

# Easy Article Profits

How to Make Easy Money Selling Content Online



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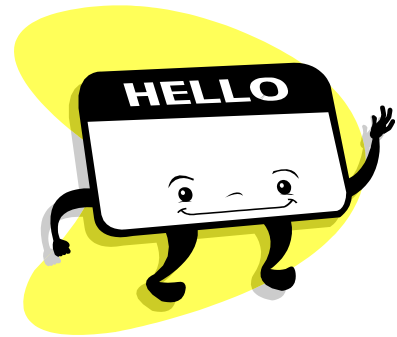
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## Introduction

Some of the most successful Internet Marketers out there got their first taste of online profits by writing and selling articles to others (being a "ghostwriter",) hiring someone else to write content, then selling that content at a higher price to others ("arbitrage") and/or using software to create articles, editing them, then selling that content to others. Some even outsource the entire process and earn really big profits!



Just think about it ... every website on the internet needs content! Many of the website owners out there HATE writing and many of them do not have much knowledge in the niches that their sites target. So they have to spend time researching, then write the content, then do it over and over again every time they need more.

Many websites owners would simply rather pay someone like me or you to create that content for them, which makes for a nice online income stream for those who are open to the idea of producing and selling content.

Depending on how it's done, selling content can earn you anywhere from a few hundred dollars per month to thousands of dollars every month ... even tens of thousands of dollars per month if you outsource a large operation. No matter how you do it, it's clear that selling content is a solid, long-term, safe and proven way to generate online income.

In this short report, I'm going to show you exactly how to get a profitable content business going, from start to finish ... how to go from earning nothing online, to earning hundreds, even thousands of dollars in a very short amount of time by simply selling articles to website owners.

## Writing and Selling Content Yourself

The cheapest way to get started making money online by selling content, is to write the content yourself. You may or may not be able to do this, depending on your writing skills, mother language etc. If you are positive that there is no way you could write quality content yourself, then go ahead and move on to the next section, where I'll explain how you can still make money, while not writing a single piece of content!



But FIRST, understand this: Although you should have a good grip on the English language, you do not need to be a professional writer...you do not even need to be a skilled writer.

If you can write a 400 word (or so) article that makes sense and is free from major grammar mistakes, then you have what it takes! The biggest misconception out there among those new to Internet business is that they need to have some sort of special writing skills and/or writing education in order to make money producing content online. It's simply not true.

If you want to write for a big, popular site like The Huffington Post, for example, that may be true. But you will be writing for the typical webmaster who is more about making money from the content than perfect writing.

There are only two things you'll need in order to start making money immediately:

**1. A services page:** This is not mandatory. You can run a successful writing service without a services page if you have a way to get yourself exposure, but either way it's always good to have one, as it will definitely increase your client base by allowing you to provide information on your service to all potential clients.

A good services page is pretty simple to setup. You can register a domain and put up a simple site or you can even use a free option like a [Facebook page](http://www.facebook.com/about/pages) (<http://www.facebook.com/about/pages>) [Squidoo page](http://www.squidoo.com/) (<http://www.squidoo.com/>) or one of the many other similar options.

Registering your own domain and putting up a simple services page on your own domain is the best option, but using a free option is fine as well. For this type of service it really doesn't matter all that much.

What your potential clients are concerned with is the quality of the articles and the price ... They want to make sure you have a good grip on the English language and that your rates aren't too high. They aren't too concerned with whether you own your own domain or you use a free service, so if registering and developing a small site is outside of your technical capabilities, then just go with a free option.

Your services page should contain the following:

- a. A professional picture of you, along with your name.
- b. A brief introduction into who you are and what kind of writing history you have. As I mentioned before, you won't be expected to be a professional writer...

they just want to know that you speak good English and have written articles in the past. If you've written any content or any website, then you have experience!

**c. Writing samples.** If you own a website and have published content that you have written to that website, then just provide some links to those articles. Or if you have submitted articles to article directories, provide those links. These are just a few examples, but as long as you provide some kind of example of your writing, it really doesn't matter where it comes from.

**d. A way to contact you.** You should include your email address, phone number and/or a contact page with a contact form. At least one of those three options. For this type of service, you will get more emails than phone calls, but if you prefer you can offer your phone number ... it's certainly not required though.

**e. Specifications on what you offer.** Tell your potential clients exactly what you offer. A few common services should be:

- Articles of any length, on any topic. (or, if there are certain topics you will not write about, include those as well.)

- Reports and eBooks of any length, on any topic. (or, if there are certain topics you will not write about, include those as well.)

- Transcription

- Blog writing/posting. Many webmasters like a writer who can do more than writing ... someone who can not only write the content, but also submit the content to their blog and/or article directory accounts (for example.) You definitely want to charge a little more though, if this is requested.

**f. Pricing.** Pricing is extremely important for most website owners. And that goes for the highly successful ones too! Even a website owner who earns a good deal of money online must keep content prices in mind when they are publishing a lot of content.

As with most products and services, the lower your price is the easier it will be to get clients and lots of orders. The higher your price is the less orders you'll receive, but of course you'll be making more per article.

Your price should be determined by your own ability to produce the content. If you can produce content pretty quickly and it's still of good quality, then a lower price may be a good fit. But if it's challenging for you to produce good content fast then you may want to charge a higher rate.

My opinion of high and low rates for standard articles are:

**High:** \$3/100 words

**Average:** \$2/100 words

**Low:** \$1/100 words

If you can offer quality content at \$1 per 100 words, you will get a GREAT DEAL of business! And if you can write a 400 word article in 10 minutes, that's \$24/hour... not too shabby, right? And that's the low end! If you can find enough clients who will pay more, then you could very likely multiply that. And that's not mentioning the tools that I'm about to tell you about, which will cut the amount of time required to produce articles WAY down.



Is it likely that you will be able to manually write 6 articles of 400 words each hour? Possible, yes. Likely maybe not. But in the next section I'm going to show you how you CAN make it very likely, with the aid of one or more highly valuable content creation tools!

**g.** A way for clients to order content. The quickest and easiest way is to add a PayPal buy now button to your page. If you're using a free option for your services page then you may or may not be able to add a buy now button (depending on the free service you're using.) If you're not able to, then you can just use the buy now "email link" provided by PayPal.

**2. A Traffic Source:** Obviously a services page alone will do you no good if nobody knows about it. Once your service is established and you've brought on several clients, it is very likely (especially if your content is high quality) that you'll regularly receive word of mouth referrals. But until that happens you'll need to manually drive traffic to your services page.

One of the absolute best ways to do that is by participating in Internet Marketing Discussion Forums like the [Warrior Forum](http://www.warriorforum.com/) (http://www.warriorforum.com/), [Webmaster World](http://www.webmasterworld.com/) (http://www.webmasterworld.com/) and [JLForums](http://jlforums.com/) (http://jlforums.com/) to name a few.

There are three ways to use discussion forums to generate targeted traffic to your services page:

**a.** By including a call to action in your forum signature, which links to your services page. This may or may not be allowed, depending on the forum. Some allow

signatures and some don't. The call to action should simply be something similar to this "High Quality Content for CHEAP: Click Here now"

**b.** By posting your writing service to the appropriate "services" or "classifieds" section of the forums. Again, some forums have separate sections for this, while others don't. And those that do have them, often use different names for those forums. So just keep that in mind. It may be called something other than "services" or "classifieds."

**c.** By simply responding to threads within the forums and letting people know about your writing service. Obviously you'll want to make sure that you do this properly. Don't just start responding to random threads announcing your service. You'll need to be selective and you don't want to sound spammy. But there are plenty of opportunities out there in the forums to let people know about your service, especially when people are ASKING for recommendations on article writers/services, which does happen.

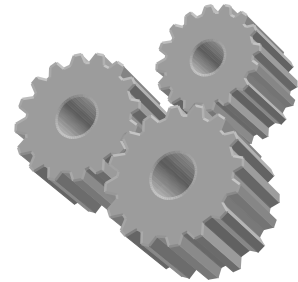
Another option is to simply email people. Find Internet Marketers who you know own several websites that need regular content. Contact them and offer your services. The worst thing that can happen is you get ignored or they simply say "no." If that happens, that's fine. Just move on to another.

Another option is to apply for writing jobs on [oDesk](http://www.oDesk.com/) (<http://www.oDesk.com/>). This can take time, as there are many other writers applying for the same jobs, but if you have a good command of the English language and your rates are low, then you will stand out! The only downside is that oDesk fees must be paid by either you or

the employer. Some employers will cover those fees, while others will not. So you'll need to adjust your bid on the jobs accordingly, keeping that in mind.

## Using Content Creation Software to Save Time and Effort

Now I'm going to explain to you how you can really scale things up and increase your earnings by using quality software to create quality content!



There are three different tools out there that make the life of a content service provider MUCH easier. Each one has its own set of pros and cons, but all three are invaluable! Those tools are:

1. **[Article Builder](http://www.ArticleBuilder.net/)** (<http://www.ArticleBuilder.net/>) - This is, in my opinion, the absolute best content creation software on the market. What makes it so special is that, although it truly is a "push button" solution, the content that is produced REALLY is quality!

All other tools on the market that I've seen, which produce instant content like this, produce poor quality content that requires major editing to make sense. The content that Article Builder produces is all human edited, so it reads correctly from the very beginning!

And on top of that, the content is guaranteed to be at least 75% unique. Some of the articles that it produces are 100% unique, but any content that you generate using Article Builder will require no more than a minute or two of editing before it's ready for the client.

It does not generate content in ALL niches, but it does cover over 80 niches, at the time of writing this report, and counting.

The only downfall is that you will not be able to use Article Builder for EVERY order that is placed, as some clients will want content on very specific subjects, which Article Builder may not cover.

But for the orders that can be fulfilled by using Article Builder, it's the ultimate solution, as there is almost ZERO work required on your part! You basically get paid to click a couple buttons.

AND Article Builder has an option where you can take an article that you wrote and it will pull highly targeted content and insert "Quick Tips" into the article, which will increase the word count and add value.

**2. [The Best Spinner](http://www.thebestspinner.com/)** (<http://www.thebestspinner.com/>) - This tool is exactly what its name implies. It is the best article spinner on the market and for content providers it is extremely valuable!

It is loaded with very cool options and features, but at the highest level the value in it comes from its HUGE user generated thesaurus that users can use to their advantage.

The way I use it in producing articles is by finding an article on the exact subject that I need to write on, plug it into The Best Spinner, then spin a new version of

the article that I found (you can find articles all over the internet on all topics) using the human generated thesaurus.

So the outcome is a 100% unique, quality article that was already researched for you by the person who wrote the original! You've basically just taken a high quality article and used The Best Spinner to help you replace all of the words with other words.

This takes a little time for each article, BUT you're saving time and hassle because it virtually eliminates the need to research the topic. And the more you use The Best Spinner, the quicker you get at it and the easier it is to use.

**3. [Instant Article Wizard](http://www.instantarticlewizard.com/)** (<http://www.instantarticlewizard.com/>) - This, in my opinion, is one step above The Best Spinner for our purposes. It allows you to enter a "seed" keyword (the topic that you need an article for) and it then goes out and crawls the internet for information on that topic. It then displays LOADS of sentences and paragraphs that it found from various sources right within the user interface.

You can then pick and choose sentences and paragraphs that you want used in your article. Then, you can use the same user generated thesaurus in The Best Spinner, which is integrated into Instant Article Wizard, to change words and phrases in order to make the article unique.

Again, there are loads of very useful features within Instant Article Wizard ... it does much more than that, but at the highest level these are the primary benefits for our use as content service providers.

As I'm sure you can see, these tools are invaluable to any dedicated content provider, as they save hundreds of hours of time, research and headaches and help you produce high quality content in a short amount of time.

## Article Arbitrage

In most industries, you will find companies that make their money without doing any work. These people are commonly called "middle men" or "sub contractors." They basically take advantage of price gaps in markets, which is commonly referred to as "arbitrage."

They find one company or individual who is willing to pay \$10 (for example) for a product or service and then they find another company or individual who will produce that product or service for \$8 (for example.) That's where the middle man comes into play.

The middle man simply connects buyers and sellers and takes a profit from a small price markup. Some people have a problem with this, but most people do not and some people even prefer to work through a middle man, as they know the middle man is dedicated to ensuring the sale, and everything associated with the sale, goes through smoothly and everyone is happy.

There are two ways to capitalize on article arbitrage:

**1. By being the middle man:** Obviously, you would do everything that we've gone over so far in the report in order to find clients and produce content. But instead of you writing the content, or using the content generation tools, you find another writer who is willing to work for less money and have them write the content, while you communicate with the client and collect the payments. You could even give them access to the content generation tools in exchange for a



lower rate, as the tools will help them save time and produce more.

**2. By being the content provider:** In this case, you find someone who already owns an established content writing service and you offer to do the work for them and charge them a few dollars less than what they charge their clients. Many of these people will be open to it, as they can then free up more time to take on more clients.

It's easy to find these people. Doing variations of different Google searches like "article writer," "article writing service," "content writer," "content writing service" etc. will yield many. Also, simply participating in Internet Marketing discussion forums is also a good way of finding them.

Once you do find them, just be completely honest and transparent about what you're trying to do. Some may not like the idea, some will need a little convincing and some will love the idea and want to start immediately.

You can use the same content tools that I listed in the last section of the report and kick out articles FAST, while getting regular, consistent orders from these article service providers. And they no longer have to do the work, so it's truly a win/win scenario!

## Summary

That's it! I hope this short report has been useful to you! When I first started my online business in 2004, some of my first profits came from using the exact techniques and strategies outlined in this report.

I made thousands of dollars being a content provider and I was at a great disadvantage because at that time I didn't have the great content creation tools available to me, that are now available to you.

So if I could make good profits back then without the help from the awesome content tools, then you can surely do even better now that they are available to you!

For your convenience, I've listed each of the websites that I mentioned in this publication below:

**Facebook Business Page:** <https://www.facebook.com/about/pages>

**Squidoo:** <http://www.Squidoo.com>

**Article Builder:** <http://www.ArticleBuilder.net>

**The Best Spinner:** <http://www.TheBestSpinner.com>

**Instant Article Wizard:** <http://www.InstantArticleWizard.com>

**oDesk:** <http://www.oDesk.com>

**The Warrior Forum:** <http://www.WarriorForum.com>

**Webmaster World Forum:** <http://www.webmasterworld.com>

**JL Forums:** <http://www.jlforums.com>