



The EzineArticles.com Article Writing: Article Content Sourcing and Templates Training Series offers you helpful tips and strategies for successful article writing with EzineArticles.com:

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Ready to Submit Your Next Set of Quality Original Articles?

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Keyword Research

People use different words when they search for online content. These search terms are called keywords.

Keyword Research tools can help you discover topics that people are currently searching for that are related to your expertise. Use this as a springboard to launch another 25 articles that are each 250-450 words and relate to the topics your potential audience is searching for. Provide articles that answer the readers' questions in their search query.

Popular Keyword Research Tools:

- (1) **Wordtracker:** generates keywords for search engine and website optimization. <http://www.wordtracker.com/>
- (2) **Keyword Discovery:** compiles keyword search stats from worldwide search engines. <http://www.keyworddiscovery.com/>
- (3) **Goodkeywords:** downloadable freeware that queries a number of popular search engines to identify good keywords. <http://www.goodkeywords.com/>
- (4) **Google Alerts:** email updates of the latest relevant Google results based on your choice of topic or keywords. <http://www.google.com/alerts>
- (5) **Google Suggest:** as you type in a keyword, Google offers suggestions and shows the number of results. <http://www.google.com/webhp?hl=en&complete=1>

Example: "Yoga" when entered into Google Suggest tells me that I should write articles about "Yoga Journals" or "Yoga Journaling".

Key Insight: While you may be tempted to write only about the most popular topics, also remember that these topics have the most competition within the search engines--meaning, you are fighting against hundreds or thousands of competitors to get the attention of the market to your article.

Perhaps a better strategy is to focus on the middle to lower "tail" of the market by looking at the 50th-200th most popular keywords or phrases from your keyword research and use them as your basis for your next set of articles. There will be less competition for the 'long tail' than the short list of most popular terms and key-phrases.

Tip: Look at how your niche keywords may intersect with a holiday or current event. It's a great way to pick up current interest traffic!

(1) **Q & A:** Review the last 3 months of questions your audience/clients have sent you via email or over the phone. This is a great resource for several Q&A style articles that can address your target's questions (without disclosing any personal information about your audience/client).

(2) **Survey:** Conduct an email survey of your audience/clients and identify their top 20 concerns or areas of interest. Most surveys will produce too much data for just one article. A single survey can help you easily produce a set of 20-25 articles whose topics were generated by your target audience!

(3) **Conduct a Class:** Run a free teleseminar for your clients, prospects or ideal market audience. Use it to give your expertise while polling them for ideas and feedback on what they want to learn more about relating to your expertise. You should be able to extract 100 or more article topic ideas from this strategy alone, not to mention using your teleseminar transcript for article content (with some editing to create small 250-400 word chunks of tips).

(4) **Blog/ Forum/ Discussion Board Comments:** Compile your audience's comments on your blog post and identify helpful tips, questions, concerns or areas of interest. Just one blog comment from one of your readers can easily turn into an article addressing a question, concern or area of interest.

(5) **Keep Tabs on the Competition:**

Setup email alerts or subscribe to RSS feeds when new articles in your niche are posted. Use these for inspiration only. If you find yourself asking a question just after reading a competitor's article...answer it with your own article! You can reverse engineer the topics your competitors have tackled and add your unique perspective.

(6) **Interview Your Competition:** Your competition can be a great source of inspiration, and in this case, content. Interview another expert in your niche via phone or email, record and transcribe it if necessary, and chunk out the content for a series of 250-300 word articles.

Hint: Remember not to include any numbering or edition system in your article title, even though you may be chunking out several articles from one original content source.

Monitor the competition with the EzineArticles.com New Article Email Alert Service: <http://EzineArticles.com/subscribe/> OR Subscribe to EzineArticles.com RSS Article Feeds by Category: <http://EzineArticles.com/rss/>

Repurpose Your Old Content

(1) **Newsletter Archives:** Repurpose your old newsletters/ezines. If you've created multiple articles for each newsletter issue, we recommend that you break your old ezine articles into single article chunks rather than multi-topic articles. If you have larger ezine articles from your newsletter archive, consider breaking them down into 250-300 word chunks rather than 1,000-3,000 word articles.

(2) **Forum Posts:** If you've been on the internet for some time, there is a good chance you belong to a few forums that you might call yourself a "resident expert" on. All of your old forum posts that are greater than 250 words in length will make great new articles that you can put into distribution to create more traffic and sales for your business, and enhance your credibility.

(3) **Blog Posts:** The whole point of blogging, besides posting frequently, is you can easily syndicate your blog for others to read via the RSS reader of their choice. Because of the syndication orientation of blogging, your blog posts that read greater than 250 words make great articles that you can slap on a longer title, add a resource box that pitches your blog website and put a fast 250+ articles into immediate distribution. Remember that "content is king" and simply submitting a 250 word blog post devoid of any benefit to the reader only diminishes your credibility as an expert in your niche.

(4) **Books/ Ebooks:** Are you the author of a book no longer in print? If you own the copyrights to it, this is an excellent place to create hundreds of quality articles with just a short period of editing. If you are the author of an ebook, you can easily flip your content into articles designed to entice your reader into wanting the complete ebook. You still need to deliver real content value here and not get skimpy or tease them with "what they could learn if they bought your ebook". Keep the articles short, with bulleted or small numbered lists.

(5) **Frequently Asked Questions:** If you have an FAQ section on your website, you can repurpose the answers into 250 word Q & A or tips articles that expand the scope of the answer without going off-topic.

(1) **Top 10 List/ Tip Articles:** Everyone likes content they can read quickly. Why not create top 10 lists/tips (or any number of “top” things) related to your niche area of expertise.

- * Title: Your “Top ” article title should include keywords relating to the type of article you are creating plus the words “Top” and the number of list items.
- * Opening Paragraph: Introduce your reader to the topic and sell the benefits of reading the list/tips.
- * Create Numbered List
- * Sub-Headline each list item or tip: Create (1) paragraph description of each list item/tip.
- * Closing Paragraph/Conclusion
- * Resource Box

Example Article: [Article Writing Strategies to Get Into Zen Flow--7 Tips](#)

(2) **Pain Avoidance Articles:** Most people will do more to avoid pain than they will to seek pleasure. You can use this psychological trigger as the basis for a series of articles that show how to avoid pain associated with various issues within your niche.

- * Opening Paragraph: Introduce the pain to your reader and sell the “pain relieving” benefits of reading your article.
- * Relieve the Pain: Give real-world solutions to the pain in 3-10 paragraphs.
- * Supporting Paragraphs: Offer reasons why your offered solutions relieve the pain (1-2 paragraphs max).
- * Closing Paragraph/Conclusion: Reinforce why your reader is in pain, how to relieve the pain and why it’s in their best interest to follow your advice.
- * Resource Box

* **Key Insight:** Everyone experiences pain in some form, whether it be physical, psychological, emotional, financial, etc. Articles that help people cope or eliminate pain deliver real value. As the expert author, you are the pain problem solver.

For more information on the Pain Avoidance Article Template, visit the EzineArticles Blog: <http://Blog.EzineArticles.com/2008/04/the-pain-avoidance-template.html>

Article Templates: Pros & Cons and Q & A

(3) **Pros and Cons Articles:** Your readers love reading the pros and cons of relevant research you've conducted in your niche. Give it to them in your next set of 400 word articles.

- * Opening Paragraph/s: Introduce your argument with 1-2 paragraphs max.
- * Create Pros Sub-heading: Provide a minimum of 3-4 pros and try using bullet points to present your list. It will make your article easier to read.
- * Create Cons Sub-heading: Provide a minimum of 3-4 cons and try using bullet points to present your list. It will make your article easier to read.
- * Closing Paragraph/Conclusion: Wrap up your article by describing your position and why.
- * Resource Box

Key Insight: Too often articles are written that debate the merits of the author's position (nothing wrong with that), but they fail to provide counter-arguments that can actually improve the authors credibility for being able to see the big picture or at least acknowledge the counter-arguments that exist (even if they don't agree with them).

For more information on the Pros and Cons Article Template, visit the EzineArticles Blog:

<http://Blog.EzineArticles.com/2007/03/the-pros-and-cons-article-template.html>

(4) **Q & A Articles:** Pose a commonly asked question and then answer it. You can offer your expertise with one question per article and keep a tight-niched target. Remember the "long-tail?"

Example Article: [Business Writing Tip: Question & Answer Format](#)

Article Templates: Principles of “X” & Checklist

(5) **Principles of X Articles:** There may be no “right” way to do this template as many choose to use identifiers other than “principles” (E.g., secrets, thoughts, ideas, qualities, etc.), but they all usually give a numbered list with sub-headings that make it easy for the eye to see and read the “principles” outlined.

- * Title: Make sure your article title lets your reader know they will be learning the “principles” of something.
- * Opening Paragraph: Explain why your “principles” are important to the reader along with any social proof claims that can support your statements.
- * Create “Principle” Sub-headings: Describe your top “principles” along with why each one is important.
- * Closing Paragraph/Conclusion: Offer suggestions on how to apply the outlined “principles” or a helpful tip to help the reader overcome any objections they might have to understanding or applying one of your “principles” to their life or business.
- * Resource Box

For more information on the Principles of X Article Template, visit the EzineArticles Blog: <http://Blog.EzineArticles.com/2007/04/principles-of-x-article-template.html>

(6) **Checklist Articles:** Your target reader loves checklists because they distill the essence of what someone else (you, the expert) have painstakingly identified as being important for a particular problem.

- * Title: Your checklist article title should include keywords relating to the type of checklist you are creating plus the word “checklist”.
- * Opening Paragraph: Introduce your reader to the topic and explain why the checklist exists.
- * Create Checklist
- * Closing Paragraph/Conclusion: Encourage the reader to pay close attention to the benefits of the checklist.
- * Resource Box

Tip: Make sure your checklist is actually a checklist. I.e., don’t ramble on without using brackets [], bullet points and/or a numbered list. Your checklist should be fast and easy to read while delivering on the promise of a checklist from your article title. *Example Article:* [Home Buying Checklist](#)

Article Templates: Survey Results & Golden Rules

(7) **Survey Results Articles:** Your readers love reading the results of relevant surveys you've conducted in your niche. Give it to them in your next set of articles.

Why articles that include the results of surveys are valuable:

- * You are delivering the result of multiple hours/days/weeks of research.
- * You are summarizing mountains of data into a less than 1,000 word summary.
- * You are helping your reader to key into which numbers in the results are important and why.
- * You are describing how to evaluate the results, and how they can apply to your reader's business.

A single survey's results can help you easily produce a series of 2-15 articles.

Key Insight: It's better to share survey results from surveys you or your company has done. Never share results of surveys that came from proprietary information you had to pay for. It's recommended that you never write articles that use the basis of someone else's survey results as the basis of your article/s.

Example Article: [What Makes a Manager a Bad Boss--Survey Results](#)

(8) **"Golden Rules of X" Articles:** This article template idea is ridiculously simple, yet can be powerfully perceived as valuable by your readership. Here's how the Golden Rules of X article template works:

- * Create an article title:

Examples:

- a. "Golden Rules of _____"
- b. "The 16 Golden Rules of _____"
- c. "_____ Golden Rules To Live by"

- * Using a numbered list, include the rules that sum up the primary lessons you've discovered or learned through your experience & expertise.
- * Expand to include "WHY" each golden rule you've outlined is important.
- * Summarize at the end the theme behind why your set of golden rules are important and what it will mean to the reader when they implement them in their own life and/or business.

Broad vs. Narrow focus: You can include the golden rules of various aspects of your niche including narrow topics or sub-topics rather than only a broadly-focused set of golden rules.

***Example:** I might write an article on the “7 Golden Rules of Article Writing & Marketing”. I’d follow that up with an article on the “10 Article Title Golden Rules To Profit By,” “4 Golden Rules of Writing Resource Boxes That Sell,” or “19 Golden Rules of How To Pick Article Topic Choices”.*

For more information on the Golden Rules Article Template, visit the EzineArticles Blog:

<http://Blog.EzineArticles.com/2008/05/golden-rules-article-template.html>



Your Article Writing and Marketing Call to Action:

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Your Challenge:

Increase your number of article agents selling for you and share your unique perspective as an expert of your niche!

Get into massive action -- we look forward to approving your next set of articles.