

ONLINE RESOURCES ~ SYSTEM CHEATSHEET ~

FREE ONLINE TOOLS

Refer to this helpful list when creating your content.

HERE YOU WILL FIND LINKS TO SOME OF MY FAVOURITE AND FREE ONLINE TOOLS

FOR INSPIRATION FOR YOUR WRITING



[Free Printable Brainstorming Sheet](#)

- brought to you by online marketer Nicole Dean
- geared to blog posts but works equally well for newsletter articles
- here you'll find more than 100 suggestions for any niche
- from topic starters for your articles to email subject lines, newsletter ideas and more
- all you have to do is fill in the blanks

Here are a few examples from the sheet:

- * How to _____ in (#) Easy/Simple Steps
- * There has Never Been a Better Time to _____
- * (#) Common Mistakes that _____ Make & How to Fix Them

FOR CREATING CATCHY TITLES THAT DRAW YOUR READERS IN**Tweak Your Biz Title Generator**

- a fun and free tool that can help you create interest in your blog posts and articles and generate more traffic to your site
- simply enter your topic into the search window, select whether your word is a Noun or a Verb and choose how you would like the results to appear
- receive several title suggestions in over a dozen categories

Here a few examples of the results I got using 'home office' as my topic for title suggestions:

- "Lists" category: "9 Creative Ways You Can Improve Your Home Office"
- "Best" category: "Best Home Office Tips You Will Read This Year"
- "How To" category: "How To Turn Your Home Office From Blah Into Fantastic"
- "Questions" category: "Want An Easy Fix For Your Home Office? Read This!"
- "Motivation" category: "Make Your Home Office A Reality"

TO ANALYZE THE WORDS YOU USE IN YOUR MARKETING**Emotional Marketing Value Headline Analyzer**

- learn how to increase your Emotional Marketing Value (EMV) and communicate effectively through your marketing
- compares the words in your headline to words that have been proven by research to conjure up emotional reactions through sound patterns.
- enter your headline into the text area, select a category from the drop down menu and click 'Submit For Analysis.'
- you will receive an EMV Score and an emotional classification(s): Intellectual, Empathetic or Spiritual.
- it's stated on the site that "most professional copywriters' headlines will have 30%-40% EMV Words in their headlines, while the most gifted copywriters will have 50%-75% EMV words in headlines."
- sign up for The Advanced Marketing Institute Newsletter and free report

TO FIND IMAGES TO ENHANCE YOUR ARTICLES

All of these image sites have images that are completely free to download and use and some include paid options in case you can't find what you're looking for.



Cler.com – Free clip art and images with editing and drawing tools if you sign up for a free account.



Freestockphotos.biz – Free stock photos and clip art sorted by categories.



Morguefile – Free high resolution digital stock photographs.



Freeimages – Free high-quality stock photos and graphics. Search offers premium pay-as-you-go image options from iStockphoto in addition to the free images.



Pixabay – Free images of high quality. Search results also offer premium pay-as-you-go Shutterstock.com options.

- add an image to simplify or represent a point you want to make and complement your article
- graphics help with the understanding of information, enhance an article as well as add interest.