

## Benefits of Article Writing: Understanding The Benefits For Everybody

Remember, that in each article, you are communication something about you. You want the message that be one that encourages people to want to get to know you better, to learn more about you know and to become one of your clients or subscribers. So - there are many benefits to be derived from creating and publishing an article.

A summary of the benefits are:

Increased Exposure

Give Credibility (You show your expertise)

Develop Relations (People get to know you better)

Create links to your site

Give you free Publicity

For the Publisher or Website Owner, it provides:

Content

Related Articles that you don't have to write

Reference and information that you don't have to write

A vast resource of free information

However, it is important to remember that there can be a downside. Of which you can avoid, once you understand what it is. There is nothing worse than reading an article that is nothing more than a sales letter, a news release or an inflated glorified piece on how wonderful you are. You need to give the public something that they can use. Then they are much more likely to follow your link in your resource box, back to your site to find out more about you.

In your resource box, make sure you are clear, stating who you are and where they can find out more about you. Most article directories and magazines have set limits on the size and amount of information you can place so it is important to ensure it is accurate and inviting. You are not writing articles just for praise and admiration. You do have a business to run and bills to pay. Even if you are a millionaire and want to write just for the sheer joy of it and love to teach for free, your resource box is still important, as you would want the readers to know that the information came from a credible source.

So go ahead and get started. Don't stop at one article, it can easily become buried.. Make it a habit and write them regularly whether it is once a week or once a month. And remember, have fun doing them.

Source: <http://www.articlecircle.com>

### About the Author

Michael Plante manages Go Article Search Article Directory/Submission Site, located at <http://www.go-article-search.com>. We offer free author membership for article submission. If you are looking for even more free content, check out our sister site, <http://www.go-article.com/readthis>.