

Write with Pizzazz or How to Keep Your Readers Reading with Dr. MaryJo Wagner

The other day I was reading a great article: informative content, seven bullet points, perfect grammar. Then I stopped to check my email. Back to the article. Next thing I knew, I'd dozed off. Have you noticed lately how many articles with great information are really boring?

That's good news for you. You can stand out in the crowd with interesting articles. Articles with pizzazz. Articles folks tell other folks to read. Articles they bookmark, re-Tweet and reprint in their ezines, on their blogs.

Your 8th grade English teacher won't like what I'm about to show you, but she's not writing an article for the internet (or a blog or copy for a website). And she's not making much money either.

The first rule of Writing with Pizzazz: Write like you talk.

Internet marketers now use social networking to bring people to their websites and then to their products. Social networking sells products. As you know, it's all based on connecting with folks on a personal level. So your articles need to connect with your readers on a personal level too.

And what's the best way to write articles that connect personally to your readers? It's easy. Just write like you talk. Of course you need to provide accurate information that gives value. But that's not enough.

1. **Write like you talk.** It's easier and way more interesting.
2. **Use contractions** such as "wouldn't," "won't," "he'll," "it's." We all use contractions in our conversations. It's just how we talk. Writing "properly" without contractions makes your writing too formal and stiff.
3. **Use the word "you."** "Ooh, I just love it when you talk about me. Makes me want to buy your product." And if you want to have lots of friends, you'll use the word "you" a lot. Think of your readers as your friends. Friends buy more of your products than strangers. And the words "you'll," "you're," "your" (Make sure you're using "your" and "you're" correctly)

4. **Make it personal.** Tell a story. Preferably a story that makes your readers smile. People love stories about your mistakes. Makes you seem just like them—a real human being. We're talking a sentence or two—not half the article
5. **Make it simple and informal.** Please, no big words. It's easier for them to click out of your article and never make it to your resource box than to rummage around for a dictionary.
6. **Visualize talking to a friend.** Imagine talking to a friend, explaining the content of your article. Better yet, tell your friend about your article in person and record the conversation. Listen to the recording to hear how you and your friend talk.
7. **Read your article aloud.** If you stumble on your words, go back and put in punctuation, shorten a sentence, fix the problem.

Go to Page 3 for your **Article Check List**.
You'll want to print it out and keep it by your computer.

Then finish up by checking out Page 4.

Write Your Articles with Pizzazz Check List Do This Now!

Choose one of your favorite articles. Read it over using the checklist below. Finish by reading your article out loud. Now make a few changes. And you've got an article with Pizzazz!

1. Does your article use contractions? Yes No
2. Does your article repeat the word "you" a couple of times? Yes No
3. Have you used words like "you'll," "you're," and "your"? Yes No
4. Have you told a personal story or given a personal example? Yes No
5. Are you using short words and informal language?
Yes No
6. Can you visualize using this article to explain something to a friend?
Yes No
7. Are your sentences short? Yes No
8. Are paragraphs short? (Just 2-3 sentences)? Yes No
9. Does it read smoothly when you read it out loud? Yes No
10. Have you checked for typos and spelling. (Spellcheck is **NOT** enough.)
Yes No

Rate your article. If you've got 7 "yes's" out of 10 from the list, that's great. Don't rewrite the entire article. Just make a couple of tweaks.

Once you've done this process with 3-4 articles, it'll go quickly. You'll be writing articles just as fast as you were before. And you'll keep your readers reading instead of snoozing. Good job!

Note: You can't resubmit your tweaked article to ezinearticles.com. It's basically the same content. But you can edit it and you can replace it on your website archives. Or submit it to another article directory.

Get more on Article Marketing, Jeff Herring's best articles, the Article Marketing TeleSeminar Club, tips for getting articles into EzineArticles.com the first time around, and of course, "Writing with Pizzazz" at <http://www.articlemarketingwithpizzazz.com>

Article marketing is the best way to establish yourself as an expert. Folks buy products from experts. So doesn't it make sense to learn article marketing from the expert? That's Jeff Herring, the Article Marketing Guy.

You'll learn it all in his Article Marketing TeleSeminar Club. Join today. I'm a member, and I'm loving what I'm learning. You'll find all the info plus signing bonuses at <http://tinyurl.com/b7zn3u>

You're welcome to reprint or copy this "Writing with Pizzazz" how-to and check list. Email it to your friends. Re-tweet it. Get the word out: No more boring articles!

Lots more for you about article marketing and writing with pizzazz at <http://www.articlemarketingwithPizzazz.com>

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Now Get Out There and Put some Pizzazz in Your Articles!