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Part one: The Headline

You want a headline that's descriptive and clearly speaks to what you're going to write about in the article.

If you need help with headlines, you can always use headline generators: https://www.portent.com/tools/title-maker and http://www.title-generator.com/ and https://www.hubspot.com/blog-topic-generator and there are many more.



Come up with a base headline. Think of that as the shell. Then, add adjectives and more descriptiveness to make the headline spicer. Editors know there's not many new ideas but they are looking for you to be creative.

Part two: The Main Points

The main points of an article are there to teach what your article is addressing. Give the publication reader clear takeaways. Editors at publications will tell you to teach people what to do—NOT what not to do. Always be teaching.

The goal with the headline and points is to take your initial thought and make it spicier. You have to make the main points sound less than common. Start with a baseline and add adjectives.

LINK to research. Editors LOVE research in an article. You should back up what you're saying with links to other articles that prove what you're talking about. In the pitch article, or first article for a publication, EACH point should have one research link. That will help you get accept as a contributor.

DON'T link to competitor publications. For example, if you're writing an article for Entrepreneur, don't link to articles on Inc. Magazine. Link to mainstream publications such as TIME, news outlets, and research outlets. A good rule of thumb is don't link to the main six when writing for any of the main six (Inc. Magazine, Entrepreneur, Business Insider, Forbes, Fast Company, SUCCESS Magazine). It's always best to link to articles within that publication.

1. Have an established and polished foundation online and offline.

High-end clients won't do business with entrepreneurs who have a bootleg platform. A website that looks cobbled-together will repel these potential clients. If you don't have a real business structure, they will not feel comfortable spending higher amounts with you. Everything has to be legal and properly set up.

The good thing is we live in a time when it's not hard or expensive to be professional and look bigger than you are. You can create a clean website on Squarespace or Wordpress. You can hire a local attorney and accountant to get the proper business and legal structure in place. You can use Square, Stripe and Freshbooks to handle payments, invoicing and contracts.

3. Price your products and services in the major leagues.

Pricing is an area that trips up many entrepreneurs. It ends up being more about a mindset than what someone would be willing to pay. If a high-end client comes to your platform and sees low prices, they're gone. They're going to think you don't value your products and services enough. They'll see the self-limiting beliefs shining through and it will repel them.

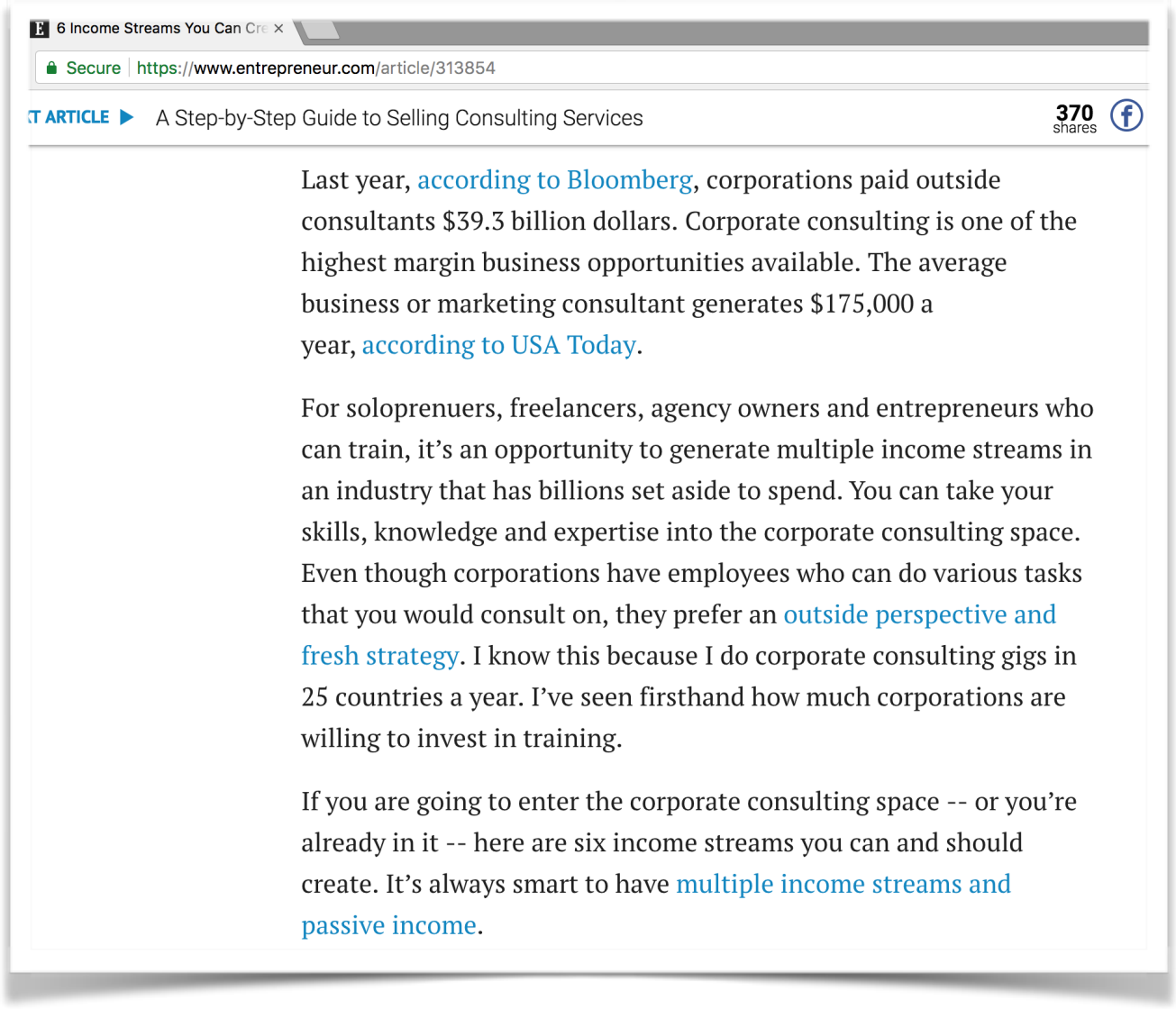
It doesn't matter what anyone charges. Base your prices on the value you will provide. If you feel like you're not there yet with your expertise, get more training and education on your topic. But, no matter what, charge more because you can get it.

Part three: The Beginning of the Article

The first section is to create awareness of the topic you're writing about or paint the picture of the problem. IF you are a contributor with a few articles published, you can tell a story. If this is your initial pitch article—don't tell a story and don't write in the first-person.

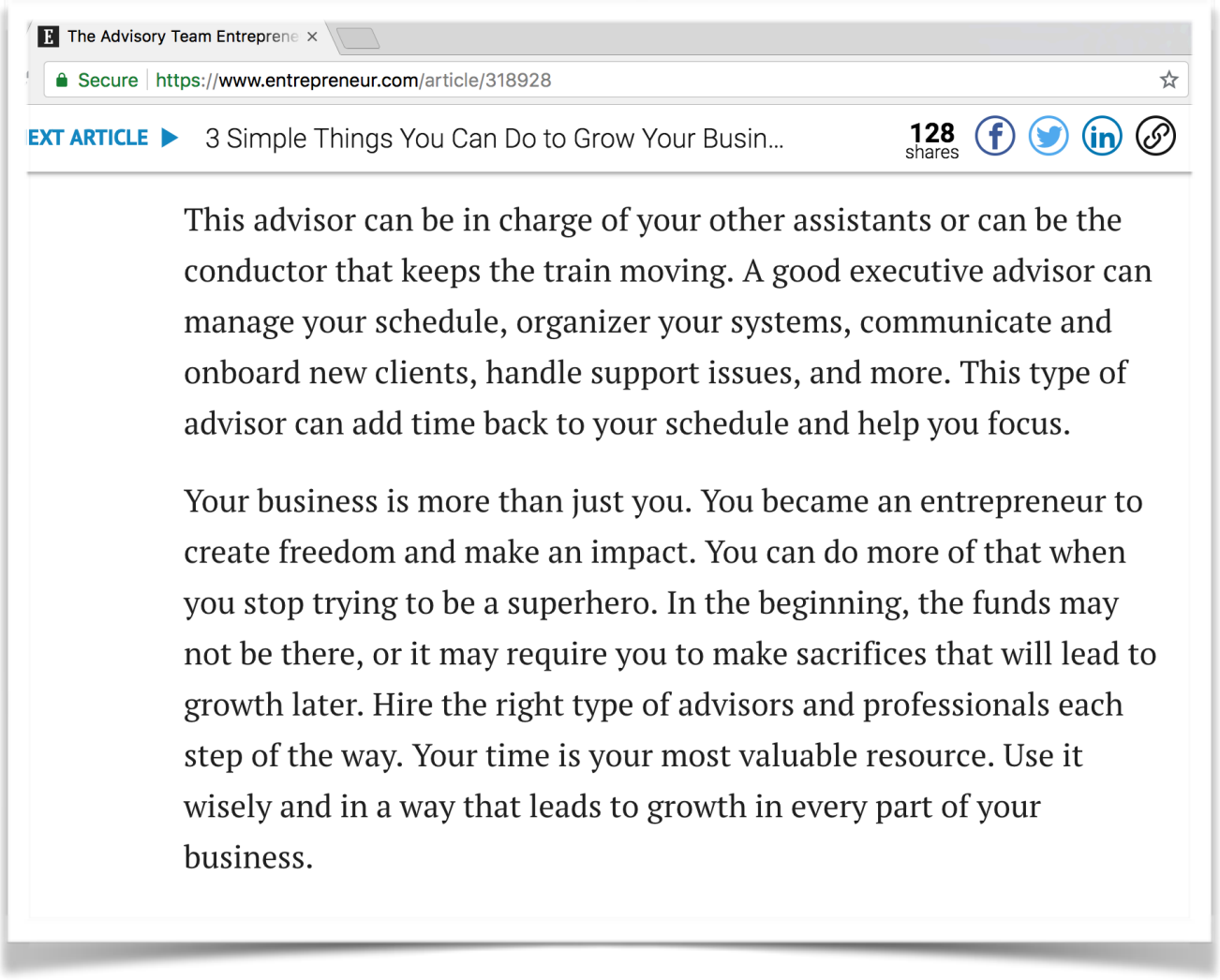
The goal is to raise awareness and get the reader to make an emotional connection one way or another. The emotional connection is what gets the reader to invest and the editor to accept your article. HIT on pain points. Use words to take the editor and reader there.

What emotion am I hitting on in the article below?



Part four: The End of the Article

You want to end the article with a summary of what you talked about the whole article. Sum up the points in two sentences. Then, you want to tell the reader what you want them to do as soon as they're done reading the article. Give them the next steps. They can be short term (the next few weeks) or longer term.



That's it! Every article will have a different feel and objective, but this is a format you can use to write effective articles. Make sure you edit the article (https://app.grammarly.com/) and have good formatting.

In every article, remember this rule: **one thought/idea per article.** Don't confuse the reader by trying to cover different thoughts. Start the article with the mindset of: this is the main thought I want to teach the reader. Keep a clear theme throughout.