

Your Expertise with Articles and Ebooks

So you're an expert – so what? In today's world, anyone with a little money can be an expert too. Websites everywhere market "life experience PhD.'s" to anyone willing to pay their fee. And if you're chatting, you really have no idea who's on the other end of the communication. There is, however, a simple way to show the Internet community that you are indeed an expert in your field: by writing articles and ebooks that show your knowledge in your niche industry. Anyone can start a website selling paper dolls, vintage model trains, or used clothing; but only an expert will be able to talk intelligently about the history of Victorian paper dolls, how to preserve the paint on the outside of your model train without destroying the value, or how you can mix nostalgic clothes with new ones to create your own fashion look. Articles for the Non-Writer But what if you can't write well? This is definitely a disadvantage. Though you can put together flashy animations, great catalogs of your merchandise, and an awesome inventory, if you don't know how to communicate your expertise correctly, you will lose sales. Non-writers aren't always just people who can't write, either. Lots of people who can't write for the Internet have that problem due to physiological issues like dyslexia, or a genuine fear of writing instilled by years of public education, or a focus on numbers or business instead of words. That doesn't mean you don't know what you're talking about. But you can identify writing that does know what it's talking about, and that's where you can fix your problem. All over the Internet, talented writers who want to write, but who don't necessarily want to sell things on Ebay, are showing up. Why not hire one, or contract with an article broker, to get the writing you need done? Article brokers sell private label rights to articles pre-written by talented writers to people like you who need that content. These articles are often keyword optimized so that you can get better placement with search engines. They're well-researched and informed. And you can either purchase pre-packaged articles that you can place on your site or in an emailed newsletter, or you can contract with the broker or writers to have articles tailored to your specific needs. It's a new expense, but it can be surprisingly affordable. And since all rights are sold to you, you have the choice of recognizing the writer in the byline, placing your own name in the byline (as many celebrities already do with their ghostwritten autobiographies), or of just putting it up as content with no byline at all. What About Article Directories? You may have seen other sites online that offer Free Web Content. I don't know about you, but when I see the word "free," I always ask what the hitch is. 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