Thirty Day Challenge 2009 – Training – Day 05

2009TDC05d: Article Writing

Running Time: 14mins

Intro

Hi Thirty Day Challengers, **Caro** here, and welcome to Day 5.

The video that I have for you today is going to be on "**How to Write a Unique Article from Sourced Content**". We're going to source this content from the amazing "can-do everything" tool (and I'm still waiting for it to be able to give me a back-rub), **Market Samurai**.

It's really, really easy. It's actually enjoyable (mindset also helps to make something enjoyable), but really, to write an article - I see on the forum people say "Oh, I hate writing", "I'm not a writer", "I don't feel confident". This is something **anybody** can do. The key thing is really that you make that choice that you are going to do the Thirty Day Challenge and you are going to do whatever it takes, and writing is part of that. Now, I do happen to love writing.

At the same time, there's been times when I really don't feel like writing an article, so I still go through that same set of emotions of "I'd rather not be doing this" and I remind myself and this is both helping me and I also want to deliver to my prospects, because the key thing about being online

is that you are committed to, and you follow through on, always giving your target market a quality user experience, or your prospect a quality user experience.

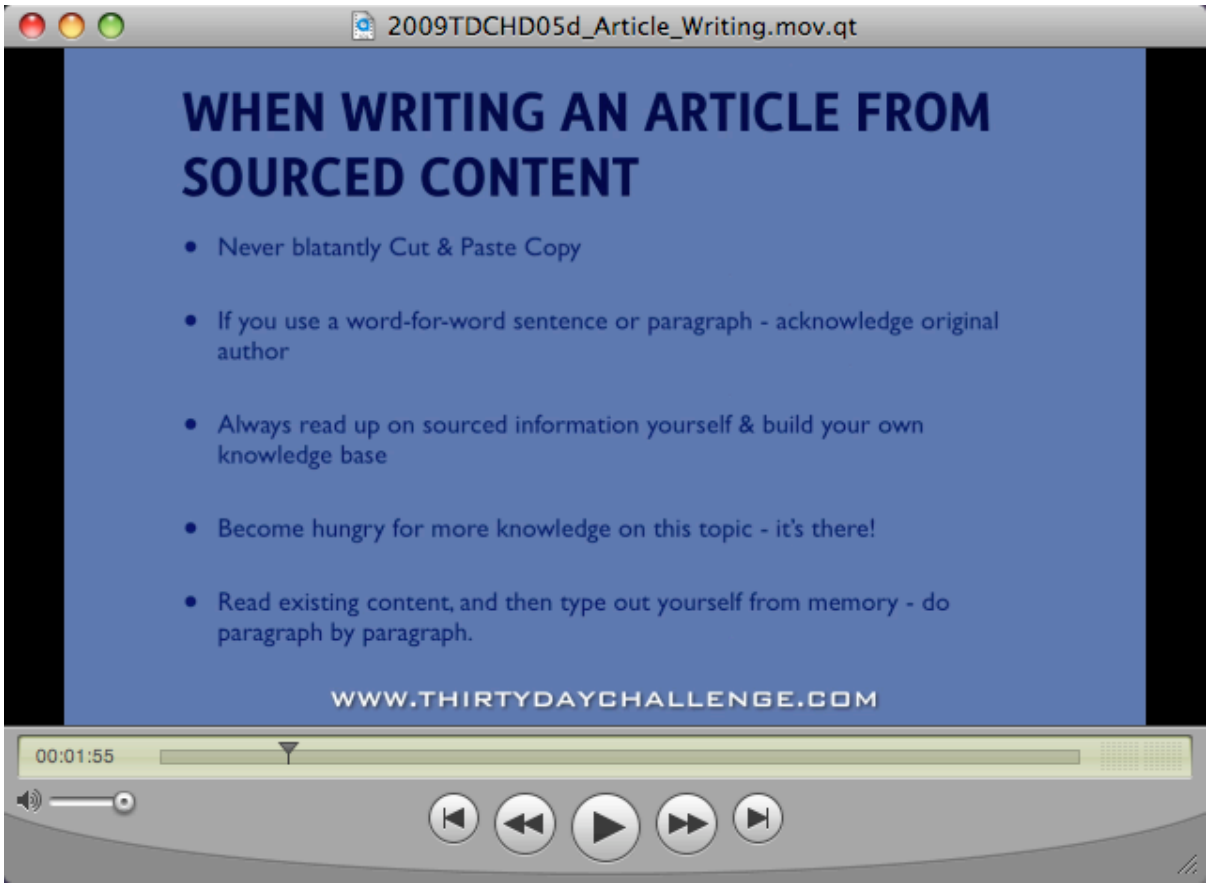
So, now I've just had my cat walk in front of my screen!

So, without further ado, I will show you how easy it is, and there's a couple of key points - and I'd just better say it "Say hello, Rose". [holds cat up to camera]

So, a couple of key points that I would like to cover with you, just as a preface for how to go about writing articles from sourced content, so follow me.

When Writing an Article from Sourced Content

[Starts at 00:01:51]



OK, so here are some of the key things that I really, really want to impress upon you when you're writing an article from sourced content.

First of all, please **never blatantly cut and paste copy**, word for word, and then claim it as your own. That is just not on, that's really out of integrity. So, please **never** do that.

Then, **if you use a word-for-word sentence or a paragraph as a quote**, please **acknowledge the original author**. Again, that's just an integrity thing, and there's also **copyright issues**. You don't want the legal beagles coming after you. So really, you do cut and paste and if you do use something word-for-word please make it a small snippet and acknowledge the author.

Always **read up on sourced information** yourself and **build your own knowledge base**. And I'll show you, in many ways, how I do that, just in this example with this video.

And please, I encourage you, **be hungry for more knowledge**. There's always going to be more information on any topic, there really is. Sometimes you might have to hunt for it more than ever. Market Samurai makes it so easy with the function I'm going to show you in their tool.

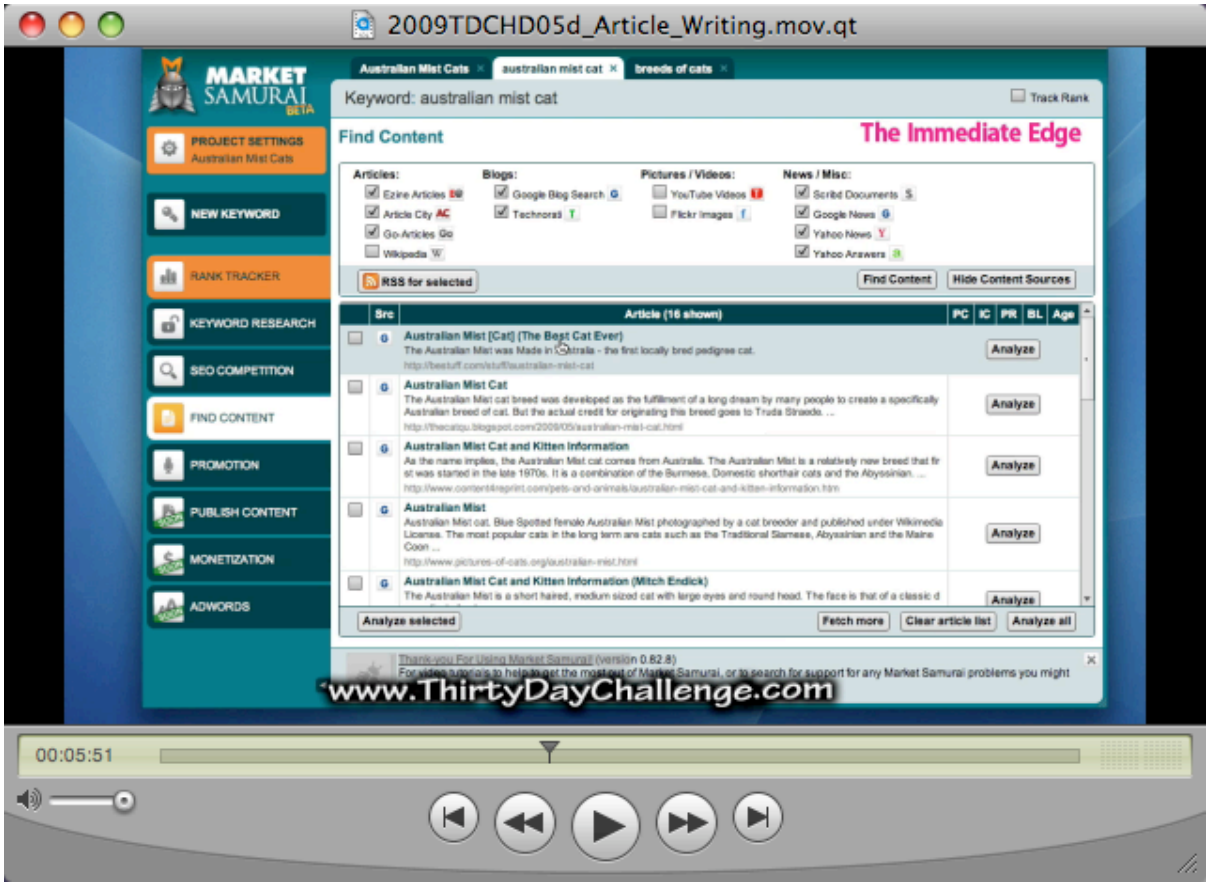
And then this is, I suppose, a **Caro tip** - something that I do that I think really works well, because for me, this is what keeps me with an integrity of myself. That's based on my own assessment, obviously. But it's what I will do (and I'll show you what I do shortly) **I read the existing content and then I type it out myself from memory**. I do this paragraph by paragraph, so I really absorb the information. It's almost like a test of what comes out. So, paraphrasing what I've read, it means that I'm then putting things in my own words and my own phrasing. So, there's the integrity side and there's also the practical and very important side with Google - it's then original content, as opposed to duplicate content.

This will be talked about more and more, but it's really important that your articles are original articles. When we're talking about the Thirty Day Challenge strategy and what we're looking to achieve with that strategy, which is to test, to get as high as we can, as quickly as we can in the rankings on Google and to test for traffic and for conversion.

So, anyway let's go and have a look at a live example and I think the topic I'm picking may not surprise you if you've been watching some of my videos. So, follow me.

Using the Find Content Module in Market Samurai

[Starts at 00:04:22]



OK, so here we are at the wonderful Market Samurai tool and the topic I'm picking for the Thirty Day Challenge is **Australian Mist Cat**, because I happen to have recently acquired an Australian Mist

kitten and to keep this little lively fellow company I also have an ex-breeding queen of the same sort, Australian Mist, they're both chocolate spotted. So, it is something that I'm passionate about, because I do love these two little fur-babies, as high-spirited as they can be at times.

So, what you do is you to find content [clicks "**Find Content**" on left side of Market Samurai screen] and then I have the Australian Mist Cat [indicates "**Australian Mist Cat**" keyword tab, selected, at top of page]. Now, if anybody wants to go back and check about "Caro's going to do this", this is not a blog that I'm putting up on the Internet in the Thirty Day Challenge way. This is an example that I've created specifically to show you how to do various elements of the Thirty Day Challenge. So it's not something for anyone to think "Wow, this is a market to go into". This is just purely for example purposes.

So, **Find Content** [indicates the "Find Content" screen in Market Samurai] - I'm clicking these [clicks **E-Zine Articles**, **Article City**, **Go Articles** options in Sources]. These are coming up straight away [articles are being added to selection in bottom section of Market Samurai screen] because I've actually been here, because I've prepared earlier. So, for you, you would be pressing the "Find Content" after you've done this. [click "Find Content" button on right of Market Samurai screen once all relevant options have been selected]

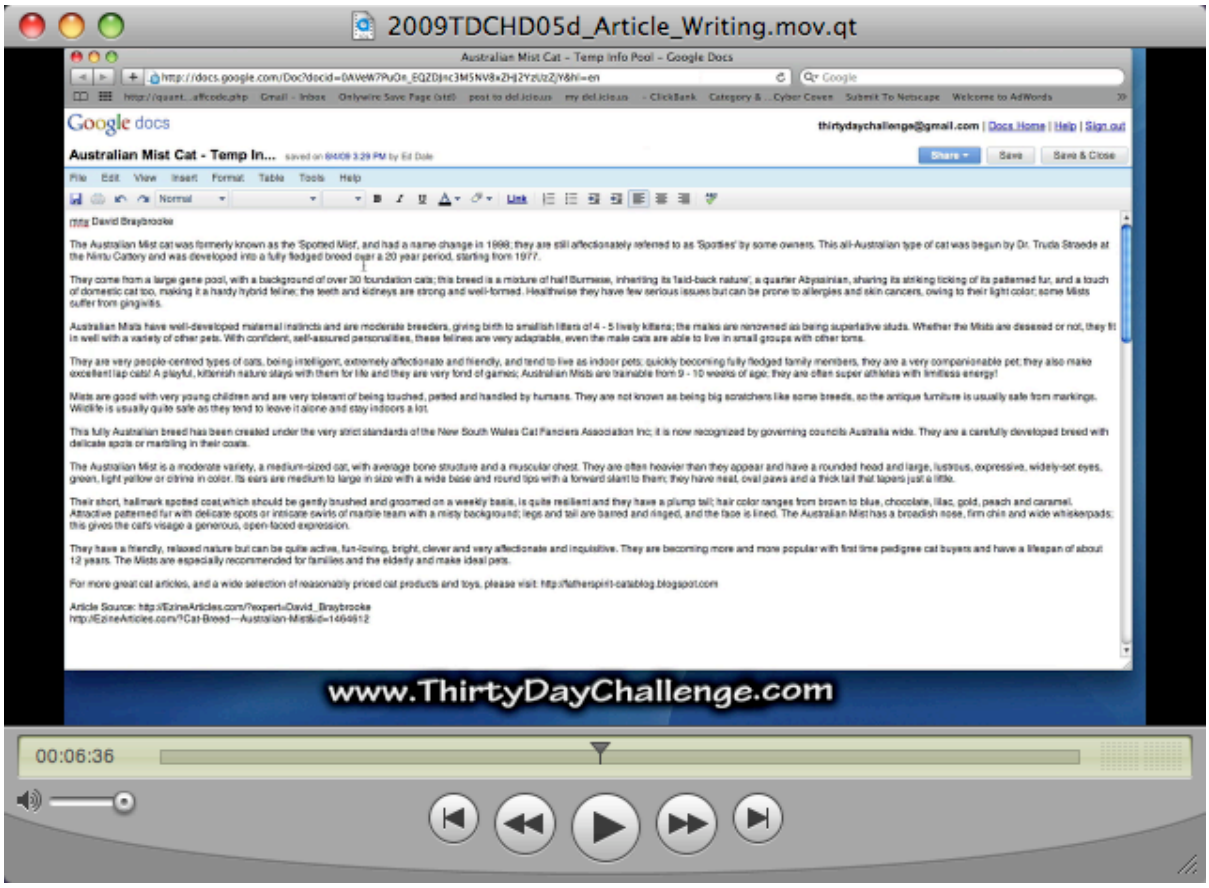
So, I've clicked on all of these [has selected first three options under "Articles" heading, both options under "Blogs" heading and all options under "News/Misc" heading at top of Market Samurai screen]. I'm not looking for [YouTube] videos or Flickr images.

So, this is how simple it is actually for you. You simply then go to that [clicks heading of first article in list on Market Samurai screen] and up comes an article [Market Samurai shows full article, with images].

So, what I then do - you can save it as text, html or copy to clipboard. What I'm doing here is I'm actually going to copy it to Google Documents, so I'm going to write my document in **Google Docs**, because Google Docs is just so nice and easy and effortless and then I can copy it through to other entities which we'll be teaching you the days to come. So I'll just press "Copy" [drags mouse pointer to select all copy in article, then right clicks with mouse and selects "copy"]. I'm going to close that [closes Market Samurai].

Using Google Docs to Edit Research & Write your Article

[Starts at 00:06:30]



Here you can see something I've prepared earlier, I have copied and pasted, from the Market Samurai tool, here. I've gone through each of these [articles found by Market Samurai "Find Content" tool], pulled them up like I showed you before, and then I've pasted in here. This is not my article, this is what I'm using as my base for my article.

So the first thing, as I said before, read through all the information. So I read through all of this, (and I have read through it before) and so then what I do next. [opens a new, blank Google document] So here I have another blank document and I'm actually calling this the "Australian Mist Cat - New 'Australian Made' Breed".

So what I do, is like I've read through all those articles and I've really read through, I've poured through them and I've retained information, so the first paragraph that I'm going to write from what I've retained is that [types]:

"The Australian Mist Cat is a relatively new cat breed."

So that's something that came through all the articles, because it's **quite common**, when you look at the articles, to see that they say **a lot of the same thing**, but you want to seem original in your article.

So I'll just pause here, and then I'll go to the next step of what to do then, because you don't really need to see me type it all out.

So back again. So this is what I've typed so far. Now, again this is what comes from this here. All of this information here, I've done this paragraph by paragraph. I've ready through and I've thought, well, the first paragraph I'm going to introduce what the breed is, what it's made up from.

So, generally with an article, you want it to be about 300-500 words, which may be six or 7 paragraphs. I tend to prefer shorter paragraphs, so each article about 300-500 words. 500 is fine for maximum.

So as you can see here, I've already typed all of this out. Now, I wanted to show you this. This is something that I copied and pasted from the material that I have on the other page - my working document where I pull everything from. And this is a copy and paste that I'm not going to use, but you'll see they say:

"They make perfect pets for children of all ages, even very young ones, as they are tolerant of handling and are not inclined to scratch. As kittens they are lively, but sober up a little at maturity. Their life expectancy is in the mid to late teens."

This is how I've reworked that, also pulling out other pieces of information that I've read through. You can see that it's very, very different. I've said that they're perfect for children and the elderly. So I've added that, because again, logically if something is good for kids, they're ok for the elderly and I also do know they are. Again, I've reworked that they're happy to be handled and don't scratch or bite. Generally, again I know a bit about cats - scratchers and biters tend to go hand in hand. I've reworked this and I, because I do actually happen to have one, I can inject that. But the other thing is there's other parts in the documents I have on the other page that actually say that they keep on being playful, so I've incorporated that into this part as well, because I've read it elsewhere and I've also added that that I saw elsewhere. And then it's talking about, you know, theIr life expectancy, very short hair. And I've just said very little health issues which was pulled from other parts and it was also mentioned it was thanks to that part.

So, again that's how I've it from that and I've made this my own. So it really is, with all of this and so you know, this is all true. So all of this, I have pulled from this and my own passion for them and, yes, I do happen to have some myself, but pretty much, it's just really from these articles, and this is all sorts of content.

The key thing is that you really do keep it original - and it's not that hard. Yes, you are going to have to write. You know, it's attitude. Give yourself a really good attitude or put a good attitude on, because, ultimately you're wanting to do something to help yourself. You're wanting to make good money online, so this part of the work and eventually, as you become more experienced, you'll be able to outsource more.

Recap

[Starts at 00:11:01]

So, just to summarise, it really, really is very easy to write an article and we're helping you even further with **sourced content** [in Market Samurai].

Just the **key things** to recap. Please **do not just cut and paste** and say it's your own. It's so **important** for yourself, and for Google, to have it seen **to be original content**.

Now for those that feel that writing is a drag, well ultimately, hopefully you'll get to the point where you can outsource writing when you have a successful business. I have a writer and I like writing, but I have a writer because I'm busy doing other things. But it's important to know what to do and also to know your topic to begin with. And this is part of building this credibility up in this particular niche, so you really want to do this exercise for yourself and I think that as far as those who don't enjoy writing will find it really hard, I would say that it's about an attitude. It's like, you're here because you want to, I presume, make money online, so therefore you make choices and decisions that, yes, I'm here and I'm going to succeed with the Thirty Day Challenge. I'll do whatever it takes. Part of that is to write articles.

Again, you are wanting to have a business, you also make a choice that you want to give your prospect, your hoped-to-be customer the best possible experience. So therefore, again that's a stimulation, a motivation to get stuck into writing really good quality articles. And there's your own personal standards.

So, writing articles is actually not difficult. It's difficult if we decide it's difficult. It's difficult if we focus on how much we don't like writing.

If we choose to focus on the positives that by getting a website up and testing it you could actually end up having a really successful career online and you could also start to build yourself up as a recognised authority, or certainly somebody to listen to in that niche, even if you don't know that much about it now.

We all have the capacity to learn and doing articles this way, especially how I recommended you write it for yourself, from the outsourced content, that could really help you as well to build up your own knowledge base. It's certainly worked for me in my biggest niche. It was one that I knew very little about, but I certainly had an interest in and now, I would say that I am an "expert" in this, authentically so.

So I think that pretty much brings me to the end. I hope that you've found this useful and I look forward to seeing you again soon. Take care. Bye.

Links:

Download Market Samurai: http://www.marketsamurai.com/thirtydc

Market Samurai Knowledgebase, Forums, Tutorials - http://www.noblesamurai.com/support/

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