

Chapter Four

As more people are realizing the importance of article marketing, there will be a greater demand for good quality articles. There will always be people who are not good writers, requiring many articles each month for their article marketing or membership sites.

If you are going to produce the articles yourself then you will need to consider how long each article will take to write, and how many articles you are going to offer your members. Also what type of niches you are going to write for your clients?

If you are looking to supply a large number of articles then you might need to consider outsourcing some or all of the writing. When you either write or outsource the articles then you will need to ensure that they are written suitable for the search engines.

As you develop supplying articles, you will need to decide whether you are going to offer the articles via a membership site, or make the articles available to public with a cap on how many packs will be sold.

The advantage of offering packs of articles outside a membership site is that people can buy the ones that are relevant to their niches. You can have samples of the articles which will show people the quality of the articles being offered.

If you are buying articles from a membership site, then you might find you have some articles which are not relevant to your niches. You might soon have an excess of articles on a topic, and you will be wondering what to do with them.

If you rewrite these articles you might find it possible to resell them. Again you would need to check the license to the articles you have purchased. Or you could use them to advertise your website, or a product that you are selling.

When you have articles which are outside your niche, you might be tempted to delete them from your computer thinking they are not any use to you. But there is always a way you can use these articles. You can combine them to make a report, a course, or a newsletter and magazine.

If you can completely rewrite the article it will then become unique to you, rather than changing just small amounts of the article. As you consider the various uses that people will have for these articles