



Online Marketing Success

**HOW TO GET AHEAD ON THE WEB WITH
WRITING SERVICES**

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INTRODUCTION

Outsourcing has been a major part of the business world since the late 1980's, though companies are still finding the benefits of this business practice. Outsourcing is defined by Merriam-Webster as "to procure (as some goods or services needed by a business or organization) under contract with an outside supplier". Outsourcing, today, is a vital part of almost every corporate structure, providing cost reduction, payroll hour savings and better internal resource management for the host company.

There are many different processes that are outsourced, though one of the most important is the art of writing. Writing companies exist for one reason: to provide specialized, expert results for companies. The results obtained through outsourcing any form of writing are exceptional and are much more dramatic than those achieved by attempting to do the job in house.

Deciding to outsource your company's writing needs is one of the biggest decisions that you will make. Choosing the right company is vital to getting the results that you expect and need. With the wrong company, you can get unprofessional, unreadable results that will do nothing to benefit your business processes. With the right writing company, you can expect professionalism, integrity and a superior product.

Many options present themselves when you consider outsourcing your writing needs. You can outsource to international companies for "cost savings" or you can choose to outsource locally. There are many perceived benefits that may actually not be benefits at all. In this eBook, you will learn the difference between a good choice in writing companies and a poor choice, as well as learn about the online marketing success that you will be able to find through quality writing services such as article writing, blog writing, eBooks, article directory submission and more. Throughout this book you will learn about how to communicate with your writing company as well as how to help them better serve you through the variety of writing services that they offer.

CHAPTER 1

WHAT IS OUTSOURCING?

Outsourcing is very similar to subcontracting, though it most frequently involves building business partnerships with companies offering complementary services to your own. Outsourcing allows companies to save money through a variety of different ways, from reducing the need for in house staff to timesaving on workloads and an increase in professional content quality. Currently, almost every company in the world outsources some aspect of their business.

COMPANIES OUTSOURCING TO WRITERS

Why outsource your writing needs? There are quite a few reasons to do this. Perhaps you do not have in house writing talent or simply do not have the manpower for the job. Perhaps you are short on time and need a professional writing job done, while your current employees work on other aspects of a job; the reasons are limitless.

In addition, companies do not have to provide any form of insurance or worker's compensation insurance for subcontractors, giving them access to astounding savings. The costs of health insurance have risen 9.2% in only a few years, and the trend is predicted to continue.

Subcontractors can greatly reduce this heavy burden. Another aspect that can offer savings is the fact that these business expenses are often tax deductible for the company. Some of the most common reasons for outsourcing to a writing company are:

- Lack of Man Power
- Short Deadline Period
- Lack of In-House Talent
- Inability to Hire Writers (Or reduced need for writers)

- A Desire for Professional Documents

Regardless of the reasons that you choose to utilize outsourcing, you will find a wide variety of companies from which to choose. There are specialized writing firms that deal with only a specific type of writing, as well as broad based companies that offer expert writing in any area conceivable. You will also find international companies that charge considerably lower rates than most US writing companies.

Choosing the company that will best meet your needs will involve defining your needs as accurately as possible (this will also help the writing company). Having at least a general idea of your needs will help when you speak with a writing company. If you can provide a prospective company with a good idea of what sort of writing you need, they will be able to generate a much better price quote, as well as much better initial copy.

OUTSOURCING TO US VS. INTERNATIONAL COMPANIES

Your single biggest choice when deciding to outsource writing will be whether to choose a US company or an International company. Outsourcing writing to countries like India has become a popular choice due to the low cost factor, but there are several reasons why this is a poor decision.

Remember that in business, as in the rest of life, you often get what you pay for. Content from international companies is often of a lower quality than what you will find with US companies. For instance, since most international writers are not natural English speakers, there will be awkward phrasing, frequent misspellings and poor readability found within documents. In fact, several India outsourcing companies note on their websites that their clients will need to modify the text to make up for the language issue!

US content is usually more professional than content found with International companies. What this means is that you will get whatever sort of document you need. If you want highly polished documents with industry specific jargon, or a document with a casual, professional tone, that is what you get. US writing companies also offer extreme flexibility and adaptability to changing client's needs. This allows them to offer the broadest array of writing styles, content types and other services. International companies will require frequent rewrites to get the copy you want, with US companies it usually only requires a single attempt. The fact is that companies using international writing services will often have to pay a writing company for revisions. These revisions frequently mean a complete rewrite of the document in question, leading to additional charges. The company pays for the same document, twice!

Judging an international company by the samples found on their website is not usually a good idea, either. Some international companies have been known to steal content for use on their website, both as samples and as content. This gives them the professional look that they require in order to be competitive, but it is very misleading for clients. What you see with this type of company is not always what you will get as far as quality content is concerned. Almost 70% of international writing companies have had complaints about quality in their writing.

Words You Want uses a wide variety of professional articles on the website, written by the company. You get what you pay for and get the professional results that you desire using Words You Want. In addition, Words You Want offers a wide range of writing styles, ranging from personal to conversational and professional styles. (See page 14 for more information about writing styles).

OUTSOURCING COMPANIES

When choosing outsourcing companies within the US, it is still very important to choose the right company for your needs. Here are a few things to watch out for in your search for a partner to fulfill your writing needs.

Some writing companies bill themselves as US companies, but once you submit your work to them, they will outsource it to an international company. This gives them a larger profit and eliminates the need for them to actually do any writing. Using a company such as this will yield poor results, illegible copy and will, ultimately, be simply a waste of money. Worse, using subpar copy for your needs can actually harm your business, driving away potential clients and customers.

The best choice for your needs is a company that only uses native English speakers. In the US, US English is the standard. In addition, you should only look for companies that utilize professional, experienced writers that have the required talent and skill. Why is this so important? It gives you the best results, with natural language usage and eliminates the pitfalls of poor translation. You want only the best content for your purposes, whether you're putting it on the Web or using it elsewhere. Only native English speaking writers should be used for this purpose.

Your contact within the writing company should be responsible for ensuring the quality of the work you receive. If this is not the case, you should find a contact higher up in the hierarchy or find a different writing company. Accountability is a huge issue within the writing industry and speaking with a contact that has the power to get results is the only option that you should choose. Without the right accountability factor involved, subpar content is often the only result that you will get, even if you do manage to get a revision.

Words You Want hires only native English speakers and only professional writers. Each of our writers is dedicated and knowledgeable, carrying with them a wealth of experience. In addition, Words You Want takes the ultimate responsibility for the quality of your content with

an in depth editing process that ensures more than a single person verifies the document for veracity.

ADVANTAGES OF NATIVE ENGLISH SPEAKING WRITERS/COMPANIES

As mentioned, using native English speakers is the only way to ensure that you get the quality content that you want. These are the benefits of working with such a company.

Professional quality content is one of the primary reasons for using such a company. You get the documents that you expect, with the clarity and industry correct word usage that you want.

You also get ease of communications with the company, itself. Without the natural language barrier formed by using an international company, you can make your wants and needs known much more easily than otherwise. This is a vital aspect of your outsourcing relationship, as well. Without good communications, you cannot expect to receive the right content for your needs. Words You Want offers fantastic speed in communications, through email, telephone and even chat clients if required. The speed and quality of these communications offers dramatic benefits for clients. (Read more about the importance of communication on page 34)

Another benefit of using native English speakers/companies is that you receive content that flows well. This means that the wording is not forced, that it flows naturally from sentence to sentence and word to word. Natural word flow means that your documents look better and are much more readable for US consumers. Using poor quality writing can alienate consumers who do not wish to take the time to read garbled English.

You'll find more on this subject in the chapter on "Quality."

WHY BUYERS GET CONFUSED ABOUT RATES

Understanding prices in the writing industry can be intimidating to some. This is because there is a tremendous variance in pricing across the writing industry, especially when dealing with international writing companies and US companies. Here we'll discuss why there is such a great deal of difference in rates and how you can make sense of them.

Very low rates – The lowest rates are generally the hallmark of the inexperienced or the lowest quality writing companies. You can find these in the international field, predominantly, though some US companies offer extremely low rates as well. The best rule of thumb in this area is to remember that you get what you pay for. The reason these rates are so very low is due to the quality of content produced. It is often subpar and sometimes even plagiarized.

US companies offering rates comparable to those found in nations like India are also a poor choice for your needs. These are the types of companies that will take your business and then outsource it to those same international companies. You end up with the same poor quality content that you were trying to avoid. Shopping by price is not a bad way to start out, but remember that you get what you pay for.

Quality vs. Quantity – Professional copy is the hallmark of a good writing company. Your content should be produced with only the utmost in professionalism to yield the best results. In order to reap the greatest benefits from your content, you should find the best company possible for your needs. This will immediately eliminate international writing companies. Poor quality writing will cost you more in the end than simply paying for quality content at the outset. Your content will give customers and clients their first impression of your firm; shouldn't it be as professional and compelling as possible?

For example, you would not entertain prospective clients at McDonalds, would you? No, you would wine and dine them at the finest steakhouse in town! Good writing is an investment for your company that will grow the overall worth and profitability of your company.

WEB DESIGN COMPANIES CAN PROFIT TOO

Client companies are not the only ones that can benefit from writing services. Web design companies can gain free profit, offer complementary services marketed under their own name and increase the number of services offered to their clients. Web design companies can partner with writing services to improve their offerings and give their clients a one-stop shop for their needs.

WHY WEB DESIGN COMPANIES SHOULD OUTSOURCE FOR WRITING SERVICES

Many web design companies do not know that they are missing out on free profit. How is this, you ask? It's pretty simple, in actuality. Web design companies exist to meet the needs of a large clientele base. These clients have disparate needs for web design, but they also require company specific content. For a web design company, using the services of a writing company can yield enormous benefits.

Quite a few web design companies do not offer writing services, though their clients still require content for the website. Rather than forcing the client to locate a writing company on their own, web design companies can partner with a professional writing service and bundle content and web design for customer convenience. This has profound benefits for the web design firm, as well as their clients.

It is a simple process for any web design firm to incorporate into their existing format. All that is required is for the web design company to gather their client's needs and wishes (including specific format of content) and then forward that along to the writing company. The writing service will then complete the project, sending back the completed content in a timely manner and the web design company then incorporates the content into the new website. This partnership is more than convenient, it's profitable and it makes good business sense to combine services that complement each other.

Another benefit for web design companies is that if the client is unhappy with provided content or desires revisions on the content, any professional writing service is more than happy to revise and rewrite. This makes the client happy and the web design company is not stuck with unneeded content. Words You Want works with a broad range of web design companies, offering them expert service and superior products.

How does the web design company profit from using a writing service? Simply put, they pass along the written content at a slightly higher rate than that which the writing service charges.

The web design firm gains access to free profit and their clients get the professional, polished content that they require for their website in order to give visitors the correct impression of their firm. There is no better way for a web design company to increase their offerings, increase their profits and boost their client's happiness with their services.

Think of it much like shopping for groceries. No one wants to waste time going to three or four different stores to find required items; you want to get what you need in one place. This holds true for the clients of web design firms. They will be much happier with the superior convenience offered through a web design company that also offers professional writing services.

IT'S ALL ABOUT THE READER

Your content is strictly about the reader. It should be designed from the outset with the reader in mind. How is this accomplished? There are quite a few things that go into making quality content and quite a few reasons why you want clean, professional content for your needs. Let's take a look at some of the relevant issues that pertain to all companies in need of writing services.

Professional writing should do many things that will benefit your company. First, it should be informative and interesting to read. This will give visitors the information that they were looking for. Providing valuable, interesting content is a necessity in order to get the traffic you want.

Second, good content will entice your visitors to read further. This eliminates them simply reading a paragraph and then moving on. Web browsers, even those looking for specific information, have a short attention span. If you do not grab their attention and immediately, and hold with relevant, interesting content, they will move on to a competitor's website.

Additionally, high quality content reflects well on the company. Credibility can be difficult to gain; offering accurate, interesting content is the best way to gain that credibility. This will ensure that you are regarded as an expert and ensure that your visitors will return for more information when they require it.

Being perceived as an expert will give you many benefits, including better conversion rates from visitors to customers. Consumers want to buy only from companies that are the best in their fields, offering quality products and services. Quality content will give you the image that you need.

By ensuring that your website has only the most professional, informational content, you can build the consumer's trust in your company. This allows you to convert more consumers into valuable customers. When consumers see that your company is "for real" and not simply a placeholder on the Web, they are much more likely to become loyal customers. If your content is cheap, you cannot expect to make high end sales. Consumers will readily make the assumption that if your content is cheap, so is your product.

FOREIGN CONTENT REFLECTS POORLY

When you use content from international writing companies, it can have the opposite of your desired effect. This is because the writing is often unprofessional, worded incorrectly and littered with grammar errors, spelling mistakes and other inaccuracies that your visitors will pick up on immediately. This has the effect of alienating your visitors, rather than increasing their trust in your company.

Foreign content will decrease your professional appearance on the web. It is difficult to look like an industry leader and source of trusted information if the content on your website is inaccurate or poorly written. Your professionalism is often the only thing that a consumer will care about; ensuring that professional image means buying quality content.

In addition, placing subpar content on your website will give your clients doubts about your products. If they see that you refused to put accurate, relevant information on your pages, they will get the impression that your services or products are also of low quality. Remember that the content on your web pages is a direct reflection on your company and gives many customers their first impression of your firm; ensure that it is the best impression possible.

Some other reasons that foreign content is not suited for your needs are: awkward or abnormal vocabulary and poor style. Visitors to your website are going to be most familiar with US English and phrasing. Foreign companies often use abnormal vocabulary and phrasing in their

content. This increases the difficulty your visitors will have in reading and comprehending your content. If your customer is required to read a single paragraph more than once to understand the meaning, it's a safe bet that they will not relate to your company.

Using common US English vocabulary and style will increase your customer's faith in your company and your offerings. However, foreign companies often write in an awkward manner that will immediately alienate your customers. This is because your visitors feel that people "just don't talk like that." This does not mean dumbing down your content; it simply means that foreign companies are often incapable of relating to the average American consumer in terms of language.

Another common problem with foreign companies is the misuse of words, punctuation and other grammatical and spelling errors. Using poorly proofed content is a fast way to lose visitors. No one wants to read content that is incorrectly punctuated, contains frequent misspellings and incorrect grammar. Look at the top 10 Google results and you will see that they use clean, concise writing, with no grammar or spelling errors.

Think of it in another way. If you were in need of content for Indian audiences and Indian topics, would you use US writers? No, you would find the best Indian writing company to ensure that your content was on topic and written to reflect the area. It goes back to your content being all about the reader; your content should reflect relevant style, information and grammar for the type of reader you want to draw in.

SEO CONTENT

SEO has become a catchphrase today. It is used to denote an increase in web traffic through a variety of means. Frequently, this means using articles that are keyword based. While this is a good way to increase search relevance to specific search terms, SEO writing is sometimes not very readable due to the over usage of said keywords.

SEO content is based on a keyword or set of keywords appearing in your content a set number of times or more. While this may work for initial visits, you will very likely not see an increase in sales due to this. That is because most people have little patience for reading awkwardly phrased content.

Why are keyword articles phrased awkwardly? It is due to the presence of the keywords, themselves. Usually, a keyword will take the place of a word or phrase that would work more effectively, leading to awkward phrasing that can turn off your customers if not professionally placed.

Keyword stuffing content is a poor way to get real benefits. Quality writing, succinctly written with accurate information and relevant terminology is the only way in which your customers will gain any trust in your offerings. This does not mean that SEO articles are junk, it simply means that extremely high keyword densities will yield lower quality content.

The more times a keyword phrase (this doesn't really apply to single keywords) appears, the less readable your content will be. It does no good if your content is not generating sales; also, readers can be quickly alienated by this structure. Natural keyword density is more than sufficient for most purposes. For instance, Words You Want recommends a keyword density of 1 keyword or keyword phrase per one hundred words combined with a natural keyword density inherent to the writing.

WRITING STYLES

In addition to different types of writing available, you'll find that there are several different writing styles from which to choose. Each style has something to offer and is ideal for specific applications. Your content needs will dictate exactly which style is chosen. Choosing personal, conversational or professional styles will dictate what types of readers find your content compelling.

PERSONAL STYLE

The best example of the personal style of writing is that of blog posts. This style is very casual and can be extremely entertaining to read. Often, personal style writing will incorporate opinion, humor and information into a unique blend. This style is ideal for areas that will be viewed by children as well as adults due to its high readability and lack of verbosity and large vocabulary words.

CONVERSATIONAL STYLE

The conversational style is exactly what it sounds like. This format is written as though your visitors were having a conversation with someone knowledgeable. While the style is still somewhat casual, it is much more informative than the personal style and combines many different elements including quality industry information and accurate details. This style is extremely readable for older children and adults. In addition, this is the ideal style for web content due to its ease of reading and high informational content.

PROFESSIONAL STYLE

Incorporating a much larger vocabulary, the professional style is ideal for eBooks, technical information and much more. This style is ideal for content geared towards professional readers as well as highly educated adults. Combining an artistic flair with a creative edge, the professional style uses industry correct vocabulary, in depth analysis and descriptions of items and industry processes and much more. This style also requires much more in depth research in order to be industry accurate. The professional style leaves the reader feeling informed and educated, as though they have been addressed by an industry expert.

Words You Want offers all styles, from personal to professional, and combinations of style and tone. This is a great benefit for companies looking for content with a specific "voice." Getting the optimum combination of style and tone for your specific audience is imperative to your website's performance.

Most of us have heard of SEO practices, but what are they and what can they realistically accomplish for your business? Here, you'll find information relating to what SEO processes can actually accomplish for your needs and the best format for this type of content.

WHAT IS SEO?

SEO means Search Engine Optimization and is the process of optimizing your website for better search result through these search engines. SEO involves many different processes, from keyword usage to article directory submission to link building.

SEO is accomplished through web design companies working in conjunction with writing companies. The purpose of this is to gain better visibility and top placement in search engine responses to user queries through the search box. According to an 18-month study, comprehensive SEO practices allowed Google searches to grow more than 1100%, while Yahoo! grew almost 200% in terms of relevancy and consumer satisfaction.

HOW SEARCH ENGINES WORK

Understanding how search engines work is important to understanding the benefits of SEO practices and getting the most for your money with these services. Search engines are an enigma to many consumers, but companies cannot afford not to understand these processes. Once upon a time, there were two types of search engine: human powered listings and automated search engines.

Today, hybrid search engines are the rule, rather than the exception. These operate with a mixture of automated results and human input. While the human powered element is valuable to the process, SEO focuses on the automated aspect of the search engine process. This is accomplished using software aspects called spiders. These spiders routinely "crawl" the Web, looking for new information, websites and changes to existing web sites. A spider is responsible for accurately indexing a website and all of its pages, as well as compiling these results into an index.

Spiders will also notice changes in web pages and index these accordingly, though it can take some time for these changes to be reflected in search engine results. A search engine generates results based on keywords. A keyword or keyword phrase is nothing more than the word or words that consumers search for through the search box.

Generally, automated search engines will rank a page by the relevance of keywords found in the Meta tags, title and the body of the text found on a particular page. These areas are the focus of SEO writing, as well. Gaining better page rankings through keyword placement in Meta tags, titles and throughout the body of any writing is a beneficial process for companies with a web presence. Thus, your content is the most important thing about your website.

In 2007, an estimated \$8.6 billion dollars was spent on search engine marketing and advertising and this is expected to double in the next few years. Understanding the methods in which search engines operate will help you spend those dollars more wisely. Words You Want is certified in SEO writing and can provide your website with completely optimized content.

DUPLICATE CONTENT

While your content is vital to the ranking of your website, duplicate content can be devastating. When search engines index websites, one of the things that they watch for is duplicate content. This is generally a sign that a website is not legitimate or is using spamming techniques in order

to simply gain a higher page ranking. While these types of sites are often detested by consumers, search engines can penalize your website or even ban it from their results. Avoiding duplicate content is vital.

SEARCH ENGINE PENALTY

The search engine penalty for duplicate content can vary from search engine to search engine. Though each search engine will be different in their penalties, the most common form for these penalties to take are blacklisting of domain names, downgrading of search results, simply not showing results and a total ban for those websites.

So, how do you tell what constitutes duplicate content? That is actually somewhat difficult, but even pulling articles from article directories, with author permission, can constitute duplicate content and lead to search engine penalties. Not only this, but it makes your website look unprofessional. If you cannot create your own content for your website, your visitors will not take your site seriously.

If the unprofessionalism is not enough to dissuade you from using these, simply think about the potential penalties from the search engines for using duplicate content. While you may be using these articles with permission, so plagiarism is not an issue, search engines will not take that into account.

What does this mean for your website? Simply that professional, original content is required. This will ensure that your visitors do not leave because of duplicate content and that your website is not penalized by search engines.

For example, if you are submitting articles to an article directory, you should ensure that the content is unique and not used on your website. This is one way in which duplicate content is

created, simply by using existing content. All of your content, whether articles or website content, should be clean, compelling and, above all, original.

PLR CONTENT

PLR content has been garnering interest on the Web lately. Is PLR content right for your website? What is it and what can it do for you? PLR content is actually a hotly debated item at the moment; using it on your website can actually harm your prospects.

WHAT IS IT?

PLR content consists of an article, set of articles or other content that is sold multiple times in the same form to multiple entities. The premise behind this is that website owners gain access to general content on a variety of topics that can then be customized to fit their particular needs. While it may sound appealing and affordable, there are some serious drawbacks to this.

- Leads to Duplicate Content
- Same Content on Millions of Sites
- While Affordable, Often Low Quality
- More Work for Website Owners
- Potential Search Engine Penalties
- Leads to Generic Websites

PLR articles may sound like a great thing. Supposedly, you gain access to quality articles that are easy to customize to fit your needs, or can be shown as is. Let's start with just that part of the equation. If you customize these articles, not only are you paying for generally low quality articles, but you now have to spend your own time to revamp them to fit your needs. In

addition, the very nature of PLR articles is that they are sold on average 50-100 times. This means that there are hundreds of other websites out there with potentially the same content as yours. Doesn't sound like such a good thing, does it?

Let's take an even closer look at this. In addition to generic content that must be modified by you, you are opening your website to the possibility of blacklisting or even banning by search engines for hosting duplicate content. Original content can be created for your specific needs at a fraction of the total cost that PLR articles may run you. Words You Want does not offer PLR articles, believing instead that original writing and high quality content are the best options for your website.

PLAGIARISM

Few things carry the stigma that plagiarism does. Paying for content should give you the peace of mind of knowing that your content is completely free of plagiarism, with no negative potential. Hosting plagiarized content on your website can lead to legal ramifications for you, the website owner.

WHAT IS IT?

Plagiarism is defined as "the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work." Copying content from a source not your own and using it for your own needs is only the broadest definition of plagiarism. There are many other aspects to this concept, and all of them can negatively impact your company.

Detecting plagiarism is vital to ensuring that you have only clean, quality content. Luckily, there are several resources that offer you the means to detect plagiarized content and eliminate it. Article Checker is a free website that offers this service, though it is not as comprehensive as some of its paid competitors. Copyscape is one of the leading plagiarism services, offering quality tools, comprehensive and easily readable results and affordable pricing.

Using these tools, you can ensure that you get the quality content that you have paid for. Any legitimate writing service will run their content through Copyscape or a similar service prior to submitting to clients, but having your own account will add an extra layer of security and peace of mind. Words You Want routinely uses both Article Checker and Copyscape in the editing process to ensure original content is supplied to clients.

WHAT INFORMATION IS PUBLIC DOMAIN?

Public domain information is a difficult area to classify. Facts, by themselves are considered in the public domain, though the list in which the facts are found may be copyrighted. Addresses, definitions and literary works published prior to the inception of copyright law (such as the writing of Homer) are also considered public domain, though translations from the original language may carry their own copyright.

Public domain information online is a sticky situation. Many people are under the mistaken impression that simply because they did not have to pay for information, it must be in the public domain. This is not the case. Simply because certain information may be available online does not mean that it is public domain and free to use. Utilizing common sense with public domain information is the best method. If something appears to have been put into a creative form, assume that it is copyrighted.

That said, copyrights do expire. Generally, a copyright is in effect for the duration of the author's life, plus 70 years. In the case of other types of copyright covered information, the

term is 95 years. So, a general assumption that anything in written form is copyrighted is a wise choice.

KEEPING YOUR CONTENT SAFE

Protecting your content is vital. Technically, all written work is protected by copyright from the time that it is "fixed in a tangible form," this includes web pages and personal writing, as well. However, just because something is technically protected does not mean that everyone will respect that protection. Some people are under the mistaken assumption that if a piece of writing does not bear a copyright symbol or notification, it is public domain.

Simply putting copyright notices on your pages can give you a good amount of security. These can be the © symbol, the word "copyright" with an applicable date and even copyrighting versions with a listing of the different version numbers.

Even that won't stop someone determined to use your content as their own, though. For that, you can use some other services provided by companies like Copyscape. They offer a range of copyright protection banners that can easily be placed on your website to deter would be thieves, as well as a fee based constant monitoring service that will alert you to copies of your text being used without your permission. They also offer comprehensive information about how to have your content removed from offending websites.

BLOGS

Today, almost everyone has their own blog. Consumers use them to keep up with friends and family, share their interests and much more. Blogs have taken the place of personal web pages in Web 2.0. Companies have also found that blogs are a great way to help increase their

visibility and grow their brand. Currently, about 24% of online companies are using blogging to help grow their company, while a number of other companies are using social networking for advertising, even gaming platforms such as Second Life.

WHAT IS IT?

At its most simple, a blog is nothing more than a simple page where a user can enter specific entries. These are much like an online journal or a diary. Today, though, blogs are much more versatile than that. They are one of the most prominent way in which consumers share information about products or services, things that they enjoy or detest, as well as being a good way to make new friends online. Corporate use of blogs is also growing rapidly. These can take two forms: paid blogging by individuals and blogging through writing services.

Paid blogging happens when a company pays an individual to "write" product reviews for them. These reviews are always positive and can actually be misleading for consumers. Companies can also create their own blogs to keep their customers up to date on new product releases, help the public get to know the company better and generate a more personal image. This is usually done by ordering bulk blogs written by a professional writing service and then posted over the course of days or weeks.

BLOG STATS

Blog stats are the way in which your blog's success is measured. Blog stats can include the number of unique visitors, the number of first time visitors contrasted against the number of returning visitors (those with a cookie), the number of comments, the number of RSS feed subscribers and much more. Why are blog stats important? Besides telling you generally how popular your blog may be, it can also help you decide whether you should monetize your blog

with ads, move in a different direction with your blogging and determine exactly what market segment is visiting your blog.

There are quite a few ways to get blog stats. Google AdSense can be used to great effect for this, as can a simple hit counter on the page. Stat packages are available as well, though some are specific to the blog site in which you host your blog. WordPress has StatTraq and there are others available for the likes of Blogger. Google Analytics offers a Java based analytic statistic package, also.

USE IN SEO

Blogs are beginning to be used more and more frequently for SEO purposes. Frequent blog posting and on topic writing is rewarded by search engines with high placement of your blog in search results. In this, quality writing is as important as keywords and correct titles.

Blogging is a good way to generate interest in a website even before the actual site comes online. Since search engines compile a comprehensive database of information covering the history of the blog, well-written entries with appropriate keyword usage can be used in conjunction with permanent links to steer traffic towards a website for a long period of time.

The key to using blogs in SEO terms is to develop a regular posting strategy and use quality writing to form the backbone of your archive. The quality of the writing is imperative and cannot be emphasized enough. Even if the blog is simply acting as a traffic generator, quality content is vitally important.

WRITING BLOGS

There are many differences to writing blogs compared to other web content. For instance, blog writing is often much more conversational and personal than other content. Many people find

writing upbeat, personable blogs to be difficult, thus it is advisable to obtain a good writing service for this process.

In fact, companies often purchase blogs from writing services. When doing this, it is best to purchase in bulk. Developing an outline of topics with relevant keywords and submitting it to a writing service will give you great results. The biggest reason for buying in bulk is much like buying any other commodity in bulk: cost savings. Purchasing only a few blogs at a time will quickly amount to a large amount of capital, while purchasing in bulk will give you access to surprising savings.

This also allows you the freedom and flexibility to post as needed. With a substantial supply of prewritten blogs ready to post, they can be put up at your convenience. Over half of the 24% of companies currently using blogs host more than one; buying in bulk for each blog is advisable. Sets of 100 posts per blog are average, though the amounts can vary greatly. Words You Want can supply as many well-written blog postings as you require, in any style required.

ARTICLE WRITING

Article writing is one of the most commonly outsourced writing forms today. These are used for anything from website content to article directory submission to supplemental informational content. Article writing from a qualified US writing company can greatly bolster your company's content and relevance on the Web.

WHAT'S YOUR FOCUS: SEO OR GOOD CONTENT?

Both SEO and quality content have a role in the Internet market today. Each side also has proponents and detractors. Each method has similarities, though they can be drastically different. Let's take a look at each and explore the differences in these two techniques.

GOOD CONTENT

Good content is exactly what it sounds like. This method offers high quality writing, with relevant information set in industry specific terms. It also offers a completely natural keyword density that is inherent to writing on a topic. Often, a natural keyword density is all that is required to make it into search engine results.

Another benefit of the good content method is that there is much less redundancy found in the writing. In addition, since the keyword density is completely natural, there is no issue with them sounding forced or artificial in the document.

One aspect of good content that proponents of SEO practices frequently latch onto is the fact that it can generate slightly less traffic than SEO will produce. However, what this method lacks in numbers, it makes up for in quality. Quality traffic is much more desirable than simply a high number of visits and is much better at generating repeat visits.

Good, well-written content also has a much better instance of converting a visit into a sale. When presented with quality information, consumers often feel that the company is more "on the up and up" and are much more willing to buy from a company that they feel is reputable.

KEYWORD ARTICLES

Keyword articles are one of the methods used to draw in more traffic through search engine results. These articles differ from others in the fact that they often use a high density of keywords per article. While these can be an effective method of generating traffic, too many keywords will compromise the integrity of the article.

Using a natural keyword density, though, keyword articles can be a dramatic boost for a website. A natural keyword density also allows for a better quality article to be used, without the artificiality that can mark high keyword density pieces. Using a natural keyword density will result in high quality articles with a sufficient number of keywords to register in search engine results.

In fact, savvy use of keywords can dramatically increase your website's traffic without compromising your integrity. In other words, you can get more visits and maintain good, readable articles filled with informative information. Obviously, the percentage of keyword appearances in the text must still be kept to a minimum, though there is a surprising amount of leeway.

Words You Want suggests a combination of natural keyword density, related words naturally used in the writing process and a placement of one keyword or keyword phrase per one hundred words of text. This results in an easily readable body of text with the optimal mixture of keywords and related search terms without compromising the quality of the article.

DEVELOPING YOUR KEYWORD LIST

Keyword generation is something that many companies struggle with. How do you know what terms are being used by your potential customers and clients are using to search the Internet? Obviously, starting with keywords centered on and related to your services and location is one place to start. Developing other keywords and keyword phrases is not a difficult task in itself.

Understanding that single keywords will have a much higher density in an article is important. This is especially common when the keyword is used for a common topic, such as "shoes" or "jewelry." These will all have a higher keyword density, but will not take away from the integrity of the article.

Focus is also especially important to developing logical keywords. Keyword phrases are the best way to access targeted traffic. Rather than using very generic keywords, a highly targeted keyword phrase can help you gain access to high quality traffic that is much more likely to convert into a sale.

Another important aspect of keyword generation is to use words and phrases that your average customer is actually going to use to search. Developing keyword phrases with very long words is not a good idea, neither are extremely long phrases. Generally, a consumer will use three words with which to search, though this will vary by the topic and the consumer.

Availing yourself of some of the free tools online can help you generate good keywords for use. One of these is Google AdWords. Simply search for a term or phrase and it will display a range of combinations, misspellings and other related search terms. It will also display the average level of competition for this keyword or phrase and a brief timeline of search history.

Words You Want can generate a list of high quality, targeted keywords for your company for a small fee. This list is of the best keywords and will dramatically help with any SEO program.

PRODUCT DESCRIPTIONS

Your products are the reason your company exists. Without the right product descriptions, you can get all the traffic possible and still not see an increase in sales. Developing the right formula for product descriptions is important and much simpler than you may expect.

Your product description formula should start with a specified minimum/maximum number of words. Usually, these should be no more than 2-3 sentences, though some products will require a longer description. Using keywords in your description is also vital, as is the use of keyword phrases.

For example, a product description about a hand carved abalone pendant should include the word "abalone" as well as "hand crafted" or "abalone jewelry." Using keywords that are specific to the item as well as the industry is important.

Your product descriptions should include information about what the item is, what it is made of (i.e. stainless steel, mahogany, etc), how it is constructed (i.e. handcrafted, TIG welded, etc), and what the item provides to consumers as well as any other pertinent information about the quality of the item.

In addition, it is important that the descriptions hit a certain mark, being neither sensational nor dull or redundant. Product descriptions work best if they are succinct, clear and informative, set in as few words as possible while still being informational.

ARTICLE DIRECTORY SUBMISSION – AKA ARTICLE MARKETING

Article directory submission is a great way to generate traffic for your website. With this method, your SEO articles are submitted to a comprehensive directory of articles on diverse topics. The benefit of this method is that your articles will help build links for search engine spiders as well as allow consumers to find your website much more easily.

More than this, though, your article can be picked up by ezines and newsletters, help build your opt in newsletter campaign and generate interest even off the directory site. Sounds great, doesn't it? The problem lies in finding a writing company that will do this. Very few writing companies offer article submission, simply because it is extremely time consuming and the submission policies for each directory vary so greatly.

Words You Want offers complete article directory submission and writing services. Combining article directory submission with professional, high quality articles will generate the interest you need.

IMPORTANCE OF QUALITY ARTICLES

When considering articles for article directory submission, quality is of the utmost importance. In fact, you want these articles to be as well written and compelling as the content found on your website.

Not only will this allow readers to associate your company with quality, but it builds the professionalism of your company and will make you an expert to any consumers reading the article. An expert, professional opinion will leave your readers wanting more and they will come to your website to find the information that they need.

IMPORTANCE OF UNDERSTANDING DIRECTORY RULES

Article directories can be fickle creatures. Each directory will have different submission rules, different submission formats and different guidelines governing content. In fact, these can be as selective as not allowing bullet points or numbering for lists. Other rules govern the voice in which the article is written (i.e. first person). Yet still other directories do not like correspondence style articles.

All of this adds up to article rejection for many people. If the directory doesn't like the content in your article, the format of your article or simply the font that it is written in, you'll get it back in a rejection email. A helpful directory will tell you what needs to be changed, though others will simply attach a note stating to "see our submission guidelines." For inexperienced submitters, it can be like ordering a steak at a restaurant and the waiter denying their order because it was improperly phrased.

An article submission company should understand all the ins and outs of article submission and Words You Want is an expert in this area. Whether you want a single article submitted to a single directory or you need to embark on a comprehensive marketing campaign, you'll find the resources and expertise you need.

POPULAR ARTICLE DIRECTORIES

There are close to 200 article directories currently active on the Internet. Of that number, more than half are small and do not generate the needed traffic, though inclusion in a comprehensive campaign can still help gain traffic. There are three main article directories that we can discuss to give you a better understanding of these directories.

EzineArticles.com: This directory is one of the largest. A simple search for an informational topic will pull up several results from the articles housed here. They also provide short,

informative articles that develop the feel of expertise and professionalism. Submission guidelines for this directory include refusal to allow affiliate linking within the article, an anti-hype stance for article style and a strong stance against many forms of marketing. The articles found here should offer clean content, with little or no promotional slant. The purpose stated is to provide quality information about the topic for visitors.

GoArticles.com: GoArticles bills themselves as the largest directory on the Web. They offer Copyscape services in addition to their other offerings, as well as author/publisher guidelines. No advertisement/promotional content whatsoever is allowed, no multiple category submissions and a strict word count guideline are used. The title, body and bio section are all strictly monitored and regulated in terms of style as well as word count.

ArticlesFactory.com: This is popular article directory with tons of content available free of charge. However, it is very indicative of many other article directories, in that their submission format is not listed. Unless you know how to format your article with this directory and many others, you simply have to hope that you get it right the first time. This is a prime example of why website owners need an experienced, professional writing company for article directory submission.

To generate the kind of traffic, back links and page rank that you need, it is imperative that you submit to more than one article directory. How do you choose which directories are worth the time, though? A simple way to determine whether you should bother with a specific article directory is to compare their Alexa rating and their page rank through Google.

While neither of these methods is without errors, they are the best way to determine the relative popularity of an article directory. The lower the number of the Google page rank (i.e. the higher on the page the results appear), the more popular the directory is through a search for those terms. For instance, if you type in "article submission directory," you'll get a result of 1) Article Wheel 2)1888Articles 3) TalkinMince 4) Article Blotter 5) Article Feeder, etc. A search for "article directory" yields completely different results.

Wait, you say, the big three mentioned earlier don't appear on this list. Well, no, they don't. That's because some of the results through Google are paid results, while others are temporary page ranks due to keyword campaigns. Sorting through the results for the best article directory still takes some common sense. If the site doesn't look worth using, it often isn't. So, how do Alexa ratings play into this? Alexa does their rankings somewhat differently. The lower the Alexa rating, the more popular the website is. For instance a directory with a Google page rank of 6 and an Alexa rating of 500 is a good bet for popularity. The thing to understand about Alexa ratings is that they can go enormously high, in the multiple millions, in fact.

HOW ARTICLE DIRECTORIES ARE USED BY OTHERS

So, now we understand why website owners want to use article directories, but what else are they used for? There are a number of different uses for the content these directories provide. One of the most popular is that of using them for web content. One mistake made by lots of folks is that they use them as web page content for their website; this is a mistake. Why, you ask? It leads to duplicate content issues and potential penalties by search engines (see page 17 for more information).

Other popular uses for this kind of content are article content for ezines and content for newsletters. These articles work admirably well for this purpose and are entirely free to use as long as the resource box is left intact and the directory is notified of the intent to publish.

The "free" aspect of these articles has made them very popular for use in a variety of ways. However, it cannot be stated enough that you should not use the same content for your web pages.

IMPORTANCE OF RESOURCE BOX AND BIO

What is a resource box? This is the area on your article where the author information goes as well as the link to your web page. With many article submission directories, this is the *only* place where you can put a link to your website. It is imperative that your resource box be succinct, informative and not sound like an advertisement. Too much hype in your resource box is another way to get your article submission booted back to you.

With the importance of this single small box, you can see the need for a professional writer to create this content. A quality writing company will create a compelling, informative bio and resource box that will generate interest in your website without sounding like an advertisement.

EBooks have become one of the hottest marketing tools used in Internet Marketing today. Every website owner is publishing an eBook and there is no reason that a website owner should not have an eBook. EBooks provide you with a variety of different options for marketing your website, whether you are looking to promote a service or a product, an eBook can help you sell it. Or, you may not be selling anything other than the eBook itself on ClickBank.com or on your website. Either way, an eBook can easily bring in cash.

One factor that many people do not consider when they have an eBook written is that the book won't sell itself. You have to do a considerable amount of promotion for the book and the book's website. Promoting an eBook is not much different from promoting a website and you need to constantly be looking for a way to get your eBook out and in front of people on the web.

However, before you begin marketing your eBook, you need two key components: the eBook itself and a sales letter.

WHAT IS YOUR EBOOK ABOUT?

The first step in creating an eBook is to have a subject for the book. This is usually the easy part for most people if they are having the eBook written to complement their current website or business. It is generally best to have an eBook written over something you know about or have experience in. This makes it easy to come up with the information that you would like to include in the eBook.

Many people recommend that you write your sales letter prior to writing your eBook. They say that when you write the sales letter you can include anything you want in the eBook and write the eBook based off of the sales letter. However, from the writer's standpoint, this is not always the best route to take. There is nothing worse than having a sales letter that you are trying to write a book around and you just can't find the information that you need to adequately cover that area and because the sales letter makes such a big deal about it, the writer feels as though it should be covered with a significant amount of information.

The best way to start writing the eBook or have a writer write the eBook is to provide a good, general outline. At the very least, this can be a list of chapter topics that you would like covered and at the most this outline is generally chapter topics and subtopics within those chapters. An outline is generally the best way to provide the writer with the information that you would like covered in the book. This allows the writer to work through the book in a logical manner and place the information appropriately. Once the book is written, you can then go through and determine the highlights of the eBook that really make good sales letter marketing areas.

There are a million topics that you can choose from when you are going to have an eBook written. It is generally best to focus the book on something you are at least partially interested in. This will provide you with the motivation you need to market the book once it is completed. eBooks don't sell themselves online, you really have to market them, but if you have a topic you are passionate about then you have an extra ounce of motivation to use when marketing.

Words You Want has written eBooks over many, many topics. These are often basic, informational eBooks and many have been personal testimonial type eBooks. Personal testimonial eBooks are unique as the client generally provides some sort of story that introduces to the reader why they wrote the book and the story behind that decision. The rest of the book is generally informational. Just a few topics that Words You Want has written over include:

- Dog Training
- Horse Training
- Small Business
- Network Marketing
- Acne
- Lasik Eye Surgery
- Cats
- Stress and Anxiety
- Vegetarian Diets
- Guinea Pigs
- Eating Healthy
- Internet Marketing
- Web 2.0
- Article Marketing
- List Building and Email Marketing
- How to Quit Smoking
- Video Production
- Web Design
- Wedding Planning
- Corn Snakes
- Rose Gardens
- Chocolate Fountains
- Insomnia
- Golf Gambling
- Alternative Medicine
- Mental Health
- Psychological Diseases
- Dog Care
- Kitten Care
- Hypnosis
- Diet and Exercise
- Learning Disabilities
- Real Estate
- Roulette
- Betting on Horseracing
- Betting on Baseball
- Betting on Football
- Betting on Basketball
- Snoring
- Lameness in Horses
- Parenting
- Surf Guide for Mexico
- Camping
- Writing Your Own eBook
- Fordyce Spots
- Saving Your House from the Bank
- Traffic Tickets
- Motivational Games
- Alaska
- Bartending

If you are working with a writer on an eBook, you will find that completion time varies depending on the number of pages that you want the eBook to be. In determining how many pages the book should be, you really need to consider your topic.

When writing an eBook, it's usually safe to assume that each chapter should be about 10 pages long. This provides a good amount of substance for each chapter. There is nothing stranger than reading an eBook and coming across one subject area that only has two pages of information in it. This makes the book have a weak spot and makes the reader question why more information couldn't be provided. You want your eBook to be the definitive guide, so be certain you can cover about 10 pages worth of information in your subject areas. If you can't, consider where you can work that subject in with another area of the book.

In determining how long a book should be, you should be able to look at your chapter headings and figure about 10 pages worth of information per chapter. So, if you have 5 chapter headings, then the book should be about 50 pages long. This is an adequate number of pages for an eBook. Remember, people will be reading the book on their computer screen. Although some people may print it out, it will usually be read on the computer. Long books are hard on the eyes to read and long books are expensive to print. Naturally, some topics may be 100 pages in length, but carefully consider whether you want to make one book this long. If you don't it may be a smart idea to break the book into two books and have a sequel. However, if you are going to offer the book both as an eBook and as a printed book (such as through Lulu.com or another on demand printer) then 100 pages or more is understandable. Do realize, the more pages you want the book to be, the higher the cost and the longer it will take to write.

There are a variety of ways that an eBook can be formatted and there are three formats that eBooks are usually available as. These include:

- PDF (Portable Document Format)
- EXE (Executable Program)
- HTML

Few writers have the ability to provide you an eBook in EXE format. Therefore, your book will most likely be written in Word and then provided in a PDF format. The PDF format does two things for you. It allows your book to be easily downloaded and it keeps people from making changes to it. This is very important. You can even password protect the book if you would like as well. Also, because the book needs to be available for download on the web, it makes it easier for you to protect the download location so people are not able to download your eBook without first purchasing it from you.

HTML eBooks don't provide the reader with the feel that they are reading a book. This format is not typically used and not all writers have the knowledge of web design to provide an eBook in HTML. Therefore, most writers will provide the book in PDF format.

The format of your book should be one that is easy on the eyes for the reader. This means you want the eBook to be at least 1.5 spacing and with a font size of 11 or 12. Anything larger seems abnormally large on the screen and single spacing makes it difficult for the reader to keep their place while reading on a computer. The page size of an eBook should be your standard 8.5 x 11 as well. It is always a good idea to use a color scheme in an eBook as well. This provides some "eye candy" as the reader is going through the book. Word 07 offers a variety of color schemes and formatting layouts as well. As you can see in this eBook, we chose a colored bar with different subheading styles as well. This provides the book with a professional design and is easy to do in Word. Although, you will need to ask your writer if they can do this type of formatting for you, as not all writers will have the latest version of Word to allow them to do this.

Every eBook should also have a cover page. It is always best to have your first cover page a graphic that complements or is the same as your 3D eBook cover. This is something that Words You Want provides to their client for an additional charge. For that charge you receive a custom cover graphic and 3D eBook cover that is unlike any that you have ever seen. These are professional photos with professional titles and graphics. These covers provide your eBook with a truly custom feel.

Photos are always excellent when they can be used throughout an eBook. This provides the reader with a visual to match with what they are reading. The majority of photos that writers will use have to be purchased online, so there is going to be an extra charge for photos. Photos also make the writer have to work with the formatting a little more to ensure they stay in place throughout the book. One minor change to the text can throw off the formatting of all the pictures in a book. Words You Want provides the option of photos to be added to an eBook depending on the subject.

THE SALES LETTER

Not all writers feel comfortable writing sales copy. It takes a certain type of person to write sales copy and not all writers have that style within them. It is not uncommon to have your book written by one person and then the sales letter by another. Don't feel as though you have chosen a bad writer when they don't write sales letters. Sales are not everyone's forte and you don't want to miss the opportunity to have an excellent eBook written by that person, despite the fact that sales letter writing is not something they do.

When writing a sales letter, you want a certain amount of sales with a certain amount of information provided as well. Additionally, depending on the length of the sales letter and the sales hype that you want included in it, expect to pay more than the writer's typical per page

rate for their eBooks and articles. Many sales writers charge hundreds of dollars for their sales copy.

The first step in writing a sales letter is to determine a tone. This tone should be used throughout the sales letter. You want to imagine a sales person talking to the reader, so how would you want them to talk to you? The tone is the voice that you write in. It can be professional, personal, light-hearted, serious, etc. This tone should be evident in both the headline and the content of the letter. If you start out with a professional headline, don't suddenly switch to a light-hearted style.

Additionally, the sales letter should read like a story that grabs the reader's attention. This means you need an introduction that sets the reasoning behind why you wrote this book. You push the reader to keep reading because you're going to talk about the benefits of the book as well.

Remember, people buy on emotion. So you need to ensure that your sales letter is emotional. Encourage your reader to conclude that your product is really worth the price they are going to pay. Don't tell them to suddenly buy it, but work in problems in their life and the solutions that they can find in your eBook.

If your copy does its job, then the reader will buy your book. So here's the basic outline of a sales letter:

- Headline
- Introduction
- Problem and solution
- Benefits
- Data or Testimonials
- Offer with price of product
- Bonuses

- Guarantee
- P.S. (Post Script)

Just about every sales letter you will read includes a post script at the bottom. This is to reemphasize how your product can solve their problems and then encourage the reader to buy again.

DRIVING TRAFFIC TO YOUR EBOOK

There are two main areas that a writer can assist you with in eBook marketing. These include article writing and blogs. EBook marketing is all about driving traffic to your eBook's website and marketing with articles and blogs is a great way to do this.

Every eBook should have a blog associated with it. Blogs are high traffic attractors and if you link your eBook to a popular blog, then it is going to receive more traffic than if it were just sitting on the web. Additionally, you want to continually build on your eBook's website so that the search engines keep it indexed. This means you should seriously consider adding related articles to the book's site. Many of the top eBooks that sell on the web have a blog as well as articles attached to the site. This provides constant traffic to the site where the eBook is being sold.

Another important part of your marketing strategy is article submission. Submitting articles to article directories provides you with instant syndication of your articles and your author's resource box will drive people to your eBook's website.

Words You Want provides you with all three of these services. We offer article writing, blog writing as well as article submission. These three services provide you with the first step in driving traffic to your eBook and the rest is up to you.

COMMUNICATING WITH YOUR FREELANCER

Communication is of vital importance in the business world. Whether you are communicating with employees, clients or suppliers, business owners understand the need to maintain clear and capable lines of communication to facilitate their processes. The situation is no different with a writing company. Here you'll find valuable information that can streamline your communications and result in a much better experience.

CHECK LIST OF SUPPLIED INFORMATION FOR THE WRITER

Below, you will find a list of common information that you must supply to the writer or the writing company. Not doing so will result in revisions and aggravation. Remember that clear communication is the key to a good relationship and a good experience.

- UK or US English Requirements
- Maximum and Minimum Word Counts
- Target Audience
- Keyword List if Applicable
- Tone
- Page Counts
- Writing Styles

Each of these elements is vital to the final work completed by the writers. Ensuring that this information reaches the writing company is the only way that you can get the results that you want for your content. Below, you'll find additional information about each aspect.

ENGLISH REQUIREMENTS

If your content is geared towards the US market, obviously you want to use US English. On the other hand, if your content is geared towards the UK or India, UK English usage is required. Each style of English is subtly different and a professional writing company can produce compelling content in either style, with no errors.

MAXIMUM AND MINIMUM WORD COUNTS

This is important to keep the length of your content where you need it; it also has an impact on the cost. For instance, if you are paying by the word, then this will be of vital importance to you.

PAGE COUNTS

For longer documents, such as eBooks and the like, you will want to specify maximum and minimum page counts. This ensures that your document is as comprehensive as you desire, while still being affordable.

TARGET AUDIENCE

The target audience of your piece will affect the tone, word usage and sentence structure, as well as the style of the piece. For instance, if you are writing for an average ninth grade reading level, you will not want long sentences filled with large vocabulary words. Conversely, if you are in need of a professional piece, you want industry specific terminology and correct phrasing.

KEYWORD LIST

You may or may not have a keyword list. If you are in need of SEO writing, though, you will definitely need one. You can either create a list of applicable keywords and phrases, or let the writing company do it for you. (Words You Want offers this service, as well)

TONE

The tone of your content is important to your readers. This will hinge on your target audience and your desired writing style. Casual tone and informational tone are both popular options in this category.

WRITING STYLE

The writing style is the most important thing other than informational content to your readers. Whether you choose personal, conversational or professional style, it should reflect the target audience for your web site and should convey the tone that you want in your piece. (See page 16 for more about writing styles)

Words You Want offers expert results and configuration in all of these areas. Whether you choose a professional style with a somewhat casual tone or a conversational style filled with relevant information, you'll get the results that you desire.

NON DISCLOSURE AGREEMENTS/PROJECT AGREEMENTS

Keeping your business information, trade information or project data confidential is vitally important to your company. By providing a non disclosure agreement, you can ensure that your client(s) is legally bound not to discuss anything contained in the document. This is a good way

to keep upcoming projects under wraps, retain a competitive edge and is generally good business practice when dealing with subcontractors or outsources companies.

In the case of a writing company, non disclosure or project agreements can be mutual or directed solely towards the writing company. This ensures that writers understand the information that they will be writing over is not to be shared or discussed with anyone but the company, itself.

By adhering to a non disclosure agreement or a project agreement, you ensure your information security as well as that of any processes, technology, trade secrets or other sensitive information.

A sample NDA (non disclosure agreement) can be obtained through the writing company and then fine tuned to meet your specific requirements. A custom NDA is the best option for businesses today, considering the wide array of sensitive information that can be dealt with during the writing process.

Copyright is another area that companies will need to pay close attention. When purchasing the services of a writing company, make sure that you will receive the copyright for any work upon completion and payment for the project. This ensures that all rights to the work belong to your company and there will be no legal ramifications or contested ownership issues. This can be specified within your project agreement with the writing company.

Words You Want understands the importance of your information security, as well as the need for copyright transfer at the end of the project. You'll find they can provide you with a high quality sample NDA for your perusal and can easily customize the document to meet your exact needs.



Words You Want specializes in ghostwriting for the Internet. All articles are written with your specifications in mind as well as how well they will be indexed on the Internet. Approximately 90% of

our projects are designed for the Internet, however we are happy to assist you in any writing project you may have.

EBooks are extremely popular on the net today and we are proud to have a long list of topics under our belt. We also offer custom 3D eBook covers that are unlike any template you may find on the Internet.

Another unique aspect of Words You Want is that you can now select from three different writing styles. Are you looking for that personal tone, conversational style or are you looking for a more professional and intellectual style? Either way we can provide what you are seeking for your specific project.

Feel free to contact us anytime regarding your project that is currently in progress or if you are considering web content, eBooks, blogs, articles or other writing services for your website or publication. You may also consider our article submission services to save you time in your article marketing. Words You Want prides themselves in being a one stop shop for all of your writing needs. Visit Words You Want at www.wordsyouwant.com.