



The Great Article Marketing Hoax



By Jason Fladlien

The Article Marketing Hoax

Intro

I feel a bit strange writing this expose against article marketing.

The fact is - that's how I got my start. One day while going through the apartment I shared with my dad at the time (2 short years ago) I found a training course called "Advanced Dating Techniques" by David Deangelo.

You might know him better as Eben Pagan, a slick marketing genius.

I was broke and desperate at the time (painting houses for 12 bucks an hour will do that to you!) so I devised a plan.

1. I'd listen to the content on those CDs,
2. write articles around them...
3. submit them to ezinearticles
4. put a link in the bio box to a squeeze page to capture leads and build a list
5. promote David D's "double your dating" ebook on the backend and get paid 200% commission per sale!

Did It Work?

Surprisingly, yes.

Here was my schedule. Wake up at about 5 am, and write for an hour. Then go paint houses until 4 pm or so at night. Get home, and write more articles. Go to sleep. Repeat process.

I actually started making affiliate commissions within a few days of doing this. By the end of the first week, I had made about \$80. Sweet, right?

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Wrong!

I had worked my ass off... figuring I had spent about 16 hours to do this... so that comes out to hot, sexy 5 BUCKS an hour.

But hey, I was in this for the long term, right? I mean I had built a small list... and those articles would stay around and continue to make me money in the future, right? So in a few short months, I could really be rolling in the dough?

The Cold Hard Facts

When I got into article marketing, it was around the time the "bum marketing method" was hot. They called it that because the idea was you could pull a bum off the street... stick him in a library with a computer... teach him the method for writing and submitting articles to ezine articles... and he'd make money.

A lot of the "bum marketing" gurus at the time were saying that an average article was worth about \$20 per month.

It was easy to get seduced by the math - if you had 100 articles, each making 20 bucks a month... that's \$2,000. Each month.

Now think about this... let's say you write a measly 3 articles a day, so you can crank out 100 articles a month.

Now it looks like this...

- Month 1: \$2,000
- Month 2: \$4,000
- Month 3: \$6,000
- Month 4: \$8,000

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- Month 5: \$10,000

Yep, it looked like you could build a five figure a month business in just 5 months... then you could literally let it run on autopilot and be pulling in passive income. What a dream!

Don't Believe The Hype

I'm not exactly calling those gurus who touted this "\$20 per article per month" figure. At a time it was VERY accurate... that was when very few people did article marketing, google was easier to "trick" and overall there is basically no competition in the hot niches.

But boy have those times changed!

Here was the Results I Got...

First, I became an article marketing machine. I could write an article in 7 minutes or less quite consistently. So I had a huge edge over others here. And they were pretty good quality too, I might add.

(I actually have a product on how to do it which you can check out at:

<http://goldmembercoaching.com/7minutes/>)

AND an article would - over the course of 6 months - make me about \$15 on average. After 6 months it was rare if it would make me a penny more.

So the numbers AREN'T bad, per se. 7 minutes to make \$20 over a 6 month period. That comes out to like \$125 an hour, right? Heck even 15 minute articles would still bring you in about \$60 an hour.

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However, three major problems with this...

1. I knew that my "dollar per article" value would go do as competition *continued* to increase at rapid rates.
2. I only made money when I worked... and if I quit writing articles, I quit money - not the internet marketing lifestyle I was hoping for...
3. I still had to paint houses to support myself and live with my dad in a tiny little apartment by a pawn shop for the next 6 months... until the cash started really coming in when the fruits of my labor had been realized...

The 3rd problem was most urgent.

So what'd I do...

I Became An Article Marketing Prostitute

I decided to write for other people instead, as an article "ghostwriter". I would create the content for them, get paid per article, and then let them do whatever they want with it.

See - this goes back to the article marketing hoax. The big guys who I would write for, who would consistently hire me and put me on "retainer" were exploiting their article marketing in different ways than the "bum marketing method".

We'll talk about some of those methods in a bit. But the point is - they were obviously getting much more per article than the average person was. But the cost is they had to innovate, and often times sell their own products and have a decent backend and follow up sequence in place.

That's certainly something you couldn't teach a "bum" off the street to do. At least not very quickly.

An interesting amount of clients I got were "one-offs". They had been seduced by the whole article marketing craze, and so they wanted to get in the gain. They had a little money and didn't like the idea of writing article after article, so they'd hire me.

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The Arbitrage Method

It was obvious what was on their mind. "Pay Jason X for an article, make Y from that article... and Y is greater than X... so I make money by having something else do the work!"

Those guys typically didn't come back because the bum marketing method wouldn't support them. In the end, they'd break even most of the time for what they paid me and what they made.

Now the good thing about writing articles for others is threefold...

1. I had a competitive advantage - I could write articles in 7 minutes or less, so I could make more money per hour
2. I would get paid immediately... instead of having to wait 6 months the traditional "bum marketing method" way...
3. I could move into my own apartment and quit painting houses for a living!

I actually did that 7 days after writing articles for others. On average I charged \$5 an article, and I could crank out 8 of them in an hour. I went from making \$12 an hour to \$40 an hour in less than a week.

I actually detail all of this in my ghostwriting system training package, which you can check out here... -> <http://goldmembercoaching.com/ghostwritingsystem/>

Pretty cool, huh?

Of course, I still traded time for dollars. But I freed up time to build my internet marketing business up because I was no longer painting houses. And I felt better because I could finally support myself!

And it was the stepping stone that gave me confidence to launch my own products, write my own sales letters, and bring in a consistent \$30,000 a month (or more!) in less than 2 years after becoming an "article marketer".

I just shudder at the thought of if I just kept doing article marketing only... or worse yet, got disillusioned with internet marketing and quit.

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Wow, would my life be different!

The "Smart" Ways to Do Article Marketing

I NEVER do bum marketing. Nor do all my friends who make hundreds of thousands of dollars on the internet.

However, I do use article marketing to make me money. Here's some of the strategies you can apply and use.

Get Published In Offline Newsletter

Instead of submitting those articles to ezine articles, contact people who have monthly paid or free newsletter they send to their subscribers. Offer to write a guest column for them, free of charge.

All you ask in return is they put a link back to your website in your author's bio box. I consistently get my article exposed to over 4,000+ people with pay \$39.95 a month for a newsletter that I write a guest column in.

This makes me far more than \$20 an article a month :)

Use "Guest Blogging" Method

Instead of submitting that article to ezine articles... find someone with a high-traffic blog in that niche... who would absolutely love free content on their blog. Then just email them and tell them you'll do a guest blog for them.

Sweeten the deal by telling them you'll even put their affiliate link in your "author's bio box" so they can make money AND have content generated for them.

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Take Articles To The Next Level

I've sold products that were only a few thousand words long... in reality, that's really just one big article, isn't it?

This free report you're reading right now is like an "extended article", isn't it?

If you can train yourself to "think in articles" instead of big, scary info products and reports, you will be more productive. You can actually breakdown your concept for your product into a series of articles... and then write them one by one.

That's product creation made easy!

And that makes your articles worth a whole hell of a lot more than a measly \$20!

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- How to setup a membership site in under 6 minutes with free software
- The one traffic secret that put 250+ members into my \$97 a mo. coaching program