

How To Create a Perpetual Traffic Generator

Written by Michael Southon
Sunday, 02 February 2003

What runs through your mind when you hear that ezine articles will bring you masses of free traffic, get you higher listings in the search engines, and raise your profile on the web?

For many people, their reaction is this: "But I'm not an expert - how can I write an article?"

Well, you don't have to be an expert and you don't even have to write the article - at least not much of it.

Interviewing internet experts is one of the easiest ways of coming up with new articles - all you do is ask the questions!

Here are some tips on how to interview internet experts:

- Ask them to introduce themselves to your readers - how did they get started in eCommerce? What products or services do they market and what are their domain names?
- What is their main promotion technique? Why does it work so well?
- Did they have a mentor? How important was their mentor in getting where they are today?
- What is the biggest mistake they made in their online career?
- What projects are they working on right now?
- What is the one program or software they couldn't do without?
- What single piece of advice would they give to someone starting out in online business?

Once you get their answers, you'll immediately come up with half-a-dozen follow-on questions. Write back to them with your extra questions. You'll quickly have more material than you can fit in your article.

To make your article flow properly, use chatty phrases like: "that's interesting, Joe..." or "that's a really good tip, Mary". Give the reader the feeling that you were having a real conversation.

The amazing thing about this technique is you'll never run out of new articles - there are enough experts on the web to keep you going for years to come.

Which is why I call this system The Perpetual Traffic Generator.

Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. For more information visit: <http://www.ezine-writer.com/>

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