

# When is Your Article Complete?

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1. Does your article say what your title hints to?
2. Have you said what you wanted to say?
3. Does the article benefit the reader in some way?

So, you want to write an article? It's really not that hard to do. It can be a most enjoyable project; even, a profitable project as long as that isn't the main reason, unless of course, it is an advertisement.

An article and an advertisement are not the same thing. An advertisement is not completely true and plays to emotions of pride or vanity. Big Business pays big bucks for this type of solicitous advertising, and no matter what it says, the customer is not most important, the buck is. Yes, advertising may contain facts and also some good points, but because it plays to unreality, the obscurity of those facts and good points are no longer helpful but detrimental to rational decision-making.

An article is a statement of facts interspersed with subjective viewpoints, yours, the author. The facts are presented as facts gained by formal study; observation or experience and rational and reasonable people will acknowledge the facts as facts and the viewpoints as yours and base their decisions on the weight of the facts.

Thus, in closing, your article is considered complete when the three above points have been met. The information in the body of this article hints at the title concerning completion of an article, the statements of facts and the subjective viewpoints of the author in the article are separated, and the knowledge to be gained by the reader in order to make a rational and reasonable choice is a benefit. To like or to not like, to enjoy or not to enjoy the completed article is a rational and reasonable decision made by the reader.

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