



Article Assistant v2.0

User Guide

Getting started

Introduction

You now have in your hands a quick, easy and *painless* way to get great content ideas, do some research for your next article or create highly unique, quality articles within a few mouse clicks!

It's all about saving you time...

Article Assistant was designed specifically to help you create good content faster than ever before. Growing your online business is all about maximizing your time and getting more done in the day. I know Article Assistant will help you to do more with less effort.

Please feel free to share Article Assistant with your peers, colleagues, outsource staff/freelancers and anyone else who you feel would benefit from using this handy software. They will thank you for it.

Just so you know... Article Assistant is actually part of larger software product called Content Composer (which currently sells for \$297).

See that?



... one icon on Content Composer toolbar opens the same software that you are getting today for free. There are a lot of other neat tools and functions included within Content Composer, but we won't get into them here.

Why is Article Assistant free?

Aha... we thought you'd get a little suspicious. Especially when other people are charging upwards of \$97 for similar software that does *less* than Article Assistant. It's true!

Here's the deal... all we are asking for is the opportunity to show off some of our software to you -- even give you more of it for free (see page 17 for details). We think our software is pretty neat -- plenty of features to make you more productive, produce better (loved by Google) content, save you time and... oh yeah, make you more money online.

So, go ahead... put Article Assistant to the test and let us know what you think. If you want to give us some feedback, props, a testimonial or if you have a killer idea to make the software even better... send an email to support@joltsupport.com

We appreciate it! :-)

Now let's started showing you how to get the best use out of Article Assistant. Here we go...

Step 1: What topic do you want to search about? In this example, we are going to choose the topic of: scrapbooking



Before you type in your topic here, let's go through a few tips.

Anytime you perform a search within Article Assistant, try and think about how your topic would be used within the *context* of a sentence. For example:

- scrapbooking is
- about scrapbooking
- scrapbooking can
- scrapbooking will
- how to scrapbook

See what I mean?

You'll find plenty of good, related sentences by following the above tips. Just remember this anytime you perform a search using Article Assistant.

Step 2: To make your search more precise and specific, you can type in theme (or related) words into the “Include theme keywords” dialogue box. This is optional and not required. In fact, depending on your topic, you may get *less* results (or no results) by using this.

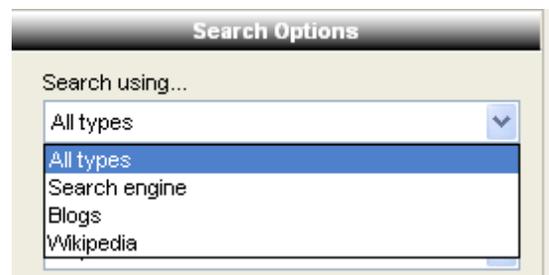
Step 3: If there are any particular keywords that you want to exclude, type them into the “Exclude words” dialogue box within Article Assistant. For example, if you do not want results about digital scrapbooking, simply type in “digital” (without quotes) into the “Exclude words” box and you’re all set.

Search Options

Where to search?

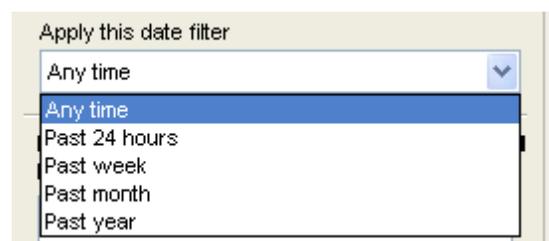
Here’s where you can customize the type of content you want to find. Depending on your preferences, select one of the following options to get the type of content you want.

For example, blog content is a different “flavor” than website content found in the search engines. Wikipedia content is more structured and “textbook” sounding.



When to search?

Within Article Assistant you also have the option to filter the *freshness* of your content by using a date filter. If you want as many results as possible, select “Any time”. If you want content that was only written a few days, weeks or months ago, make your selection accordingly.



How Much Content Do You Need?

Depending on your needs, select how many websites that Article Assistant should

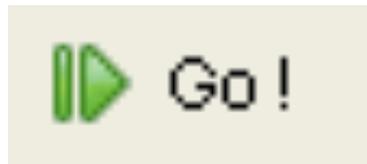


search to deliver you related content. On less popular topics, you might need to crank it up to the maximum (in other words... *Go Nuts!*). Experiment and see what works best for you.

HIT IT!

Once you have followed the above two steps, it's time to hit it!

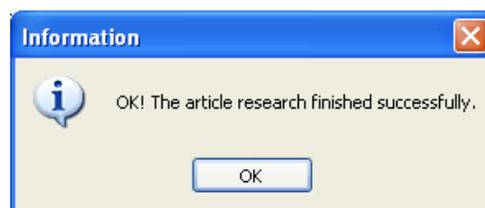
... Just to clarify, I'm talking about you "hitting" the GO button.



This is where Article Assistant starts to work its magic. You might as well go grab your fifth cup of coffee or something, this may take a few minutes to complete.

While you are in the next room so delicately frothing milk for your lowfat latte, Article Assistant is working hard taking the settings you defined and scouring the web to find you the best articles, blog posts, social media content, and other *curiously interesting* pieces of web content that relates directly to your topic.

When you get back to your desk, you'll notice a few things... first of all, this message:



That means Article Assistant has completed your search.

What Does This Mean?

In the bottom left corner of the Article Assistant window, you will see something like this...

Those are theme (related) words that were found based on the searches performed by Article Assistant.

Or, to narrow your search you can click your mouse on any of the words displayed and drag them over to the “Exclude” or “Include” dialogue box as explained earlier.



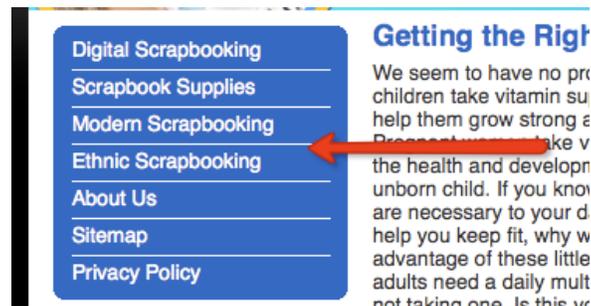
There are also more theme keywords/key phrases hidden. You'll find them once you click the Theme Keywords menu bar:

If you click on one of those theme words (for example: scrapbook supplies), the current results displayed will be filtered and only content that pertains to “scrapbook supplies” will be displayed in the Key Sentences window (shown below).



These Theme Keywords are great to drill down even more and perform related searches using Article Assistant. Also, these Theme Keywords are useful to create sub-directories or categories within your website. For example, on your *scrapbooking* website you could have a few menu links on your site menu nav bar such as :

Digital Scrapbooking
Scrapbook Supplies
Modern Scrapbooking
Ethic Scrapbooking



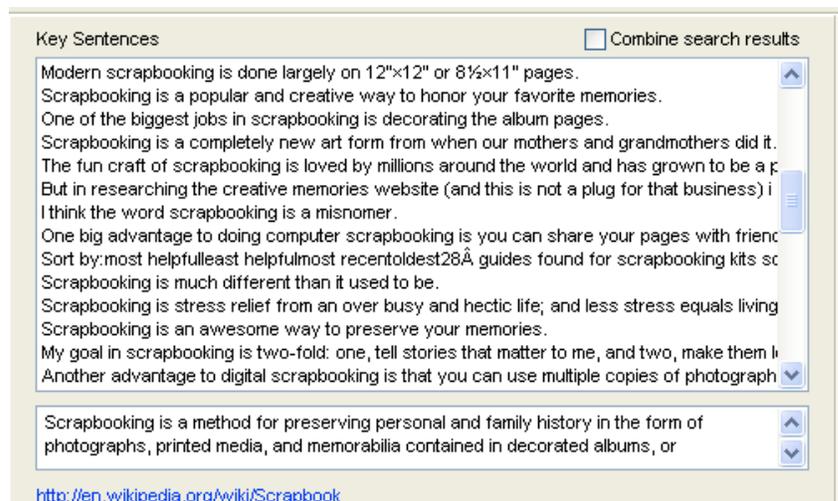
Then, use Article Assistant to drill down and find related content for each of those Themes. So, when a visitors clicks on the menu link “Digital Scrapbooking”, they will be presented with a handful of great articles (that you created using Article Assistant) specifically about *digital scrapbooking*. Oh, and here’s another benefit of doing this... the search engines will love you for it too! ;-)

Alternatively, you can have several articles all linked to from your website’s menu nav bar that each focus on a different aspect of scrapbooking (as shown above: digital scrapbooking, modern scrapbooking, etc.).

What Should You Do With These Results?

Now that Article Assistant has worked it’s magic. You will see a bunch of sentences on your screen like this..

Those are individual sentences that contain the keyphrase(s) you defined earlier... in this example we used: *scrapbooking is*

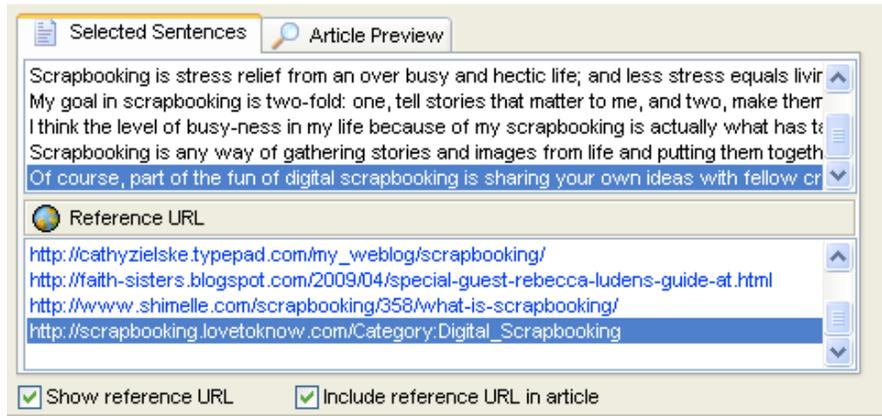


Next, you start selecting sentences and moving them into your *Selected Sentences* work area...

Once you see a sentence that you like, simply double click your mouse on it, or single click your mouse on the sentence and then click the Add button.



As you select and add more sentences to the Selected Sentences window (bottom of your screen), your article begins to take shape...



Next, you can use the arrow buttons on the right of the window to move sentences up or down, add a line break or delete sentences.



In this example, at the bottom of the window we have chosen to enable “Show reference URL” and “include reference URL in article”:



What this means is that when you click the “Article Preview” tab, your article will already include all the necessary site references, like this:



Creating An Article Using Article Assistant

Here is the actual article that we created using Article Assistant:

Scrapbooking is a popular and creative way to honor your favorite memories.[1] Scrapbooking is basically a method for preserving a legacy of written history in the form of photographs, printed media, and memorabilia contained in decorated albums, or scrapbooks.[2] Scrapbooking is stress relief from an over busy and hectic life; and less stress equals living longer![3] My goal in scrapbooking is two-fold: one, tell stories that matter to me, and two, make them look good in the process.[4] I think the level of busy-ness in my life because of my scrapbooking is actually what has taught me the most lessons.[5] Scrapbooking is a way of gathering stories and images from life and putting them together to keep a record of memories.[6] Of course, part of the fun of digital scrapbooking is sharing your own ideas with fellow crafters.[7]

... This was done very quickly. If you spend even a little bit more time on it, the results you get will be even more fantabulous! (*yes... that is an actual word*)

For a couple of minutes of work, that's the beginning of a decent article, wouldn't you say?

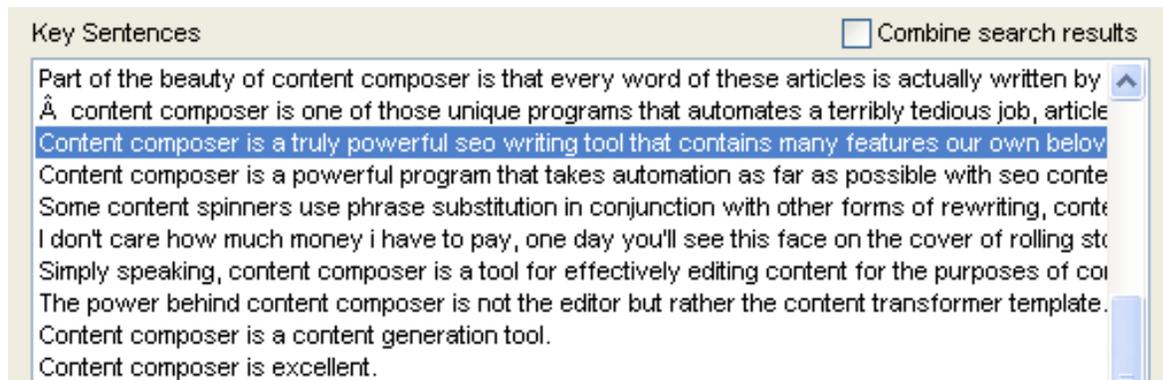
But, using Article Assistant doesn't just limit you to creating standard articles. You can easily create Q&A type content, news-related content, event specific content or product reviews. Let me give you an example...

Suppose you wanted to write a review about Content Composer software. First, you define your search phrase like this:

Find articles about...

content composer is

Then, you sort through all the sentences provided and start compiling your review...



Within a few seconds, you'll be able to tap into dozens -- if not hundreds -- of conversations online and what others are saying about the product. The best part is, you don't need to be an expert about the particular product you are reviewing. Other people have already done all the hard work for you. :-)

Article Assistant literally makes you an *instant* expert on just about any topic or product (or in this case) software!

Article Assistant is also great for checking out the competition and what others are saying about their products.

Once you have combed through the results, simply double click your mouse on any sentences that you like (as we explained in detail earlier) and start creating your review.

Creating a Product Review Using Article Assistant.

Here's an example of a review I put together within a few minutes. This is the "raw" text, without any re-writing or editing and yet it still sounds quite good...

Content composer is the latest article creation software endorsed by many internet marketing big guns.[1] Content Composer is created by the famous internet guru Jason Potash (also owner of Traffic Kahuna, Comment Kahuna, Article Announcer).[2] Content Composer is the preferred tool for creating unique and high quality content.[3]

Content Composer is the “platinum grill” of content management, that’s to say, it is an all in one content management system that doesn’t pull any punches.[4] Content composer is a program that allows you to automatically mix-and-match different words, sentences, or paragraphs, so that you can come up with many variations of a certain written article.[5] Content composer takes automation as far as possible with SEO content creation.[6]

One thing I must stress is that Content Composer is not an article spinner.[7] Content composer is a killer software app that allows you to create several variations of an article or to easily change a single article into a highly optimized theme dominating work of art.[8] If you hire ghost writers, submit articles to article directories, write or rewrite SEO articles yourself then Content Composer is an absolute must. [9]

Content composer isn't cheap.[10] But, if you are a dedicated and serious internet marketer, wanting to save time and money and you want to see your conversions dramatically increase, Content Composer is the tool that you will need to get ahead of the game.[11]

As I mentioned earlier, the above review only took a few minutes to put together. I was literally sitting here sipping my morning coffee and checking email as Article Assistant worked away *digging* for content in the background.

With a little re-writing, editing and polishing, you can easily turn your Article Assistant generated articles or reviews into superb content. Or pay someone \$2 to do it for you.

Article Assistant makes it easy to produce quality, unique content, while giving full credit back to the original source (author and/or website).

Just think... if you gave this to your writer or used it yourself as an *idea template* to hammer out a quick article or two, I am sure you'll agree this is a big timesaver!

If you are planning to re-write the content you have created under the Article Preview window, you may not need to credit the original source (provided you have done a sufficient job re-writing and not just plagiarizing someone else's work).

Ok, now that all the heavy lifting has been done, what's next?

The Home Stretch...

Depending on your requirements, you may want to save these results as a project. If so, click on the Save Project button at the top of your screen.



Once your project has been saved, you can select Load Project at any time to continue or refine your original search.

Hmmm.... To Spin Or Not To Spin?

Since you don't have Content Composer (if you did... you wouldn't be reading this User Guide because Article Assistant is already included within Content Composer... remember?)



... since you don't have Content Composer, the "Edit/Spin" button does not apply. If you had Content Composer software installed, you could easily transfer your new content to Content Composer, and then:

1. Create (and *spin*) multiple *unique* variations of your article using something called the Content Transformer. It's very powerful without making *gibberish* (aka. crappy) content.
2. Let Content Composer suggest word variations/synonyms to make your content more unique -- without using one of those *ridiculous* auto-word-replacement tools. *Uck!*
3. Give the article to your freelance writer and have them *re-write* the article using a special *Lite* version of Content Composer (which you can freely give them). Then, you check the uniqueness of the new article versus the original (takes 2 mouse clicks) and *voila!* You are done!

Or... you can just hit the *Export Text File* and it pretty much does what it says. Use this content on your website, your blog, your Squidoo lens, HubPage, frame it... there are numerous possibilities here.

Just to clarify... I'm not trying to "sell" you on buying Content Composer. Actually, since you are on the Article Assistant updates list, I will be sending you details soon about how you can get a free copy of Content Composer (and a few other tasty software treats!)

Ok... You've got all these new articles, now what?

Content *fuels* the Internet. Crappy content *pollutes* it. Please don't pollute the Internet.

Once you have a handful of articles -- thanks in part to Article Assistant and your keen eye for spotting great content -- *what's next?*

Here are a few things you can do with your newborn content:

1. **Build a website:** Don't have any software? Lucky for you, there are several free HTML editors that you can download and install from www.download.com. Just browse/search free HTML editors and you'll find plenty of them. There are hundreds of free website templates available online too. Just head on over the Google and type in: free

website templates. Here is one of our personal favorite resources:

http://www.templateworld.com/free_templates.html

2. **Make money with your website:** Having a website is great and all, but making money with your website is your ultimate goal. There are a lot of options here... include some AdSense ads on your new website, check out some affiliate products you can promote at ClickBank.com or CJ.com... or advertise an offer from one of the top CPA networks like NeverBlue.com or Affiliate.com. Go ahead, do a little digging. Find an affiliate product or two to promote on your website. There are many possibilities here for you to earn some cash with your new website.
3. **Slap Google back:** Everyone knows how *finicky* Google is these days. When you are creating Pay Per Click (PPC) AdWords campaigns, Quality Score plays a major factor in your cost per click and if your campaign will be profitable. What does Google love? A landing page that includes a few pages of good content. Give this a try: create a great landing page and at the bottom of your landing page, link to a bunch of secondary article pages that you created using Article Assistant. Then, watch your Quality Score go up...up...UP! And your cost per click go down...down...DOWN. *Sweet!*

Important: Don't be lazy. Our tests indicate that adding (non-content) pages to your landing page website -- such as a Privacy Policy, Contact Us, About Us page -- will actually help your Quality Score too. Should you add a sitemap? Sure, it can only help you. *Think about it...* don't most "legitimate" websites already include these type of pages? Google knows this.

4. **Submit to article directories:** In order for your website to really *rock* the search engines, you've gotta promote it! How?

We recommend that you do some *re-writing* before you submit your article to the top article directories. You see, these sites can be a tad picky. They don't want articles that include 8 references beneath the article itself. You are better off re-writing the article and submitting it without references. This outta make Mr or Mrs. Article Directory Editor a happy camper. What are the top article directories? You didn't think we'd leave you hanging, *did ya?*



These article directories are a great place for you to start submitting your articles:

Very important... at the bottom of your article, be sure to include a resource box -- it's about 3-4 lines and includes information about what you and/or your website is all about. You can include an anchor text link within your resource box that links back to your website. Now that's some good search engine *mojo* right there!

EzineArticles.com
ArticleFeeder.com
Articledashboard.com
Buzzle.com
SearchWarp.com
IdeaMarketers.com
ArticleCity.com
Amazines.com

Tip: The two most important areas of your article are the Title and the first few sentences. Make you that you include your target keyword/keyphrase as close as possible to the first word of your Title and the first few sentences of article itself. This is important factor to boost the search engine ranking power of your article.

More link ideas and strategies below, keep reading...

5. **Post blog comments:** Does your website needs a little link love? As you probably know, if your website gets linked to from other related websites and blogs it can really help boost your search engine rankings. But, how do you find other blogs that you can post comments to? Here are some resources to get you headed in the right direction... <http://www.commenthunt.com>

What is CommentHunt? Open Article Assistant, type in "commenthunt is" and then... *okay, okay... I'm kidding. ;-)* That would work. But, what better way to explain CommentHunt than to quote this explanation from their website:

"CommentHunt is a search engine that helps you find High Page Rank DoFollow Blogs to get some quick links using blog comments."

DoFollow blogs will help you since the links you receive from these blogs are more meaningful to the search engines (which is a good thing). You simply visit each blog, post a meaning comment, some great insight or type something extraordinary... and at

the end of your comment, you can include a quick link back to your website or blog.
For example:

Jim Smith - America's [Golden Retriever Training](#) Expert

See *that*? I used an anchor text hyperlink (Golden Retriever Training) and included it within the signature of my blog comment. *Sneaky*? Well, maybe a little. Ethical? Absolutely!

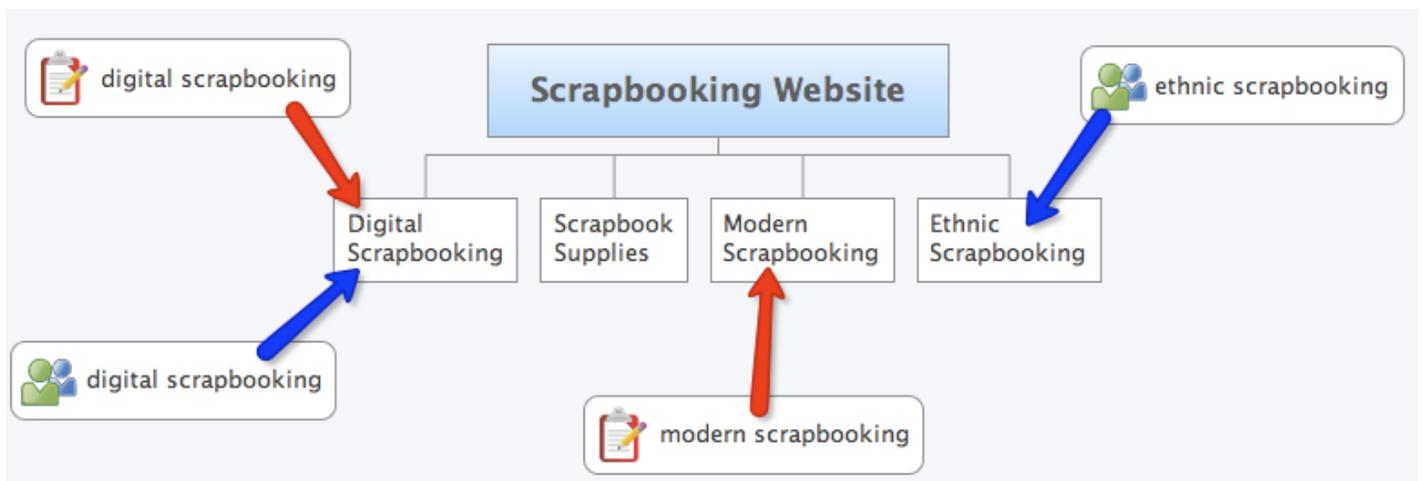
Don't do what some dummies do and spam blogs with useless comments like this:

Wow! Awesome post!

Get [cheap drugs](#), Buy Adderall, [Buy Cialis](#), Buy Lipitor, Buy Nexium

There's no use going through the time and effort of finding blogs and posting comments to them, only to have 99.5% of your comments get deleted because they sucked.

Just remember... if your website is about scrapbooking... you can use all those *juicy* Theme keywords you found using Article Assistant and use them to link back to your website (and individual webpages on your website). Kinda like this:



*** Red arrows indicates anchor text *deep* links back to your website from an article you submitted to an article directory. Blue arrows indicate anchor text *deep* links from a comment you submitted to a blog.

6. **Podcast or video anyone?** Taking your new article and turning it into an audio podcast or video is really easy these days. There's plenty of free software available to help you get the job done quickly, easily and at no cost. To create an audio podcast, look for further than Audacity (it's free):

<http://audacity.sourceforge.net/>

You can then submit your new podcast to podcast directories and tap into a new source of traffic and leads... and get a few backlinks along the way. It's all good!

Now that you have your audio file, why not power up some screen capture video software and record a slide show video -- PowerPoint style -- with your audio playing in the background.

You don't have any video capture software? *Not a problem...*

To create screen capture video on your computer, get your free copy of Camtasia here:

<http://download.techsmith.com/camtasiastudio/enu/312/camtasiaf.exe>

Then, request a registration key here: <http://www.techsmith.com/camtasia/pcpls.asp>

Once your video is done, go ahead and upload it to YouTube, Viddler and other popular video sharing websites. Once you do this, you'll get more visitors, traffic and backlinks.

Just think... all this started with you creating a few articles using Article Assistant. I'm sure as you get more into using Article Assistant and article marketing in general, you'll think of other creative new ways to squeeze out even more mileage from the content you create using Article Assistant.

Before I wrap things up, let me ask you this...

Are you anxious to get started using Article Assistant? Do you think it will save you a lot of time? I really hope so.

Before I let you go... Here is something that I wanted to give you a quick heads-up about. It won't be available for very long so I wanted to mention it to you here...

I Want To GIVE YOU My 3 Most Powerful Content Power Tools (easily worth \$700). Here's why...

You may not know this... Article Assistant is only one of four content *power-tools* that I have developed since 2005.

You've probably heard of my best-sellers Content Composer and Article Announcer because several thousand happy customers already own them.

Each of these software tools were designed to save you loads of time -- create content *faster* than ever, optimize it to *magnetize* the search engines (to get you higher rankings and traffic), and *blast* it out to dozens of article directories (to get you a ton of backlinks).

But, perhaps you *hate* to write and just want the damn content, without all the nonsense of researching and writing it all by yourself...

How about getting the best of BOTH worlds? Here's how...

I have never opened my "content club" to the general public. This secret content goldmine has *only* been available to my existing customers since December 2007. In a few days from now, you'll get a rare opportunity to grab a spot and get inside. But, you'll need to be quick because there are only limited spots available and many people are waiting for the doors to finally open to the public.

Once you join, **you'll get access to my personal team of ghostwriters** (they are the best in the business, period), **PLUS** thousands of highly unique articles & content in my *members-only* private-label collection (***with over 7,000 new articles being added every month!***). These are not your usual cheap \$3 PLR articles ridden with 4th grade grammar and typos. This is the best written premium content you'll find anywhere. I'm 100% serious and I'll prove it to you.

PLUS you'll get all my "proven-to-deliver-results" content-getting and syndication tools.... including my latest software that creates highly-unique, *snazzy looking* content money-sites in under 3-minutes! **But, I must warn you...** If you want a fair shot at getting

Signup Now!



all this software and securing your spot inside the club, you'll want to **grab a Front Of The Line Pass in the download area**. When the doors open, your pass will give you a 30-minute head-start over everyone else. Get your pass right here and stayed tuned for more great content and free goodies from me:

<http://www.spinreadyplr.com/downloads.php>

Talk to you soon,

Jason Potash

ArticleAssistant.com