

## The Basic Guide on How to Write Articles

If you have just discovered the many routes that you can take with regards to online marketing, you may be faced with many questions. One of them and a very important one is how to write articles.

### The Rule of the Game

Writing for the internet is very different from getting your daily dose on blogs and other creative venues. Yes, this also requires a lot of creativity on your part but it caters to a specific market, people who doesn't have much time to spend reading the 500 plus words articles that you are presenting to them.

Your role now is to get their attention, make them scan through your materials, get your point and get them hooked with what more you have to say then what more can you offer to them.

### Basic Guide

You need not be too academic when it comes to writing articles. Besides you are not writing a research or term paper. You just want to reach out to potential clients to help them in avenues wherein you could reach out to them in relation to whatever business you have.

#### 1. Good content

Your writing doesn't have to be too technical that people would have to consult a dictionary just to grasp your thoughts. You have to create functional articles that will be easy to understand and people will be able to relate with.

#### 2. Conversational tone

Talk to your target market through your articles. You've got to establish a connection with them. And this can be achieved through the manner that you present your articles. You have to make them feel like you are a friend that they can turn to if they are having problems in some aspects of their business.

#### 3. Excite your readers

You are not writing to win awards so avoid the boring matter of fact route. Keep the tone bubbly and easy to grasp. Create headlines and catchy tag lines in order for you to keep your probable clients interested.

#### 4. Short paragraphs

Short paragraphs are intended for easy reading. This will especially be helpful

for those who don't really have the time and are just scanning for interesting finds.

#### 5. Provide benefits

Make sure that after reading your piece, the reader will get something out of everything that you have said. Such knowledge should be useful to them and will make them interested in reading your future articles as well as your other products and services.

#### 6. The importance of you

Use the word you throughout the article. This way, the one who will be reading it will feel a sense like you are directing them because they are important. It will be easier to capture their interest this way.

So you think you can write now? Why are you doing this anyway? The one thing that you have to take note is that you are doing this to drive traffic to your web site. You have to make as many people aware about the products that you are offering and lead them to you. This can be achieved further by providing good copies at the resource box or at your author's bio section on each of your article.

So make sure that you master how to write articles before you plunge into submitting to article directories. This way, there are better chances for you to create impressive ones that will help you propagate your purpose.