

Writing Tools Webinar

INSTANT ARTICLE WIZARD

Step 1. Research is normal when you are writing, particularly if it is on a topic where you have limited knowledge. There are two pieces of software I use to assist me. Let's look at the first one:-

Instant Article Wizard (<http://tinyurl.com/y96mow4>) **Cost \$67**

Step 2. Pick a topic and an associated keyword. I will pick Internet Marketing and the keyword 'Article Marketing'

Step 3. Login and add the main keyword with the word 'is' or 'are' following it. For example "Article Marketing is" and hit RESEARCH.

- Wait 10-20 seconds for the tool
- To research the web for the information.
- Sentences will appear in the top box
- Highlight the first sentence
- Hold the shift key down and hit 'end'
- Click the down arrow on the right hand side of the software

Sentences will now move down to the second box

- Click on the book
- Hit OK
- Close and don't bother to save

Step 4. Now open a word document. Paste in the sentences and delete unwanted sentences; add phrases, words etc to make it make sense

Note: You are bound to have your keyword appear too often so you will need to re-construct sentences accordingly.

ANSWER ANALYST

Step 5. We will now look at another piece of software to help you with your research.

Answer Analyst (<http://tinyurl.com/y9abcw6>) **Cost \$97**

- Here you pose a question
- I leave it set on Google and 'short answers'
- You also get a link to the website where the quote comes from so that you can do further research if you wish.
- I copy the answers that I want into the same Word document where I have the sentences from Instant Article Wizard showing.

THE BEST SPINNER

Why do you need to spin an article?

When you distribute your article to article directories, websites and blogs (or any social media sites) each article must be unique. Google insists on a minimum of 50% uniqueness or your articles are viewed as 'duplicate content' and you are penalised. So for each article you may want to distribute it a number of times e.g. 10 times. To make each article unique (even though they are all based on ONE original article) you will need to 'spin' it.

Step 6. When you have completed your article (I will just take a paragraph here to speed up this demonstration) place it in:-

The Best Spinner (<http://tinyurl.com/yaf4p2o>) **Cost \$77 annually**

Step 7.

- Open The Best Spinner and paste your article in the box
- Click 'Identify Synonyms'
- Highlight individual words and underlined groups of words (phrases)
- A drop down box (sometimes it is a horizontal box) appears
- Click on any of the thesaurus alternatives that you think makes sense within your sentence structure.
- All of those you choose will appear in blue in a coded format suitable for spinning.

Note: DO NOT change your keyword! e.g. Article Marketing

Note: At the top of the toolbar it will tell you what the % of uniqueness is

Step 8.

- Click 'X' in the toolbar at the top of the screen
- Set the number of 'spun' articles you want
- Give it a title
- Click 'Generate Articles'
- These will be saved in a zip file
- Open and check out your new articles

Note: You may want to do some cosmetic changes e.g. caps, italics, pluralise etc before distributing your articles.