

"The Robert Plank Show"



Episode #005

How to Write an Article in 6 Minutes, 100 Articles in 6 Hours and 1000 Backlinks in 12 Hours

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Welcome back to the Robert Plank Show where we talk about making money. Whether you haven't made any money online yet or you have a consistent Internet online business, you're always welcome here because we're going to share a lot of advanced tips, lots of cool stuff that you can also pick up and apply immediately, right away, if not sooner.

Even those of us who have done it all, so to speak, who have all those parts of our business in place, who have consistent income, we always go back and find things that we miss -- little holes or gaps in knowledge, or ways to do things new, updated, differently, or even things that we always knew about that we need to go back and do again.

Digital Publishing Explained

Article publishing is a great way to get consistent traffic, especially if you do it quickly which is what we're going to be talking about today.

When you started creating an Internet business online, you might have heard this idea or this thought or this piece of advice that you need to have your own information product out there.

It's one thing to have a website. Everyone knows that you could have a website. There are websites like Facebook out there, that there are blogs out there, but now, what the heck do I put on a website? The easiest way, I think, to make money aside from providing a service is to then provide a product.

If you can show somebody how to do something, even in a couple of pages, you can now become a published author, but not in the traditional way. A traditional published author has to go to publishers, get an agent, write a book proposal, get some kind of an advance, write hundreds of pages, edit those pages, edit those pages, edit those pages, so then the other people, people who don't like them, they have to go back and maybe a year later they can catch their \$5,000 or their \$10,000, then start the process all over again of torturing themselves, overworking themselves, and not really enjoying the process. But when you sell your own products online, you can keep things very short and to the point because you are the publisher. The way that you make money is directly, through individual sales.

My first product was a report about how to program this silly little thing called PHP. The reason it sold is because people around me were asking for help with this topic, I had fun teaching it. I was good at it. I could give them a couple of tools and show them how to do what I did. I've told you in the past that we have many other students in every niche you can imagine -- from embroidery to carpet cleaning.

If there are magazines on the subject, if there are message boards on the subject, if there are other products already for sale in areas like the Clickbank Marketplace, if there are Google Ads on the sidebar when you search for the subject then that is something that you can publish your own solution on. Who cares if this solution, if this topic is already available on a site like Amazon.com?

There are a number of reasons to buy something off the Internet instead of from Amazon.com. Up until recently, you'd have to wait in the mail for a book to appear. Another problem is that it's just a book. It's just written material. Even with things like digital books, e-books, it's still just a book.

I don't know about you but most of the books I've bought on marketplaces like Kindle, even the professionally published ones don't contain images, don't contain links to videos. You can start off with a short report that actually gets people where they need to go in a much shorter amount of time than reading a whole book.

If you can compress some information down to ten, twenty pages, show some screenshots, your \$20.00 is a heck of a lot more valuable than this \$2.00 Kindle book even though you spent less time on it, even though it's shorter, it gets to the point, it gets that problem solved. That's the name of the game -- finding where people have problems on the Internet and you solve them.

Re-Think Your Pricing

That's why you can get paid for providing a service. For example, setting up a blog, people get paid for that every day, every minute, every second because there are other people who don't know how to do it. They don't want to take the time to figure it out. They'd rather pay someone to do it.

Now, what price they pay? Some people, you'd be surprised, pay quite a bit. If you do a Google search for "WordPress VIP" and click on "[Our Services](#)", you're going to be shocked at some of the various prices that they charge.

WordPress VIP is basically a web hosting service run by the people who created the WordPress platform, a company called Automattic. They charge \$7,500 to set up your account and possibly migrate your existing content if you're already hosted somewhere and \$2,500 per month for up to five sites. They have a couple of different plans but it gets even crazier if you ever want to install a plugin, if you ever want to run a security scan.

I'm clicking on the self-hosted tab. If you're self-hosted which means that you're on your own dedicated server I believe. I was clicking on the wrong tab, sorry. The self-hosted tab starts at \$15,000 per year just for, I believe, one site -- that actually goes up to \$250,000 for a site -- not even a full site, just a site where you can log into WordPress. \$250,000 and that price goes up.

The difference between those two packages, one is, if you put in a support ticket, they respond in one business day. If you pay the price that is, fifteen times the amount, it's a four-hour response time.

If you want them to check, to see if a plugin is going to cause issues, \$5,000. Security scan? \$5,000. Upgrade WordPress, upgrade a plugin? \$15,000. People pay these prices because big companies run these kinds of sites.

If the site's down for even a day, even a couple of days, they lose even more money. The price they pay is cheaper than the price that it would cost to do it some other way.

Why am I telling you all this? Because you might have heard about some of these things. You need to put out what's called a report, an information product, people find you, they pay you money, they get the solution they want, and everyone's happy.

Now you're building a business. Now you have them on your list. If someone bought that report, for example, on how to set up WordPress, a really basic report, it gets kind of tricky because the closer you get to this niche called Internet marketing, the cheaper things end up being -- unfortunately for us as the sellers.

You go outside of Internet marketing, you go to real estate, go to embroidery, you can charge big bucks. But what I know are things like Internet marketing, WordPress, blogging, programming, computer stuff, and that's over on the cheap end. But if you made a report for \$20.00, say twenty-pages long, all about how to set up WordPress, how to customize it, I think it would sell.

It's up to you to put it out there in the marketplace, put your own unique spin on it, and get the right people to promote it. But I think that, if you could show someone how to set up a website, customize it, maybe even throw it a couple of themes, if you can get rights to those, and maybe a little section on how to make money from a WordPress site either from ads, affiliate programs, or taking payments like a membership site. I mean, no-brainer, \$20.00 right there. If you can even show a couple of screenshots, twenty pages, you're good to go.

You make this report, again, we're talking ten, twenty pages -- not that much -- but someone's about to buy this report, they search your name, they didn't really find anything, they don't find a blog, they can't find articles from you, they can't find posts that you've made on the blogs of other people so you don't really have much of an online presence. You're somewhat of a newbie.

Backlinks

In addition, you can put up a website selling a report all day long, but if no one can actually find it, no one can locate you, if someone searches Google for "how to install WordPress," if you don't show up anywhere, no one's going to find you. The only way that someone really finds you on the Internet is if someone else links to you. Think about it.

How do you get people to link to you? I would say that there are a few things, but the best way is to have someone who will recommend you. It's always funny how this relates to the same skill which we're going to be discussing today -- article-writing -- because, if you set up what's called an affiliate program which means that other people can recommend you to their subscribers, you need to make it as easy as possible for them.

You can't say, "Here's a link to my WordPress report. Send people to it." People won't know what to send. That's why in our affiliate programs, we will give people emails to send out to their list. What we want people to do, the ideal scenario is for someone to find us who already has some kind of an audience, a following, a list about WordPress -- any term you want to use, it means the same thing.

We want someone who has a list of WordPress fans. Probably in this case, newbies, people who know WordPress, who maybe know a few plugins, know WordPress blogging, but can't really understand the technical parts. We want someone who maybe has an email subscriber list, a Facebook fan page, Facebook followers, Twitter followers, some kind of a social media presence, maybe even a website, a high-traffic blog where they can put some content on there.

We want someone who has these things, who has people to send to us because this person, this affiliate sends us this traffic, they get a commission, we get the buyers. Everybody wins because everyone gets some amount of money that they would not have had if they hadn't made this little transaction, made this little deal.

Affiliate Training

But affiliates are lazy -- nothing wrong with that. If we have someone who we want to promote one of our products, the first thing they'll probably ask is, "Do you have any copy-and-paste emails I can send to my subscribers?" Usually that's what happens.

We give people five to ten emails that explain our offer. If this person is promoting a webinar to us, it explains the webinar, but people just don't buy immediately -- some do. But if you've heard this saying that it takes an average of seven points of context, seven follow-ups to make a sale then you know that you can send one email and get a handful of sales, send another email, get a handful more sales, send a reminder email, another handful of sales -- this is why when Lance and I launch a product, or relaunch a product, we will contact our subscribers every day with the same offer, multiple, multiple days in a row because it works, because it makes us Monday.

You need to hand off these things called swipe emails to your affiliates. You know what? The more tools you give your affiliates, the better. We give them banner ads in our affiliate center. Banner ads are things that people can put onto their sidebar of their blog.

We also give them these things called articles. Now, what's an article? A lot of people have the wrong idea about what an article is. An article is about a 400-ish word document. Document sounds scary, but 400 words doesn't.

400 words is less than a page. It doesn't have to be exactly 400 words, but there's a reason for that. Now, 400 words is about 20 to 26 sentences. The average length of a sentence -- I looked this up yesterday -- is about 15 to 20 words long. Even the words I'm speaking out here, maybe the words that I type out.

On average, a short sentence is 15 words. A long sentence is 20 words. Anything outside of that range isn't really a normal kind of sentence. With that kind of math, even if you had a decently sized article, we're only talking about saying 20 or so things, having 20 or so ideas.

What's also cool is that, if you remove what we call the introductory paragraph and the concluding paragraph, now you're down to 14, 15 sentences. Now that is very, very easy.

I think that what would end up happening was, growing up in school, you had to write all these things called essays, or the teacher said, "You have to write this three-page report on this. It has to be three pages, has to be single-spaced, Times New Roman font, 12-point font." I hate to be one of these old people but, when I was in school, we had to write our first draft by hand. Nowadays, when I see kids write essays, they can write the first draft on the computer, edit it, and submit it.

But when I had to learn writing, we only had one computer in the whole classroom, we had to write the whole thing by hand, either go home if we were lucky or go to the library or I think we had a drawing system where one person could use the computer to type up their essay.

That really sucked. We couldn't go in, copy and paste, change stuff, run spell check -- we had to write it all out, type it up, and many of my classmates ended up hating writing. Most people I know hate writing,

that's why I get a little cautious when I mention things like copywriting, article-writing, because they get flashbacks to writer's block, to writing something, looking at it, and saying, "All that stuff I said, that's just stupid." They have that problem of writing out a sentence, or half a sentence, deleting it -- that's not a lot of fun.

Article Writing Mindset

We want to have fun writing articles. This is where our system starts to come in. If you want the complete system, it's over at MakeAProduct.com.

It comes down to two things. It comes down to your mindset -- one word, a mindset -- and your system. I know that you've had fun writing things. How do I know this? Because you've sent a text message to a loved one. You've written a thank you card, a birthday card to a family member. You've posted to someone's Facebook timeline. You've posted something on your own Twitter account.

Sure, those were shorter sentences, shorter mediums -- media I guess? But you still had fun doing those things. What I want from you is for you to figure out how to tie into that, how to merge those things together, and think back to the last time that you played around on Facebook, or maybe even talked with someone, back and forth, sent someone a quick email, that kind of fun feeling.

I want you to get that same fun feeling when it comes down to writing an article. What really changed my mind about writing was probably around middle school where we had to learn how to write essays -- still hated essays -- but we had to learn how to write essays using a specific format.

The only problem with this one format was it was a little bit too strict. I can barely remember it correctly but it was something like, you have an essay, you break it down into five paragraphs, and these different paragraphs had different functions. Within those paragraphs, you had exactly five sentences, and every one of those sentences had a specific function. I think you had an introductory sentence, a declarative sentence, two concrete examples of that declaration basically, and a concluding sentence.

That was kind of on the right track because I wouldn't have to sit down and worry about writing this three-page essay. I would only have to look at what's right in front of me. I say, "Okay, well I'm on paragraph number two, I'm on sentence number three of that paragraph, now here's what I have to say."

The only thing I didn't like about that is that we were then graded on that format. If we happen to mix up sentence number one and sentence number three, you lost some points there. I kid you not.

That's kind of on the right track of using a system, but we don't necessarily want to be that strict. What I will tell you right now today -- because, I mean, we do a lot better job of showing this to you and make a product since we can show our screen, show software, show things like that -- is to have three things to say in an article.

To kind of have a little bit of fun which we tend to do on these shows, I'm going to open up my web browser to a site called EzineArticles.com. Little known fact, I used to have an article directory that was bigger than this site, but they kind of won. They're basically the number one.

Article Directories

They've been the number one article directory for a long time, several years, which isn't really saying much. By that I mean that you can't really live on an article directory. The average person has four articles on this site. The average person gets 8 clicks from the article site to their website.

Do the math. You see that the average person gets 32 clicks -- lifetime -- from an article directory. If they're smart, if this goes to an opt-in page that means that they get 16 subscribers, they have a 50 percent converting opt-in page, and I like to consider things at about a dollar per subscriber -- that's about what I see that as being worth. That tells me that the average person has earned \$16.00 from these four articles, or about \$4.00 per article.

Nothing wrong with that, as long as we use article in different areas -- you post the article on your blog, you post the article on different article directories, and that you don't spend too much time creating the article.

Let's say that an article's worth \$4.00. If you post it on your blog, you post it on other article sites, you retweet it, put it on Facebook, now let's say that an article is worth \$20.00 for you. Still we're getting there, now we're talking some good numbers, an article's worth \$20.00 to you.

Now the only question is how long does it take you? If it takes you an hour, you're making \$20.00 an hour. If it takes you 6 minutes, now you're making \$200.00 an hour. You can see, if we can use a system and get in the right mindset, now we can make a lot more money.

Why don't I mention the stuff at the beginning about putting out a product, getting a report? Because you don't want to write some articles just for the sake of writing articles -- I've seen people do that too, unfortunately. They hear somewhere that they should make a report, they make a report about dog breeding, then they hear that they should write some articles, they write some articles about creating an organic garden.

Do you see the problem here? It's that they've written a book on one thing, written a report on one subject, created articles on the other subject. The point of you creating articles is that, if someone's about to buy from you and they look up your name, now they know that you have somewhat of a web presence. Heck, why do you think I'm making this podcast? Because it's fun, I like talking to you, but if someone now searches my name in iTunes, they'll find the Robert Plank Show.

If you end up on iTunes, if someone searches your name, they'll find your show. If they search your name, hopefully they'll find all kinds of stuff such as articles. If you create four more, you are now above average. Congratulations.

Today, we're talking about how to write an article in 6 minutes, a hundred articles in 6 hours, and 1,000 backlinks in 12 hours. Let's get to it.

How do you write an article in 6 minutes? Let me write down what it really takes to write an article. You need to, I guess, basically have an idea for your article, have your three points that you're going to be talking about, and there's nothing else to do but, let's say, create it because I have two different ways -- actually, a couple more than two but let's talk about two today -- of creating articles from thin air.

I do like the term article because any other term sounds like a lot of writing. Article sounds pretty short to me, especially because I used to shoot for 250-word articles. If we do some quick math here, if I bring up my handy dandy calculator, if we have 20-words per sentence, that's only 12 sentence -- now that is a pretty short bear runs article.

The reason why I know shoot for 400-word articles is that there's a site called EzineArticles which I mentioned a few minutes ago, they actually prefer you publish articles that are 400 words or more.

I have to check the terms. I'm not sure if 400 words are required now, they might actually be. Usually, when I submit articles, I copy and paste. They might actually require 400 words. Yes, I just looked it up, 400 words in length.

In the past, we used to be able to get away with shorter articles. Now we have to fill it to 400 words. I don't go into it looking to fill that space. I look at it as, I have three things to say, now how do I make sure I only say them in about 400 words and don't take thousands of words to do it? They will let you post an article of thousands and thousands of words, but that's not the point.

We're not trying to go for quality here. We're going for quantity, not quality. The way I look at it -- writing and things like that -- is that my best stuff is going to go into my paid products. My writing that explains an exact step-by-step system that includes video, includes screenshots, that shouldn't be given away because it will get lost because no one will see it.

Most of the content you create for free is going to get lost out there. The reason we put so much out there is because there's a percentage that's going to become very, very popular. It's a numbers game. We put our best stuff in our paid products, our "okay" information on our blog, and -- I don't want to say "poor" but that's what came into my head -- our "poor" information out there in the form of articles.

When I say poor, I don't mean that it's bad, just in relation to everything else. How about this? The top one-third goes in your products, the middle one-third goes in your blog, and the bottom one-third goes into your article.

Many times, I'll write articles that compliment my other products but don't really fit in there very well. For example, I'll tell you right now, one of my most popular articles is called "The Difference Between GoToMeeting, GoToTraining, and GoToWebinar."

The reason I wrote this is because many people ended up on our site searching for this exact thing. We use a service called GoToWebinar to create products, to pitch products. It's a really great service. You can get a free account actually at WebinarCrusher.com.

Now, webinars are great except for the branding, which leaves a little to be desired. There's a service called GoToWebinar. The same company that puts it out also has a service called GoToMeeting. A meeting's a little bit different from a webinar, everyone is unmuted, and you can only have fifteen people at a time. They created this other solution called GoToTraining which, I think, limits people to 200 attendees, allows you to quiz your attendees, share files -- it's kind of in-between a meeting and a webinar, it's training.

People were very confused about which one do I need? The answer is GoToWebinar because, if you have a GoToWebinar, you can run a meeting basically, you can run a training session basically, so there's no reason to learn all those stuff. But that's a very popular blog post of ours.

Now, do I want to spend a lot of time explaining that in our paid product? The answer is no because we want to get people where they need to go as soon as possible. I might mention GoToMeeting real quick, but I'll say, "Don't worry about it. Just use GoToWebinar."

When we create our products, we don't go for the encyclopedia. We go for the fastest route from Point A to Point B. With an article, we can maybe spend a little bit more time on the what and on the why of things, for example, like webinars. But most of the how-to is reserved for those paid information products. That's an example of the low-quality articles as opposed to the high-quality information products because there are things to say about comparing GoToWebinar.

I could write a different article on a different webinar service. I could write articles comparing different webinar services. I can write articles explaining, in detail, all kinds of little features about webinars. People might want to know that, but those seem to me more like pre-buying questions.

If someone's searching for which webinar service to use, I'm not going to have that in my paid products because my paid products are actually going to show people. If I show people, I'm going to stick with one single webinar service.

We don't need to give people choices in our paid products. It might actually hurt them. Here's why it's lose-lose. If you have a training course and you don't focus on one particular way to do something, you can't help but be general. You might say, "You might want to do this, or do this, or do that, or use GoToWebinar, or use WebEx, or use Adobe Connect." You can never really get into any detail. You're not really helping anyone.

On an article, no one's really bought yet so people are finding a little glimpse of us. We're not really getting to the step-by-step how-to information quite yet.

The other problem with a paid product is, if you try to focus on different possibilities, let's say they have the half of my product about GoToWebinar, half my product about Adobe Connect, if someone uses Adobe Connect, half the product is useless to them because they went to that route. Likewise, if we

create one product on Adobe Connect, one product on GoToWebinar, now people won't know which one to buy from us, especially if they're one of our subscribers, especially if they heard about webinars from us, now it's confusing.

Instead, put that other stuff out. First of all, take a stand. If you teach GoToWebinar in your course instead of Adobe Connect, there's a reason. Make an argument. It might be that one has more features, but costs a lot more. Or it has better features but here's the one reason why it doesn't work for your needs, you can make an article about that.

What's cool about articles is it's okay to have an opinion. As long as you have your three points, it can be any three points. They can be three ways to do something, that way, you don't have to put that confusing stuff into your paid products. You can have three reasons why something is the way that it should be. There you go.

You can have three steps, they might not even be all the steps. You can make one article about the high level steps of running a webinar, that's one article. Another article could be the first three detailed steps on running a webinar, like how to get to the point where you click that start webinar button.

We have three points, we need to come up with a good idea. Now that we've gone off on that tangent, how to come up with a good idea for an article, we need to have something to say. You need to have a place to start and a place to end.

In an article, you pretty much start and end close to the same spot. One thing that still stands out for me, especially back in those days of writing those silly little essays is that it took quite a while to figure out how to stay on topic. You would be given what's called a prompt, a question, or a subject. You'd have to make sure that your essay, or in this case, an article doesn't go off-topic because that wastes space and you didn't really get to that point you needed to get to.

You have to have a good idea. Most of the time, like we said, the idea, the title is either three ways, three steps, or three reasons -- I just now made that up off the top of my head on the fly, pretty cool.

It helps to ask a question when you create your title. Many times I'll have my article title be a question, I'll write the article, and switch the title back to a statement.

I'm looking around [EzineArticles](#), I found a title that says "Customer Service Jobs -- What Are The Qualities Of A Good Customer Service Representative?" I'm looking through this article, I'm skimming it, and I'm trying to find what points this person made. It looks like the first one out of these customer service qualities, the first one I'm seeing is enthusiasm, the second one is understanding, third one is knowledge, and the last one is being efficient.

Looking at it, I feel like being efficient was thrown in there at the end. This person's three points, as far as I'm concerned, are enthusiasm, understanding, and knowledge. Maybe you can even say that you have those three then you have the efficiency.

I'm going to go back to the home page, find another quick article. "Plan Your Kitchen Designs Right." Sometimes it's harder to tell, especially if someone does a little bit longer paragraphs, it's hard to tell what his points are. I'm looking at the opening paragraph.

This other woman, I looked through her paragraphs, but this man, I'm going to look at his first paragraph. He's talking about designing a house, let's see. The first and only consideration on which you must base your design ideas is on space. When you have enough of it, you can do anything you like with it. Once you determine the amount of space you need, the next step is how to fill that space up.

It looks like most of the article is talking about an online kitchen planner, an online piece of software that allows you to draw out your kitchen area. I kind of got fooled here, I thought he was going to state it. Sometimes we state our points in the first paragraph, sometimes not -- it depends on what's easiest to write at the moment.

His first paragraph talks about why a kitchen planner is so important. If you don't have that, you'll end up wandering around the mall. He explains what to expect from a kitchen planning site. Looks like some of them will get started with the name and email address, some of them have visual software, for some of them they actually bring a person in -- I guess that would be an instance where you pay money -- finally, he discusses the tools.

Some of them there are calculators for floor plans, elevation, 3D views. His points basically were why, where to go, and what to expect. That's the beauty about coming up with an article. You aren't limited to a really rigid system. As long as you start with a question, have three things in there, the article almost writes itself because, if you really think about it, we have 400 words.

If you figure that about maybe a hundred of those words are the opening and closing, now you have 300 words for the meat for the body and three points. Now, you only have to worry about 100 words. We said that paragraphs are about 15 to 20 words per sentence. Now we're talking about four or five sentences a piece, now we have our article all figured out.

I walked you through a couple of articles. I would imagine that these people who I'm looking at, if they knew what they were doing, if they've published and written more than even a handful of articles, they have their own little system. Maybe they don't even know it, maybe the system was something that came to be through trial and error, or their personality, or maybe when they are in a good mood, they use the system without knowing it.

It takes these two parts, especially any kind of writing, you have to be in the right mood to write. The good news is that you don't have to wait to get yourself in that mood. A big secret for me is, if I can wake up early in the morning, I'll usually get things done in the morning. I know that, if I'd waited until later in the day to do it, I would put them off, I'd procrastinate, and push them until tomorrow if ever.

Not to brag but I woke up at about 5:00 this morning. This isn't the typical morning. Some mornings, I'll sleep in a little bit more. Woke up at 5:00, went to the gym, got what's called a day pass because I don't

know, it's like as soon as I join that monthly gym, now I don't have a reason to go. But if I pay, I think it's \$10.00 for two days, I have a reason to exercise and workout.

I'll go on a machine called the elliptical. Back when I was in really good shape, I would use just this machine. I wouldn't worry about weights, running, treadmill. I would hop on this thing called the elliptical.

You basically ski. You stand on pedals, hold these bars, move your hands and feet, you can adjust the amount of resistance. I put it only a fairly high level and go for an hour. It ends up burning about 700 calories -- not sure if that's healthy or whatever but I'm burning some calories. It gets me excited, gets the blood flowing, and I'm ready to start the day.

If you can use a system, now you can create an article in about six minutes. How do you do that? How do you do that in only six minutes? There's a couple of things.

Touch Typing Made Easy

First of all, I think that everyone needs to learn -- as a copywriter, learn is never a good word so let's say you need to discover how to do this thing called touch type home row. There's a very good product for maybe \$20.00 called Mavis Beacon. It teaches typing, it's on Amazon, it's like a computer program, there's videos, and pretty much you end up playing these games. They put words across the top and you end up typing.

If you type well, you'll score better in this game. If you type quickly at a certain speed, and you can type without mistakes, you'll do better in this game. They might have something like a racing game, only you're not racing -- when you type fast, your car won't crash. Things like that.

They'll start you off by having you put your fingers on what's called the home row. If you look at your keyboard, if you're near a keyboard right now, there's a bunch of letters, they all seem kind of random. In the middle you'll see the letters ASDF, what you're supposed to do is put your four fingers there, then JKL colon, your other fingers. By placing your fingers in this way, you can reach all the keys very quickly, this will help you to not become such a "hunt and peck" typer.

At first, they'll get you used to typing gibberish, typing S-K-A-J-colon, getting you used to which fingers to use. They'll start showing you, if you have to hit the letter Q or letter N, to use the finger that's the closest. By assigning each key to a certain finger, and by getting used to reaching for the closest key, you end up cutting your typing time drastically.

Yes, at first, you'll have a problems. First, you'll be even slower than a hunt-and-peck typist, but as you get used to it, you'll speed up. The idea is that eventually you get so good at knowing how far to move your finger -- your brain's a pretty amazing thing -- you get so good that you no longer have to look at the keyboard to type. You look at your screen, you type, type, type, you're done!

Now this will save you time, this will make you more productive when it comes to social media, copywriting, even marketing, correspondence, joint ventures, everything will speed up because you had

a little bit of a dip-up because you now used a system, now you can type quickly. Doing that, using a special system for articles, question and three bullet points -- the system is much more powerful if you can apply all the pieces inside of MakeAProduct.com.

Conditioning

The other thing that will help is a fancy word called conditioning. You can call it practice. You can call it working your writing muscle. Studies have shown that, when people post on things like Facebook, when people blog, even about unrelated things, they get used to forming their thoughts into words -- like how I really enjoy making these podcasts for you, with you, because it makes me a better speaker.

I make sure to write emails every day, I write blog posts every month, I write articles every now and then to stay in good form, to keep this conditioning going because once you get the hang of coming up with a few articles, it's almost hard to stop. If you can, at first, figure out or discover how to create an article in six minutes -- if you touch-type, if you base your article ideas on what people ask, what you see people writing about in article directories, what you see people asking about in forums, what kind of things don't really fit that well into your paid product, or what areas aren't really that important but the more pre-buying questions are the things you can elaborate and expand on in your paid products -- I can guarantee that you could open up pretty much any report.

If it's your own, even better, but to publish any book, any report, flip to a random page. By looking at that page, ask yourself, "If I had to ask a question about what's on this page, what would it be?" I just happen to randomly pick a biography about Steve Jobs, it's talking about the design of the iPod Nano -- how when they designed it, it was getting scratched too much.

Let's say that, if your niche was all about iPhone apps, iPod apps, how to become more productive with your iPod, based on looking at this question, I can immediately see could my iPod Nano get scratched, or what steps can I take in order to protect the screen of my iPod Nano. How do I keep that from getting scratched?

Can you list three things I can do right now? Maybe just don't put it in your pocket with your keys. Maybe there's a special kind of cover you can recommend? Maybe a third one, but as an expert in this subject, what can you do to keep an iPod Nano from getting scratched?

That might even spark off an idea for me in thinking, "Maybe you could list the difference between the different kinds of iPods? The difference between the Nano, the Shuffle, and the Touch? What's the difference between an iPod and an iPhone? Even though it's a silly, dumb question, I guarantee that people are looking around asking this.

I'm looking around a couple of forums, I'm finding people asking questions about getting people's comment on your blog, WordPress PopOvers, how to monetize a Twitter account, free PDF makers, becoming a Clickbank vendor. The secret here is you're not using these websites as research. What I want you to do is talk about things that you already know quite a bit about because that's going to save you a lot of time.

You look at these different forum threads, you get ideas. We're not going to copy. We're going to see that we get some ideas about how to get started with Clickbank, about free PDF makers. If you can tie that into a pitch for your product, that's all the better.

Bio Box

Now, when I say a pitch for your product, I'm talking about, of course, a thing called a bio box. The reason why you'd want to publish an article on EzineArticle is because they allow you to put what's called an about box, a bio box -- a couple of sentences about you with a link back to your site.

The idea here is that someone is searching around for the difference between the different types of iPods, they find your EzineArticle, they click over to your blog, and on your blog, you might have a video review of an iPod screen protector, you might have a video review of an iPad and have an affiliate link to that. Maybe iPod accessories like the little armband that people can put on their arm so they can run without the phone bouncing around in their pocket, lots of cool stuff, maybe even a report, a product about how to use your iPod.

That's your motivation for posting on these article directories, to get traffic -- mostly search engine traffic because these sites have so much good content, they're ranked very highly in the search engines.

I remember, when I was in college years ago, I would do Internet research to write papers. Every now and then, I would do a search for some random philosophy, historical, or political subject, an EzineArticles article would be on that front page of Google and I might actually use it as a source. This works for you because people are looking to buy something and they end up on your site.

This works out well for everyone else because EzineArticles gets content and they make some money from your articles because there are Google and Amazon ads on this site. Publishers like the site because EzineArticles allows anyone to copy up to 25 articles per site per year. Now the caveat here is that these people have to leave your bio box intact. If they use it in their email newsletter, print newsletter, on their blog, they can't take credit. They have to leave your name and link back to your site.

I wrote one article in 2005 called "[How To Build A Forum That Doesn't Fall Apart Two Months Later.](#)" The last time I checked, it was on about 9,000 different sites. Not just 9,000 links, it was on 9,000 different sites. As I said, it's a numbers game.

You're going to put out some articles that you think are awesome, but they'll just flop -- no one will really read them. Some that you think are so basic, so dumb, but they'll get thousands and thousands of views. Once again, this is a situation where we're going for quantity, not quality. Of course, you don't want to publish crap, but we want to save our best stuff, our best content for our paid products. Our not-so-great stuff out there for the articles for search engine food.

How to write an article in six minutes? How is that a system? Have that mindset. Get psyched up. Sit down at the computer excited, I'll even use a countdown timer to get myself in survival mode, basically, for those few minutes, and get absolute focus.

I use a tool called [CoolTimer](#), it counts down and I need to get this done in six minutes. If I don't, this timer is going to run out, the alarm is going to sound. If all you did was started up a countdown timer, set it for six minutes, sat down, started to write an article, and as soon as that timer goes off, you have to get up off the computer, go do something else for a couple of minutes -- clean the house, do the dishes, still do something productive, but get off that computer -- sit back down, finish writing the article, boom! You're done.

90 Second Articles

At first, your brain will hate you. Do that a few times, now you can get an article created in six minutes. If you go over to [MakeAProduct.com](#), we can teach you how to do that in 90 seconds. Now what's the secret to that?

The secret to that is dictating it. It took me a while to figure out how to speak deliberately, the way I'm doing right now -- not slur, run my words together, stumble, and have what are called false starts where you start to speak out a sentence, stop, speak out a new sentence, or change sentences halfway through. It took a while to figure out how to speak correctly.

The good news is that, if you're speaking out an article, you only have to worry about this for 90 seconds. I will have my article idea, my article title -- I think idea sounds way cooler though -- have my three main points, and speak out exactly what I want to speak out. When I'm recording it, I will have a timer going as well so I know how I'm doing on time, that way I don't talk for ten minutes, that way I talk for between 90 seconds to maybe four minutes.

The way it works for me is I've dictated, I think the last time I checked it was three-point-something million words. Out of all those words, I spoke an average of 152 words per minute. If we want to make a 400-word article, that works out to about 2.6 minutes.

I think the 90 seconds came from, if you want to have a 250-word article which is still good, it just means we can't submit it to EzineArticles but we can still use 250-word articles for your blog, for affiliates, for what's called guest blogs -- a guest blog post is where you write something posted on someone else's website -- that all works.

These days, I go for about 2.6 minutes, a 400-word article, and I can't remember if it's just the body or the entire article, but we want to go for about 2.6 minutes of speaking -- let's make it three to make it fancy.

The funny thing is, once you start speaking these out one at a time, you're going to find that once you get on a roll, once you do four or five of these, you're going to have trouble compressing it down to three minutes. It's going to be a situation where you're going to be trying to speak it all in three minutes instead of five minutes. Instead of, in the past, struggling for space.

What we do is we'll start talking for about three minutes, stop the recorder, and speak out the next article. I like to do this in batches of ten. I feel like around article six or seven, I start to get tired, but if I

can get all the way to ten, that's where the sweet spot is, where you're the most productive. If you dictated more than ten at a time, you get pretty exhausted pretty quickly. If you only dictated two or three, that's not really that substantial of a number.

Article Organization

I'll dictate ten of these. I've done this several times, it works out where it probably takes about 40 to 45 minutes to do it all -- dictate ten articles, between stopping the recording, wait for it to save, take a breath, take a drink of water, ten articles take 40 to 45 minutes. That's how you create ten articles in about 45 minutes. But we said we wanted to create a hundred articles in six hours, how do we do that?

I'm really glad you asked. It's really cool actually. We do this procedure ten times.

We have ten ideas for articles -- each one has the question and three main points. We sit down, hit the recorder button, talk it out, save it, go to the next one, over and over and over, assembly line style. Inside of [MakeAProduct](#), I dictate a bunch of articles in there, I'll show you how to do it, I show what tools to use, there's this specific way that we arrange things, categorize things, but I'll do ten at a time.

It'll take about 40, 45 minutes, I'll go out, take a break, I'll take the rest of the hour off, I'll go outside, walk around, come back, and do it again. I'll do that ten times. It sounds like quite a bit, I guess you're right, but I do this on a weekend. I do this on a day where I don't really check my phone, I don't watch TV, I don't do anything else on the computer.

It's really not that bad. This is a weekend thing like if you have the house to yourself, if someone's out of town, it's a really great way to create 100 articles, create two years' worth of content. You do this ten different times.

When I do this, I prefer to wake up and start around 6:00 in the morning. Whatever six plus ten hours is, I end around 4:00 or 5:00 at night. I am kind of tired, but I'm not physically tired. Now I've created all the articles for the entire year and then some.

Maybe a couple of these are so good that I'll use them on my blog first instead of these article directories. Maybe I'll use these for my emails, for my follow-up sequence, for my affiliates. It doesn't have to be just a hundred articles. It ends up being about total six hours of work.

Heck, if you do this on a Saturday, take your Sunday off, that's a very nice productive weekend -- a hundred articles in six hours. Even if you get paid by someone else to do it, I mean, I've paid people \$700 to create a hundred articles. You can go on a site like [Fiverr.com](#), I can get paid \$5.00 per article. Depending on how you do the job, some of these people will do the keyword research for you already, you get there and talk.

100 Articles

You publish a hundred articles, now it's very, very easy to get a thousand links back to your site. What do you do? First, publish this on your blog, publish it on EzineArticles, like it on Facebook. What I do is I'll install a plugin called Jetpack on my blog where it adds a Facebook button, a Google+ button, a Twitter button so Facebook, Twitter, and Google+.

On your article site, you can also, I think, tweet and Facebook that blog post on there as well. You can publish it on a second article directory, I use GoArticles. You can guest blog an article. I guest blog post on a site called the Warrior Forum. To get a temp link back, let's say that you also take links to your blog and also post it onto your profile, on your timeline, maybe a day or two later. There you go.

From one article, you got ten links back to your site. Publish a hundred articles, now you have 10,000 backlinks in twelve hours. Even more if you use these link building services, if you can get other people to pick this site up, if you submit to even more article directories -- very, very easy to get thousands and thousands of links if you do this in a short amount of time while you're still excited about it.

I think that's what you should get out of today's call entirely, that this idea of bulk content, of producing a lot of stuff right away is really going to be the secret to consistent marketing and consistent income. When I write my blog, update my blog, I'll have a pool of content ready to go because I don't want to resent this idea of writing, of content creation. I just want to have a good day for lack of a better term, have a day where I do nothing else but psyche myself up, create some articles, and publish them or drip them out.

You know what? We talked today about creating a hundred articles in six hours, you don't have to get that crazy. What if all you did was, today, you spoke out one article, spent three minutes? Now you have one article. If you do that every day for the next four days, now you have more articles out there than the average Internet marketer.

If you do this, do a handful every day, even better. If you do it until you reach some kind of goal like twenty articles, thirty articles, now you have a really cool pool of content where you can say, "I want to drip these out once per month on my blog. I want to use these ones as article content. Maybe I want to shop these around and go to some high-traffic, high-profile guest blogs by searching in Google the name of your niche plus guest blog submission." You'd be surprised how many bloggers are hurting for content -- that is until they found you.

You talk about your subject, whether it's webinars, WordPress, carpet cleaning. At the end of that article, you now pitched your website. That is how you write an article in six minutes. Go over to MakeAProduct.com to do it even faster.

Next week, we're talking about how to set up a membership site today for recurring passive income. Make sure to subscribe to us on iTunes. Five stars, leave us a review, and email me at robert@robertplank.com with your questions.