

==== >> **Editorial**

Another year already? How the heck did that happen? I just looked up and it's here. I had so many resolutions last year all about publishing on a regular schedule, exercising more, working more, but none of them came to pass, so this year I said the hell with it. Why make resolutions if we're only going to break them. I have been away for a few months so if don't remember signing up for this ezine or you just think I'm nuts and don't want to hear from me again, use the link at the very bottom. I'll admit I am nuts but that's really no reason to unsubscribe.

Did I tell you I have 3 dogs now? I have an Italian Greyhound who's name is Gia (age 2) . A Miniature Pinscher named Dakota (age 12) and a Toy Fox Terrier named Baxter (age 1). No, I didn't name Baxter, sort of inherited him. He needed a good home so I took him in. They're great little dogs and I love them all dearly.

Baxter gave me a scare today as I was wiping off his feet he tried to jump out of my arms and he landed face first on the tile floor. He was crying pretty hard and had me worried there for awhile but I think he's going to be ok. I called the Vet and she told me what to watch for. I don't care what anyone says, having 3 dogs is just like having little kids. You worry about them, have to feed em, bath em, exercise them. The only difference between a real kid and mine is I can lock mine up in their cages when they get on my nerves. Realistically you could do that with kids too but I don't think social services would like it too much <grin>.

Anyway, just wanted to touch base, tell you I'm back and plan on publishing twice a month if I can in a much looser format.

Happy New Year!

Merle

==== >> **"Small Business Marketing-Getting Great At Article Writing"**

By Mark Burdett

This article looks at what and why small and medium sized business owners need to do to turn their ideas and dreams into reality by actually using article writing to grow their business.

Using article writing as part of your business marketing can generate traffic to your website and increase your income and exposure for you and your business.

In this article I'm going to look at why article writing is one of the easiest ways in which to market your business and why it needs to form part of your ongoing marketing mix.

If your business has a website, a blog or an online shop then article writing is for you. You can have the best website in the world but without regular visitors and traffic to your site then it's not really worth having an online presence at all. And there really is only 2 ways to get traffic to your site - you pay for it (pay per click, banner advertising, affiliate schemes, directory advertising etc) or you get free traffic (optimization in the search engines natural or free listings being the main way).

Don't get me wrong paying for traffic can really work and pay per click advertising is great as it gives you instant results and if you can convert visitors to sales then it can make you and your company money.

HOWEVER, you can get even better results by being listed high in the natural search engine listings (or SERPS) and article writing can really help with this.

When people use a search engine like Google they are presented with numerous listings based on what they are searching for. The sponsored (or paid) listings appearing at the top and down the right hand side and the free or natural listings appearing on the main page. Pretty straightforward yes? But what am I telling you that you don't already know?

Well did you know about the 70/30 rule?

The 70/30 rule means that 70% of visitors to a search engine will click on a free listing rather than a paid for listing who just get 30% of total clicks. This means that even if you run highly successful pay per click campaigns over two thirds of people searching for your product/company/service could be going elsewhere unless you appear high in the free listings.

Now if you have a large marketing budget then I'd recommend investing in search engine optimization (be careful though as there's thousands of so called SEO experts out there who make big promises without delivering).

However if you don't have a large budget then article writing can really help you move up the rankings, establish you as an expert in your field and mean you get traffic, visitors and sales for little time and money.

Marketing done well can transform your business from an also ran to leaders in your particular field and size of your budget doesn't have to hold you back. Be smart with your marketing and article writing and watch your business grow - JUST DO IT!

About The Author: Mark Burdett is the owner of The Marketing Buzz. For information on The Marketing Buzz and their range of small business marketing services visit <http://www.themarketingbuzz.co.uk>

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◇-----◇---**This & That**-----◇-----◇

"Camtasia Studio 3 available for FREE"

Due to the fact they have just released version 5 for a limited time they are allowing folks to download and get a free key for this screen capture software that usually sells for almost 300.00.

Download the software here:

<http://download.techsmith.com/camtasiastudio/enu/312/camtasiaf.exe>

Then go to this page and register so they send you your registration key.

<http://www.techsmith.com/camtasia/pcpls.asp>

Simply install the program and when it prompts you enter the key they emailed you. There you have it a fully functioning version of Camtasia. Great for making tutorials.



Tube Mogul

One more thing I wanted to tell you about. If you're a big video fan and like to upload your videos to the various online sites then check this out.

<http://www.tubemogul.com/>

You can upload to like 12 video sites with one stroke and find out who's looking at your videos. I know many of you are using videos as a marketing tool now so save yourself some time and check out Tube Mogul. Best of all it's free.

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