

Resource Box Strategies

Here is another Ninety-Second (: 90) Strategy with EzineArticles.com. When creating your Resource Box with EzineArticles.com consider these Resource Box Tips:

Resource Box Defined: Your Resource Box is the section at the bottom of your article that offers your resources to your reader.

Its purpose is two-fold:

(1) It is a resource for you, the author, to give your name and a snippet of bio information, offer your sales pitch and call to action, and a link your website address.

(2) For the reader, it is a place to find the promise of more valuable information, products or services relating to the topic they just read about from you, the expert author.

Your Resource Box is where you create additional value for your reader in exchange for a visit to your website. Ask yourself: "What is in it for the reader to know more about me or what I have to offer beyond my article they have just read?"

Your Resource Box should grow the trust relationship with your reader by relating specifically to the topic of your article and building on the delivery of your article title promise. Explain the benefit the reader will get from you when they do the one single action you encourage them to do in your Resource Box. Your Resource Box call to action can be as simple as offering more information through your weekly email newsletter, a free report or ebook or signing up to your email list. Plus, remember to always state your Resource Box call to action in the positive and make your selling proposition unique. No one is offering what you are offering right?

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