



Five Ways That Content Can Help Build Your Niche Business

By André Anthony

Did you know that content can do more to build your business and profits than just about any other resource or service available? Yes? No? Don't know? Here are five key ways that content can help build your traffic, subscribers, and customers starting today!

1. Boost your search engine ranking and daily visitor count by posting keyword rich articles and content on your web-site. For example, if your business involves offering products and services related to fitness, posting fitness related articles and content will attract unlimited prospective customers on a regular basis!
2. Generate double or even triple the number of newsletter subscribers you do currently, simply by offering content in the form of "special reports" or manuals as bonuses for subscribing to your publication. People love freebies, so give them what they want and watch as your results increase!
3. Create an automated cash flow by using content to formulate multi-part email training courses with related web-site or affiliate links "sprinkled" throughout each course. Use an auto responder service to automate the delivery of your training course (such as a part training course delivered over a 5 day period). Training courses can also serve as excellent bonus offers for your prospective newsletter subscribers.
4. One of the most important keys to a successful online business is not JUST having a list of subscribers... It's about building a trusting relationship with your subscribers (i.e., "cultivating" your list). By sending informative articles (content) to your list on a regular basis you will establish

yourself as an expert on your topic of business, as well as gain the trust of your subscribers over time. As a result, your subscribers will be EAGER to take advantage of your "paid" product and service offers.

(Just make sure that you NEVER take advantage of the relationship you develop with your list by offering products or services of poor quality just to make a quick buck!) If there is one "constant" in Internet marketing, it's this: "A cultivated list of subscribers is as good as money in the bank" Now write that down and never forget it!

5. Another excellent way to generate no cost traffic is by submitting ready-made articles to "content hungry" web-site and newsletter publishers with your "resource box" attached. A resource box is nothing more than a little 3-6 line "bio" about you and/or your web-site -including a link to your site (or even instructions on how to subscribe to your newsletter)

When submitting or offering your article(s) for reprint purposes, just make sure to specify that each article is to be reprinted "as is" with your resource box attached. Even one article can go a LONG way towards generating no cost traffic and visitors for you. Just imagine your article being sent out to a newsletter subscriber base of 100,000 individuals - many of whom will be reading YOUR included resource box and clicking on your URL to learn more about what you have to offer!

Well there you have it, five no cost, sure ways to build your online business exponentially with the help of articles and content...

With the declining effectiveness of many of the online advertising

methods that we've relied on in past years, content is only strengthening its position as the ultimate KEY to generating unlimited traffic, subscribers, and customers!

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About the Author

André Anthony has been running his own businesses since 1983, where he learnt the hard way the importance of marketing to niches. Prior to this he had a successful 17 year career in Purchasing and Materials Management with a number of high profile multinational electronics companies where he was frequently used as a management trouble shooter. André owns Niche Market Know-How, an Internet based resource for beginning Niche Marketers.

Why not visit:

www.nichemarketknowhow.com where you will find resources for effective niche marketing on the Internet. He also offers simple web design for small businesses and consulting services.

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A superior man is modest in his speech, but exceeds in his actions.

Confucius, (551–479 BC) was a Chinese politician, teacher, editor, and social philosopher.



This article is about...
Five ways that "content" can help build web traffic, subscribers and customers.