

In the [last issue](#) of Education-Based Network Marketing Newsletter, I talked about using articles to bring traffic to your websites. Well, it's been a few weeks and I wanted to give you a case study on this.

On May 13th, I submitted an article at EzineArticles.com with the title, [Are You Positioning Your MLM Business Or Only Exposing Like Everyone Else?](#)

As of this morning, it only generated 9 views. **9 views in 17 days** – was it even worth the effort? Who knows, time will tell.

Then I compared to one of my older articles, which till this day has generated **471 views** since July of 2006 [Does Blogging Help Attract Network Marketing Prospects? Oh Yes](#)

471 views -- OK, that sounds pretty decent, right?

Many people ask me if it's worth submitting articles. My answer to you is definitely YES.

Here is where this case study begins.

I'll show you something interesting. I don't know if you knew how could view how many other websites reprinted your article and published on their websites by doing "article title" search with Google.

Here is what I mean – the older article that I mentioned above, which carried the title of [Does Blogging Help Attract Network Marketing Prospects? Oh Yes](#) has been published by other website, ezine, content site owners since and now it is available through 61 websites around the world, according to Google.

You can do this by inserting quotation marks before and after your article title like this and do Google search.

"Does Blogging Help Attract Network Marketing Prospects? Oh Yes"

Take a look at the results [here](#).

As you can tell, submitting article to ezine directories generate residual traffic over time.

Too many marketers try it a few times and give up, thinking it doesn't generate immediate results.

In my opinion, this is an easy excuse for not wanting to take action.

EzineArticles.com usefully publishes their "Top Authors" in each category (rated by total number of articles published) and let's take a look at the most active authors for [Home Based Business: Network Marketing section of EzineArticles.com](#)

1. [Daegan Smith](#) (304)
2. [Brian Garvin](#) (198)
3. [Jonathan Budd](#) (188)

4.[Joe Okoro](#) (172)

5.[Joe LoBalsamo](#) (147)

6.[Doug Firebaugh](#) (138)

7.[Jason Paul](#) (83)

8.[Burke Jones](#) (81)

9.[Dr. Alfred Santoro](#) (78)

10.[Richard Dennis](#) (68)

Now do you recognize any one of these authors? I am sure you have come across these names and some of them are my personal friends and I know they make very good income online.

Let's take a look at Daegan Smith's [author profile](#).

Status:Platinum Member since January 20,

2005

Location:United States

Articles: 610 Active articles, resulting in
254,683 views

Feedback:18 comments on these 610 articles

Take a look at the number above – over **quarter million** views. If you click through to any one of URLs from his profile page, it'll link you to some of his cash generating websites. He has programs that he sells for \$97, \$7, and his MLM company websites etc.

Let's say, out of these total visitors, 1% converted and bought his \$97 product. 2500 people buying \$97 product = \$242,500!! Or how about 2500 people buying \$7 product = \$17,500.

Now these figures don't include other visitors who visit the sites where the articles have been republished.

However, if you take a close look at [Daegan's profile page](#), and pay attention to the number of views he is generating **per article**.

Do you notice some articles don't even generate 10 views? Right, but he doesn't quit.

And

THAT'S THE DIFFERENCE BETWEEN DAEGAN AND

SOME OF US.

And these efforts add up overtime and he gets rewarded because Daegan is focused and taking action instead of jumping around an opportunity after another.

The bottom line is... if these authors are **STILL** publishing articles every week, we all should.

Not only just articles, these authors use videos, blogs, newsletters and Web 2.0 methods to generate leads daily.

Let me ask you this though, are all of these things intimidating to you? Maybe they are, but if you want to take your business online, then these are pre-requisites for your marketing effort.

If you don't know where to begin, first buy an unique URL for one of your lead generating sites and submitting articles while redirecting traffic.

Writing articles require research and doing more of these activities gradually begin qualifying you with greater knowledge and soon you can start giving opinions about the industry.

Once you're well educated about a subject, then you can begin publishing newsletters and give opinions on yours or someone else's blogs.

When you begin doing your own research, you'll meet new friends online, participate in forum discussions, downloading more PDFs on your hard drive, little by little, you start becoming more valuable in the eyes of your MLM prospects.

Too many people still assume that the hardest part is setting up a website. No – that's as a matter of fact THE EASIEST part of all online marketing. The real hard part comes when you begin figuring out how to **elicit people to respond** to you.

If you need an original website, you can go to www.Homestead.com and start playing with the site. For less than \$5, you can build your first website within minutes. If you know how to use Microsoft Word, you can build a website with Homestead with drag and drop tool -- I bet you can build better than your uplines websites that they created at Elance.

That's it for this week and commit to submit your first article!

If you have questions like this one below, shoot me an email at <http://www.AskTak.com/support> and I'll probably use your question in my next newsletter.

Your Friend,

Takuya Hikichi



Takuya Hikichi