

Title – Keywords – Benefits – Keywords

Intro paragraph

Second most powerful tip

Rest of tips

Most powerful tip

Resource Box

Suggested Titles

Relationship Advice – The Top 7 Ways to Revive Your Relationship

Master Gardening – 7 Things to Do Know to Make Your Spring Garden a Hit

Healthy Eating – 7 Foods You Want to Avoid at All Costs in a Healthy Diet

EXAMPLE

Article Marketing Secrets – 7 Re-purposing Ideas Generated from One 300 to 500 Word Article

You can write one article and just move on from there. Or you can take that one article and grow and shift it into many different forms and deliver it to many different people. Here are seven different ways to use just one article. **1. A Signature Speech** – You can turn just about any article into a public presentation.

2. A TeleSeminar – Take the teaching points of your article and talk about them on a teleseminar. Now they have read your words and heard your voice.

3. An eBook – A seven tip article can quickly become a seven chapter ebook. Just expand each tip into a chapter.

4. An eMail – Use your article as an email to your list members. You are providing value for free.

5. An Audio CD – You can turn your teleseminar into an audio CD or simply speak your article and record it.

6. A Booklet – A booklet is the first product I ever sold on the internet. Take one article and expand on it or collect several articles into one booklet. Makes a great giveaway or business card.

7. A Mini-Guide – Expand your article into a ten or twenty page mini-guide that shows the reader how to do something. Sell it for ten to twenty dollars.