

## 4. Position Yourself

1. Write an article on your product. Not a sales ad or promotion. Follow these guidelines.
  - a. Personalize it. Talk to your reader.
  - b. Use a catchy phrase
  - c. Clearly state WHO it's for
  - d. State potential benefits if reading
  - e. Mention possible precautions, contraindications, and "be wary"s
  - f. Do share uniqueness and special features
  - g. Teach them something they will value or be able to apply immediately
  - h. Give them a reason to contact you

Begin your article now, here:

