
Lifetime Traffic

“The Quickest And Easiest Way To Tap Into Hundreds Of Thousands Of Ready Lifetime Traffic...Without Spending A Single Cent On Advertising!”

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Are You For Real?

Dear Valued Customer,

Hi this is Ewen and firstly, I'd like to thank you for downloading and reading this special report.

Since marketers started marketing on the Internet, one of the most critical tasks facing us all is undoubtedly traffic generation.

Now, while there're dozens of ways to generate traffic, NOT all traffic is created equal.

You want traffic that is extremely targeted and at a low cost. You'd want a good ROI (Return On Investment) for the traffic you pay for.

You want real traffic from real visitors.

It's a hard task eh? Listen...

...What if I reveal to you today:

- *A super effective and *proven* way for you to drive surges of red-hot targeted traffic to ANY website anytime you want for FREE?*
- *An amazing method that makes this traffic 'sticky' and 'permanent' for life?*
- *A simple way that will explode your own branding, credibility and status FAST?*

Would you want to tap on these huge fountains of FREE ready-to-take lifetime traffic...even if it does require some *negligible* work?

If you say yes to the above, congratulations! Please read on...

This single viral traffic tool I'm talking about here is **ARTICLES**.

What?! You mean that's it?!

Yes, I know it's totally unglamorous and even 'scary' if you've not written an article before...but I'm telling you it works like gangbusters. Do not attempt to ignore its power.

Articles are the one of the most effective no-cost REAL methods for generating instant FREE traffic on demand – on a permanent basis!

It also builds your branding and credibility at the same time...no other better promotion technique can produce such leveraged results...entirely without monetary costs.

- YOU become **established as an expert** in your own niche by sharing quality information...
- Articles bring you almost **instant credibility** and **widespread recognition**...
- Article writing is the **fastest no-hype FREE method of driving ready traffic** to your website AND affiliate sites all day and night...
- You can easily bank in **truckloads of sales and valuable subscribers** with a well-written article...and of course...
- Articles are in reality '**lifetime advertising links**' as they're archived and published on scores of websites, or in people's inboxes...all with **YOUR links** on them!

As you can tell, I'm one big fan. But why should YOU listen to me?

Simply because I walk my talk.

My entire business is started and built upon this one 'secret' technique of writing and submitting articles on a clockwork schedule.

“Yeah right, prove it to me, Ewen!”

Ok, do a quick search at any search engine like <http://www.google.com> for “Ewen Chia” and you'll see where most of my links are from - articles on the web, over 9,000+ of them.

PageRank? My main website has a [PageRank of 5](#) the last time I checked (subject to changes depending on when you're reading this <grin>), and it's a darn opt-in page with ZERO content pages!

How did it come about?? **Incoming links from articles** published elsewhere that's where.

Do an [alexa check](#) on my main site <http://www.InstantMarketingSecrets.com> and see the ranking.

Where do I get consistent targeted traffic? **Articles.**

“Lifetime Traffic” by Ewen Chia

In fact each time I need a fresh surge of visitors, all I do’s simply submit an article. No PPC, no ezine ads, **no money down**(not to say these other methods don’t work).

The best part of the entire deal is - each article builds upon the others to create *perpetual free advertising* virally and permanently. It’s a system you can exploit for your own benefits while providing valuable content to others...

It’s a 100% WIN-WIN partnership between you, as the article creator and content-chasers like webmasters, e-zine publishers and readers.

Articles are like automatic ‘sales people’ that bring ready traffic every day, 24 hours around the clock, without any further work after the initial push.

I’m not saying articles are the one-all solution, I’m saying it HAS to be a major element of your entire traffic strategy...

...Cause you’re missing out if you don’t use it!

Now are you ready for instant 100% free lifetime advertising that truly works...for once?

This report/guide is divided into **two** sections.

The first section will help you create your own kick-butt articles quicker than you ever thought possible - even if you haven’t written one before (☺)

Section Two reveals the lowdown on HOW to promote your articles quickly and easily. These are proven ‘from-the-trenches’ methods that produce hardcore results.

I hope you’ll find this report useful, and you’ll if you use it. It works BIG TIME!

Good luck and happy traffic ;-)



Ewen Chia, Author of this report

P.S. [Click here](#) to create a report like this...

Section A

The ‘5-Step’ Article Creation Formula And Power Tips

Good news! Article writing is NOT an art; it’s a science anyone can master.

And it definitely isn’t rocket science, meaning you don’t have to be another Einstein to master it ☺

Remember practice makes perfect.

Don’t fret about writing. It’s easy once you get the hang of it, and it becomes easier as you go along.

Here’s my ‘formula’ for churning out effective articles quickly. You may be interested to know it’s part of an article I wrote <wink>:

The Fast And Easy 5-Step Formula For Cranking Out Article After Article

Step 1: Create A Killer Article Title!

Think of your title as a 'headline'.

It needs to grab the eyes and capture attention like steel to magnet.

The simplest type of article headline is the 'question' method. For example:

"Are You Committing These 3 Mistakes In Your Online Business?"

Another method you can't go wrong with is the popular 'How to...' and 'Tips' titles :

'How To Lose Weight Without Ever Dieting'

'7 Quick Tips To Instant Search Engine Success'

Step 2: Draw Readers In With A Stunning Opening Sentence!

The opening sentence is the next most important part of your article after it's title.

It decides if the reader wants to read on to find out more.

You can create winning opening sentences by asking questions, stating a fact, or creating curiosity. Examples of each type include:

Question - "Do you know the most effective marketing technique online?"

Fact - "Search Engines account for almost 90% of all web traffic!"

Curiosity - "Something followed as we ventured out into the dimly lit parking lot..."

Step 3: Talk About The Main Points In The Body Section

Next comes the body section where you should include the main points and important highlights of the article.

Picture it as the juicy main course of the entire sumptuous feast!

A simple way to do this is by breaking it down into:

Problem 1 -> solution 1 -> problem 2 -> solution 2, etc.

If you're creating a 'tips' article, you can simply write about each tip in the body section, as with the example here:

Tip 1 -> Tip 2 -> Tip 3...

The body of your article is essentially where the real 'meat' is. So do fill it full of quality content to educate and inform your readers.

Step 4: Summarize With A Call To Action!

Always close off your article by summarizing the main points and getting the reader to take action.

Here's a quick example of a closing paragraph:

"As revealed, you can lose weight by following steps 1 - 3. Step 1 endorses regular exercise....a little step each day will lead to success so you should really start now"

List the benefits and tell readers why they must take action, be it going to a website or subscribing to your ezine. Always get them to take an action.

Step 5: Make 'Em Click

You've not completed your article until you've crafted a powerful 'resource box'

promoting your website, e-zine, e-course or an affiliate program.

The 'resource box' is really a 3-6 line 'ad' where readers are able to find out more about you.

The easiest way to create your 'resource box' is by writing it as a sort of classified ad.

Just as in any good classified ad, your 'resource box' should carry a killer description of whatever you're promoting.

The objective is to get readers to click!

For example, you could write something along the lines of:

=====
Finally! Discover A Lifetime Of Amazing
Web Marketing Secrets, Tips And
Resources ... In Less Than 30 Seconds
And Without Effort – for FREE!
<http://www.WebMarketingExposed.com>
=====

Now put everything together in pretty paragraphs formatted to the standard '65 characters per line' standard and...Presto! Your very own article is created!

See, it's really not that difficult. A trick's to simply write like you talk. Another is to do research for usable content.

Listen...

I **strongly suggest** you invest in a copy of Jim Edwards' "[Turn Words To Traffic](#)". I still find it the best guide on article writing since I bought it 1 year ago.

Magical Tips To Power-Charge Your Article For *More Traffic And Profits!*

Here're **FIVE** tips to apply to your own articles that will craft you a *killer* article that **gets read and acted upon**.

Power Tip #1 - Target Your Readership

Know whom you want to write for. Meaning write your article for your market addressing their concerns – this ensures your article gets read.

For instance, if you're publishing an e-zine on dog training, your article must address dog owners specifically, not general dog lovers. A dog lover may not even have a dog, so why would training be important?

What are your target market's needs and problems you can help in your articles?

Thinking about this helps develop a format for an effective article and also enhances brainstorming.

Power Tip #2 – Write About Hot Topics

Once you've focused on the targeted market to write for, create killer topics that get attention.

As a general 'rule', your articles should help people:

- 1) **Solve a specific problem**, or
- 2) **Provide resources to save time and effort**

A very good way of finding topic ideas is by going to search engines like <http://www.google.com> and typing in a search for "your niche market + articles". From there you can study various types of good articles for ideas.

You can also research relevant forums and discussion groups for topics that are being brought up time and again. These topics are HOT ideas for creating winning articles that get published!

Power Tip #3 – Build In Viral Income Streams

Here’s how you can make money right off your article...

Always attempt to build in various income streams to affiliate programs or your own products within the content of the article...

However **do not** promote blatantly. The links must always be in context as additional resources or as information providers.

Another point to note is to make the plug subtle.

At the same time remember to cloak your links, preferably as a web page under your domain name - this creates traffic and branding to your domain too ☺

Example: www.YOUROWNDOMAIN.com/AFFILIATE.htm

Power Tip #4 – Aim To Achieve Objectives

Look, before you even start on your article, plan ahead on what objectives YOU want to achieve with it. Only then can you format and structure the article to these objectives successfully.

Objectives must be detailed and focused, for instance:

Do you want to get more credibility? Then give quality and differentiated information.

Do you want just to get subscribers to your list? Then make sure you build reference to your e-zine BOTH in the content and resource box.

This planned focus will generate higher ‘calls to actions’ from readers as you’ll be able to ‘lead’ them into taking that action from your writing and flow.

Power Tip #5 – Apply The AIDA Formula

Here’s another formula to use. It’s relatively similar to the 5-step formula but what the heck <grin>.

Human psychology doesn’t change; you, me and everyone else are hit by the same hot buttons throughout the ages – love, money, sex, security, comfort etc.

Why do you think millions of dollars are made with sales letters that can push all these right buttons the right way?

An age-old proven formula for creating powerful sales letters and getting prospects to act is known as AIDA:

Attention, **I**nterest, **D**esire, **A**ction

Use this same formula in your article to get responses. A simple framework is:

Attention: Title – write it like a headline

Interest: Paragraph 1 – generate interest by aggravating problems and proposing possible solutions

Desire: Paragraph 2 to 4 or/tips – propose solutions to alleviate pain

Action: Conclusion - summarize with a definite call-to-action

By the way, most E-zine publishers don't like an article to be too long for a fact as it takes up valuable content space. Keep it short, sweet and simple if possible, anything from 400-800 words is fine.

Quality content does not mean long content.

Now, if you *really really* HATE (detest) writing, you should still use articles as massive traffic generators. **Don’t let the hate or fear of writing stop you...**

So as much as I don’t ‘approve’ not writing your own articles, you can actually get content **pre-written** for you using this two methods: [secret resource #1](#) and [#2](#).

Section B

Article Promotion Made Simple!

Now with your killer article created, it's time to invite the world to see it...

Use the following proven promotional methods to get your articles out and spread them like wildfire!

If you're ready then, let us start the promotions. Use all these methods together as the synergy of them combined can cause a massive jam of ready-to-buy traffic to your desired sites...and provide free lifetime advertising!

Promotion Tactic #1 – Promote via your own website and e-zine

This is the first method to apply, if you've your own website and e-zine.

Post each article onto a separate page of your site, taking consideration of using targeted keywords in your title and description meta tags.

Another 'trick' is to use these same keywords in your article title and body. Why? Your article page will rank well in the search engines this way, bringing extra targeted free traffic from them.

The next obvious method would be to send out your article in your e-zine.

**When you do this, encourage, even bribe(!) your subscribers to reprint your article on their own websites and e-zines!
(This creates a huge viral traffic explosion with no work)**

Use the above two methods first and you can move on to the rest. Why waste any resources you may have?

Promotion Tactic #2 – Promote via other people's websites and ezines

The good old Joint Venture technique applies to ANY area of Internet marketing, working especially well in article promotion as it's content based.

E-zine publishers are short of time but need good content for their subscribers. Similarly, website owners seek targeted content to interest visitors and improve their search engine rankings. It's where you can come in to create win-win joint ventures.

Imagine if your article gets published in a respected e-zine of 100,000 subscribers - what will that do for your own traffic, sales and online credibility?

Here're two main ways of finding interested parties to publish your articles:

(1) Major Search Engines

Just go to any major search engines to seek out high traffic websites in your niche. You can simply type in a search for "Your_niche_market + ezines + newsletter", etc. This will return you many results for your purpose.

Contact the top 100 or so ranked websites and send a **personalized** courtesy email asking first if they do accept articles for publication. Send your article only if they allow you to.

Build a relationship with these very valuable web masters and publishers!

Request permission from them to send new articles in future. In this way, you create a database of publishers who're interested in running your articles whenever you write a new one.

(2) E-zine Directories

Another effective way to reach tones of e-zines is through e-zine directories. These directories list hundreds of different e-zines categorized by niches so they'll very useful to you.

Some directories even state whether each publisher is open to accept articles for publication.

The method of contacting these e-zine publishers is the same as above. Remember to be sincere and courteous and never spam anyone.

Here're some major e-zine directories you can check out:

<http://www.ezineearch.com>

<http://paml.net>

<http://www.diysearch.com>

<http://www.newsletteraccess.com>

<http://ezineadsources.com>

<http://ezine-universe.com>

<http://www.ezinehub.com>

<http://newz2me.com>
<http://www.homebizandmore.homestead.com>
<http://www.absoluteauthority.com/ezines/>
<http://www.cumuli.com/ezines/>
<http://www.ezine-dir.com>
<http://www.bestnewsletters.com>
<http://www.ezineworld.com>
<http://www.lifestylespub.com>
<http://www.list-city.com>
<http://www.listtool.com>
<http://www.E-zinedirectory.com>
<http://www.Webscoutlists.com>
<http://www.Zineconnection.com>
<http://www.EzineLocator.com>
<http://www.EzinesPlus.com>
<http://jogena.com/index.html>
<http://www.zinemarket.com>
<http://www.BestEzines.com>

Promotion Tactic #3 – Promote through article directories

An absolute powerful promotion method is to simply submit articles to article directories. You'll see results using this.

Here're some major article directories to use:

<http://www.goarticles.com>
<http://www.headland.com/LEsubscribe.htm>
<http://www.writerswrite.com/journal/guide.htm>
<http://authorconnection.com/>
<http://netterweb.com/articles/>
<http://webpromote.com/suggest.phtml>
<http://connectionteam.com/submit.html>
<http://www.marketing-seek.com>
<http://www.webpronews.com/submit.html>
<http://www.ebooksnbytes.com/articles/submit.shtml>
<http://www.ideamarketers.com>
<http://www.bestezines.com>
<http://www.makingprofit.com>
<http://www.ezadsuccess.com>
<http://www.homebiztools.com>
<http://www.addto.com>
<http://www.ezinearticles.com>

Here's a relatively new free article directory by Kenneth A. McArthur of Affiliate Showcase...

He has created this service that could place your articles on **31,337 Affiliate Showcase websites** instantly, and it only takes 5 minutes of your time:

<http://www.learningfolder.com/submitarticle.aspx>

Promotion Tactic #4 – Promote through article announcement lists

The next step is by submitting your ready articles to announcement services. This is by far the easiest and most ‘autopilot’ way to promote your articles!

You've got to subscribe to these lists before you can send out any of your articles. Doing this will get you many new articles by other authors daily, which is great for research and trend watching, not to mention learning.

Here're some announcement lists you can subscribe to. You should receive further information on how to submit your own articles after you're subscribed:

<mailto:article-list@addme.com>

mailto:article_announce@yahoogroups.com

<mailto:aainet@yahoogroups.com>

<mailto:netwrite-publish-announce@yahoogroups.com>

<mailto:aabusiness@yahoogroups.com>

<mailto:FreeEzineContent@topica.com>

mailto:article_announce-subscribe@egroups.com

mailto:articles_archives-subscribe@egroups.com

<mailto:Free-Content-subscribe@egroups.com>

<mailto:Free-Reprint-Articles-subscribe@yahoogroups.com>

Promotion Tactic #5 – Promote through forums

A good way of getting your article out is by posting them in forums. For those which do not accept direct articles, the problem can be solved by providing a link or auto-responder email to your article.

Do note that I don't advocate ‘advertising’ your articles, as placing ads in forums are unacceptable and considered to be bad ethics.

You can link to your articles if they provide relevant information to a certain post, helping someone in the process.

Here're some forums and forum resources for you:

Internet.com Forums

<http://www.internet.com/forums/>

About.com Forums

<http://forums.about.com/ab-publishing/messages//tid%3D155>

Ebook Friends

<http://www.ebookfriends.com>

Anthony Blake’s Entrepreneurial Success Forum

<http://www.ablake.net/forum/>

The Warrior Forum

<http://www.warriorforum.com>

ProBizTips Forum

<http://www.probiztips.com/forum/index.php>

"How To" Internet Marketing Forum

http://www.howtocorp.com/cgi-bin/webbbs_config.pl

Friends In Business Message Board

<http://www.friendsinbusiness.com/board1/>

Search Engine Marketing Forums

<http://www.jimworld.com/apps/webmaster.forums>

Plus a list of high traffic marketing forums to check out:

<http://www.expage.com/hightrafficforums>

Promotion Tactic #6 – Promote using article submission services

A truly hands free way to promote your article is by using submission services.

These services basically help promote your articles to hundreds of thousands on your behalf, in exchange for a one-time or per promotion fee. This cuts your promotion efforts to almost zero!

Here’re three such services:

<http://www.submyarticle.com>

<http://www.marketingwords.com/article-submission.html>

<http://www.thephantomwriters.com>

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I totally forgot about [Ezine Announcer](#), an excellent software that promotes your e-zine (if you run one) AND articles on autopilot.

Once again, I'll need to repeat that articles are very powerful promotional tools bringing real results.

It is not hype and you have to give it a sincere and serious go.

Wishing you a lifetime of free traffic,

- Ewen Chia

<http://www.InstantMarketingSecrets.com>