



*Volume 1, No. 1*

**Writing for the Web**  
by Robert G. Yetman, Jr.

*June 2010*

### ***Ezine Articles***

There are many aspects of writing for the web with which we'll deal within this newsletter, on the webinars, and throughout the other platforms of Christian Internet Income. Today, we want to spend some time looking at the popular online publisher *Ezine Articles*, as well as spend some time looking at some of the more mechanical aspects of writing for the web that, if not adhered to, may make it difficult for your written work to be properly received by either ordinary readers or online publishers.

EzineArticles.com ([www.ezinearticles.com](http://www.ezinearticles.com)) has become one of the very best ways for a web writer to receive a ton of exposure for his original articles. Ezine offers a benefit in two ways to you: first, Ezine is widely known throughout the online community as a place where ordinary readers may go to learn about, well, anything; second, Ezine in its capacity as an article facilitator for online magazines and other periodicals, gives your articles the very best opportunity to be published in these online magazines, granting you even wider exposure and greater credibility as an expert author.

The thing to remember about Ezine (as well as any other similar platform, for that matter) is that the real reason you are writing for Ezine is not to write, in and of itself, an informative article; the purpose of Ezine is to write an article in such a way that you dispense a measure of useful information, but really to drive traffic to your own proprietary website. The best Ezine articles have in common the features of being *short*, *somewhat informative*, but still leaving the reader *wanting more information*. Let's discuss these features a little more in depth.

*Short.* When writing for the web, you generally want to opt for brevity. There are two reasons for this. First, people who read online are of a different mindset from when they read offline. Generally, when someone is reading something online, he is not mentally prepared to read in the same way he reads a newspaper or book. Instead, he will likely skim much of what is there, focusing more specifically on those items that jump out at him. He wants it short. This means that 500 word articles are considered long, in many cases. There is a second reason for keeping things short. The second reason is that when you are writing online for a platform like Ezine, the purpose of the article for you is to drive traffic to your site. As a result, it is better to have as many articles as you can have, with each article containing your byline and proprietary website address. Think of it like this: the article you write is largely an excuse for you to have something on to which you can tack your name and proprietary website address.

*Somewhat informative.* Your article should clearly address a topic...and provide useful information on that topic. However, it should not be an exhaustive treatment. First, you want to

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keep the article on the short side, as we mentioned above. Additionally, you want the reader to get a taste of what you have to offer so that he notes your credibility, but not provide him with so much information that he has no interest in clicking through to your proprietary site to see what else you have to offer.

*Wanting more information.* Every good Ezine article is one that leaves the reader wanting to know more about the topic. It's pretty much that simple. The idea is that the reader concludes the article with residual curiosity about the subject, the author, or both, and will click on the website you have indicated in the Ezine resource box, which is the item that appears at the conclusion of your article that indicates briefly who you are, as well as your website address.

Sean Mize is an Ezine article writer who has mastered the above-noted concepts. Sean Mize is, far and away, Ezine's biggest contributor. At this writing, Mize, who markets himself as an Internet marketing guru, of sorts, has written over 23,000 articles on the Ezine platform. You can find his very latest article total when you go to Ezine ([www.ezinearticles.com](http://www.ezinearticles.com)) and click on "Expert Authors," which can be found in the upper left-hand corner of the home page under the section entitled "EzineArticles for Authors." When you look at a sample article of Mize's, you will see how it is supposed to be done; his articles are short, intriguing, and essentially beg you to go to his proprietary site to see what he is all about. Remember that in Mize's view, he hasn't written 23,000+ articles for Ezine; he has created 23,000+ separate opportunities for his website to be shot out into cyberspace. That's what it is all about.

One of the biggest benefits of working off of the Ezine platform is that there are great tools provided inside what is called the "Author's Area." The home page of the Author's Area is the first place you're taken when you log in to your Ezine account. It is at the "Account Statistics" section where you can get the straight scoop on how you're articles are performing and really dig into the associated analyses. When you first look at the section, it is organized as a summary, of sorts; you are given numbers and percentages for the total number of times your articles have been viewed, how many times your author profile has been viewed, how many times your articles have been published by one of Ezine's authorized online publishers, how many times the website you have noted in your resource box has been clicked (maybe the most important statistic of all), the rate at which those who view your articles are clicking on your website (you want that percentage to be as high as possible), and the number of subscribers your account has—this is the number of people who specifically want to know whenever you publish a new article.

Inside of these statistics, you can investigate each more deeply for an even more precise picture of how you're doing in your marketing efforts through Ezine. For example, when you click on "Article Views" in the Account Statistics" section, you will be taken to a page that breaks down the article views, click rates, and other relevant info on an article-by-article basis. This is very valuable information, because it can help you decide on which topics to focus, based on any of a number of factors, including the subject material of the article and/or the number of times the readers are clicking on your own website URL once they finish reading the article.

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In the end, Ezine Articles is an excellent way to establish yourself as a credible expert in the field in which you've chosen to concentrate. I like it very much both as a platform in and of itself, as well as a mechanism by which I can easily gauge and measure the popularity and trends associated with the articles I'm writing. You can start your own Ezine account for free by going to [www.ezinearticles.com](http://www.ezinearticles.com) and click on the "Join Now" button. Establishing a regular relationship with an outlet like Ezine, if properly utilized, can prove to be very valuable to the growth of your Internet-based business.

### ***AP Style Guide***

More and more online publishers are seeking to maintain a standardized format with respect to the articles they publish. In days past, when all writing like this was only for hard copy periodicals, magazines, and publishers, it was understood that anyone who was writing was doing so with some journalistic expertise. That is, the people who were writing almost always had English degrees, Journalism degrees, and those who did not were somehow able to work through the system in such a way that they had the requisite level of understanding of writing style that was expected by more formal publications.

In the age of blogging, where everybody can be a journalist, there seem to be as many writing "styles" as there are subjects. This is not a good thing. While society, in general, seems comfortable with overlooking much in the way of an ignorance of writing's rules, you will find that in order to be taken seriously as a writer, you have to be willing to conform to a set of standards universally regarded by any serious publication, online *or* offline, as those through which any meaningful article should filter. This is where the AP's style guide comes in.

Known officially as the Associated Press, or AP, Stylebook, it is a guide to style and usage that is used by newspapers and other news organs throughout the world. For the garden-variety blogger, its chief use is going to be in the area of grammar and punctuation, although the book also delves into the area of ethics and media law. It is an excellent resource. The Stylebook is available for about \$20 from [www.apstylebook.com](http://www.apstylebook.com). You can also gain access to a web-based version for \$25 per year, one which allows you to save your own notes as well as provides an array of other web-based functions.

It should be noted that the AP Stylebook historically assumed that users had a good grasp of basic writing techniques and a good command of language. In other words, the book is not meant to be a substitute for English 101 or anything like that. While you need not write perfectly well, in terms of mechanics, in order to write successfully for the web, it's worth noting that the more technically proficient your writing, the more highly perceived you will be regarded by your readers and prospective publishers.

The AP Stylebook exists on the premise that writing like the kind you are doing should be "easy to read, concise, and free of bias." Sound familiar? Easy to read and concise are the hallmarks of any good blog piece. Uncomplicated, short, and to the point.

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“Free of bias” refers to journalistic bias of any kind, not simply the commonly-considered examples of bias like that of the racial or ethnic variety. For a “quick reference” look at the AP Stylebook, you might want to check out the following link:

<http://www.scribd.com/doc/2664713/Associated-Press-AP-Style-Guide-the-basics>

This is by no means a comprehensive version of the Stylebook, but rather a resource that allows one to see how the AP Stylebook addresses some of the elements of writing that are most commonly mishandled: numbers, abbreviations, punctuation, and titles.

In the end, if you seek to be taken seriously as a writer, you will have to give some thought to “upping your game” at some point. When it is said that you don’t need to be a great writer in order to be a successful blogger or web writer, that means that you are not expected to be a Hemingway or other compelling storyteller. It does NOT mean, however, that your writing can be dysfunctional. The quality of your communications ability is every bit as important as the message that is being imparted. If you have a great message, but relate it in an unprofessional or poor-sounding fashion, that will reflect on your expertise in the same way as though it was your expertise itself that was flawed. Getting your hands on the AP Stylebook and learning to write the “right” way, as soon as possible, will help to ensure that your audience sees you as the expert you really are.

## **Basic Website Building**

*by Joy Paris Reagan*

Let’s dig right in. To get started, go to [www.christianinternetincome.com/members](http://www.christianinternetincome.com/members). You will be prompted to put in your username and password. You will be brought to what is the home page for logged-in members. From there, click on the “Get Started” button, which can be found in the upper left-hand corner of that page. You will be prompted to put in your username and password again. When you do, you will go to a page that highlights the four priorities for new members: *New Student Orientation*, *Keyword Research*, *Buying Your Website and Ordering Your Domain*, and *Building Your Website*.

The New Student Orientation contains four segments of course materials: a Quick Start Guide, a video entitled New Student Orientation, a video of the seminal 2008 Chicago Seminar when Jim taught at a day-long event in his hometown, and a link to the wealth of archived, weekly webinars previously taught by Jim and staff.

The Keyword Research section gets into the all-important subject of how to select the elemental, topical words for your domain and website that will allow your website to be as relevant as possible for the general theme of your web presence and thus see yourself rank as high as possible on the search engine results. This section mentions the recommended keyword research services you can use for your efforts, and also has direct links to the previous Christian Internet Income webinars that feature this as a priority topic. Remember that one of the most important

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issues for anyone seeking to build a business on the web is the matter of “search engine optimization,” the process by which you seek to derive better search engine results.

It’s important to note that this matter of keyword research is not something to begin thinking about after you have selected a domain name and are now focused on building a site; it’s something to think about even as a component of selecting your domain name. For example, if you want to have a website that talks about how to bake bread, you will likely want to make your domain name as follows: [www.howtobakebread.com](http://www.howtobakebread.com). In other words, keyword research, and the implementation of that research, is about giving your “audience” the most direct route to your location. This is why you would *not* want the domain name for your website to be [www.johnsmith.com](http://www.johnsmith.com), if your name happened to be John Smith. People who are looking for information on baking bread are going to plug these (or related) words into a search engine: “how to bake bread.” They do not know *you*, and so selecting your own name, or some other clever but less direct domain name, is a bad idea.

It is important, then, that you do your keyword research before you buy your domain, which is the third step in the process to “Get Started.” I suggest getting a Website Tonight account for your website needs, and a Quick Blogcast account for your blogging efforts. These facilities are awfully inexpensive, considering you’re beginning a new business; For example, the Premier website package, one that offers you a site of up to 999 pages in size (more than you will ever need), is just a little over \$12 a month at this writing. You can select your website package at Website Tonight by going to [www.jameslparisinternet.com](http://www.jameslparisinternet.com), finding the “Build a Website” button at the top of the home page, and clicking on the Website Tonight option. If you want to have a blog, as well, you can create one by clicking on the “Quick Blogcast” option that also appears when you scroll over “Build a Website” at [www.jameslparisinternet.com](http://www.jameslparisinternet.com). You will also want to buy your domain name, and you can also do that at [www.jameslparisinternet.com](http://www.jameslparisinternet.com). Domains are generally about \$10 per year. Accordingly, your total cost for your new business can be as little as about \$120 per year. You might pay more for certain premium versions of these products, but the point is that you don’t need to get a business loan, a second mortgage on the house, or clean out your retirement plan in order to start a functional, profitable business. The most important element to making this succeed is your willingness to work on it each day.

An excellent resource to help assist you in the process of putting all of this together is the archived webinar that’s featured at the “Buying Your Website Package and Domain” page. It is a webinar that shows, step-by-step, how to select these crucial components to your new business.

From here, you will move on to the final step in the effort to “Get Started:” “Building Your Website.” The page at which you arrive when you get there contains a *Useful Links* section that gives you the means by which to receive help on *Quick Blogcast*, *Website Tonight*, and general website-building support. The section also contains a series of excellent YouTube videos, created in-house at Christian Internet Income, that provide instruction in editing *Website Tonight*, how to change the heading of your home page, how to edit your contact form, how to navigate around *Website Tonight*, how to start add Google AdSense to your site(s), and so much more.

## **Blastoff**

by James L. Paris

So what is Blastoff, anyway? Well, for starters, it's another business opportunity you can set up for free. What do we always talk about here? As much as possible, we steer you in the direction of business opportunities that you can at least set up for free, or for relatively little money.

Good enough...but what is it, *exactly*? The Blastoff Network is a company that enables members to save money...either through discounts or cash back...by shopping online and to make *additional* money through an affiliate opportunity where members can earn overrides on the online shopping purchases made by those members who enroll "underneath" them. Each member receives his own homepage that he can customize in a variety of ways, and the cash-back shopping opportunities span well over 400 retailers at this writing, and include the most easily-recognized of retailers. Of course, as a member's network continues to grow, so do the financial benefits from the overrides received from the purchases of those in the network.

If you want to set up a Blastoff account, you can go to Jim Paris Blastoff.com ([www.jimparisblastoff.com](http://www.jimparisblastoff.com)). Please note that while you do not have to go through me in order to start your own account, you do have to go through somebody that has one already.

Instead of buying things online from retailers, you want to buy them from yourself through your own online store, which you set up through Blastoff. For example, instead of going to Target.com if you want to buy something from Target, I would just click on the Target ad at my own Blastoff mall, and I would then find myself inside the same website at which I would be if I went directly to Target.com. All the prices are the same, all the products are the same...everything is the same. However, when I'm buying through myself, I'm getting cash back, and it's paid back to me monthly.

This is a multi-tiered affiliate program. That means that you can introduce this to as many people as you want. You can have 10,000 people under you...and more. Now, some people consider that to be multi-level marketing. However, I do not, because, number one, there are no meetings to attend, and number two, it's free to join. That's it's really more of a multi-tiered affiliate program and not MLM.

Who doesn't want cash back from things they're already buying? All of the big name stores are accessible through Blastoff; you can purchase a wide variety of goods and services...wireless plans, satellite TV services...everything!

Not only are you saving money or getting cash back on everything you purchase, but everybody to whom you introduce this (for free) will save money or get cash back on everything they buy, and you're also going to receive override bonuses on everything *they* buy.

Now, if I'm inside my control panel and I want to invite friends, I simply go to the button at the top of that page that says "invite friends" and click on it. That takes you to a page where you can invite friends in a lot of different ways. You can invite friends via email, via social networking mechanisms like Twitter and Facebook...you can even print out invitations, but the

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point is that all of the means by which you may easily reach to add others to your network are right there inside of your control panel. How easy is that?

I'm hearing all kinds of great stories about how people are using this opportunity to better their own financial situations, as well as introducing it to others who can really use such an opportunity. For example, some are setting up one of these for themselves, and then going to the pastor of their church and getting the pastor to sign up under them, and then getting the pastor to introduce this to the entire church, so that the members of the congregation get on board underneath the church's (or pastor's) position, and all of these positions, of course, are underneath that of the person who initiated the opportunity.

Unlike much of MLM, this is not something where you're asking people to buy some lotion, or vitamins, or anything like that. This is simply an opportunity that smartly allows you to take advantage of the same natural buying habits in which people already engage. Again, you can get signed up in about a minute. Feel free to do so at Jim Paris Blastoff.com ([www.jimparisblastoff.com](http://www.jimparisblastoff.com)) or through any other Blastoff associate.

Note that the actual Blastoff domain that you receive when you sign up for Blastoff is going to be rather lengthy and uninspiring, in terms of the "sizzle" value. For example, my Blastoff domain is [ppl.blastoffnetwork.com/aparis41](http://ppl.blastoffnetwork.com/aparis41). That is my technical Blastoff URL. Exciting, huh? How could I possibly tell my friends that URL so that they would sign up under me? They wouldn't likely remember it; that said, there are times *I* don't remember it. After all, have I not preached that for the benefit of your business, your URL should be simple, clean, and/or easy to remember? Of course. The solution? I bought another domain, another ".com." In this case, I bought the aforementioned Jim Paris Blastoff.com for about \$9, which is roughly the standard annual price for buying/renewing a domain name. Your domain can be anything; for example, something like [savemoneyonline.com](http://savemoneyonline.com) (that's just an example—I believe that name is actually already taken) or something like that.

You don't have to do a lot of keyword research or anything like that in this case. The goal here is to have an easy-to-remember domain about which you can tell other people. Once you have this URL, you can forward it to your Blastoff URL (the more technical one). Anyone can do this. If you don't know how to forward, just make your first step to go to [www.jameslparisinternet.com](http://www.jameslparisinternet.com) and buy the domain name you want, and then get in touch with Joy Reagan (assuming you are a member of our Internet Coaching program) through the support email.

A few of you might be inclined to dismiss this opportunity out of hand, because you don't see it as something that you can realistically grow to a level that represents significant income to you. Remember, though, that your approach should be to seek a significant level of *total* income from amassing a *wide variety* of different Internet-based business opportunities. That is how I would advise you to look at Blastoff...as something that can serve as one of the many components to your overall Internet-based business success.

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*Volume 1, No. 1*

*www.christianinternetincome.com*

*June 2010*

**Christian Financial Expert Releases Do-It-Yourself Mortgage Modification Kit**  
*From Christian Newswire (www.christiannewswire.com)*

James L. Paris, the Founder and CEO of Christian Internet Income.com (www.christianinternetincome.com), a website dedicated to helping Christians realize greater financial freedom from creating their own Internet-based businesses, announces the release of his own proprietary do-it-yourself mortgage modification product. The Do-It-Yourself Loan Modification System, co-authored by Paris and financial writer Bob Yetman, represents a complete “lean and mean” manual for distressed homeowners seeking to step back far enough from the brink of foreclosure to actually regain the upper hand in their home ownership. The package is available online at [www.mortgagemodificationsystem.com](http://www.mortgagemodificationsystem.com) for only \$49.

Paris is particularly excited about the availability of the product, given the fact that the foreclosure crisis shows no signs of abating. Says Paris, “sadly, this mess is here to stay with us for a while. The Mortgage Bankers Association has just announced that the number of homeowners who missed at least one payment on their mortgage hit a new record in the first quarter of the year...that more than 10 percent of homeowners had missed at least one mortgage payment in the January-march period. The problem is going to continue, and people need help...and the need it for a lot less than the thousands of dollars some companies charge to provide it.”

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***Jim Paris is thrilled to announce the availability of a new, turn-key business opportunity that has been built around The Do-It-Yourself Loan Modification System noted above! For only \$159, you can purchase a ready-to-go business that will aid so many desperate homeowners across America, as well as add another stream of income to your Internet business portfolio. For more information as to how you can get in on this terrific opportunity, email Jim directly at [jim@christianmoney.com](mailto:jim@christianmoney.com). Do it today!***