WORKSHEET

A STEP-BY-STEP INSTRUCTION GUIDE

THAT WALKS YOU THROUGH ALL OF THE CHAPTERS OUTLINED IN THE MAIN COURSE

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INTRODUCTION

This workbook is designed to help give you some practical help as you work through the main manual. The best idea is to print this out and then you can work through the exercises as you come to the relevant parts of the main book.

Because choosing your topics, niches and keywords are the most important part of the article marketing process this workbook has focused on exercises that will help you with that. Then you can use the main manual to tweak and perfect your articles as you write them.

GETTING STARTED

The most important part of an article marketing campaign is to choose the right topics and understands your target market. It is not enough to just target 'everybody", and hope that a few people will be interested in what you have to say; you need to target the specific people who are going to get a lot of benefit out of the information (and products) that you are providing.

You should also pick topics that you are interested enough in to write a minimum of two articles per day on it. If you get bored with your topics, your reader will get bored reading about it.

The first thing we are going to do is to choose your niche and then drill down and find some topics that are relevant in that niche. You will probably have an idea of the main niche you are interested in; such as health, self-improvement, dating, making money. So write that broad niche on the line below:

Broad Niche: _____

For example purposes I am going to use the health niche because there are so many topics within that broad niche I could write about.

Next, you want to find some topics within your main niche that interest you. I have provided my examples below. Try and come up with at least 6 - 10 topic ideas to start with.

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Example - My Topic Ideas

- Lose weight without dieting
- Herbal supplements to boost energy
- Getting rid of belly fat
- Coping with high cholesterol
- Stimulate your memory power
- How to cope with diabetes
- Living with depression
- Reducing your risk of a heart attack – naturally

Your Topic Ideas

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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Now, as you can see the topics I have chosen are all fairly common online; there is a lot of information around about those topics already - and that is a good thing - do not make the mistake of looking for an obscure niche that nobody has heard of before, or no one is promoting - there is not likely to be any money in it. Go for popular topics that you can put your own spin on.

You want to find out the demographics of your target market - you want to paint a picture of your ideal customer. Use tools like Alexa and then complete the table below. Because, we want to focus on one or two niches initially just pick two of your favorites from your example list above. Look at an example below:

Topic	Gender	Age Range	Ethnicity	Income
Lose weight, no diet	Female	18 - 45 years	All	Low to middle

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Now you have done some research you will have a clear idea of your ideal reader/customer. So write down some descriptive comments to describe this person before we move onto the next stage.

_____

_____

_____

TIP: Be as specific as you can be; it will make the writing process a lot easier if you have a mental image of your ideal customer in your head as you are writing.

ARTICLE TOPICS

In the last section, you've identified your niche, and then sub-niche, but to come up with ideas for your articles sharing information your readers will be looking for you have to be even more focused in your approach. So in this section we will be looking at article topics, and sub topics that your target market is actually searching for.

The most effective way of doing this is to join a couple of forums in your niche, or subscribe to some popular blogs in your topic. You can find forums and blogs quite easily using Google. For example, I typed in "Lose weight, no diet" into Google along with "forum" and got over 200,000 results and you can do the same thing with blogs.

This honestly is the easiest way to get a real understanding on the problems your target market are having. People share a lot more on forums than they do in virtually any other kind of site PLUS there are other people on these same forums that are giving advice to help with these problems - a free source of information about your niche, for you.

Using the ideas you had from the previous section, do some research on forums and popular blogs to find sub topics in the niche. I have shown you a couple of ideas from my own example first.

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My Topic(s)	Sub-Topics
Losing weight without dieting	- Making lifestyle changes - Overcoming the yo-yo system - Creating weight loss habits that last longer than a month - 5 tips on how to eat what you like without measuring the portions - Overcoming the weight plateau

Now it is your turn.

Your Topics	Sub-Topics

You will notice how in my sub-topics I have created what are almost article titles and of course each one of the five sub-topics I have listed can be broken down easily into another 5 sub-topics again, giving me even more article titles to work with.

You can do that too. Here is my partial example:

Sub Topics	Focused Topics
Making lifestyle changes	- Move more in your day - The "no diet" diet - Stepping things up - Your fridge, your friend - Eating healthy take-out foods

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And, here is where you can put down your ideas:

Sub-Topics	Focused Topics

This exercise should have given you plenty of article ideas to get your article marketing campaign underway.

USING THE COMPETITION

Another great way to get some good ideas for your articles is to pay attention to what your competition is doing. One of the easiest and most effective ways of doing this is by going to top traffic sites and searching for your topics on those sites.

One of the best sites to use is Ezinearticles.com. This site has a huge readership; a lot of information you can use for free and you can get a really good idea if a topic you are considering is a popular one or not.

So in Ezinearticles.com I searched under the category "Health" and then the sub-category "weight loss". By doing this I came up with search results for the articles that are ranked the highest in the directory. A few of the first page titles I found were:

- Best Way To Lose Weight - Why Is It Better To Change Your Lifestyle As Opposed To Fad Dieting? by Avy Barnes
- How to Lose Weight Naturally - Salads For Multiple Meals by Mary Bodel
- Old Wives Tales to Ignore When Trying to Lose Weight by Mary Bodel
- Want To Lose Weight Faster? Here's 10 Disturbing Reasons Why You Should Kick Fad Diets To The Curb! By Avy Barnes
- My Top 5 Simple Tips To Slim Down Easily by Jacqueline Nauval

The next thing, I did was to look and see how many page views these articles have had since they were first published. The results were:

- Article 1: 67 times in four days
- Article 2: 207 times in four days
- Article 3: 224 times in four days
- Article 4: 196 times in five days
- Article 5: 351 times in four days

Now, all of this is good news to me. Firstly it tells me that there is a lot of interest in these topics because of the high number of times they have been read, and secondly the articles themselves have given me some more ideas on what to write about.

Okay, now it is your turn to do the same thing. Firstly go into EzineArticles.com and find your niche category and sub-category. Then put in some keywords of the topics you are interested in. This will give you a list of titles of articles on the same and similar topics:

EZA category searched:

_____

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Five articles related to my ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Number of searches each article has had and over how long a period of time:

1. _____
2. _____
3. _____
4. _____
5. _____

Then, make a note of any other topic ideas you got from reading the articles themselves:

_____

_____

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_____

_____

_____

Now, go on and do this for your other topic ideas. You can also use sites like ehow.com and about.com and do similar searches if you want even more ideas.

KEYWORDS - USING GOOGLE ADWORDS TO FIND TOPIC IDEAS

By now, you should be getting a real feel for what it is your market is looking for and the type of topics you can write about. But if you are still struggling for ideas, or want to get a good idea on specific keywords, your market is searching for, then you need to use Google Adwords Keyword tool.

Put each of your topic ideas into the Google Adwords Keywords tool and then record a minimum of 20 ideas that you can get from medium to high search results. Don't go for the really short little keywords with huge searches every month - they will be too hard to compete for at this stage of your article marketing campaign.

My subtopics searched for:

_____

_____

_____

_____

_____

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New ideas from keyword searches:

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

WRITING THE ARTICLE

When you are writing your article you want to make sure that it is long enough to be informative, but not too long that your reader gets bored. In a lot of cases your articles will only contain about three pieces of useful information, plus an introductory paragraph, a concluding paragraph and your author's bio. Each one of your article's main points will have their own paragraph.

If you are really not sure how long your article should be, or how it should be laid out, the easiest way to work that out is to look at other articles that have already been written by other authors. If you remember back in section three we looked at articles on EzineArticles.com for topic ideas. Now you can look at these same articles from a structure point of view. Fill in the sections below.

Article heading:

_____

Number of Paragraphs: _____ Word Count: _____

Paragraph topic sentences:

1. _____
2. _____
3. _____
4. _____

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5. _____

Article heading: _____

Number of Paragraphs: _____ Word Count: _____

Paragraph topic sentences:

1. _____
2. _____
3. _____
4. _____
5. _____

Article heading: _____

Number of Paragraphs: _____ Word Count: _____

Paragraph topic sentences:

1. _____
2. _____
3. _____
4. _____
5. _____

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Article heading: _____

Number of Paragraphs: _____ Word Count: _____

Paragraph topic sentences:

1. _____
2. _____
3. _____
4. _____
5. _____

Now, you can get a lot clearer idea of how your own articles should be structured and you have also got some ideas you can use in your own articles from the paragraph topic sentences.