

Resource Box Components

Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Resource Box with EzineArticles.com consider formatting your Resource Box with the following components:

(1) The first component of your Resource Box should be your author name. You worked hard on this article, right? So give yourself some credit! Give your author name and title (if applicable) and a quick snippet of bio information in the first sentence of your Resource Box. Your readers will want to know that they are reading material from an actual person, not a business or company.

(2) The second component of your Resource Box is your pitch. Your pitch should be one to three sentences that encapsulates what makes you and your offer unique. This is also called your Unique Selling Proposition (USP).

(3) The third component of your Resource Box is your call to action. This is your one specific request of the reader: to visit your website, sign up for your email newsletter, download your free ebook or special report and offer more valuable information to your reader.

(4) The final component of your Resource Box is your website URL link. You want your reader to comply with your request to go to your website, so you will want to make sure your website URL link is formatted properly. The best practice is to display your full website address with the `http://` prefix to ensure that your website address remains valid when a publisher re-prints your article on another website.

Within EzineArticles.com you have the opportunity to create three separate Resource Boxes for each of your author names. Submit your next set of articles with your expertly crafted Resource Box to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!