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# *Article Publishing, Promotion, and Free Publicity Checklist*

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This checklist was developed to help you get all the free publicity you can handle by writing and submitting hard-hitting articles that are irresistible to editors and publishers.

## **Determining the Objective of your Articles**

Before writing an article you first must determine the objective of your article so that it gets accomplished in your writing. You should pick one objective and focus on that objective throughout the article.

Do you want to...

- Drive people to your website?
- Get people to pick up the phone and call you?
- Have people send you an email?
- Come to your office?
- Request more information?
- Order a product from you?
- Establish your expertise and credibility?
- Demonstrate your network and association with other respected professionals?
- Establish your working knowledge of the industry?

## Prepare to Write Your Article

### Coming Up with Your Article Idea...

- Did you look at other articles in your topic area?
- Did you review the table of contents in your trade publications and magazines?
- Did you review the table of contents in existing books in your topic area?
- Have you asked your list of subscribers what topics they're interested in?
- Did you visit discussion boards to see what they're talking about?
- Did you use the <http://inventory.overture.com> tool using keywords in your topic area?
- Did you review the hot selling book titles at Amazon in your topic area?
- Have you gone to a peaceful, quiet place such as the local library?

### Coming Up with Your Article Title...

- Did you take your 100 Greatest Headlines list and use it to create your title?
- Does your title evoke a strong sense of curiosity?
- Did you come up with a sub-title for the article?
- Have you capitalized the first letter of each word in your title?
- Did you look at the titles of other articles in your topic area?
- Is your title straightforward and understandable?
- Can you tell what the article is about when you read your title?
- Is your desired keyword phrase in your title?

## Writing Your Article

### Writing Your Article...

- Have you done a brainstorming session to get all the relevant ideas out on a piece of paper before creating an outline?
- Have you created an outline that flows well?
- Does the outline for your article stay on topic?
- Does your outline meet the objective of your article?
- Does your outline support your desired word count?
- Did you get your keyword phrase in any subtitles?
- Do you have enough desired keyword phrases to have a density of over 2%?
- Did you stay away from long, difficult words and jargon?
- Did you use short paragraphs?
- Did you break up your text with subheads?
- Did you use relevant case studies and quotes?
- Did you include a photo (if applicable)?
- Does the photo have a benefit-oriented caption?
- Is your word count within the desired limits?
- Did you incorporate a mechanism for capturing readers contact information?
- Does your article have a logical flow?
- Did you get someone else to read your article and give you feedback?
- Did you include a resource box that state your credentials and offers a “next-step” action for the reader to get more information?

## Marketing Your Article

- Have you sent it to your target list of ezine publishers?
- Did you send it to your target list of magazine publishers?
- Did you send it to specialty offline newsletter publishers?
- Did you post it on article directories?
- Did you send it to online article distribution and announcement lists?
- Did you post it on relevant discussion forums?
- Did you convert your article into a press release and send it to newspaper editors?
- Did you optimize it for keywords and post it on your website?
- Did you include contact information from publishers who want to reprint your article in your database of editors and publishers?