

# How to Boost Your Business with PLR Articles

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Article marketing is a very powerful way to get more traffic, build your reputation and boost your business. Writing articles on a regular basis and then submitting them to article banks and ezine publishers can do a lot for your business. Unfortunately many of us have doubts about our ability to write quality articles. Believe me, I did as well when I first starting writing articles more than 10 years ago.

A lot of things have changed since then in the internet marketing world but article marketing is still one of the best ways to build your business!

What you want to do is write a straightforward article with helpful information and/or resources. Keep it simple and basic and be sure to add some of your own personality into the article. This helps give it life and make it more interesting.

Do NOT try to use your article as a sales pitch. You can advertise in your resource box, but never the article itself. The more helpful information you give, the more your article will be used by webmasters and ezine publishers.

If you don't think you can handle writing an article by yourself, there is something that can help. Private Label Articles! PLR articles are short, concise articles that you can use to submit to article banks, etc.

But remember: These articles are not meant to be used as is. They are meant to give you something to start with as opposed to a blank page. PLR articles are available on all subjects such as health, exercise, technology, internet marketing, business, child care, etc.

Here are some things you should do before submitting a PLR article as your own:

1. Add to it. Add some of your own experiences or knowledge to the information already given in the PLR article.

2. Put your personality in the article. You don't want your article to read like a clone or assembly line article. Add your personality with bits of humor or real life experience. This will help your readers relate to you and the article.

3. Elaborate on the facts. For example: This paragraph came from a plr article on kidney stones:

*It may be wise to not to take large doses of vitamins and minerals until you have had your stones or your urine analyzed.*

You might add why it would not be wise to take the large doses of vitamins.

4. Check for keywords. You might want to add some relevant keywords to the article that will draw attention to your business as well. When people do a search using those keywords, your article could be one of the first things they see!

5. Some PLR articles might sound good just the way they are. That may be true but to distinguish it as your own and separate it from others who might be using the same article, you need to brand it as your own by making changes.

Once your changes have been made and you have proofread the article, it is now time to start submitting it. Do a search for article directory and for ezine directories (to find ezine publishers looking for content). Build up your list and submit on a regular basis. This will definitely bring a lot of attention to you and your business!

About the Author:

Terri Seymour (also known as "The eBook Lady") has over ten years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for hundreds of PLR articles, \$1 resell ebooks & software, free tutorials, affiliate programs, free ezine w/free ebook with Master Resell Rights. <http://www.seymourproducts.com/free.shtml>