

EZ e-Content Guide

Hello... I'm Richard Cannon, owner of Champion Promotions.

Thanks for downloading the **EZ** e-Content Guide.

My goal in building this guide is to save you money, and make it possible for anyone to benefit and profit from the Internet.



Creating compelling and "sticky" web site content to Pre-Sell your visitors isn't easy when you first start out.

[Champion Promotions](#) created the *EZ* e-Content Guide to Save you Money and Get you Started in the right direction in minutes!

Finally, there is a reliable resource available, that doesn't cost much and it helps you create content for your web site really fast and bunches easier than from scratch.

Want to Save \$1,500? (Spend \$24.95 instead!)

Imagine how easy it is to write well when you have a "basic article" to start with and all you have to do is add your keywords and optimize for search engines, add or modify to suit your needs, then publish and you're done!

What if you could buy 10 to 50 articles on the same topic all at once creating your entire newsletter series for the year, or the basic content you need for a web site for \$25?

FYI... \$1,500 is rough costs to custom create 20 search engine optimized articles from scratch, by a professional net writer, including research, when you supply the keywords. Worth every penny too, but if you have the time, **do-it-yourself and save big money...**

EZ... Here's How!

Get 5 Free articles below to use right here and now...

Then, go to [Info Go Round](#) and join before the price goes up! It is a limited time offer, a super bargain, and it won't last long.

Your free sample articles include these titles...

1. "Understanding Your Auto Insurance"
2. "How to Boost Your Traffic and Profits with Content!"
3. "Metro-Sexual Man and Proud of It!"
4. "Is Your Marriage on Auto-Pilot?"
5. "Fun Fitness Tips!"

Your 5 free articles are below and you're welcome to call them your own. No cost, no credit to anyone but you!

Be sure to read Sample #2... it applies to you!!

-BEGIN- [IGR](#) ARTICLE SAMPLE # 1

"Understanding Your Auto Insurance"

Reading auto insurance policies can be like trying to decipher advanced calculus. It's really not that difficult if you understand a few basic terms. Collision, Comprehensive, Bodily Injury Liability and Property Injury Liability are the main terms you need to fully understand.

You'll appreciate Collision Coverage in the event you need repairs or replacements if your vehicle collides with another vehicle or property. The higher the deductible you elect, the lower your premiums will cost you. If you're at fault for something, well of course it would still be an accident, as I doubt you'd plan to run into that guard rail, but how much would you be able to afford to pay out of pocket for repairs? \$250? \$500? \$1,000? Just like medical insurance, you'd have to pay that deductible amount first and then the insurance company would pay for the remaining charges for the repair.

Another term to become intimately familiar with is

Comprehensive Coverage. This is the coverage that pays for damage caused from falling objects, fire, certain natural disasters, theft and vandalism. Deductibles work the same way as with Collision; the more out of pocket costs to you, the less your insurance premium.

In addition to knowing how much Collision and Comprehensive coverage you have, you'll want to know about your liability coverage. Let's say you rear-end another driver. Or your foot slips off the brake onto the gas pedal and you plow down a mailbox. Your liability coverage will kick in and pay for the damages that you caused with your insured vehicle. Your liability coverage will, or could, include bodily injury (people) and property damage.

You don't want to go without Bodily Injury Coverage. If you were at fault in an accident and others involved needed to go to the hospital and/or lost wages from missing work, those costs would come out of your pocket if you are not insured with Bodily Injury Coverage. It doesn't take a genius to know how quickly those amounts can add up. This type of coverage can also help you in the event the other party takes legal action against you. Many states require you to carry Bodily Injury Coverage.

The other part of liability includes Property Damage coverage. Can you imagine how much it might cost should you accidentally drive into the side of someone's home? You wouldn't want to be caught without property damage insurance should you need to pay for repairs to another vehicle, building or anything else you might hit. As with Bodily Injury coverage, Property Damage coverage also helps protect you in the event of a related lawsuit.

Every policy will have its limits and various degrees of coverage. It's important that you understand the basics of what you are paying for and why it is necessary. No one plans for an accident, be prepared!

[Join IGR Before the price goes up - Click Here!](#)



Keywords tell you exactly what people are searching for which tells you exactly what articles you need.

[Win search engine battles with CTPM](#)

because creating in-demand content based on keyword research is the right road to top search engine rankings. Visit [SBI! Smart Start](#) for certified webmaster help!

-BEGIN- [IGR](#) ARTICLE **SAMPLE # 2**

"How to Boost Your Traffic and Profits with Content!"

Are you aware of how vitally important and valuable CONTENT is to your online business? In fact, content can do more to build your business and profits than just about any other resource or service available.

Following is a list of 5 key ways that content can help build your traffic, subscribers, and customers starting today!...

1. Boost your search engine ranking and daily visitor count by posting keyword rich articles and content on your web-site. For example, if your business involves offering products and services related to fitness, posting fitness related articles and content will attract unlimited prospective customers on a regular basis!
2. Generate double or even triple the number of newsletter subscribers you do currently, simply by offering content in the form of "special reports" or manuals as bonuses for subscribing to your publication. People love freebies, so give them what they want and watch as your results increase!
3. Create an automated cashflow by using content to formulate multi-part email training courses with

related web-site or affiliate links "sprinkled" throughout each course. Use an autoresponder service to automate the delivery of your training course (such as a 5 part training course delivered over a 5 day period).

Training courses can also serve as excellent bonus offers for your prospective newsletter subscribers.

4. One of the most important keys to a successful online business is not JUST having a list of mailing list or newsletter subscribers... It's about building a trusting relationship with your subscribers (ie, "cultivating" your list)...

By sending informative articles (content) to your list on a regular basis you will establish yourself as an expert on your topic of business, as well as gain the trust of your subscribers over time. As a result, your subscribers will be EAGER to take advantage of your "paid" product and service offers. (Just make sure that you NEVER take advantage of the relationship you develop with your list by offering products or services of poor quality just to make a quick buck!)

If there is one "constant" in Internet marketing, it's this: A cultivated list of subscribers is as good as money in the bank. Write that down and never forget it!

5. Another excellent way to generate no cost traffic is by submitting ready-made articles to "content hungry" web-site and newsletter publishers with your "resource box" attached. A resource box is nothing more than a little 3-6 line "bio" about you and/or your web-site - including a link to your site (or even instructions on how to subscribe to your newsletter)...

When submitting or offering your article(s) for reprint purposes, just make sure to specify that each article is to be reprinted "as is" with your resource box attached.

...Even one article can go a LONG way towards generating no cost traffic and visitors for you. Just imagine your article being sent out to a newsletter subscriber base of 100,000 individuals - many of whom

will be reading YOUR included resource box and clicking on your URL to learn more about what you have to offer!

Well there you have it, 5 sure ways to build your online business exponentially with the help of articles and content...

With the declining effectiveness of many of the online advertising methods that we've relied on in past years, content is only strengthening its position as the ultimate KEY to generating unlimited traffic, subscribers, and customers!

-BEGIN- [IGR](#) ARTICLE SAMPLE # 3

"Metro-Sexual Man and Proud of It!"

You know what a heterosexual man is. You have certainly heard of homosexual men. Now there's the metrosexual man. Metro-sexual? That's right; it's the newest breed, or classification of men. Hollywood is full of metro-sexual men. Will Smith and Tom Cruise are prime examples. Now, more and more, many guys in everyday towns are walking around strutting their peacock feathers, proud to be metro sexual.

Remember the big to-do about whether or not real men ate quiche? Well now not only are they eating quiche, they're wearing salmon colored dress shirts; getting manicures and pedicures; having their hair highlighted; frequenting tanning salons; and are enjoying overall makeovers. And the women absolutely love it!

Enter the Montel Williams show. Wife complains that hubby has had his beard for the last 23 years, wears the same jeans and sweatshirt, so much so that his pants can walk by themselves. He's in a time warp, still wearing a mullet and fashions a dangling chain affixed to his wallet. After the commercial break: Tada! Cleaned up, spiffed up, shaved up and made up husband walks out on stage and the little wife about

falls over as her jaw drops to the floor! She's shocked! She can't believe her eyes! This man is HOT! Her boring, stuck in the mud hum drum husband for the last two decades has stepped out into the new millennium (finally!) and Mrs. can't wait to be alone with her new and improved man!

That may have been one episode, but with increasing numbers, metro-sexual men are emerging. Word of caution men, you may not want to have all the pomp and circumstance that Montel had on his show with the complete and utter total makeover all at once. Start with a new hair doo, and then go for some highlights. Don't worry; there will be other men in the salon with foil on their hair. It's getting more and more common. Next let a good manicurist get a hold of your paws. Do it in small incremental steps. You'll get used to the idea better and the woman in your life will enjoy growing into the new you, along side you.

Women, you're going to have to clear out some bathroom space. Your new metro-sexual man needs drawer and shower space for all his "product." He's now moisturizing, toning, conditioning, gelling, chillin' out, maxin' and relaxin'. It's been acceptable for eons for women to primp. It's about time the men had their turn!

[Get content like this in minutes!](#)



Champion Promotions is proud of it's Certified SBI Webmaster status, because we know CTPM works best. When you [BUY SBI](#), you get all the marketing tools and information you need to succeed in one place including keyword analyzer and search engine optimizing tools.

If you're not an SBI owner you are going to need keyword help. The king of Keywords is [Wordtracker](#). For about \$8 you can get all the keywords you need in a single day.

-BEGIN- [IGR](#) ARTICLE SAMPLE # 4

"Is Your Marriage on Auto-Pilot?"

Ah remember that honeymoon phase when you first fell in love? You may have even been in the lust and infatuation stage before you even realized you were in love. You felt giddy, smitten, and were walking on air. Your heart went pitter patter and your breath was shallow whenever you were around your honeypie. You were busy with work and responsibilities, but you would always catch up later, at this phase you wanted to spend all your waking hours with your sweetheart.

But then came love, then came marriage, then came Junior in the baby carriage. And suddenly there are bills to pay; places to be, repairs to be made and you're just tired all the time. "So this is marriage?!" you relent, with a sigh.

Whether you've been married 12 months, 12 years or 32 years, it doesn't have to mean the honeymoon is over. Think back to the effort you made initially when you were wooing your betrothed. You will get what you give. If you give humdrum, day in day out, that's what you'll get in return. If you give romance and spark, guess what you'll get in return?

Forgot how to do that? No worries. Here are ten suggestions to help jump start your hibernating marriage.

1. Drop off a cup of coffee and an apple to your spouse at work. Don't stay; just say you appreciate the hard work and thought he/she might be ready for a break.
2. Place a note in the sole of his/her shoes "You're my heart and sole."
3. When your spouse gets home from work have a picnic all prepared - in the bedroom. Picnic blanket spread across the bed, beverage of choice, shrimp, strawberries, bread. If the kids are around, have a pizza waiting for them and tell them that the parents need some time to discuss some things.
4. If you live in a winter climate, take your wife's/husband's clothes (assuming it's not a suit or dress) and put them in the dryer first thing in the

morning. Getting dressed into warm snuggly clothes in the dead of winter is a real treat.

5. Leave a love note in the purse or briefcase.

6. Participate in one of your spouse's activities that you'd rather not. Go fishing with him, go to a play with her, walk the golf course with him, take her shopping - just try it. Even if it's not the time of your life, the fact that you wanted to do something he/she enjoys will speak volumes.


7. Go for a walk and for gosh sakes, hold hands!

8. Have some sexy pictures taken of you. Even if you use your own digital camera in your spouse's favorite outfit (or lack of one!) Most cameras are equipped with self timers. Leave it in the lunch box or have it waiting in the car with a note "meet me for lunch at noon at xxx."

9. Switch chores. If you don't normally take out the trash, do it this week. If it's usually her job to do laundry, just do a load.

10. Compliment your spouse often. Don't say it if you don't mean it, but there is always something positive you can say. Whether, "I appreciate you working hard every day for us." Or "That dinner was fantastic." "That outfit makes you look really hot." Whatever - so long as you're sincere and you keep them coming!

Hopefully this has given you a start. Please give it some thought. Your random acts of kindness need not be time consuming nor expensive. Just remember, a little goes a long, long way!

 When I need a writer I use [Trish Andrews](#). Not only does she have more experience in years than she'll let me admit here, but Trish knows search engine optimization and html. The advantage... search engine ready content.

Champion Promotions 940-668-2145 – Contact Richard or Kelly

www.websitedesignbuilders.com and www.sbi-smart-start.com

"Fun Fitness Tips!"

Getting and staying in shape doesn't have to be dull and boring! Try some of these fun fitness activities to make your workout time more enjoyable.

MUSICAL EXERCISE - Put on your favorite music and do some yoga! No need for slow, elevator music. Move to your favorite beat. Or pop on the headphones or earphones and grab your MP3 or cassette player or handheld PC and bike to a nearby park. Too cold or rainy? Then head to a mall or other enclosed area where you can walk. Caution: make sure you are alert while listening to music with headphones or earphones.

FUN IN THE SUN - Check out the latest tanning solutions and try fun, scented versions with funky, multi-colored sunglasses. Grab your cassette player or MP3 player and favorite tunes. And pack some flavored water, new flavored health bar that you've been dying to try and some frozen berries in your carryall for breaks and have a "sense"-ational time.

FITNESS CLASSES - Try out a new fitness class for fun. Enjoy a full water aerobics workout with less stress on your joints. Grab some colorful water gear and swim to the beat. Or try a dance or Jazzercise routine. No need to commit long-term, just ask about popping in for a class or two to check it out and enjoy. Meet new friends and get fit all at once.

VCR / DVD - Head to the library or local rental store and grab a fun fitness video or DVD. Crank up the sound when your favorite tunes come on and join the taped workout participants in the privacy of your own home.

GYM / FITNESS CENTER - Dig out those coupons you've been receiving in envelop mailers and those money saving coupon magazines. Again, no need to commit long-term. Just head on over and use the free or low-cost trial / invitational period and enjoy!

JOURNALING - Spice up your logging routine with an inexpensive new journal from a discount or dollar store nearby. Create snazzy charts with colored markers. Add bright colored stickers for each workout. Paste or tape clipped pictures of your goals throughout the covers and inside sections. For example, paste pictures of that vacation spot you want to travel to with your new, healthy YOU wearing a new swimsuit.

So add some fun in with your fitness activities. Wake up your senses with new taste, smells, sights, touches and sounds. Forget that "All work and no play makes Jack a dull boy" stuff. Workouts plus play make Jack a fun, fit boy!

[Join IGR Now and Spend \\$25 to Save \\$1,500](#)

Champion Promotions Recommended Tools and Resources

Yes... I use each and every tool I recommend to get the top search engine rankings I need to succeed. After 11 years in business I have learned a major lesson in time...

Go With What Works or Get Left Behind!

- ❖ For an outstanding bargain go to [Info Go Round](#) and get articles for content like no other place around, and the price? If you hurry it's only \$24.95!
- ❖ The king of keyword research is [Wordtracker](#). They provide tutorials and all; just click the tutorial button on site. You can do it in a day, but I suggest a week. Check out the free trial too.
- ❖ Learn How to Instantly Mine Pure Gold from Wordtracker's Database! [Get WORDTRACKER MAGIC™](#)
- ❖ What's the competition look like for using Google Adwords and Adsense? [Keyword Analyzer](#) will tell you in minutes.

- ❖ Offline Web Builder – [XsitePro](#) is the fastest Google AdSense site builder around. Easy to use. Cheap to buy. We simply love it!!
- ❖ Online Web Builder – [SiteBuildIt!](#) the only all-in-one Internet business building system to own. In fact it is the only one there is and we're Certified SBI Webmasters at your service.
- ❖ [Trish Andrews](#) - professional writing services including ebooks, html, and search engine optimized articles. I highly recommend her services and I use them everyday.

FREE Reports and Downloads

[Wordtracker Special Report](#) – The exact method all web sites should start with. If you didn't start like this, then use this ebook to fix your traffic troubles!

[Google Adwords](#) – Perry Marshall has a free conference call series in motion that helps you make the best of Google Adwords. His great newsletter will keep you up to date and save you advertising money.

[Google AdSense Insider](#) – As close to instant money as you'll ever see! Get a free report from my colleague William Charwood. The AdSense Insider helps you make more money, faster.

[Keyword Masters Course](#) – Written for anyone wanting to make money on the net. Find out how to find and use keywords effectively and just what role Google and Overture (now Yahoo) play in all this marketing of keywords and content.

[Net Writing Masters Course](#) – How it's done and why, in a nutshell. You should have to pay for the golden nuggets in this ebook, but it's free.

**We know your time is valuable...
Thanks for spending it with us!**

Champion Promotions - Call 940-668-2145

www.websitedesignbuilders.com and www.sbi-smart-start.com