



How to Quickly Write Powerful How to Articles and Become a Sought After Expert

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How To Article 5 Step Template

- Find The Pain
- Stir That Pain Up
- Provide Solutions
- Summarize Key Points
- Provide Your Information

WHAT'S THE SECRET KEY TO BECOMING KNOWN AS THE EXPERT IN YOUR FIELD.

WRITE ARTICLES THAT PROVIDE YOUR PROSPECTS WITH FREE SOLID GOLD INFORMATION, THEREBY ESTABLISHING YOU AS THE EXPERT OF CHOICE.

Writing How To Articles Can Be a Very Inexpensive And

extremely powerful marketing tool. Many professionals even go as far as to say how to articles are the best marketing tool available for fitness professionals hands down.

Why are how to articles so powerful? Because getting published can help you develop a high perceived level of professionalism, strengthen peoples trust in you and what you have to offer, and get information out about you and your products and services.

In short, getting published can create instant name recognition and that sought after perception as an expert in your field. It's no secret that people are much more likely to purchase from somebody they know and trust than from a complete stranger.

Unfortunately, due to the physical complexity of exercise, writing how to articles for sports performance and general fitness can be very time consuming and many times impractical.



Many strength coaches and fitness professionals do not feel they have the time, skill, or knowledge to write valuable articles. With the following five part formula used in conjunction with Trainer Clipart, you will be able to quickly produce powerful how to articles that look extremely professional and help concisely address the needs of your reader.

Part I: Find the Pain

The key to setting the hook if you will, and reeling in your potential catch, is to get your readers emotions involved. Find the intimate problems that eat away at them. Make them very aware of how their problems can and will have a dramatically negative impact on their goals or even their lives.

If you know where to look, finding peoples problems can be very easy. First you must know who your target market is. The more specific you are with your target, the more focused and intimate your articles can become.

Search the internet for websites, e-zines, arti-

cles, and forums that address your target market. Listen to your clients and take note of their emotional pain. Watch the news and see what big stories are breaking and ride the wave. Never the less, look for a common thread of emotional trauma, and you have a very powerful topic for your article.

Part 2: Stir Up That Pain

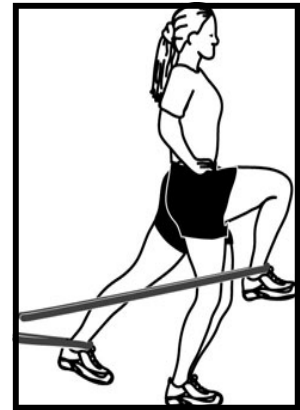
Most people are at least a little cognizant of their problems, but many times they may need a little help getting to the emotional state or recognition. Your job in part two is to stir up that pain and make them feel a very strong need to find an answer.

The key is to take the reader into places they don't want to be. Tell them a little story and make them say man, I

need to make a change or else... The "else" is the emotional picture you must paint here.

Take weight loss for instance. How emotional is this statement: "Do you need to lose weight? We all know that being over weight can be detrimental to your quality of life, so if you feel like you need to lose a few lbs, hold onto your hat because I have a quick and painless way for you

to melt away your excess pounds in a matter of days." It does very little to hook the reader and make them say man, I need to make a change and it needs to happen right now. It does get a little exciting toward the end, but many readers have been so inundated with these types of statements they become immune to it and would probably pass right on by.



Rather than regurgitating overused mainstream jargon

tell an emotionally gloomy story that takes the reader on a trip to a destination they never want to visit again. For instance, I am reminded of a statement my wife made one day after coming home from one her jobs where she is a physician's extender for an Orthopedic Surgeon. That day they had two morbidly obese patients

who suffered from Type II diabetes come into the clinic. Both of these patients were in getting the dressings replaced on the amputations they had done to their lower leg. You see, the Type II diabetes was a complication from their obesity, and the amputation a result of complications of the Type II diabetes.

I think you see where I am going here. This story has a lot more emotional power to it and it makes the reader think very critically about their situation. They are going to be look for answers because they don't want to go back to that place ever again!!!

"Most people are at least a little cognizant of their problems, but many times they may need a little help getting to the emotional state of recognition"

Part III: Provide Them With Solutions

This is where you ride in on your white horse and provide them with enough answers to get them excited about changing.

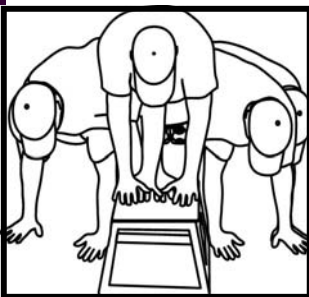
Of course you want to ultimately develop a lucrative relationship with your readers, or at least open up the avenue to do so, so you do not want to give away all of your secrets. Rather, just enough to make

them NEED to resolve their emotional turmoil by purchasing YOUR products or services.

Provide your readers with 5 to 10 itemized solutions to their problem. Give them a 10 step illustrated workout GUARANTEED to help them avoid that bleak future we original wanted them to be painting in their mind. This is where Trainer Clipart can play a

pivotal roll in the success of your article.

The illustrations are such a powerful tool at this time for a couple of reasons. First, if you did a good job getting the readers to join you on your emotional roller coaster, you have activated their imaginations and you have them visualizing themselves taking that god awful trip.



Now what you need to do is get the reader to shift gears

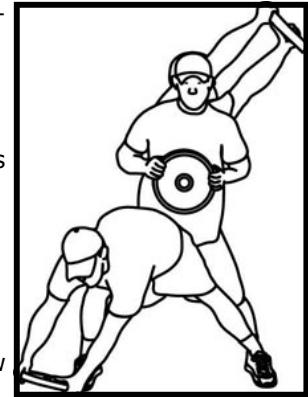
and visualize themselves implementing your solutions and achieving their desired results. By providing them with illustrated examples, they can easily picture themselves performing the exercises or drills. It is a very easy step for the mind to replace the illustration with the readers self image. They are now mentally stepping into your workout and feeling it on a much

more emotional level.

The second powerful benefit of using Trainer Clipart is that old adage a picture is worth a 1000 words. We all know how complicated and lengthy exercise instructions can get. We also know that your average reader probably has never developed a strong sense of body awareness. This makes it very hard for them to visualize their

body going through unfamiliar complex actions (as some exercises tend to be).

It can take 100s of words combined into multiple paragraphs to walk them through 1 exercise. The definition alone for just that one exercise can take 3 to 5 minutes to read (not to mention how long it takes to write) and try to decipher.



Most people will start to lose interest after about 15 to 20

seconds. They are going to look at your article and get very frustrated knowing that they have to do a lot of work just to get to the "How To." These people are primed. They are ready to address their demons, and they are going to go somewhere else to get the answers.

With the illustrations,

they can look at the exercise and have an immediate impression of what it is they need to do. They may need a little clarification through text, but they now have that image in their head. They have that illustrated personal trainer to take with them everywhere they go. This illustrated trainer will always be there to demon-

strate those 10 steps to ultimate salvation. In short, you are not only optimizing your time (since you don't need to be near as descriptive with the text if you use any at all) but you are making your reader success more of a reality.

"They are going to look at your article and get very frustrated know that they are going to have to do a lot of work to get to the How-To"

Part IV: Summarize The Key Points



By now you have taken the reader on a long and very emotional trip. Just like good old Mr. Scrooge, they have seen a future they do not want any part of, but they know that this could be pivotal moment for them. If they act now, they can completely alter that future. They are feeling very concerned with their current state of affairs, but also very excited that they have found you to help them out.

So now you provide them with some key points from your article. Give them in very brief terms, the take home message. Let them know that they can succeed if they start today. They just need to make a change, and implement A, B, and C. They should leave your article feeling empowered and ready to go.

This is not the time or place to try to make a sale, and in fact, you may never get your article published if the publisher sees sales copy within the article body. They want you to pay for your advertising, not mask in an article. They want nothing more from you than words that will sell issues of their magazine, e-zine, or website memberships. So, how do you get your plug? Very simple...

Part V: Your Resource Box

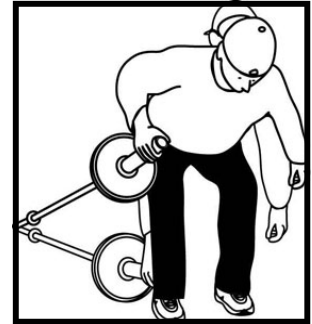
You have now developed an emotional link with your readers. When they think about that bleak future, you are going to pop into their mind as Mr. or Mrs. Fixit. You have already provided them with some great tools to get started. They just need to be able to get in touch with you so they can purchase the rest of the tools to finish the job. This is where you tactfully plug your product or services. You

only have a couple of sentences at the end of your article and you do not want it to be a sales pitch. Rather create a strong reference to you and your products or services.

For example, let's say you just wrote a powerful 12 week life altering diet and exercise e-book geared toward weight loss called "The Ultimate Guide to Weight Loss and a Healthier and More

Satisfying Future." You take a couple of excerpts from the e-book and turn them into how to articles. Your resource box for your new articles may read something like:

Jon Q Trainer is President of FitCo Personal Training and Author of the life altering e-book "The Ultimate Guide to Weight Loss and a Healthier and More Satisfying Future." For more information about Jon or his book please go to www.fitco.com.



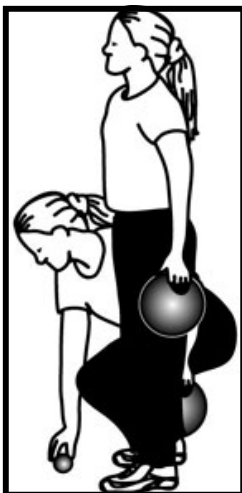
Finally: Getting Published

Most people think getting published is harder than it actually is. Don't get me wrong, you are probably not going to get your first article into a major publication. But there are thousands of smaller publications out there that are looking for good quality informative articles. Once again, just go online and search the topic you wrote about in

your article. You should get dozens of great options. Look for online membership based sites, electronic magazines (e-zines), news letters, and whatever else you can get your hands on. Find the editor and email or call them asking for writers guidelines. Find out about writing styles and article length requirements and offer an abstract or small sample

article. E-zines tend to have different requirements than physical publications. Snoop around and look at other articles on the sites or in the publications. Know your audience and write to their level. If you are trying to get published in an academic or research based publication, you need to make sure you are speaking the language of that audience.

"Most people think getting published is harder than it actually is. Here is how you do it"



Likewise, if you are writing on general fitness and your audience

is the typical lay person, you need to write in terms that are understandable to that type of person. Your message can get lost and distorted if you are writing over your audience. In short, try to keep your articles conversational and concise.

Finally, don't give up when they don't contact

you back. That doesn't mean you need to become a psychotic stalker, but be persistent so they know you are a serious professional.

Editors tend to get a lot of one time callers that never pan out. If you are not persistent, you will just get lost in the shuffle.

Let them know that you are a professional that is serious about providing them with cutting edge information for their readers. Ultimately it all comes down to them being able to sell more memberships or issues.

They could care less about your product, no matter how great it is. It is all about them, and

You need to make them think whole heartedly that your intension is to

provide them with great information for their audience.

So now that you are well versed in the art of the How to Article, sit down at your computer, and write out a small list of five things you are interested in. Search each one of them on the internet and find that wonderful pain. Under each of your five things you previously listed, write down 3-5 sub-topics. Make note of where you get your ideas from so you can either revisit or submit your articles when you are done.

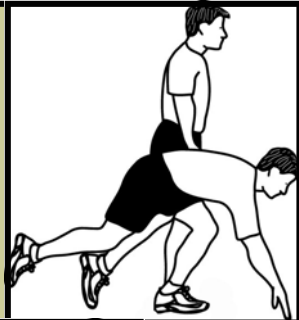
You should now have a list of 15-25 article topics. Always start with the one topic that seems the most

attractive. Put the other topics off to the side so they are not distracting your train of thought. Now, take 10 minutes a day and work on your article. You will be surprised how quickly it gets done!!!

Never forget your ultimate goal...**MAKING MORE MONEY and WORKING LESS HOURS.** Developing your professional image and keeping your name in front of your potential clients/customers will help to make this a reality. Constantly stay in touch with them and make them thirst for more of what you have to offer, and make sure your name is always fresh in their mind. Make them more than satisfied; make them enthusiastic about your services!!!



HOW READY ARE YOU to IMMEDIATELY boost your reputation as a personal trainer or strength coach and thereby SIGNIFICANTLY increase your INCOME?



Tony Reynolds, MS, CSCS

is President and Director of Performance for Progressive Sporting Systems and creator of Trainer Clipart, a powerful new tool for fitness professionals. For more information on Trainer Clipart, his other products, or to contact Tony, go to: www.TrainerClipart.com