



# Ian Jackson reports that...

**"Tidy little tricks that will help you to write an article in 20 minutes"**

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

**I** don't have time to spend all day crafting a highly polished manuscript that would make the ones in glossy magazines look like they've been dropped in a cow pat.

My intention is for readers to get my point, observation, advice, or instruction across as efficiently as possible because there are so many things to write about and I could make a career out of an article writing (well actually I do like making a career from writing all sorts of things!)

Now, I don't always do it perfectly and it doesn't always turn out exactly how I hope or want it to, but that's ok, **because it is RESULTS I aim for, not PERFECTION.**

I can hear the purists crying out at me now but that's their problem not mine. And it is my business so I run it my way.

Time is precious and I reckon that with a bit of practice, the majority of aspiring Internet entrepreneurs can draft an article in around 20 minutes.

Armed with your theme, your idea, and a positive approach you can get the words down to describe it and give a respectable "how to" piece of information that will make 90% of the articles on the Internet look seriously amateurish - *and I kid you not, there is some absolute crap published.* Trust me, with some diligent practice the words will roll from your keyboard. Of course, a good understanding of your subject niche is a **MUST!**

## Formulating your article

People make a big deal out of this. I aim for a 400 word article because it's a good length to be able to make the most valid points you can about anything, and a good length for maximizing the concentration span of the majority of readers.

*An article is about giving your readers a small slice, a taster, of introductory information, and nothing more, nothing less.*

***So don't get frustrated with trying to turn it into something it is not supposed to be!***

I figure you've seen it already, but to remind you:

1. An introductory paragraph to explain or introduce the points you're going to be writing about (100 words)
2. A paragraph to explain each of the 3, 5, or 7 points (200 word total)
3. A summary paragraph. (100 words)

You can bias 2 and 3 accordingly depending on how many points you're making.

And that's IT, done.

## Here are few things to help you

I suspect you think a lot.

If like me, your mind is constantly devoted to your online business, don't let your thoughts and ideas for it go to waste!

Keep a regular jotting notebook, and mindful of your environment (i.e. if you have a day job, wait until coffee break ok! 😊 ), and make a note anything and everything that occurs to you, *REGARDLESS of how stupid it may seem.*

**Even stupid ideas can be platform for trains of thought lead to good ones**

Sometimes it take a while

Sit on it! Do what chickens and birds do! They're not daft y'know, sitting on their young until they hatch is not a crazy at all - quite normal in fact... and you should do the same with your ideas as and when you feel it necessary.

## Clarity

How many article have you read that are incoherent but for the sake of their layout. Some would probably be a really good read but their layout makes them unreadable.

Bunched up sentences and paragraphs. No periods, so it's hard to tell where the sentence breaks are supposed to be.

Bullet points and such like are provided for a reason, not because it's fun to do, although I do think a good written piece is a joy to read when pertinent points are differentiated by bullets, and there are different styles to choose from - and I really like that 😊

I like to use any form of creativity when and where appropriate IF it makes for a more easily read piece.

And Bill Gates and Co. have made it a synch for us, so as far as I'm concerned I'm going to use all the tools to advantage and because I write so much, it breaks up what could maybe be a bit monotonous.

Talk soon

A handwritten signature in black ink, appearing to read 'Lynn Jones', is centered on a white background.

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