



Article Writing - Use A Checklist And You Won't Crash And Burn.

See below for the free offer which is exclusive to you as a thank you.

Generally solicitors find it hard to dedicate the time to make writing articles profitable.

This can be remedied by taking a reduced amount of time to write them and making them more powerful marketing tools.

Using a system to write articles provides the solution to these problems.

When you write or produce a presentation it is easier to do it if you have a template or checklist to use.

Successful people use checklists all the time.

You wouldn't want to fly on a plane where the pilot hadn't been through his safety checklist would you?

If you don't have a checklist you can neglect things out which are very important.

The answer to any writing is the What's In It For Me, (WIIFM) point of view of the client.

A further way of thinking about how to write is TLC = that's Think Like A Customer.

If I wanted to make my life easier I would come up with a framework for writing articles, reports, press releases and guides so that I consistently give what a client wants to receive from pull marketing.

Remember if you have a winning framework an article can take no more than 30 minutes to write.

And there are 20 ways to use that article.

I guarantee I can take any article on a lawyer website and apply my article checklist to improve it.

Have you tried shopping in a supermarket devoid of a list? It takes much longer.....Agreed?

How much easier is it to do things when you have an exact, foolproof, do this - do that, guide?

Anyone can do it....

So if you want something that is truly worth thousands – all you have to do is ask.

Boyd, please send me the [Article Checklist for Lawyers](#)

PS Are you tracking the response to your advertising/articles/newsletter? Check out how one of my clients does it [right here](#)