

How to Become a Syndicated Columnist on the Web Using www.IdeaMarketers.com

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Introduction

Did you realize that you can become a syndicated columnist in minutes with www.IdeaMarketers.com ? All you have to do is write one article to get started. This ebook will answer the following questions about becoming a syndicated columnist using our system:

- * What Are the Two Types of Syndication Available on IdeaMarketers?
- * What Are The Benefits to You In Becoming a Syndicated Columnist?
- * How Does It Work?
- * How Often Should You Update Your Column?
- * How Can You Let People Know About Your Column?
- * How Can I Know How Many People Have Seen My Syndicated Column?

Some basics we are assuming in discussing the syndicated columnist program include:

- 1) We assume you have a writer account at IdeaMarketers.com . If you don't, go to the site and click on the "Submit Articles" link at the top and then click the link to sign up for a writer account, fill out the form and submit.
- 2) We assume you know how to add articles. You just log into your writer account and click the Add Article link on the Article Administration menu. Fill out the form and submit. You also need to know how to edit articles if need be. Add at least one article to your writer account before you get started here... so that the instructions will make sense.
- 3) You understand the benefits of writing articles for promotional purposes so that you can get a byline/link back to your site not only from our site but from other sites on the Web... eventually leading to more revenues in your pocket.

Given these assumptions... let's get started...

What Are the Two Types of Syndication Available on IdeaMarketers?

There are two distinct types of syndication on IdeaMarketers:

Channel syndication - streams the top 15 articles in each category sorted in order by highest bidders and newest articles. Our channels include Business, Marketing, Home Business, Personal Development, Christian, Home/Family/Parenting, Money/Finance, Technology. To make one of your articles eligible for channel syndication, you need to mark it as “Syndicateable” when you add it. Or you can go back and Edit it and mark it as “Syndicateable” after it’s been added.

Writer syndication - streams an article of your choosing out to sites that have specifically requested your articles. They put a snippet of code on their sites and then whenever you change out the article that you want to syndicate, the article automatically updates on their sites. This type of syndication in essence allows you to become a **Syndicated Columnist on the Web**. One of your articles at time may be syndicated in this fashion.

This second type of syndication “Writer Syndication” will be the focus of the remainder of this ebook. We’ll refer to this as being a “Syndicated Columnist.”

What Are The Benefits to You In Being a Syndicated Columnist?

- 1. Exposure.** By becoming a syndicated columnist with IdeaMarketers, you not only receive exposure on our site, but also can leverage the articles you put on IdeaMarketers to appear on sites across the Web. This means your article, your expertise and your link to your site will appear on multiple web sites and benefit from their traffic.
- 2. Inbound Links.** This will also help to build keyword specific inbound links to your Web site because we allow you to type a specific keyword phrase associated with each of your articles. This keyword phrase is hyperlinked back to your Web site from your article that is being streamed.
- 3. Credibility.** As a syndicated columnist, you are now perceived as an expert in your field. You’re someone people can count on to know what s/he is talking about on the syndication subject. You can promote that you are a syndicated columnist on your own site to build additional credibility. (More on this later in the “getting the word out” section.)

How Does It Work?

There is no cost associated with our basic Syndicated Columnist (aka Writer Syndication) program. All you do is give the link for your syndicated column to other people, they go there, fill out a form and then they are emailed a link for where they can pick up a snippet of code. They put this code on their site and your article streams onto their site. You can and should periodically change out the article that's streaming by selecting a new one in your account. We'll walk you through how to do this below.

You will receive an email notifying you anytime someone fills out the form to syndicate your column. You don't need to respond to this email. It is just for your information so you can get an idea of who and how many sites are carrying your column.

Step 1: Select a Syndication Subject

Decide on your syndication subject. The example below is my writer account. My syndication subject is "Entrepreneurial Strategies." This appears next to my name in the directory of syndicated authors on IdeaMarketers. This tells people what I write about. You might write about Home Business, Healthy Living, Accounting, Pets or something else. You decide what subject your column will be about. If you've never entered a subject, you'll see a "Click Here to Enter One" link. If you've already entered a syndication subject, you'll see a "Change It" link (as in the diagram below). Once you've clicked this link, scroll down the profile form that comes up, enter a syndication subject and submit.

[3 Personality Traits of an Entrepreneur](#) - \$5 - Expires: 23-Feb-06

This area controls your writer syndication

Syndication
[Channel Feeds](#) | [Writer Syndication](#) | [View Your Feed](#) | [Get Syndication Code](#) | [Help](#)

Controlling Writer Syndication

- **Your Syndication Subject:** **Entrepreneurial Strategies** | [Change it](#)
- **Article You're Currently Syndicating:**
5 Ways to Overcome Creative Block | [Change it](#)
- You are currently being promoted as a syndicated columnist on our site.
- **Page to give others** if they want to syndicate your column:
<http://ideamarketers.com/syndicated/syndicateauthor.cfm?writerid=1>
- **Code You Can Place On Your Web Site to advertise your syndicated column:**

```
<a  
href="http://ideamarketers.com/syndicated/syndicateauthor.c  
fm?writerid=1">Syndicate Marnie's articles</A> on your  
site! Fast, Easy & Free!
```

This is the subject of the syndicated column

Step 2: Select an Article to Syndicate

If you've never selected an article to syndicate, the heading "Article You're Currently Syndicating" will have a link next to it that tells you to "Select One." In the diagram below, I've selected "5 Ways to Overcome Creative Block." That's the article that is streaming out onto sites that carry my column. If I want to change that to a different article, I'd click on "Change It."

Controlling Writer Syndication

- Your Syndication Subject: **Entrepreneurial Strategies** | [Change it](#)
- ~~Article You're Currently Syndicating:~~
5 Ways to Overcome Creative Block | [Change it](#)

This is the article I'm currently syndicating. If I want to change it, I click "Change It" and the next diagram will show up.

Select An Article to Syndicate Through Your Writer Syndication

Please note that any article you've marked as syndicate-able is eligible for our streaming of articles by channel category. This is for controlling the article that is streamed out via your own personal Writer syndication. In other words, which article do you want to show up RIGHT NOW on people's sites who are running your column?

You are currently syndicating "5 Ways to Overcome Creative Block" which was put into the syndication queue on 26-Jan-06. To change and distribute a different article, select one from the list below and press the Syndicate button.



Click on this box to view a list of your articles and select a different one to syndicate. Once you've found the article you want to stream out to the other web sites, you click the "Syndicate Now" button, and all sites carrying your syndication column will automatically update.

NOTE: If you change anything in your profile or your article.. such as your photo, your syndication subject, your Web address or the text of an article, you'll need to come back into this page and press Syndicate Now again - to reupdate the syndication stream. This process creates a static page on our server that streams out onto other sites. It's not a live feed from our database. We do this to reduce the drag on our server and make your articles stream faster. So if you make a change, come back in and click Syndicate Now again to update your article that's streaming.

Repeat Step 2 whenever you have a new article that you'd like to syndicate. You only syndicate one article at a time with this type of syndication. So anytime you want to promote a different article, repeat Step 2.

How Often Should You Update Your Column?

How often you update your column is entirely up to you and your schedule. Some people update regularly each week or every 2 weeks or each month. Others update whenever the mood strikes them. Remember, you'll receive an email notifying you of people who have syndicated your column. This will inform you whether anyone is even running your column. Once you have someone running your column, you may discretely contact these people (no Spam please), and ask them how often they would like to see a new column from you.

Just remember that Google and other spider-style sites like to see content updated frequently. Select a frequency that provides ongoing new content for the sites running your column, and it will bring them more traffic. Ultimately, you'll have more people reading your articles and visiting your site.

How Can You Let People Know About Your Column?

There are several ways to let other people know about your syndicated column. I'll discuss a few here.

1. Promote It on Your Own Web site and to Your Mailing List

- **Your Syndication Subject:** **Entrepreneurial Strategies** | [Change it](#)
- **Article You're Currently Syndicating:**
5 Ways to Overcome Creative Block | [Change it](#)
- You are currently being promoted as a syndicated columnist on our site.

- **Page to give others** if they want to syndicate your column:
<http://ideamarketers.com/syndicated/syndicateauthor.cfm?writerid=1>
- **Code You Can Place On Your Web Site to advertise your syndicated column:**

```
<a href="http://ideamarketers.com/syndicated/syndicateauthor.cfm?writerid=1">Syndicate Marnie's articles</A> on your site! Fast, Easy & Free!
```

This area gives you a direct URL that you can send to people you know to get them to carry your column. You can send this to people on your mailing list or to people who have run your articles in the past. (Please no spam.)

You may copy and paste the box of HTML code into your Web site to promote your column. It links directly to the page where people can request the code for your column.

2. Let Us Promote It On IdeaMarketeters.com

This is totally optional, but if you would like us to promote you as a syndicated columnist on our directory of columnists and put an ad for your column on all of your articles and your profile on our site, then you may do so for an economical fee. There's just one thing you have to do:

Place a promotion bid on at least one of your articles in the system. As long as you have a bid running, our site will promote your syndication stream! Note that your articles will continue to stream onto existing syndicating publishers' sites... even if you don't have a bid currently active. We just won't actively promote your column if you don't run a bid.

To bid on an article, go to the Edit/Remove articles link on the Main Admin area of your writer account. Then click on the Bid link next to the title of the article on which you'd like to bid. Follow the directions from there. Articles on our site are listed on the home page and channel pages in order of highest to lowest bidders and then are sorted by date. So by bidding, not only do you get your syndicated column promoted on our site, but also you give your article more prominent placement on our site.

Your syndicated column is promoted on all your articles and on your writer profile when you have at least one bid for promotion running in our system.

3 Personality Traits of an Entrepreneur
by Marnie Pehrson
[Send Feedback](#) to Marnie Pehrson
More Details about <http://www.pwgroup.com> here.

One time while conversing with [Sherry Lawry](#), a business success coach. She characterized some of my observations about the nature of a successful entrepreneur and how it includes the personalities you find in the workplace:

- **The Visionary** has the ability to look at the overall picture, the long view. The visionary gives you the passion, the fuel, and the drive to keep going.
- **The Strategist** does the planning, figures out the "how" of doing things, making sure all the steps are in place and everything gets done.
- **The Technician** actually does the details of the job. Technicians often fall in love with the process of doing.

Each of us has these three personalities within us to varying degrees, but one characteristic tends to dominate our personality. A successful entrepreneur is at least 50 percent the visionary. The strategist and the technician personalities either get lost in the details or lose sight of the overall objective. Don't get me wrong, all three of these personalities are necessary to get the job done. The visionary sees...

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Syndicated Columnists who have at least one bid running in the system are promoted in our Directory of Syndicated Columnists. This page is reached from under our “Need Content” link at the top of IdeaMarketeters. It’s listed under the ways to get free content for your Web site.

Syndicate Our Writers On Your Site!

You may now have your favorite writers' articles streamed directly onto your Web site! No more wasting time selecting articles, formatting them, uploading changes, etc. We do it all for you. You put a snippet of code on your Web page wherever you'd like the columnist's articles to appear, follow our directions and automatically fresh new content will stream from our site to yours from then on!



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Terms & Conditions

You may use our Syndicated Articles on your site for free with the following conditions:

- You must not alter or modify the information streamed to you in any way.
- You will not display our content on any site that also contains offensive material - (ex: adult, pornographic, suggestive, bigoted, or hate-related material).
- You will make no claims to have written to your site and will not claim rights to it in any way. The article rights belong to the original author.
- You understand that this is a free service and as such we make no claims as to noninterruption of service or reliability due to power outages, acts of God, server crashes, etc.
- All viewpoints expressed by the authors are those of the original author and do not in any way represent those of IdeaMarketeters.com management. We do not endorse nor are we held responsible for claims made by authors in their individual articles.
- Articles are streamed straight to your site as they are entered by the authors. Our authors agree to certain [terms/conditions](#)

Other Advertising Methods

You are certainly welcome to promote your syndicated column using other methods, such as purchasing or trading ads in other ezines, Google Adsense, overture ads, and any other legitimate method of advertising that does not include Spam.

How Can I Know How Many People Have Seen My Syndicated Column?

Our system keeps track of how many times your article is viewed both on our sites and on sites running our syndication code. To view the number of times your article has been shown on syndicating sites, log into the main administration area of your writer account. Then scroll down under the “Adminstrate Your Articles” heading and click on the “Edit/Remove Articles” link. That will bring up a page similar to the diagram below:

PT	Hits	Syndicate	Hits	Article	Edit	Bid	Bid Amt	Expires	Proofed	Syndicated	Remove
4973	27			1 Personality Traits of an Entrepreneur	Edit	Bid	\$5	23-Feb-06		Yes	Remove
315	0			2 News Media Reports Rumors as Fact in Katrina Coverage	Edit	Bid					Remove
1696	0			10 Motives of Successful Business People	Edit	Bid				Yes	Remove
1060	0			2 Powerful Ways to Build Profit Using Google	Edit	Bid					Remove
2612	0			3 Marketing Tips to Help Service Professionals Get More Clients	Edit	Bid				Yes	Remove
1547	650			4 Deadly Stumbling Blocks of Visionary Web Projects	Edit	Bid				Yes	Remove
2051	0			4 Tips for Promoting Your Book Online	Edit	Bid				Yes	Remove
1192	0			5 Attributes of a Top Performer	Edit	Bid				Yes	Remove
1812	0			5 Inexpensive Ways to Increase Your Sales Online With or Without a Web Site	Edit	Bid				Yes	Remove
1266	0			7 Keys to Building Strong Families	Edit	Bid				Yes	Remove
1909	0			8 Strategies for Reliably Hitting Your Marketing Goals	Edit	Bid				Yes	Remove
3836	98			5 Ways to Overcome Creative Block	Edit	Bid				Yes	Remove

This column shows you a combined total for your article that is calculated in this manner:

$$\begin{aligned} & \# \text{ of times your article has been shown through our Channel Category Syndication} \\ & + \# \text{ of times your article has been shown through your Writer Syndication} \\ \hline & = \text{Total times your article has been shown through our syndication processes} \end{aligned}$$

Please note that the articles have to actually be shown to someone.. not just the headline of your title seen... in order for it to count as a “hit.” The regular “Hits” column shows how many times the article has been shown on our site(s)... IdeaMarketters (and LocateACoach.com for member coaches).

Conclusion

In conclusion, using IdeaMarketers to become a syndicated columnist is fast, easy and free. If you're willing to spend a little money to invest in bidding for promotion, you can leverage not only the positioning of your articles on our site, but also receive promotion for your syndicated column.

The uses of your syndicated column are virtually endless. Think of all the sites out there that need advice columnists, fresh articles, and guest experts. A syndicated column about your subject of expertise could be just what they're looking for!

So what are you waiting for?

**Visit www.IdeaMarketers.com today
Log into your Writer Account
And Get Started!**

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