

How To Use Articles To Get Stacks Of People Downloading Your 'How To Profit From Your Hobby' Ebook

By Rocky Tapscott

www.hobbyandlifestyle.com

© Copyright Local Web Solutions

ALL RIGHTS RESERVED. You may not distribute this ebook to others, sell it, or include it as part of a package.

If somebody else has given you a copy of this instruction manual and you'd like to find out how you can get a copy of the **How To Profit From Your Hobby** ebook to re-brand and share with your friends and colleagues, [visit this page](#)

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only.

While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought.

This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

In this short tutorial, I'll be sharing the first way of getting your copy of the **How To Profit From Your Hobby** ebook out to as many people as possible so you can start using it to make sales of Site Build It.

I'll share a 4 step process for writing articles that should help to generate a steadily growing number of visitors to your website, many of whom will download and read the ebook, and ultimately buy SBI through your affiliate link.

It's very exciting to see those Sitesell checks arrive, so let's get started...

The 4 Step Formula For Using Articles To Promote The 'How To Profit From Your Hobby' Ebook...

Step 1 – Determine how you will make your article 'useful but incomplete'.

Your goal here is to give your readers 'useful' information that they can actually apply straight away, but make sure that what you share is incomplete in that they will be able to get a lot more out of the information you've given by downloading the **How To Profit From Your Hobby** ebook from your website.

The whole idea here is to use your article's content to work your way up to your **Most Wanted Response**, which is to have your readers download the book.

You give your reader something she can use, and then you make an offer that allows her to fully utilize the content you've already shared and gain extra insights about the how she can profit from her hobby if she downloads and reads the ebook.

Step 2 – Turn your approach into a list of tips or a tutorial

Let's say you are going to write an article about the ways people can turn their favorite hobby, say it's dogs, into a business they can operate from home.

Your first task is to choose a compelling title.

Some examples could be...

"How to create the perfect home based business around your love of dogs"

"5 hot selling dog products that will let you cash in on your hobby"

"How to create best selling dog products and market them to millions"

"The real secret to profiting from your love of dogs"

"How your love of dogs could make you rich"

You get the idea. There's no limit to the number of different titles you could come up with, and you can do this for any market you choose.

Just replace the word 'dogs' with chess, music, painting, scrapbooking, whatever...whichever market you decide you'd like to go after, and you're away.

Next, you have to determine your useful but incomplete approach. You want to leave your reader knowing that there is something she can do, but hungry to learn exactly how to do it.

Then, develop a list or step-by-step tutorial that guides your reader through your article and presents her with the solution at the end 😊

With each new tip, idea or step, you guide your reader towards your offer of downloading the ebook to get the full story of how she can turn her love of 'dogs' or whatever market you are writing about into a business.

Step 3 – Expand on each point to build your article

Just fill in the blanks with your tips or tutorial to complete your article. Don't make it too long, 500 to 750 words is plenty.

Come up with your topics, then if you write one or two short paragraphs about each point, you should have your article written in no time.

But be careful; make sure your content is actually useful.

You are trying to PRE-sell your reader on the idea of downloading the ebook, not trying to get her to buy Site Build It, so don't mention SBI here.

Give her some useful information, but leave her wanting more.

The more you can grab her attention and make her want to get started doing something straight away, the better.

Light a fire under her and motivate her to take action.

Challenge her.

Give her good information that makes her want to dig deeper and discover the whole story.

And this is critical...

Make your most important point the last one.

In fact, if you can make everything in the article dependant on having the final point work out right, your job is basically done.

Why?

Because in your resource box, you give her the solution to making sure she gets the result she do desperately knows she needs to make the final point happen 😊

I'll show you where you can learn more about how to do this with breathtaking results in just a minute...

Step 4 – Put the finishing touches on your article

There are 5 critical steps to making sure your article does the job you have planned for it –

- 1) Make sure your article gives your reader information that really is 'useful'. And yet it still leaves her wanting to know more.
- 2) Proof read your article and make sure you have no typos or bad grammar. It's always a good idea to have somebody you trust take a look over your article and check it for you to make sure you haven't missed anything.
- 3) Promote the ebook in the resource box of your article. Give her a reason to want to download your ebook NOW to learn more.
- 4) Publish your article to your favorite niche based resource directories (try doing a search for **niche "article directories"** where niche is the market you are targeting, for example, if you are targeting the dog market, you would search for **dog "article directory"**). You can also list it in general article directories, the more the better.
- 5) Profit from your article once people start downloading the ebook and buying SBI through your affiliate link. Then write another article and do the same thing, then another...you get the idea.

Just one article submitted to 10 article directories each week will start to have a cumulative effect, and over a year should bring you a significant number of website visitors, many of whom will download your copy of the ebook.

Here's the thing...

Over time, your growing article bank should help you make many sales of Site Build It and build you a residual income stream for years to come as people renew their sites year after year 😊

You've gotta love that.

Ok, let's finish up with an example...

This is an article I have sent to several ezines and article directories and will be submitting to more in the future.

You'll see I've followed the formula here – the final option is the one I want my reader to remember and focus on, then the resource box offers her the solution to the strategy I outlined in the final option.

For a complete tutorial on how to do this to promote all sorts of other products and services using articles like I've explained here (I guarantee you've never

seen it done like this before), watch [Jimmy Browns List and Traffic](#) video series, Lesson 2.

I've got to admit, the first time I watched these videos I sat there with a huge grin on my face, thinking, boy this is good.

But every time I watch the videos again, I learn more about how to use articles to promote all sorts of products.

If there's one thing I recommend you do, it's take a few minutes now and watch this short series of videos. Again, [log into Jimmy's List and Traffic site](#) if you are a member (and if you're not you should be, it's a no-brainer investment in your future), and watch Lesson 2. It's simply brilliant!

Ok, here's my article which follows Jimmy's formula...

The Top 3 Ways Of Turning Your Hobby Into A Profitable Business And Getting Paid For Doing What You Love

By Rocky Tapscott

www.hobbyandlifestyle.com

Be honest, are you one of those who would really love to earn a good living doing something you love?

If you are serious about turning your hobby into a business, here's what many have found to be the top 3 ways of accomplishing just that...

Option 1 - Create products related to your business and sell them at markets and fairs

This is a very popular option as you see if you visit one of the thousands of markets and fairs held every week all over the country.

The upside of promoting your products at a market or fair is that if you choose one that's related to your hobby's theme, or one that includes other people selling similar products to yours, you'll most likely have a steady stream of interested prospects walking past your booth all day.

The downside is that many markets tend to attract people looking for bargains and price shoppers who will haggle with you and try to beat you down on price.

Not very good if you are trying to maximize the profits you make from your hobby.

Option 2 – Selling products related to your hobby on eBay

Thousands of people all over the world earn regular profits from their hobby by selling related merchandise and how to information on eBay.

The upside is that you have a global marketplace for your products and eBay has millions of potential customers logging on to their website every day.

Plus, it doesn't matter how unusual or obscure your products are, there's bound to be at least a few people interested in buying from you.

The downside is that you have to keep running new auctions, physically ship your products, have customer contact, organize payments, follow up and generally make sure your business keeps going day in, day out.

Option 3 – Build a web business around your hobby and systemize everything to create an automated profit generator that works around the clock earning you an income.

The upside of this method is that once you build your web business, and depending on the monetization options you choose from the many available, your business can be practically hands off.

- You can choose to have customer contact, or no customer contact
- You can ship physical products, or only sell downloadable products
- You can earn money simply by people clicking on ads on the pages of your web business
- You can make your web business as small or as large as you like

The downside of promoting products related to your hobby on the Internet through a web business is that most websites don't manage to attract enough visitors to make a go of it.

There's nothing more heart breaking for a web business owner than spending the time to build a business online and then never seeing enough visitors to make it pay.

However there are keys to attracting large numbers of visitors to your web business consistently. Here are the top 3 –

- Use a proven system to optimize your pages so that they can be easily found in the search engines
- Use Press Releases to generate short term bursts of interest in new content you've created
- Use Articles to generate long term residual traffic to your website and build a client list of dedicated followers through an ezine or online newsletter

I hope these tips help you to decide which method of turning your hobby into a business is the right one for you.

It certainly is possible to turn something you love into a profitable business. All you need is the right vehicle. The problem for most people is that they don't know where to start.

You need a proven system, useful examples and a mentor to show you the ropes. Find these, and your chances of success are greatly improved.

Rocky Tapscott is the author of a free 7 Part Mini Course "How To Build The Perfect Home Based Business Around Your Favorite Hobby, Pastime, Sport Or Skill" which uses 4 real life case studies to show how others have done just that. Drop by www.hobbyandlifestyle.com/ecoursepage.html to grab your free copy.

So there you go...

The article above gives my reader three ways she can profit from her hobby, but the third method gives the most detail and guides her painlessly to the resource box, where I offer a mini course covering exactly the three points I told her she needed to get right to become successful with a web business promoting her hobby –

- A proven system – this is what Site Build It offers
- Useful examples – the 4 case studies do this extremely well
- A mentor to show her the ropes – again, the case studies and the SBI tools and resources give her the information she will need to turn her hobby into a profitable business if she follows the system

See how this works?

Your resource box would point to your ebook subscription or download page and encourage your visitors to grab their own copy right away.

You'll find that the combination of presenting a problem or strategy and then giving the solution or resource your reader needs in your resource box like this will multiply the number of people who click through to your site and download your copy of the ebook.

And remember, to get the full story of how to do this effectively (I've only really scratched the surface of it here), along with more examples of headlines and

everything else you need to know, log in to [Jimmy Browns List and Traffic](#) and read through Lesson 2.

I hope this short tutorial helps you to get started using articles to promote the **How To Profit From Your Hobby** ebook.

In the next tutorial article, I'll show you how to promote the ebook using posts to online forums and message boards and find highly targeted visitors hungry to download the book from your website.

Until then,

Warmly,

Rocky Tapscott