

**What advice would you give to a new author?**

- You don't have to be perfect
- Better to have a good article viewed by many than a perfect article viewed by none
- Let go of the need for perfection
- You can always write more articles

**What do you do as you learn more about article marketing?**

- When you learn something new, write new articles
- You want as many articles working for you as possible

**Where do you get inspiration for topics to write about?**

- Inspiration is everywhere
- Pull inspiration from information you read
- Inspiration can come from your business
- Questions from your customers tell you that people want that information
- Do keyword research
- Create writing challenges for yourself

**What keyword research tools do you use?**

- Google AdWords™ Tool
- Google Suggest
- Find what people are searching for
- Questions from your customers tell you that people want that information.

**What would you recommend for an average word count in articles?**

- Aim for 400 - 500 words per article

**Do you have writing rituals and what are they?**

- Tell yourself, "I'm going to get something written"
- Don't wait for the perfect moment; just write
- Create a deadline for yourself
- Set appointments to write
- Get in the habit of writing everyday
- Pick a topic and just start writing
- Turn one article into several articles

**If you're launching a new product, when do you write articles to promote it?**

- Write the articles while you create the product
- Publish them anytime

**You repackage content really well. How do you do it?**

- Start with whatever content you have
- Ask, "What else can I do with it?"
- Don't let content sit, use it
- Update old content and use it again

**What tips do you have on writing article titles?**

- Cute article titles don't work
- Write benefit oriented titles
- Tell the reader what they will be reading
- Use benefit-oriented keywords

**Do you edit your own articles? What advice would you give to people who do?**

- Proper spelling, grammar and punctuation is very important
- Look professional

**How and when do you know you gave enough high value content?**

- Don't write anything that's not good
- Write the article and move on
- Don't agonize over small things
- Have a good clear message

**How many articles should people write?**

- There is no specific number
- Write as often as you can
- There is never a point to stop writing
- You should always be putting out new content

**What should be in the resource box of an article?**

- Your name
- A call-to-action
- Links