

## **SAMPLE Web Article (596 Words)**

### **Article Abstract**

Do you think it has to take a long time to write a basic article to use in your online marketing? Would you like to know a way to whip out an effective article in 20 to 40 minutes? As you practice writing articles you will get better at it. Continue to try these steps and you will soon be putting out effective, valuable information through article marketing in a very short time.

**Keywords: articles, article writing, online marketing**

### **Article Writing Power: Five Steps to 30 Minute Article Writing**

Do you think it has to take a long time to write a basic article to use in your online marketing? Do you sit at the computer, ready to be stuck there all day just to put out a 300 to 400 word article to submit to article directory, ezines, blogs or your website? Would you like to know a way to whip out an effective article in 30 minutes?

Here is a simple formula to try. Of course, if this is your first attempt at article writing, it might take longer than 20 to 40 minutes to get the article completed; but practice makes perfect and as you practice writing articles, you will get better (and faster) at it. Continue to practice these steps and you will soon be putting out effective, valuable information through article marketing in a very short time.

#### **1. Pre-determine the topic**

Approach the writing situation with a topic idea in mind. Think of what you want to write about long before you reach the keyboard. When you have a focus, goal, and objective for your writing, article creation can happen very quickly.

#### **2. Write the title**

Make your title simple, direct, and understandable. Online readers want to get information quickly. They will be most attracted to articles with titles that contain words that they are searching for in Internet browsers. When you have the idea for your article, use the best keyword you know and include it in the title along with a few more words to explain what the focus of the article will be.

#### **3. Make a list of subheadings**

List out three to five subheadings on the topic you selected for your article. Be sure these subheadings go together. In other words, if there was nothing more than these subheadings to read, would your reader gain valuable information from you? It's like going through the chapter of a well written book that has several subheadings. You could read quickly through the chapter and get an understanding of what is being said by just reading the subheadings. So make your subheadings informative.

#### 4. Fill in the subheading information

This is the time to go back and fill in the information in the subheadings. You only need three or four sentences per subheading. Use a simple formula to write those sections. In the first sentence, present a problem statement or question. The next sentence should tell what will happen if you don't respond to the problem or question. Now give two or three sentences that provide solutions to the issues. When you complete this for one subheading, move to the next one and do the same.

#### 5. Create the conclusion

In three to five sentences, write the conclusion for the article as soon as you complete the subheading sections. Writing the conclusion will let you summarize what was contained in the article. Don't repeat the introduction or exactly what's in the subheadings. Focus more on your pre-determined objective for the article and tell how that was presented. That is, tell the reader what they gained by reading the article.

Now, all you need to do is put in your signature file that tells people how to get in touch with you for more information. Follow these tips and you will learn to put out a brief, yet effective article in a short period. When you have the formula down, put on the timer and see how close you get to writing your article in 30 minutes. Soon you will be producing articles to post to an article directory, ezine, blog or website.

Are you ready to build your email list with SEO filled web articles? Learn how to write articles, fast and easy at <http://www.eproductmentor.com>. Consuelo S. Meux, Ph.D, is a Copywriter and Creativity Coach who helps you take writing projects from idea to completion.