tip would be to write about what you know. You're sharing this is my expertise, this is what I...you've got clients already or you've pulled prospects, every day if you just open your ears in your industry whatever that is you're hearing what the market wants. They're telling you, oh I wish I knew how to do this or do you know the most popular problems that are being asked of your business. These are great topics to write about.

But one of the principles we learn over the years is that how arrogant is it of us to know that we think we know what the market wants to read about our expertise. So instead because we have so much access to research with search engines in terms of surveys and polls that we can do with our members or prospects or clients, it's better to poll the market or look at the search volume of key words that relate to your expertise and then write the content that matches what the market is searching for, not what you want the market to know. But at the same time I would say do both because I know I've done both and they both work, both strategies work. You might just find a little higher up take on the acceptance of your content because you're writing what the market wants to read not what you want the market to read. Does that make sense?

Jeanna: Excellent that's a very good point. So maybe a beginner step would be writing what you know, writing what your expertise is in and then the intermediate more advanced step would be polling and doing some research and finding out what the market wants and writing that content based on that.

Chris: It's amazing; sometimes I wonder there are a lot of people who spend enormous amount of time in the forums and talking amongst themselves trying to figure out how to optimize the content. They want to super optimize it because they're afraid that if they don't optimize their content then all their efforts are wasted. We know that often the unoptimized article hits the homerun. So much so that we almost have to almost throw out some data that we'd like to prove is true, but it's not... A lot of people stumble where they wrote about not what the market wanted to read but they wrote about what they wanted the market to know about their expertise, what they thought the market was thinking in terms of whatever their expertise is. So you just never know and do both. Start with what you know and that's a great place to start.

Jeanna: Excellent. So Chris what are some other sources for article topics? We talked about writing what you know; we talked about doing some polling, doing some research, asking existing clients or prospects. But what are some other great sources for article topics?

Chris: If you've been around a little bit you might have an archive of previously written books or e-books or previously written newsletter articles archived and that's a great place to start. Before you begin writing one brand new article even though that seems to be what's easiest, I recommend that you look at your current content inventory. What have you written since you began thinking about your expertise? Most likely, unless you declare you're an expert.... brand new in some new industry today you most likely already have a history of content that you've already created in terms of articles you've written for others or yourself; articles you've written that have been published not online because that's great content to go online with. Perhaps you did an audio interview in the past. You've done let's say audio interviews that have been transcribed and I like to think of packaging and repurposing existing content that you already have done as the **first step** in creating your article inventory.

You're efforts are now an editing exercise rather than a content creation exercise. Most importantly is you already have the content and you're not seeing the return you could from that content. So I would begin looking at your existing content first before you begin to write new content.

Jeanna: Excellent. So if you have a special report maybe breaking that up into a few articles? I know when I wrote my book before it was published kind of as the launch ramp up to being published; I did just what you were suggesting. I took bits and pieces of my book and made it into articles to kind of whet the appetite for people about what the book is about. It's a great idea.

Chris: Exactly and you don't even have to be a writer to do this. You can talk, in fact like we're doing right now, if you can talk on the phone and create content with the audio that can be transcribed. You can also hire it out. You can hire ghostwriters. I don't know if we're going to talk about this on the call later but the best ghostwritten content is the content where we can't tell that it was written by a ghostwriter.

If you're thinking about what to do, first look at your own content and in addition if you don't believe that it's just not in the cards...it's more important for us to allow, your content doesn't have to be perfect. This is one of the core principles that we have internally which is that sometimes it's more important to move forward and have progress than it is to be perfect.

Jeanna: Absolutely.

Chris: So you can't worry about the content being absolutely polished and perfect. If English isn't your first language then I would advise having an English-native come and edit and review your work for you. If English is your first language and you don't have access to an editor, well then write it, put it down for the night and then you can submit it.

We do have some guidelines, pages of them; however we're more interested in helping experts get their content up. We know the market is hungry. People are going to their monitors and they're content-hungry for solutions, they're content-hungry for entertainment. They want to buy stuff. They want to buy and get access to your expertise. They're willing to overlook that you're not perfect. So don't get hung up on it and move forward. What's the worst that can happen?

Jeanna: Yeah I tell a lot of my clients Chris don't write for your English teacher, write as if you're having a conversation. It's okay to end some of the sentences in prepositions, it's okay to have a dangling participle. Your English teacher is not going to come kill you. It's okay.

Chris: Right.

Jeanna: The main thing and I agree 100% with you is to just get that content and expertise out there.

Chris: Right. I know that a person who is waiting to be perfect and they're having the perfect content and the perfect set up, the perfect article title, the perfect resource box, all the perfect components to the article... I know somebody and I won't mention the person's name but this person is promoting article writing and marketing and I know that he can't write to save himself, yet he's catapulting himself to the top of this niche totally based on his intensity and passion for volume. And the quality is pretty good. The ideas for quality are there and I'm not saying you can write thin-content and get away with it because we are talking about building your expertise [and your market credibility].

If you're a thin [metaphorically] person in terms of your expertise or your expertise doesn't go deep, then the market is going to know it right away. You can't fool the market but it is important to get it out there. And to do it again, like advertising, article marketing and writing is a little bit like advertising in that some people start off and they don't advertise at all until the very end when they're advertising from the volume. Why isn't it happening? Well if you would advertise every month, then you should write articles every month. If you're going to advertise every quarter, then you should write articles every quarter. I know that we haven't really published this publicly yet, we know that it's in the millions right now → We're sending millions of visitors to our member's websites. Many of our members have received over a million views in terms of traffic from their content.

It's amazing how powerful the little guy, the solopreneur, small business person can get traction with article writing because there are really very few barriers to entry other than your time. Do it and do that action not only in a quality way but in a way that matches volume because imagine if we didn't...one of our goals is to be more comprehensive. We have a million articles right now in our site and we don't believe that we're comprehensive enough to satisfy all of our users perfectly. So there is some perspective that it will have. How many articles do I need to have some success?

In the 1990's, one article would have a huge impact. Today, it's not going to have the same impact. There is a higher content supply than there was in the 90's. There is more competition, which is great because you want to enter into a competitive market because it shows that there is interest in that content. If you enter a market where there is no interest, then you wonder should you be in that market.

So today, I think we often say that 25 articles is where you should begin before you begin to evaluate and 250 articles might be a goal over the next year or two. And somewhere in the next coming year, 250 to 1,000 articles might begin the floor of what kind of impact that you're having. So right now don't get all stressed out about oh I got 250 articles. Hey you can do it, others have done it and you won't be the first to have done it.

Jeanna: So let's touch a little bit on that Chris because a lot of people listening maybe they're brand new at this and they're thinking okay I can write maybe 10, 20, 25 articles but yes just like you mentioned 250, 1,000 articles big volumes of articles is where the small business owner needs to get to. And some people may think there is no way I can ever do that. So let's talk a little bit about how do we do this? Do we write all of these ourselves or can we hire ghostwriters?

You mentioned a little bit if you're English is not the first language you should try to get an English speaking translation or editor to help you with that. But how do we do this? What do we do?

Chris: How do we do volume? So there are tips to article writing to how can we increase the speed and efficiency of our ability to come up with content. So first strategy is we found that it's very difficult for a person to write a high value short word-count article, meaning if they're going to write in a very small area of 250 to 500 words that's a very small article. If you're going to write in that size and you're going to deliver one heck of a punch with your content where it impacts somebody positively when they read it, it's very difficult to do that. It can be done; it's done all the time. However, we found from researching and doing lots of tests, we found that it's much easier to write a 750 to 1000 word article. Because once a person gets going they get into a Zen flow state and then all of a sudden, oh my gosh, and they have 1,000 words. We call that the opportunity of an "accidental article set" and that means that when you have written a 1,000 word article cut it in half because we know that two 500

word articles will out-perform one 1,000 word article in terms of its traffic attraction. It's called the accidental article set. Does that make sense?

Jeanna: Yes.

Chris: That's the first step, write article sets. The second step is write with a purpose where you have a timer. Some people use a timer where they say for the next 20 minutes I'm going to...how long should it take to write an article? For me, if I write a really good article it takes me an hour. However, the majority of articles that I write have already been written while I'm in the shower in the morning, right. What I often do is I process and receive all the information for asking question about my industry. Then I begin to write article titles that I might want to write about in the future.

But over time, it seems like once you get started it's a hard process to stop mentally. It seems like often times the majority of my articles are already written before I begin to type them. You do that by setting an intention the day before or the week before and you say these are the topics I'm going to be writing about, these are the subtopics I'm going to be spewing off articles on and a magical thing happens where you begin to attract all the answers, the article begins to assemble itself in your head.

Maybe this is just from having reviewed tens of thousands of articles over time but I've seen that happen. I do know that it's easier to write an article when you already have a good concept of where it's going. Then, of course, research but I would caution against doing certain types of research when you're writing article content because what you don't want to do and I actually don't follow some of my competitors because of this. I don't want to be corrupted by my competitors. I know where my mind is, I know my strength and what's on my mind. I know I have a unique perspective of things that I want to share.

But we're so good right now because we've got such a large database; we're good at identifying when content isn't written originally. So I would caution against that. You want to write from your own base of expertise. Plus, a lot of times and this is another idea for content filler, your users, your clients, your members they're telling you every day what their problems are via email or phone. You just write down what those are and without disclosing any confidential private information you can easily begin generating content just from within your own business. They're already asking questions, they're already asking what is the most important question and they're telling you every day and all you have to do is listen. Once you listen then that becomes an endless source of new content ideas.

As for ghostwriting you can always hire, how much, everyone wants to know how much should I pay for an article? My answer is don't worry about how much you pay, you need to worry about whether you trust the content that has been submitted to you by whoever you paid to right your article.

Jeanna: Right.

Chris: So even when you pay \$4 or you pay \$40 no matter what you pay for that article, you must never trust that content until you've triple checked it against the GYM – Google, Yahoo, Microsoft. You want to do some complex checks on complex sentence queries and you do that by taking a random one or two sentences out of each article and put quotes around it and that's an exact match search, if you will for search engines. And then just go do some research. Run it through Copyscape.com, run it through Google, run it through Yahoo, run it through Live.com and check to see if that content shows up.

A lot of the article writers, even the ones that are under \$100 per article, they often have spun it or rewritten it or it's hard to trust expertise that has been ghostwritten. But I do know that there are ghostwriters, I see it all the time, I see where the best ghostwriters again are so good that you couldn't tell that it wasn't an expert who wrote the content.

Jeanna: So Chris just to kind of review the little bit that we talked about with this key as far as writing it myself or hiring a ghostwriter. So you recommend a 750 to 1000 word article, split it up into two 500 word articles because you've found that gets more traction and much more response and website traffic. Talk

about and be sure that you write down these ideas that you have. If you're in the shower or commuting be sure to write down things so that the article is pretty much done in your mind and you can time yourself or set a schedule to regularly write your articles.

Chris: Good one, right?

Jeanna: Yes. If you happen to hire a ghostwriter be sure that you are doing checks on their work and they are not plagiarizing content. Unfortunately, this happens a lot everyone so please be very, very careful about who you hire, where you hire them. Chris mentioned Copyscape.com [as one resource].

Chris: There is some verbiage you should be asking if you do hire a ghostwriter which is do I have and do you give me the exclusive rights to this content? Do you guarantee that it is original content? And exclusive rights means that you have the right to put your name on the content and that its exclusive to you in the sense that they won't resell that [same] content to someone else.

Jeanna: Correct, you are transferring copyright and ownership from that ghostwriter to you. They no longer own it; they no longer can use it. It is yours once it's paid for. So Copyscape.com is a great website to look at and again just like Chris mentioned take some sentences from the article and put quotes around them and check them in Google and Yahoo and MSN. If they come up on somebody else's website that's a big red flag.

Let's talk about something else that kind of goes along with the whole short cuts and maybe some not so good things that people have a tendency to do to try to make articles happen fast. What are some of these short cuts that you're aware of Chris that are not a good thing to do?

Chris: You're trying to build your expertise and building expertise means building market credibility. Right? So why would you want to build market credibility by taking short cuts? Here is a good example of a short cut, buying article software rewriter or article spinner. That's the software that retools an article and rewrites it. This is an FYI to the market, we buy those tools too so that we can mute them. Meaning when we check an incoming article, we check not only for exact match or derivative match sentences, we also check root word complex, we have a thing called CASM and it stands for Content Association Sequence Matching. It's in its 3rd generation already and I think it's one of our secrets as to why our site is popular because we don't allow duplicate content on the site or even derivative content.

So don't ruin your expertise, don't ruin your credibility in the market by spinning your own articles or spinning other articles. You also don't want to use PLR, Private Label Rights articles, which is also known as non-exclusive rights content. You don't want to buy into these clubs, man I've seen them, I had some former and I thought they were my friends but some former friends who made large sums of money selling these private label rights packs of content that you could put your name on and wham bam, you're an expert. It's like no you're not! Number 1, that content will be muted and it won't receive the traffic attraction power that original content will receive. Number 2, your expertise will be questioned. So stay away from article rewriters, stay away from private label rights content. And avoid the temptation to repurpose existing authors' content too. Some people will come to our site and see that existing authors, I kind of recommend that you watch your competition. You want to subscribe, you can subscribe to emails of any one of our 569 niche markets that we're in right now. You can [subscribe to emails](#) or [RSS](#) and you can watch the article titles are coming across and you might use that for inspiration but you don't want to use it to rip them off. You don't want to use it to; oh Joe got \$100,000 using his article on the 7 ways to make a car go faster or something. Just because Joe does, it doesn't mean you're going to and so we see a lot of copycatting going on. It's just human nature I suppose. But it doesn't always guarantee success.

The thing that is really difficult to duplicate is the original thought of the original mind. So that's your power as a small business owner or solopreneur. Don't turn that off and switch to the short cut tools because that's the kind of stuff that...remember the market will see right through that stuff. Not only that but once they get to your site they'll know that everyone has a feel for who you are by reading

your content. And when they land on your website and they don't find that same feel, they'll want to know who you are. There is a misnomer in their brain and they can't quite understand why but there is a mismatch there.

Jeanna: Right.

Chris: So that's what I would avoid.

Jeanna: Yeah absolutely. So those that are listening that are fairly new to article marketing, you may have never heard of PLR, private label rights articles or article spinning as it's called. If you've never heard of that just know that that's something you don't want to get involved with. As you go on through your marketing of articles and you get more advanced in this and you're around article marketing you're going to start seeing things like this pop up, short cuts, and I'm in 100% agreement with Chris stay away from this stuff. It's like anything else in life, usually if its sounds too good to be true, it usually is. The very quick short cuts to make things much easier usually tend to turn out to not be a very good thing for you. So stay away from those.

Chris: Yes I totally agree. This is not a get rich quick overnight strategy. This is a long term, you're building your credibility in the marketplace and like that snowball once it gets started there is no wrapping your snowball. It's awfully hard to retract when you make a mistake and I see it every day, I feel bad sometimes for some of our members because I see the emails come in daily and they go...in fact if you look at the top 10 what types of emails are coming in to our member support team and article suspension is one of the top ones. At any given time we have 10% of our members are suspended for something. I feel bad when I see a person who went down a bad path and they say, well I bought this article from so and so and I didn't know I was supposed to check it or I didn't know it wasn't okay to rewrite one of my own articles. There are so many short cuts that are just not okay, not only by us but by the search engines as well. So don't take the short cuts.

Jeanna: Right.

Chris: If want to take a short cut, have somebody do all the mundane, outsource the cleaning up of your articles. In fact, if you wanted to spew thousands of words at a time and then hire somebody, editors are reasonably priced in most cases. You can find an editor for \$10 to \$15 or \$20 USD an hour to clean up your content and have them do the editing exercise so that you can do what they can't do, which you can do the original content topics and the core part of that.

Jeanna: Yeah do a brain dump on your area of expertise and let someone else clean up the mess. That's a great tip. And Chris I just want to touch on one thing before I ask some more questions. You mentioned obviously not copycatting your competition and that may bring up a question of well obviously I'm not the only massage therapist in the world or I'm obviously not the only architect in the world. So maybe talk a little bit about how yes there are topics that move and flow with different industries. So how do we as small business owners how do we make this unique where we're not copycatting?

Chris: Sure okay. I see this question every day. Here is a statistic, 80%, it's like 86% of our members don't submit more than 10 articles. So the 14% that do submit more than 10 articles have submitted more than 60% of our content. So we look at that and wonder what is going on here. I polled the 86% and asked why is it you haven't submitted more than 10 articles? What's the deal? They come back and they'll say multiple things and they're mostly based on myth, things that they have been told or thought that are not connected to reality. They're not connected to facts.

Some examples are well I didn't write because there is too much competition in my market. That's a common one. They didn't think that they could compete. It's like if you look around and whenever you see McDonald's what else do you often see? You see a Burger King, you see a Hardey's[or Carls Jr.], you see a Wendy's, you see another fast food restaurant. Fast food restaurants pop themselves next to each other on purpose because there is a market demand for that content variety.

And one truth we know to be true is that no one evaluates life like you do. No one evaluates your expertise like you do. You are unique in the way you evaluate your business and your expertise. So value that... and know that to be true and then once you know that to be true then you know that well I can easily write thousands of articles over time because I'm evaluating life in a way that no one else is. No one else has had my experiences; no one has had my business problems or the things that my clients have brought to me. So just know that you're unique and that's one way to worry, I wouldn't worry about it.

In fact, competition in the market tells you that there is a high demand for the supply of your expertise. I would be more worried if you entered a market where there was like...let me give you an example. Racquetball is one of my favorite sports and I'm good at it. I know there is almost no content out there on racquetball. The world of racquetball, it's even a profession sport with professionals in it, yet there is less than a few maybe 10,000 articles on it in the world. I know that the reason there is so little content on this sport of racquetball is because there's a small [market] demand. So I'm not delusional and I know the demand doesn't exist. The content would flush into it. So when you find a market that is flushed with competition rejoice! You've found a market full of demand and the best experts in any niche will always rise to the top. Given any set of people there are always going to be the 10% that rise to the top. In article writing and marketing, the 10% that rises to the top are the ones who continually write new quality articles every single month, quarter or year again and again and again because they've got a lot to share and they know that strategy is an effective way to attract more people to their parade, the party, to their business.

Jeanna: Excellent and it really goes back to sharing your particular expertise. So yeah again using the chiropractic example. Sure there are lots of chiropractors in the world and chances are some of them have written articles on back pain but you have a unique experience and a unique feel for back pain. So write in your unique perspective, in your unique words.

Chris: Jeanna, have you heard of the concept moving the free line down?

Jeanna: Yes but let's explain that for those listening who have not.

Chris: Sure. It's a marketing concept. Moving the "free line down" means giving away what you previously might have charged for. So if you would have normally charged \$100 US dollars for something now give that away. What you've just done is you've moved the free line, you're giving away more of your expertise.

A real example of that is us[EzineArticles.com]. In 2004, we had begun charging people to submit content to our site. We were on track for 6 figures of receiving good money for being a press release publicity type service provider. We learned if you make it free more people will come to the party. Not only do we know and we didn't know back then but we know now that tens of millions came to the party. Eventually I think it will be billions in terms of the total amount of traffic. Sometime next year or the year after we should be talking about billions of visitors who have visited over the years.

If you want to get fast track access to the prospects within your market, move the free line down by investing more energy and giving away more of your best expertise. People will, I haven't done this in a while but when I get on the stage and speak, we know that when we sit in the penthouse in the back or in the back of the room with all the other speakers, they all say isn't it great, get this, we get to give away all of our best secrets and people still want to buy a piece of us. Think about that, people will still want to buy a piece of you. You will not lose business by giving away everything that you know about your expertise because the market will still want to buy your expertise.

Jeanna: Right.

Chris: Moving the free line down is the fastest way to...don't worry about protecting your secrets. You will always have stuff that you can sell but people will always want to buy a piece of your expertise. You will find that it's a faster way, in fact even the way it was in the Wall Street Journal I think it was, even the

Wall Street Journal was protectionism based where they were by membership only. And I remember many people were thinking for years, why aren't they opening up their content for free? Don't they know they could make money by selling advertising or reach a larger market if people could visit and get their content for free then charging for it? Then, of course, now history be told they know that they were wrong and they've changed. And because of that, they're now back on the map as a legitimate source, they're back on the map again because they moved the free line down and made their site open to do this.

The same for you solopreneurs. This is how you can compete against the big Goliath. The big Goliath: they would rather spend a million bucks in an advertising campaign, throwing in the 3rd party ad agency than think [sometimes]. You're a small business person yourself Jeanna and you've got time to think. It's your ace in the hole. It's what you can do.

Jeanna: Absolutely. It's a very good point. Everybody should really, really take heed to that. I know it sounds completely opposite and it's completely counter-intuitive but it absolutely works. The more you give away the more you will get. It absolutely works.

Chris: Yeah that's like the law of attraction, we give first and then we get.

Jeanna: Absolutely.

Chris: That's one of our sayings within the article, people come to us and they're like do I promote myself first? No you don't. The article body, the main component of the article, the title and the article body is where you give of your expertise first and once you've given then at the bottom of your article is where you get to say I am Jeanna Pool and here is what I can do for you, here is my benefit to you.

Jeanna: And Chris that's called a Resource Box, correct?

Chris: That's correct.

Jeanna: Let's talk about that, explain that in more detail.

Chris: Okay so [directly] below the Article Body and most people they come to our site and they see these ads on the site and they see all these links outbound and wonder how the heck am I going to get traffic? How am I going to get traffic back to my site if I'm competing with a website with all these other dozens of links? And one principle we know to be true is thanks to the Internet marketers of the last decade, everyone has taught and trained the market to always scroll down to the bottom of the content to get the jewels, get the gifts, get the buyer to get what they came for... So we all know if you scroll down below to the bottom of the content to find the jewels. Keep that in mind that's a principle we know to be true.

We know the click through rate is huge in the resource box. The resource box is located directly below the article body and in that resource box you should include the following things: you should include **your name** and we call this "claiming your content." You're also reminding the person of who the heck you are because they just read your content and maybe they didn't read the byline and now you're reinforcing who you are and you're connecting, some people include their acronym if you will. I'm Chris Knight, the Ezine Articles guy; this is where you can be a little more creative than your byline. You should also **include your website address**, you can **include your elevator pitch** which is your unique selling proposition, **what it is you're going to do for the person** who is reading the article and how you're going to solve their pain and give them pleasure and then you can also include a call to action, which is Chris thanks for reading my article and if you would like a free report on the 6 ways you can grow your email newsletter, visit my page at ezine-tips.com for a free special report. That's a call to action.

So again your name, your website address, your elevator pitch or your unique selling proposition and your call to action. In addition, there are optional things you can include that are purely optional such

as your ezine subscription address. One of the ways that we use articles commonly is to grow the email newsletter list because article writing and marketing is all about lead generation, traffic attraction, making money on the front end. You're going to make money on the back end once your articles attract traffic back to your website. Some things that we've seen that are optional and things that have also worked for people in their resource box include, how to join your email newsletter or why they should join it because of a free special report, your contact information such as how to reach you. I would recommend *against* putting your email address in there. The reason I say that is because unless you have a very good spam protection program... people scrape your email address and you'll be spammed to death. If you want to have a way to contact people put up your web base contact form URL website address for how to contact you. It's better than your email address.

Also, people ask should I put my phone number in there. Like well, think about this, article marketing has two downsides. One of them is that once you get the snowball going it's hard to stop it. Even though you can edit your articles on EzineArticles.com, you can't always edit it everywhere it's been sent in the world over the years. So unless you plan on having the same phone number until you die, I kind of recommend against that. Also, within your website address you can put either an absolute URL which is like [http://Your-Company-Name.com/] or an anchored text link and let me give you an example of those two. An absolute URL is like http://Your-Company-Name.com. That's an absolute URL and we would call that a valid URL. That's the minimum you should put. Every article should have one full http:// URL in there. The reason you want to have that type of a link as your primary link is because some people come to our site and they'll take your article and reprint it for their text newsletter. If you have an anchored text link, which is what I'm going to explain next you won't get credit, you won't link credit for that content because [ASCII] text newsletters can't make anchored text links work.

But there is a high abundance of people who are brand new on the internet these days and even though we give them tools, we have an ezine publishing tool at the top right of every article that gives them the html or the text, so they don't have to think and can just copy and paste it, even when we provide those tools some people just come to the page and they copy and paste the page. And content management systems today will always link up an absolute URL, http://, they won't always link up automatically an anchored text link. I would encourage to go for the absolute URL first and then second if you want you can also include an anchored text link.

Jeanna, should I tell people what that is?

Jeanna: Yes please.

Chris: Okay so an anchored text link is when you link up a word or a few words to your website address. For example, if I was going to do it and I knew that one of the key words that people find us at is submit articles, for example, I would link up EzineArticles.com to the words [submit articles](#). So in the resource box I might say, submit articles will be linked up to EzineArticles.com. I'm helping the user who is reading the article quickly visit my site. They've got their hand on their mouse or whatever and that they will just click on it and I've reduced a barrier for them to get to my site. So that's called anchored text link. We allow up to three anchored words per text link and as high as five if the content really rocks. We have it limited because people were abusing it.

So some people believe that anchored text links help with search engine optimization. I don't know what to believe and I don't really like to speculate what the search engines will or won't do. But as long as you've already provided them with an http:// URL there is very little downside to also including an anchored text link back to your website. Especially if it flows with what the purpose of your article is about. I would not do something that is like let's say you're an expert in chiropractic or weight loss, you wouldn't put a link to a weight loss supplement site, I guess it might be new age, but you wouldn't link up unrelated things because that's spam.

In fact, I have a few things of what not to include in your resource box.

Jeanna: Let's hear those.

Chris: Do not include every website you own. I've got other websites I'm not going to tell you about because it doesn't relate to my expertise in this article writing marketing thing. A list of every accomplishment you've achieved to date. Word up...., no one cares. This is not where you put your resume. The resource box is about what you can do for the reader that is benefit driven. You should also not put advertisements or pictures of products that are not related to the topic of the article. You should also keep the size of your resource box, here's a little tool, the size of your resource box should not exceed 15 to 20 percent of your article. So if you have a 250 word article, you should not have a 250 word resource box. So your resource box should be relatively small to the point of being about 15 to 20 percent tops of your total article size.

Again, the worse way we see this abused and we're seeing it less and less but don't dilute your credibility. I know that you're an expert in two different niches that are unrelated to each other. Great, create two different unique related author names....let me give you an example. I'm Christopher M. Knight known as an expert in article writing and marketing. I'm also Chris Knight and Chris Knight is my self-help stuff. C. Michael Knight is my Trans Am articles. It's like I've taken variations of my name and I've isolated my expertise with variations of my name. They're all the same guy but I make sure the market doesn't put it all together because I don't want the market to think that I'm diluted in my focus. My brand focus is I like to keep it vertical. Does that make sense?

Jeanna: Yeah. So if you're a chiropractor and I know we keep using this chiropractor example and thanks to all the chiropractors out there listening but obviously if you're an expert in let's say breeding horses, in your resource box so about your article on back pain, don't put your website to your horse breeding. Do another article on breeding horses and then link that to the site there.

Chris: Right.

Jeanna: Yeah good tips Chris.

Chris: I wouldn't include links to sites you don't own or control. We're very user accessible and we can understand why people might do this, user accessible in a good way. Some people might say well my reader might want to see the Wikipedia article on horse breeding. Well that's all very philanthropic of you okay, so we'll allow up to two non-self serving links in every article. However, if you're trying to build your credibility and expertise there is a concept called 'controlling the exit click', which means you've got a sole purpose; your sole purpose in writing the article is to get exposure and traffic back to your website. You don't want to dilute that by turning off the visitor to a site you don't own or control... And while you just delivered value to the reader and the universe thanks you and I'm sure the universe will give you back for that value, it's not always in your best interest.

I haven't done it. I won't do it on an article that I syndicate. If it's an article on my own website, if you come to my website and see an article for sure I'll link to sites that I don't own or control for the benefit of my user or reader because I know the source of that content. But if you're syndicating or distributing your content, it's better to only link to sites you own.

One more thing, people who syndicate content and now we're talking publishers, people who come to our site to find content they can send to their membership, we know that articles with one link in it... out-pull articles with two links in it. So if you want to have a huge syndication level beyond EzineArticles.com... fewer links is better.

Jeanna: Excellent. Chris, just a couple more questions before we wrap up. This has been incredible. A lot of really, really good information to help listeners market with articles very successfully. Something that I get a lot of questions and I'm sure you do as well, is it better for me to send one article that I write to 200 different places or should I write 200 articles and put them one place? What is the better strategy – one-to-many or many-to-one?

Chris: I'm biased, of course, which is I like using the 200 articles to one site, EzineArticles.com. That's of course a bias thing because we know that we work awfully hard to earn the trust for our members who do that with us. But sometimes people have said okay I've done that. I've submitted 200 articles to EzineArticles.com where else can I submit them too? And the question I have to ask them is, you know what, I know our competition very well and I don't know 200 competitors that are worthy of your article content. I know of less than a handful that are worthy of your content.

So I recommend looking at it in terms of tiers. You want to have two tiers of places you can take your content. The first tier is high traffic, high volume sites like EzineArticles.com and the second tier are highly niched sites that don't have the traffic volume but they have the high relevancy factor. Let's use your chiropractic example. Say you've written your 20 articles this week on chiropractic, submit them all to EzineArticles.com, then... now let me go find some publishers of small websites that are only about chiropractic care. These are sites that you might find are more open than closed. I just know that most of the local chiropractors here are close-minded protectionism based. They're worried about their credibility and they won't link or put articles in their website of other people who are not in their office[working as Dr's]. You find some other sites that have...the second tier is highly niched sites that nail that relevancy factor by 100% but don't have a fraction of the content that say like ours has. That way you're hitting the high traffic and you're also hitting the high relevancy factor of that link because the link value is also greater on sites that are highly relevant.

So if you do want to take your content beyond a few places, you really have to ask yourself can I trust that content [host]? Can I trust that the person taking my content is not going to misappropriate themselves? It's bad enough that there is that small fraction or percent of people out there, it's bad enough that that's going to exist but you don't want somebody you're trusting...when you give content to somebody purposefully you want to be able to trust that they're going to respect and honor your content. They're not going to insert unrelated links to Viagra and different things which is totally unrelated. You want to know that you can delete and terminate that relationship at any time; you want to know that you can edit those articles at any time. That's a very labor intensive thing.

A lot of people think that we're a small company with three or four of us and we're at 37 people now and heading towards 60 by the end of the year. So running this business is very human labor intensive. You want to ask those trust questions and if they can't answer them then start with your own website and then I try to go on sites like ours, EzineArticles.com, and then the second tier which is highly relevant sites that we have a personal relationship with the publisher where you ping them and say hi I noticed that you're an expert in horse breeding and I've written some articles on horse breeding. Just wanted to give them to you or you can, a lot of people do this they point them to their Ezine Articles. We know this has happened where they say hey here look I put up 25 articles at EzineArticles.com and they're in the equestrian section. You can just go ahead and grab them. In fact, they have little tool on the right top called EzinePublisher and you can just steal them okay [[follow the reprint rules please](#)] and put them up on your site and I would appreciate it if you would. Or you provide them in a way that makes it easy for the publisher to take them. And that traffic is not going to make you rich overnight but the relevancy factor of those links is very valuable.

Jeanna: Excellent and you know Chris I can say as an unbiased outside person you guys are definitely, I would consider the Rolls Royce of a website to syndicate article marketing. I mean folks listening EzineArticles.com is it, it really is. It's the number one place that I recommend to all of my clients syndicate and publish their articles, myself included and it really is the best resource for you. So Chris I absolutely agree submitting to EzineArticles.com, submitting to the small niche websites that are in your niche and in your industry and I also recommend putting content on your website. Don't forget about your own website because that gives you higher rankings in the search engine and it makes your website that much more valuable to the visitors that do come.

Chris: I agree with that, I agree that you should have your content on your own website. One tip, which is that we think a lot about our users. We have 100,000+ members but we have millions of monthly visitors, users we call them. Those users pay for us to be able to be free for our members. So we have like

multiple different stake holders here. And one of the things we know about our users is that they want to be able to trust EzineArticles.com to deliver them a website they can trust.

So if you just wrote an article about yoga and they click on your website URL and it's the exact same article on yoga, the user is confused. We see that over and over again and it's really wrong. Instead you should have them go to your free report about how you can get 12 tips on how to improve your life or whatever. You should not link to the same article you just gave. It doesn't make a whole lot of sense.

Jeanna: Yeah that's a great tip. So maybe link to your article page where there are several articles they can choose from.

Chris: Or your products page, or your blog, or your contact us or your free report. Anything other than the content they just read. Think in terms of the user experience. How do you deliver a positive user experience? We're thinking one step removed from our members and users. We're thinking about all the 3rd party people who provide traffic to Ezine Articles, about half of our traffic is not generated by our own selves but half of our traffic is sent from search engines and social media sites. We've been obsessed since I think about 2005 and we made it a priority to make sure that everybody who refers traffic to us, we want them to look good for having done so. The only way to do that is by making sure the quality user experience after they leave our site, if they come from a social media or a search engine and they come to us, when they leave our member site we want to make sure that whole experience was positive so that we look good for having sent them to somewhere else. That's a thought that I don't think our members always have.

Jeanna: Yeah absolutely. Chris, we're just about out of time. This has been a phenomenal interview. Thank you so much for taking the time. Are there any last thoughts or last tips before we sign off that you would like to share with our listeners?

Chris: Yeah it's most important to get started! Once you get started... don't be discouraged and don't take rejection personally, if you've been rejected... know that that's a good thing. I mean we don't reject content because we hated the author, in fact it's all very mechanical for us. Know that it's not personal and that if you get an article rejection which is about 10 to 25 percent of everything that comes in, it's actually a little higher than that, are rejected the first time. Our goal is to help the person get their content published.

If you didn't receive a rejection notice, then that means that we determined that we're not going to be compatible. So rejection is good. Our goal is to help people get their stuff published and that it meets the guidelines. That's difficult in [getting to know the guidelines](#), I know that's tough. But most importantly get started, sign up for a free membership account and test it. Don't stop and evaluate until you've hit the 20 to 25 article mark. That's about the quantity you need before you can really sit back and say what did I just give, what did I just get and was it worth it?

Jeanna: Yeah absolutely and you know Chris I recommend to all of my clients and people that have read my book as well, I am a huge believer in article marketing. Just like Chris said, its free, it positions you as an expert and for the solo small business owner it's really something that you should do forever for marketing. Get on a regular schedule because it is extremely beneficial and there are so many ways to use articles it's incredible and it really, really builds that credibility.

Chris: Right! Credibility in your personal brand and your business brand. It can morph over the years. Over the years, it develops into something that is difficult to stop. So you will be paid back the time in traffic. That's the main reason I love it. You can't get rich overnight, you're not going to make a fast buck writing articles, and however, you will begin to attract huge interest. It will attract media interviews, it will attract newspapers and journalists calling you, it will attract people buying your products, which is a good reason.

Jeanna: Yeah.

Chris: And you'll attract high profile things. We hear testimonials continuously from people who they landed on Fox News or CNN picked them up or they were asked to go to the US Congress and testify and it helps to solidify their expertise. Article marketing and writing is the best way for a solopreneur or small business owner to basically do what the big guys won't do. The big guys are so into their systems and their buying traffic that they're really not going to put themselves out there. In fact, sometimes I think big huge enterprises are afraid to speak in original thoughts. That's an advantage to the small business person; you can put your expertise out there and basically build your platform with articles. Do it.

Jeanna: Excellent. Chris how can people get a hold of you for more information?

Chris: They can go to EzineArticles.com and then on the bottom left of the home page, there is a little secret link there that says "Got article writing or marketing questions? AskChristopherKnight.com." You go to that and that's how I survey the market and receive feedback directly outside of our member support system.

Jeanna: Excellent. Well Chris thank you again. I've enjoyed this immensely. I know that our listeners have too. Thank you everyone for listening and we wish you much success. Good-bye everyone.