

---

# 7 Step Article

---

Template

---

*Jan Verhoeff*

---

# 7 Step Article Template

---

You've probably heard a lot about 7 step articles, if you're online at all and not hiding under a cabbage leaf. Jeff Herring offers one, and several other article marketers have offered them up as sacred cows for gift giving opportunities and other purposes on the Internet. Well, recently a 7 step article template was removed from the Internet, so I'm creating my own. This is your FREE Gift from Coolest Woman on the Planet.

## Write an Introduction.

Similar to the paragraph above, the introduction will give your reader a reason for what you're writing, a purpose, and hopefully a benefit. The better your intro paragraph, the more likely you are to hook your reader into sticking with you through the seven steps to the purpose of your article.

## Write seven steps.

It's easy. Just start by lining your paper on the right side, with numbers one through seven.

## Add a paragraph to each step.

Add in a few words after each number that describes each step and move on to the next step. These can be as little as a quick one liner that gives a complete view or several sentences that include a few partial steps to completion of the project.

## Embellish a few lines now and then.

This is a key focus of your article – to implement keyword embellishments that drive readers to your article and then compel them to follow to your website.

I like to add an insertion of some sort in the middle of my article as a driving point to factor in the content and value of my article. It can be a few lines that just literally GRAB your reader's attention or a note that gives them additional information. However you choose to use this simple insertion into your 7 step article, you want to make an effort to effectively use the space and concept to promote your topic.

## Insert creative organization in your article.

- a. Add in a few assorted details using an outline format.
- b. Include citations and references in your article.
- c. Quote someone with power to draw more readers.
- d. Prove your expertise in your article with resources.
- e. Guarantee your reader a quality experience with valuable content.

## Bring your reader focus and direction.

Throughout your article you'll want to be leading them toward the ultimate goal of your article, using selected words and phrases that capture the essence of your article marketing effort. These are known as keywords or phrases that draw in the reader, not only by way of the search engine, but also in your written article, to keep them moving directly toward the last paragraph of your article.

## Create a List Building Resource Box.

This is the point, purpose and cause of your article. Without it, your article is just more content on the Internet. The resource box (otherwise known as the last paragraph of your article) is where you post your link, add in your business information, and invite the reader to come sign up for FREE resources at your website, for the purpose of getting their email address so you can stay in contact with the reader. If you flub up the whole article, this part won't matter. So, write the whole thing as if this is the whole point of your article.

The summary statement of your article should lead your reader from the contents to the resource box with a desire to know more about the article contents. This one paragraph can be the most important portion of the article itself, because it's your chance to guide the interest of your reader forward.

Are you ready for more information?

*Come to <http://acewriters.com> for more writer information about how you can write powerful articles and drive massive amounts of traffic to your website, and receive your FREE gift by filling out the form in the upper left corner of the page.*

© 2009 – <http://janverhoeff.com>