

Unique Article Marketing With PhpList (With Customizations by Steven Lohrenz)

Installation and Sending Unique Articles

By Steven Lohrenz

Unique Article Marketing With PhpList

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Unique Article Marketing With PhpList

Introduction

Thank you for picking up this manual, “Unique Article Marketing With PhpList” and the accompanying software. In this document, you will find resources to help you install PhpList, how to use the software most effectively and instructions on how to send unique articles with the unique article marketing customizations.

What sets this software apart from the rest is the ability to build your own list and send them unique articles. **Unique articles are essential for avoiding the duplicate content penalty.** You can see this penalty in effect when you arrive at the last page of Google for a search term and you see: *“In order to show you the most relevant results, we have omitted some entries very similar to the 1 already displayed. If you like, you can [repeat the search with the omitted results included](#).”* If you as the author of an article are part of those omitted results because you sent out exact copies of your article to other more high traffic sites, you are penalized for having duplicate content. Your site doesn't show up in the search results. That's a bummer.

Unique article marketing attempts to get around this penalty by submitting unique articles to each publisher. Then everyone's copy should come up in the search results and you shouldn't see the message described above. What it takes to get unique content varies across search engines and each is constantly updating their algorithms to not display duplicate content. So your results may vary from mine.

This document is very brief as most of the information is available on the internet. I'll point you in the right direction to get the information you need. If you are still struggling, I offer a video course: [Article Marketing With PhpList](#). It takes you through everything you need to do in order to setup, configure and work with PhpList for unique article marketing.

Unique Article Marketing With PhpList

Install PhpList

In the directions below instead of downloading PhpList from PhpList.com make sure you download it from UniqueArticleMarketing.com. You will have received the url to the download in an email sent to you after you signed up and confirmed your subscription. If you use the default version off of PhpList, you won't be able to use the software to send unique articles as described later.

PhpList is a open source program and unusually, it has some good documentation. Though it is a little hard to understand and navigate.

You can find the PhpList documentation here: <http://docs.phplist.com/Documentation>

Installation: <http://docs.phplist.com/PhplistInstallation>

Post-Installation Configuration: <http://docs.phplist.com/PhpListConfiguration>

Importing and Managing Lists, Managing Users: <http://docs.phplist.com/SettingUpForUse>

Checklist for ensuring your emails are delivered reliably: <http://docs.phplist.com/PhpListPreflight>

Automatically handling bounces: <http://docs.phplist.com/PhpListConfigBounces>

You'll also want to set up cron jobs for sending messages and for handling bounces (cron jobs are ways to automatically run processes and programs without you having to interact with them): <http://docs.phplist.com/SetupCronJob> and <http://docs.phplist.com/CronJobExamples>

If you run into problems, there are a host of people who will help you on the PhpList forums: <http://forums.phplist.com/>

Just ask questions there and you should get an answer shortly. If needed you can tell them you are using PhpList 2.10.5.

Unique Article Marketing With PhpList

Building Your List

The most important thing you can do after installing the software is build a large email list.

Here are some ideas on how to build your own large list.

1. Buy A List – There are several large ezine directories available. You pay \$200 or so and you get a list of 1,000s to 10,000s ezine owners on a huge variety of topics. You will want to select those related to the topic you are covering and upload them into the software. <http://www.directoryofezines.com/> is one I know of, there are others. In addition to the main large lists, you can sometimes find people who will sell on their own manually built lists. Robert Phillips at <http://www.Cybercashology.com> does this quite often.
2. Manual Search for Ezines or Newsletters – In Google, type in the words “ezine” or “newsletter” along with your target keywords and start looking for people who want to receive articles for their ezines. Other search terms to use are “send articles to”, “email articles to”, “article submissions” and so on. Be creative and you can find some publishers others haven't found yet. They'll be hungry for your submissions. You can also find ezine directories if you search on “ezine directory”.
3. Manual Search for Websites – Some article directories accept articles via email. You should add these to your list also. Just search on “article directory” and one of your keywords to find a list of article directories in your topic. Then check out the submission policies to see if they accept via email. They might require you to create an account first, so do so then add the submission email to your list.

Once you've found your first publisher, you'll want to start a text file with comma separated values (For example: Email, Ezine, First Name, Last Name).

Add in the email addresses, ezine or website name and names of each publisher to this file. The Ezine name and publisher's name is used for customizing your emails when you're sending out your message. They aren't required, but it's nice to have. (The attributes Ezine, First Name and Last Name need to be added as attributes in PhpList. You can find out more about attributes here: <http://docs.phplist.com/ConfigureAttributesInfo>)

Your text file might look something like this:

Email, Ezine, First Name,
publisher1@gmail.com, Marketing Secrets, David
mypublisher@hotmail.com, Publishing Today, Steve
user@myemail.com, List Builder Ezine, Julie

and so on...

Once you've finished building the list you'll upload this text file into PhpList. More information on importing lists can be found here: <http://docs.phplist.com/ImportUsersInfo>

I recommend building the list via a text file because I find it to proceed quicker. If you don't like it or find it confusing you can manually add in each user using the “Add A User” screen in PhpList.

Unique Article Marketing With PhpList

Sending Unique Articles With The Customized PhpList

In this section, I'll show you how build your email messages so you send out unique articles to each of your publishers. The program will randomly select a section you specify to put into the final article.

You may break up your article in any way you choose. Unique paragraphs, unique sentences or even individual words. All you do is enclose the part you want to vary in curly braces {}. Each variation is separated by a pipe or | character.

Here are a few simple examples.

To vary single words in a sentence:

I {ran|walked|skipped} across the {park|road|pavement}.

The possible outputs of the sentence above :

- I ran across the park.
- I ran across the road.
- I ran across the pavement.
- I walked across the park.
- I walked across the road.
- I walked across the pavement.
- I skipped across the park.
- I skipped across the road.
- I skipped across the pavement.

To vary sentences:

{I ran across the park|I walked across the road|I skipped down the pavement}.

The possible outputs of the section above are:

- I ran across the park.
- I walked across the road.
- I skipped down the pavement.

To vary entire paragraphs:

{I ran across the park. The grass was very green and the sky blue.|I walked across the road. The tar was black and the buildings grey.|I skipped down the pavement. The concrete was grey and the sky was blue.}

The possible outputs of the section above are:

- I ran across the park. The grass was very green and the sky blue.

- I walked across the road. The tar was black and the buildings grey.
- I skipped down the pavement. The concrete was grey and the sky was blue.

The more variations you have the less likely you will be hit by the duplicate content penalty. I would suggest varying words sometimes and entire paragraphs in others. Test it out and see what gives you the best results.

The format of the articles is the same as the [ContentSpoolingNetwork](#) from Chris Crompton, so if you use his service you can just copy and paste your articles from there into your messages.

Unique Article Marketing With PhpList

Article Example

Here's an article I've sent out using this software. This is exactly what I put into the message box:

Hello [First Name],

Included is my latest article. You are free to publish it in its entirety on [Ezine]. I only ask you include the resource box at the end.

Thanks,
Steven Lohrenz

BEGIN ARTICLE

{Anything Worth Doing Is Worth Doing Badly|We All Start As Beginners|Why Being Bad Is Good|Online Business Success Through Failure}

{When I started practicing Aikido 2 years ago, every time I stepped onto the mat, I felt like a club footed monkey after a lobotomy. I was bad. Very bad. Nothing went right. I didn't know how to roll, fall, attack, turn, or simply keep my balance. My Kote Gaeshi looked more like Kote Wussie and Ikkyo was more Sicko.|I started practicing Aikido years ago. When I walked onto the mat, I felt awkward and confused. I was horrible. Bad. Terrible. Nothing ended up in the right place. I couldn't fall, roll, turn, attack or keep my balance. My techniques resembled a bad stop motion film with strobe effects.|Years ago, when I started practicing Aikido, I was constantly humiliated by my inability to perform the most simple of techniques. I was really bad. Very bad. Nothing ever ended up in the right place. I couldn't keep my balance, turn, attack, fall or roll. My techniques resembled a old Gumby film with missing frames.}

{Hardly anything done in Aikido is what a normal person would choose as a first option. Do you know how much practice it takes to make stepping into a punch or kick feel like the right thing to do? Do you know how much confidence it takes to realize just when your attackers think they have you where they want you, they just gave you a great opportunity to introduce them to the Earth... very suddenly.|In Aikido, all of your instinctive reactions are wrong. It takes a lot of practice to overcome the basic instincts of avoiding punches and kicks, instead stepping into them. Instead of a strong hold being a loss, it becomes an opportunity to introduce your attacker to the ground, suddenly.|Hardly anything done in Aikido is what a normal person would choose as a first option. It takes a lot of practice to overcome the basic instincts of avoiding punches and kicks, instead stepping into them. Do you know how much confidence it takes to realize just when your attackers think they have you where they want you, they just gave you a great opportunity to introduce them to the Earth... very suddenly.}

{An internet business is much the same. Your first product is probably going to be horrible. Let's just be honest here. It will squeak and whine and you'll say too little in some parts and too much in others. Your first sales page will most likely be the same. Benefits instead of features? Not likely in a first draft! Your first posts will be weak and your first articles probably won't be all that and a bag of chips either. You'll struggle for traffic and sales will be dismal.|In an online business, it's much the same. You're going to start out doing everything badly. The first product will not be perfect. It will contain typos and squeaks and whines. You'll say too much in some places and too little in others. The conversion rate on your first sales page will probably be less than 1%. You'll list features instead of benefits. When you start blogging, the posts will be short and me tooish or too long and cumbersome. Your articles won't contain the pizzaz needed to bring traffic. Traffic and sales will be slow for a long time.|An internet business is much the same. You're going to start out doing everything badly. The first product will squeak and whine and you'll say too little in some parts and cover too much in others. The conversion rate on your first sales page will probably be less than 1%. Benefits instead of features? Not likely in a first draft! When you start blogging, the posts will be short and me tooish or too long and cumbersome. Articles will be hard to come by and lack lustre. You'll struggle for traffic and sales will be dismal.}

{But it's important you do them AND you release them. When they're released they generate feedback. It's similar to the time I was performing a technique (poorly) and my partner thought I should have been doing it better. So

she (all 5' 90lbs of her) countered and introduced me to the mat, sharply. Embarrassing? Most definitely. Did I survive and learn my lesson? Yes. Have I had similar lessons since then? Of course, both in Aikido and in my online business. But I've improved both because of these lessons. Moving on and getting better is what you should be focused on, not where you are today. [So what if you suck, it's just important they get done and released. What you're looking for at this time is feedback. Did the sales page convert? Am I getting a lot of returns? Where is the traffic coming from? How can I get more? What could I have done better? You'll be embarrassed by some of the things you do in these early days. You'll survive and hopefully apply the lesson the next time. And the time after and the time after... Focus on getting better, not how terrible you are today.]But it's important you do them AND you release them. What you're looking for at this time is feedback. It's similar to the time I was performing a technique (poorly) and my partner thought I should have been doing it better. So she (all 5' 90lbs of her) countered and introduced me to the mat, sharply. In an online business: Did the sales page convert? Where is the traffic coming from? How can I get more? Am I getting a lot of returns? What could I have done better? Each time did I survive and learn my lesson? Yes. Have I had similar lessons since then? Of course, both in Aikido and in my online business. Improvement is the key. Focus on getting better, not how terrible you are today. }

Here's 3 reasons why being bad at something is good:

{1. For the ideas. Everything you have problems doing is a potential product/blog post/article - once you find an answer. Don't understand what FTP is? There's a blog post. Did you find a nifty combo of techniques for bringing traffic to your site? There's an e-book. Can't find a plugin to display a collapsible list of pages in WordPress - develop the software to do it. My suggestion: If you're having problems with something - WRITE IT DOWN! Put it in a text document specifically for product ideas or write it in your personal journal. I personally keep a list of product ideas in a Writeboard in Basecamp. |1. For the ideas. Any problems you have is an opportunity to create a product, blog post or article. Did you find an effective way to generate traffic? Create an e-book. Don't understand what FTP is? Create a blog post. Can't do something in WordPress? Build the plugin yourself and sell it on to others. My suggestion: WRITE DOWN YOUR PROBLEMS. Keep it in a journal or a simple txt document. Log everything and someday when you're stuck for ideas, open it up and viola, no more research needed! |1. For the ideas. Everything you have problems doing is a potential product/blog post/article - once you find an answer. Can't do something in WordPress? Build the plugin yourself and sell it on to others. Did you find a nifty combo of techniques for bringing traffic to your site? Create an e-book. Don't understand what FTP is? There's a blog post. My suggestion: If you're having problems with something - WRITE IT DOWN! Keep it in a journal or a simple txt document. I personally keep a list of product ideas in a Writeboard in Basecamp. }

{2. You get better at it by doing. Everyone was once a beginner. Leonardo Da Vinci probably once drew in stick figures but he went on to paint the ceiling of the Sistine Chapel. But, you don't get better at something by reading about it, you only get better by doing. My suggestion: Consider everything between now and when you consider yourself a master to be nothing more than practice. If it's just practice, then there's no pressure, right? Now get out there and practice. |2. You get better at it. Even the master was once a beginner. Leonardo Da Vinci started out drawing stick figures. But he drew those figures and then drew something more complex, until he was able to paint the Sistine Chapel. You don't get better my reading, you get better by practicing. My suggestion: Consider every action between now and whenever it is you consider yourself a master to be practice and for fun. If it's for fun, there's no pressure to do it well. Just do it better. |2. You get better at it by doing. Everyone was once a beginner. Leonardo Da Vinci probably once drew in stick figures but he went on to paint the ceiling of the Sistine Chapel. You don't get better my reading, you get better by practicing. My suggestion: Consider everything between now and when you consider yourself a master to be nothing more than practice. Practice, practice, practice and make it fun! }

{3. It's fun. Maybe it's just me, but I find learning to be fun. You can't learn about things you've already mastered, so most of the things you need/want to learn about you're going to do badly! And everyone is bad at something. My suggestion: Children find everything fascinating. Adopt an a child like attitude towards your tasks. Enjoying the learning process is probably why children learn so fast and innately. Make the discovery process fun. |3. It's fun. Perhaps it's just me, but I find learning fun. I've learned you can't learn about things your already a master of, so if you're learning, you're going to be doing it badly. There isn't a single person who is good at everything. So make learning fun. My suggestion: Kids find most everything interesting. Adopt a child like attitude towards all the tasks you're faced with. When you learn something let out a big AHA! Then do a little dance. |3. It's fun. Perhaps it's just me, but I find learning fun. You can't learn about things you've already mastered, so most of the things you need/want to learn about you're going to do badly! There isn't a single person who is good at

everything. Make your tasks fun. Make discovery fun. My suggestion: Children find everything fascinating. Adopt a child like attitude towards all the tasks you're faced with. Enjoying the learning process is probably why children learn so fast and innately. When you learn something let out a big AHA! Then do a little dance.}

So get out there and be horrible at something. If you keep at it, in a couple of months/years, you'll actually be good at it. That's how the masters got to be masters.

{Learn how to start and build your own successful & highly profitable Internet Business in 45 days... 100% Guaranteed! I'm Steven Lohrenz and I can recommend the intern program.

<http://www.onlinebusinessabc.com>

"The PayPal Kunaki Integration Software will allow you to set your entire sales, production and fulfillment process on full autopilot." -Steven Lohrenz. Here is the URL:

<http://www.paypalkunaki.com>

"Visit my blog and learn the art & science of putting your internet business on complete autopilot." -Steven Lohrenz. Here is the URL:

<http://www.stevenlohrenz.com>

|Learn how to start and build your own successful & highly profitable Internet Business in 45 days. 100% Free! I'm Steven Lohrenz and these are the procedures I've used to build my own business.

<http://www.onlinebusinessabc.com>

"This simple software makes delivering physical items such as CDs and DVDs just easy as digital ones... I'd say even easier!" -Steven Lohrenz. Here is the URL:

<http://www.paypalkunaki.com>

"Visit my blog and learn the art & science of separating your life from your business."

-Steven Lohrenz. Here is the URL:

<http://www.stevenlohrenz.com>

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"Automate traffic and link building to your blog with this blog carnival submission service. I use it on my blog and it's fantastic!" -Steven Lohrenz

<http://www.autosubmitblogcarnival.com>

"Build traffic and links to your blog with the Auto Submit Blog Carnival Service. Traffic and link building on autopilot. It's great!" -Steven Lohrenz

<http://www.autosubmitblogcarnival.com>}

END ARTICLE