

Resource Box Pitfalls

Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When creating your Resource Box with EzineArticles.com, avoid these five (5) Resource Box Pitfalls:

(1) Including your email address: I highly warn you against this--you will be spammed without mercy.

(2) Including your phone number: Phone numbers often change over time, but keep in mind that your articles are timeless.

(3) Including extensive bio information and a laundry list of accomplishments: This takes the focus away from offering additional benefits to the reader in exchange for a visit to your website. A short sentence with your author name, title and nugget of bio information is the best way to start your Resource Box.

(4) Including very personal data about yourself such as your sex, marital status, physical stats, etc. Ask yourself: "How does including this information in my Resource Box advance my credibility in the mind of my reader?"

(5) Including website links in your Resource Box to sites that are not relevant to the topic of your article: This Resource Box pitfall will dilute your credibility and damage the trust relationship you have built with your reader.

The purpose of your Resource Box is to build your credibility by staying narrow in your focus and being reader benefit-oriented in order to funnel them to your website.

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!