

*From the Desk of Milan Kosanovic*  
*Monday, November 02, 2009.*

Hello! This Friday I've managed to get one hour of Josh Spaulding's time for an interview about **article marketing**. Wow, so many things I wanted to ask him but so little time. What you can see about Josh from this interview is that he wasn't any professional writer at all, he started earning good money from it while he was in the most full time of full time jobs you can imagine. He was not afraid to share one of his good money making sites with you. You can study that site.



**Josh Spaulding,**  
***The Author of the best seller "Article Marketing Domination"***

Milan Kosanovic: Hi Josh, I wanted to talk to you about article marketing, because I find your article marketing success story an interesting one.

Josh Spaulding: Hi Milan. Sounds good. It's a topic I'm very familiar with. Some might say even passionate about.

Milan Kosanovic: Could you please tell us something about your very early days with article marketing? How did you start doing it?

Josh Spaulding: Sure, I got started with article marketing not long after my interest for Internet Marketing began. It all started when I came across a few videos on YouTube on the subject of Article Marketing from a guy who I now call a friend, Tim Gorman. We were both serving in the U.S. Army at the time, so that provided a great opportunity for me to contact him directly and talk about Article Marketing and Internet Marketing in general.

Milan Kosanovic: So you basically had somebody to coach you?

Josh Spaulding: Yes I did and I was very fortunate that the person coaching me was, and still is, a very successful article marketer.

Milan Kosanovic: Fortunate indeed. So, you wrote your first couple of article and what were the results? Any traffic? Any money? ;)

Josh Spaulding: Nope haha very little traffic and very little money. But my first few articles were submitted before I had really gotten to the important aspect of article marketing with Tim. I wasn't doing keyword research... I wasn't writing good resources boxes... I wasn't doing anything right really. But with Tim's help, it didn't take long before I was driving thousands targeted visitors to my sites and making good money through my articles.

Milan Kosanovic: So you didn't have to go through a "this doesn't work and I'm giving up" period? You're very lucky!

Josh Spaulding: I did, but it was much shorter of a period than most go through, so yes, I was lucky in that sense.

Milan Kosanovic: Did you have any books on article marketing? Software?

Josh Spaulding: Not that I can recall, no.

Josh Spaulding: Eventually I realized software, like your "[Automatic Article Submitter](#)" was very useful and almost mandatory, but it took me a while to realize that.

Milan Kosanovic: Ok, so we can say it all took off because of Tim's advice and the experience you were getting by doing it. When had you start feeling you've figured out some unique article marketing things? What you had been doing later is a bit different from what Tim does?

Josh Spaulding: Yes, Tim kind of pulled back on track and taught me the primary benefits etc. from then on I just started taking action and learning from my successes and failures. Several months later I started to see my sites grabbing top 10 rankings in Google, getting thousands of visitors directly from my articles and just earning me a great deal of money. That's when I decided to start sharing the information that I had learned on the topic of article marketing by writing an e-book on the subject. That book is now the most well-known and powerful article marketing e-book on the market "[Article Marketing Domination](#)"

Milan Kosanovic: Your site <http://www.everythingaboutgermany.com> which still ranks well for *germany tourism* is an example of a site you talk about? Right?

Josh Spaulding: Yes, that is actually the first site I saw results with. That was 5 years ago now and it *still* holds a top 10 ranking in Google for that phrase as well as several others. I haven't updated or promoted that site for years either. That's the power of articles!

Milan Kosanovic: It looks good and the content is good.

Josh Spaulding: Thank you. It didn't always look good lol

Milan Kosanovic: So how hard is it to rank for *germany tourism* with article marketing only? Didn't tourist agencies also want to rank for that phrase? What is the top reason you were successful with that phrase?

Josh Spaulding: It wasn't really hard. It's isn't "hard" to rank for any keyword. The key is persistence and patience. Obviously achieving rankings like that isn't the primary benefit to article marketing. The primary benefit is the direct traffic you get from your articles. But article marketing certainly made a big impact on achieving those rankings. I just concentrated on crafting good, quality articles regularly and after time the rankings just came naturally.

Milan Kosanovic: Persistence and patience and quality articles. Hope our readers remember that.

Josh Spaulding: Me too because it's extremely important. Instant results very rarely happen.

Milan Kosanovic: So, about your ebook...

Josh Spaulding: ok about my book :)

Milan Kosanovic: At the time you wrote it, did anybody consider you a big expert/name in Internet Marketing?

Josh Spaulding: I couldn't have been considered anything, but I was a nobody. No one knew my name.

Milan Kosanovic: With "gurus" it's the other way around, a well known person releases a book and it gets somewhat popular because the big name released it

Josh Spaulding: After big names like Dr. Ralph Wilson, Tim Gorman, Jonathan Leger, Andrew Hansen etc. started promoting it my name started to kind of be synonymous to article marketing.

Milan Kosanovic: The point I'm trying to get across is that those big names promoted it because the book was good and because people liked it. No other reasons besides that right?

Josh Spaulding: That's exactly right, Milan. I didn't know these guys. They came to me because they liked the e-book.

Milan Kosanovic: If that isn't the proof your book is good, nothing is.

Josh Spaulding: Then I started to show people how to use article marketing with niche marketing to make good money ... how to use article marketing to build a list... how to use article marketing to do just about everything :)  
It's not your typical Internet Marketing ebook. Many are created with one purpose, to make the product creator money. Obviously I want to make money, but I make money by honestly helping people. That works much better than producing crap :)

Milan Kosanovic: So, they noticed your book and maaaaan: you've ranked for keywords like "article marketing" and even "make money online"???

Josh Spaulding: Yes, at one time I held the #3 spot for "make money online" (without quotes) and I still to this day hold a #2 spot for "article marketing" (without quotes) as well as thousands of other phrases.

Milan Kosanovic: Josh, do you submit articles only to free sites or you at times spend money on article directory memberships or some promotion?

Josh Spaulding: Free article directories. I would never pay to submit to an article site. The only thing I've ever paid for in regards to my article marketing campaigns is submission software and you

know that software is your awesome "[Article Article Submitter](#)."

- Milan Kosanovic: I remember a video where you talk about one article at a site, you said you might want to pay for it to be promoted to the front?
- Josh Spaulding: ahhh I'm glad you mentioned that. You're absolutely right. I do occasionally pay to have my article "featured" on the homepage at ideamarketers.com but I only do this for articles that I think have the potential to become viral.
- Milan Kosanovic: Ok, so that still is a good idea.
- Milan Kosanovic: What is the biggest misconception people have about article marketing? By people I mean people who just started doing it
- Josh Spaulding: I would say the biggest misconception is that it's all about the links. In reality article marketing is a great link builder, but if it were only about the links it wouldn't even be worth my time. The primary benefit is the direct traffic you receive from your articles holding top 10 spots in Google and that is achieved by good keyword research.
- Milan Kosanovic: I understand. So what you do is primarily for direct traffic.
- Josh Spaulding: Yep
- Josh Spaulding: The incoming links are great, they just aren't WHY we market with articles.
- Milan Kosanovic: Some people say why try to rank article directories for the keyword when you can rank your own sites instead. What do you say about that? Do you need to borrow the authority of article directories to easier rank your sites?
- Josh Spaulding: These people don't understand the "big picture." Sure, you can publish your articles to your own site instead of article

directories, but that isn't going to increase the authority of your site... it's just more content. If your site has the authority in the search engines to constantly, time after time, get your articles to rank in the top 10 for their targeted phrases than go for it. But, especially with niche marketing, it's just not realistic. It all comes down to what business model you adopt and what you're doing. There are a few models where article marketing isn't ideal. But it is ideal in most.

Milan Kosanovic: What are the worst myths about article marketing you can remember?

Josh Spaulding:

1. That it's all about the links.
2. That it can be done without proper keyword research
3. That you need to send your articles to hundreds of different article directories.

Milan Kosanovic: I highly recommend Josh's book "[Article Marketing Domination \(click\)](#)". It's about how to write articles (signatures, titles, body) to pull readers and there is your strategy on how to exactly submit articles to get maximum benefits out of one article...about duplicate content, what is LSI...

Josh Spaulding: That's right. It contains everything I know about article marketing... everything that has made me a success via the power of article marketing!

Milan Kosanovic: Josh thank you very much for your time. Wow an hour has passed.

Josh Spaulding: No problem at all. Thanks for having me.