

Creating a Clickable link in HTML

By W. Terry Whalin

Every author needs to learn some basics of HTML and how to effectively use it. I recommend you get a book like [HTML Quick Start Guide](#) (part of the Dummies series) and get more basics. You can click the link to go to the page on Amazon. I buy used books or even out of print titles at [BookFinder4U](#). Or get it from your local library.

One of my basic lead magnets is called [Straight Talk From the Editor, 18 Keys to a Rejection-Proof Submission](#). Many people have gotten this free Ebook and they get on my email list in this process. If you don't have it, click the link and get it.

1. I store my little HTML files in plain text files on a jump drive with specific names like "Straight Talk Editor HTML" I put them on a jump drive so I can easily eject them and put them in my laptop bag when I travel and I'm away from my home computer.
2. Being organized in your plan is a key part of using this material. You should organize what is effective for you but this is how I do it.
3. Here's how my HTML file for Straight Talk looks:
Straight Talk From the Editor Notice I bold the words of the title with a simple command to start Bold then to end Bold.
4. There is an additional format to show you in HTML—and some websites let you use it and some do not—so try it. This format will open a new browser window—which is the extra information in this version: Straight Talk From the Editor
5. I have many of these files on my jump drive. The key is to create what you need—and then save it in a format you know and can quickly access when you need it. I encourage you too put some time and thought into getting them organized. It will save you hours in the process.

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