

# Passion To Profits



Newsletter

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## Creating Excellent Content for Online Success

Since I have been learning everything I can about **the best ways to market a Website Online** I have discovered that a Content driven site is your best bet. This means that you must love what you are doing enough to want to write about it...a lot!

You don't have to be a journalist or excellent creative writer to produce great content for your Website. You only need to **be passionate about what you are doing** and be willing to communicate this passion to your audience.

When you go about **writing an article for your Website** you will need to do **keyword research** to come up with strong keywords that you can use throughout the article. **The keyword or keyword phrase** is what searchers are typing in when they are searching for something.

To research keywords you can go to [Wordtracker](#) and sign up for an account. Wordtracker will cost you as much as \$300.00 per year but well worth it if you want to really analyze your keywords for supply vs demand. Another option is to sign up with [Site Sell](#) which gives you a very good **keyword research tool, hosting, domain registration, mailing list program and autoresponder** plus more educational materials than you could ever read for the same \$300.00 per year.

Once you write good **keyword rich articles** (about 400 words), you should be posting them on your own Website and posting them on **external article directories**. External article directories are a great way to get your content scattered all over the Web and to get high quality links back to your site.

When I talk to clients about writing articles I get a lot of resistance. It can feel like a daunting task to sit down each day or several times a week and write an article. What most don't realize is how this is really an important part of growing your business online. If you don't want to write yourself you can hire someone to write

articles for you but there is no getting around providing valuable and useful content on your niche subject.

Google, the top search engine with 50-60% of all searches online, loves content! The more keyword rich content on your site and quality links back to your site, the higher you will rank in the Search Engines. So if you aspire to get your site in the top ten for your primary keyword or keyword phrase, you best put on your writers hat and get going.

If you want to **learn more about writing on the net** I am offering a Netwriters Master Course, provided to you free by my affiliate Site Sell. Go to: <http://www.designbykaleah.com/free-ecourse.php> to get your downloadable PDF course now!

## **Ask Not What Your Customer or Client Can Do For You! Ask What You Can Do For Your Customer or Client.**

### **Service Is The True Key to Success!**

Hey folks! Times are a changing. **People have frankly grown sick and tired of false representation**, gimmicks, fads and other methods Corporate America has resorted to in order to get a man to part with his money.

**We are looking for honesty and excellent quality service.** What happened to that?

It seems **the key to success is really quite simple. Offer more! Over deliver!** Give it away! Serve your fellow man!

It's alright to make a living from your service, but the key to getting business is to **give quality service.** Give something of true value to your clients or customers.

**The focus should not be on the money**, but rather the giving! And...it needs to be genuine. If you are not a giver, then you best learn the value in giving because that is where the world is headed.

The takers of this world will lose in the long run! Why? Because we just won't give them any energy anymore! **Money is energy!** And the takers steal the energy rather than earn it. The scales are balancing out and the true of heart will come out on top.

Guess what? That's great news for the majority of people I know! Because **there are a lot of good hearted people who are coming out with their passions and sharing who they are with the world.** Do people pay to be inspired? You better believe they do! Because **we need inspiration right now, more than ever!** We need to believe in the goodness of people and the positive vision for our world.

So..**get passionate about your life and offer the best gift you could possibly offer! The gift of yourself!** Look within to find out everything you have that is of value to others. Make a list! Then step forward and **lead with "how can I serve you!"** Give yourself away! And the more you give of yourself, the more you have!

To Your Success!

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