

Article Writing & Marketing Secrets
*"Your Article Resource Box - Get this Wrong You
Won't Get Paid, Get this Right You've Got it Made!"*

Welcome everyone to another Article Guy teleseminar. My name is Jeff Herring. I'm the Internet Article Guy and I will be your host for the evening.

Tonight's topic is:

Your Article Resource Box:
Get this wrong, you won't get paid.
Get this right, you've got it made!

Tonight we're going to talk about the most important thing about submitting your articles – an article resource box.

Some of you in the questions that you asked are on this call and I just love you because you're on this call and you even asked, "What is an article resource box?"

I love it! You've come over not even knowing what one is, but you want to find out. I think that's a great idea. We've got tons of other questions, too.

What we're going to do tonight is start with the definition of one, and go all the way to 7 specific secrets and tips.

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Again, the teleseminar pages for tonight can be found at:

<http://www.TheArticleGuyTonight.com>

You can access the Study Guide from there, which we'll be starting on in a minute. You can also look at the bullets there, and please begin to ask your questions now, because we'll be taking them as we have time, if we have time. I've got a lot of information I want to give you on this call and I don't want to keep you up too awful late, although I'm just having fun.

Believe it or not, this is my fifth teleseminar today, so we're just rockin' and rollin'. I've been looking forward to this one.

Some of you are already in. Congratulations to Cecilia Davis [?], congratulations to Cynthia Maillot [?], who have already gotten in to the Article Writing & Marketing Secrets telecourse that starts October 1.

Tonight is the last night to get in on the half-price early bird special. After midnight tonight Pacific time, 3 a.m. Eastern, you will pay \$50 more. So there's your incentive to get in tonight.

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For the first seven people that get in tonight on this call, you'll not only get in half-price but you'll get an hour consult – that's a \$300 value – with me on your article writing and your article marketing.

So on your teleseminar page where it says 'Your Study Guide,' underneath that click on the link that says 'I'm ready to get in, Jeff' or go to:

<http://www.ArticleWritingAndMarketingSecrets.com>

There's a link there for Big Seminar 10 and a link there to being able to create web pages like this one.

Let's get into our Study Guide.

Page 1 is the cover.

Page 2 takes us to the title,

Your Article Resource Box.

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**Get this wrong, you won't get paid. Get this right,
you've got it made.**

Scrolling down we see the quote of the call. I use these quotes not to impress you with my literary knowledge. Any of us can find these over at www.QuoteGarden.com. I do quotes because it shifts your perspective. A good quote can get you to see things that you might not have seen before, like this one.

**Language is the means of getting an idea from my brain
into yours, without surgery.**

That's by Mark Amidon, and I have no idea who that is, but apparently he says this. I chose that quote because the language that you use in your resource box is very important in order to get them to click through to your website or blog and do what you would like them to do. We'll be going in depth into that in a little while.

Resources For Your Next Success Steps

We already talked about the early bird specials. If you join the Article Marketing Mentor Program, you get the upcoming telecourse and all the telecourses for free. It's part of that program. So I invite you to go there and check that out.

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Page 3 – (You can also find this information on the teleseminar pages)

In this teleseminar you will learn –

- So exactly what is this resource box you speak of?
- The secret mindset you must have when creating your resource box
- The three most common prospect-killing and profit-killing mistakes made with your resource box
- The top five benefits of a well-designed resource box
- The seven secrets for creating a prospect-pulling and profit-pulling resource box
- And just a little bit more!

So let's get started boys and girls!

Article Resource Box Defined

The resource box is the last field that you fill out when you submit an article to EzineArticles.com and other directories. It's where you put your links back to your website or blog.

It's one of the purposes of article marketing. Without this, it would just be getting a lot of articles out there for people to read and getting

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your name known. This brings them back to your website or your blog.

The beauty of this – and we'll do an old TV sitcom here – 'Riddle me this, Batman. When is a box not a box?'

Well, we call it a resource box because it's called the resource box, but the beauty of it is that when your article is displayed online at EzineArticles and other places, it's not a box. It's the next paragraph in the article.

One of the things I'm going to teach you tonight is how the best resource boxes start in the article body.

That's what an article resource box. It's where you invite your reader to click on a link that takes them back to your website or blog for more information. That's it! No mystery.

We'll talk about some of the ways it gets misused in a few moments.

**The Secret Mindset You Must Have When Creating Your
Resource Box**

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A mindset is a way of looking at things. Here's one that really applies to resource boxes.

There are two different work models in the business world. Most people live and work under this first business model or work model, and here it is:

Work once, get paid. Work once, get paid. Work once, get paid. Work once, get paid.

Another work model that works beautifully on the internet and is one of the purposes of a well-designed resource box is:

Work once, get paid, get paid, get paid, get paid, get paid, get paid, paid, paid, paid.

Which one would you like better?

Now even when I was a full-time marriage and family therapist in Florida, even though I charged \$150 a session, cash, check or credit card, no insurance, no managed care, that was a nice return on an hour's time, but it was still work once, get paid, work once, get paid, work once, get paid....exchanging time for dollars.

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Work once get paid, get paid, get paid...the way that works in a resource box is once you've put an article out there with a well-designed resource box in it, you've worked once and you're getting paid every time somebody comes in through that resource box and joins your list and becomes a customer.

So work once, get paid, get paid, get paid, get paid. That's part of this mindset.

What the mindset is not

This is one of the bigger errors I see people do, and it's an error in mindset – is "Alright, I've finished the article. Now I've got just one more dadgum field to fill in. Let me just put something in here and get out of here." No!

What the mindset is

This is the most valuable piece of real estate in the whole article. If you mess this up, all the other things you did could be wonderful. Your article body, your keywords, your title – they all could be wonderful, and it won't work for you if you mess this up.

(Congratulations to Gail at CelebrateAging.com. I don't have a last name here, but you are in at the half-price rate and are one of the

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seven to get that hour consult with me, so congratulations and welcome!)

So what it is is you've got to think of your resource box as the most important part of your article submission, the most important piece of real estate here,

How to install it and keep it

Think about it as inviting someone to come visit you for more information. Install that way of looking at it in your brain. "This is where I invite people back to join me on my website, become a prospect, a customer, a long-term customer."

Another way to think of it is in the article you're giving. You're giving information. That's your give.

In the resource box, that's your take. That's where you're getting something. That's where you're getting paid, in a manner of speaking, for what you've given.

The Three Most Common Prospect- and Profit-Killing Mistakes

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Made With Your Resource Box

1. No links in your resource box

People will actually write a resource box without putting links back to their website in there. I can't understand it. I don't know why somebody would do that, but they do. So there's no way for them to find you, no way for them to get more information from you, because if you've done your job in the article body, they're going to want more from you. They're going to want more information. So mistake #1 is no links at all.

2. Turning it into a virtual ego wall.

This is the one I see most often -- people will turn this into a virtual ego wall. An ego wall, if you're not familiar, is that wall that some of us have in our offices, or I used to when I had an office, and it's all your diplomas and all your awards and all the pictures of you and famous people if you're into that kind of thing.

They turn it into a virtual ego wall. They say, "Sally Smith or Bill Jones graduated with 18 degrees from the highest-priced university. They've written 27 books and their parents think she's great or he's great."

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Who cares? It's not about you. We'll talk about that a little bit more in the seven tips.

3. Making it longer than your article.

Again this sounds ridiculous and outlandish, but I see people do it. It's related to mistake #2 – they think they've got to put everything in that resource box. I have actually seen resources boxes that were longer than the article! Now that's a little bit insane, but people do it.

The Top 5 Benefits of a Well-Designed Resource Box

1. You get visitors to your website.

Now follow me here. There are lots of ways to drive traffic to your website. You can buy visitors. Just now I got an email trying to sell me a list of doctors that I could email. Don't ever do that. You'll get all kinds of hate email. It's spamming. Don't do that.

Another way you can drive traffic to your website is pay per click. You can put up ads on Google. When you Google something or go to different places, you see all those ads over on the right. Those people that put up those ads are having to

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pay Google a certain amount every time somebody clicks on it. So that's another way to drive traffic.

You can do link exchanges with people. You can beg for it. You can do all kinds of stuff.

Now here's the beautiful thing. You can drive a whole lot of traffic to your website for free with articles. As a matter of fact, here's how well this works. You can drive traffic to your website for free with articles. That's all there is to it. I like that!

Not only is it free, but I believe you get the best traffic that way, because if you get traffic that you paid for by someone who's clicked on a Google ad, all they've seen is the ad, like a classified ad in the paper.

When you get somebody clicking on your links in your resource box that's read your article, you have someone that has come to begin to know, like, and trust you because you've given them good information. You have highly-qualified traffic. They already like what you said and they want more.

So you get traffic, you build highly-qualified traffic, you build highly-responsive traffic. Now most of my lists, probably 80-90% of my lists, are built through article marketing, through driving traffic to my various websites with articles.

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My lists are not huge. I don't think they would bring bragging rights at an internet convention, but they are very very highly qualified, very very highly responsive lists, as you can see by the people that are already signing up tonight.

With a small list, I've been able to build a full-time business on the internet, something very very very few people are able to do. Most people are doing something else, and I did that for a while, but this is what I do full-time now.

So the first benefit is you build traffic, you send traffic, that's highly qualified and highly responsive to your blogs and to your website.

2. That traffic turns into prospects.

A prospect is someone that has come to your website, and your job is to...what? Sell them? No, no, no, no. That comes later. Some people will come to your website and buy right away, but the #1 job of your blog, the #1 job of your home page on your website is not to make a sale.

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The #1 job of your home page on your website or on your blog is to capture an email address, to get a prospect, somebody that you can begin to market to and build a relationship with.

So the second benefit is getting that prospect. You get that prospect by somebody opting in.

Now I'm going to teach you in a little while exactly the best way to do that with a website.

3. You will build your list.

One of the most important things on the internet – if you don't get anything out of this call tonight except this, get this – in order to make money...and I know I've got people on the call that are just as excited as can be about making money and people that struggle with it. "Well, gosh, should I make money while I'm helping people?"

I say absolutely yes! Not only can you, not only should you, I think you have an obligation to. Here's what I mean by that.

If you have a message inside of you that can help other people, not only do you have the right to get it out there and profit from it, you have the obligation to get it out there and profit from it. In order to continue helping people with your message, you have

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to stay in business, you have to pay your bills. In order to do that, you have to make a profit.

So you not only have the right to make a profit, you have an obligation to do this so you can get your unique message out there.

Some of you already have this freebie, but let me remind you that it's there. For those who are possibly new to the call, you can go to www.TheArticleGuy.com/quote.pdf.

It's a little mini-poster that says,

“There are more people out there waiting to hear from you that can only hear your message from you then you could ever get to in your lifetime.”

So for those of you in crowded niches, please hang onto that.

What you want to do with your resource box, back to one of the benefits, is build your list. This is how you profit. You have to have a list that you can send your newsletter to, you can send your freebies to, and you can send your offers to.

In my experience, list-building is one of the most important tasks on the internet, and article writing is the absolute best

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way to do it. It's free and you get highly-qualified people on your list, highly-responsive people on your list.

What you do with your list is you take very very good care of the people on it. You answer their questions. You respond to them, even if it's the 12th time you've answered that question that day. You take very very good care of them.

If this place I'm in caught on fire right now and I had to get up and leave, I would grab two things: my laptop and my dog. My kids are with their mom, so don't think "He's not taking his kids!" No, they're with their mom tonight.

I would grab my dog and my laptop that contains my list. My list is one of the most valuable assets I have. If I lost everything tonight, including my list, and had to begin from scratch tomorrow with no articles out there, I would begin writing tons of articles with a good resource box to build my list.

4. Income, dollars, profit, money, whatever you want to call it.

Here's how it works. People come to your list and sometimes will buy right away. Other times it'll take a while.

Now let me do this just for fun. If you're on the teleseminar pages and can get to that Q&A box, and if you came into this

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whole article marketing network of mine through an article you read, and have spent money with me, just send in a little thing in that question box that says "Yes." Just for demonstration purposes I want to show everybody how powerful this is.

Some people may buy right away. Other people – I've got tons of people, some even in the mentor program – that have said, "Jeff, I've listened to you for two years and it's time. I've listened to you for 10 teleseminars and it's time. I've listened to you for five months and now I've saved up enough money."

Here they come – "Yes, yes, yes, yes, yes...." – all these yes's just from the people on this call. Some of these are mentees. Some of these are people that have taken a telecourse. Some of these are people that just have the article templates.

I do that not to impress you folks, but to impress upon you how well this works, how beautifully well this works.

One of the ways it works for me is in most of my recent resource boxes – and you can go over to www.EzineArticles.com and do a search under my name and check them out – I invite people to download two free article-writing templates.

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Now the page they're taken to, the landing page, thanks them and tells them that the links are in an email on the way to their email box, and then invites them to go ahead and invest in the whole set of templates at a special price.

Every day I'll get an email time-stamped – let's see, what time is it now, 10:15 – saying that somebody's downloaded the two templates, and then I'll get another email time-stamped at 10:20 from the same person and they've purchased the templates. That's one way this turns into income.

So a well-designed resource box results in people investing with you, and you make a profit.

5. You get members.

Here's what I mean by members. On this phone call I've got everybody from first-time visitors attending one of these teleseminars, all the way to high-level mentees, and everything in between.

Members are what I call folks that have taken one of the telecourses, either the Article Writing & Marketing Secrets telecourse that's coming up in October, and/or they've taken the one that's going on right now, Multiple Streams of Article Income Secrets telecourse. They're members of those courses.

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Here's some more yes's coming in...New Jersey, Virginia, Detroit...love it! Thank you, guys. Thank you for your investment and thank you for your trust. I'm honored. And thank you for letting me know this so we can demonstrate this tonight. That was not planned. It was impromptu. Remember this is live.

And then people that are mentees are members. These are people that put their trust in you. They're voting with their pocketbook and voting for you. I like all my members. I love developing these relationships.

Some of the people have gone from student to affiliate to partner already. There are people in the mentee program that are running different websites of mine, or that are running different parts of The Article Guy website.

We've got people in charge of blogging, in charge of article directories, in charge of e-courses.

So you get members that not only invest with you, but then you can do joint stuff together.

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So those are the 5 benefits of a well-designed resource box.

**7 Secrets for Creating a Prospect- and Profit-Pulling
Resource Box**

Now let's get into the nitty gritty, if you will. I'm going to teach you basically how to design a very well-designed resource box.

I'm going to give you at least 7 tips. Those of you that are regulars on this call know that I'll probably end up giving you a whole lot more than that, right? But we're going to give you at least 7, and a link to another article about this.

Let me start with a high-level tip. Many people ask me, "Jeff, how can you give so much information on these teleseminars week after week and not give everything away?"

That's an easy answer, because I'm going to give you a lot of information tonight that you can use right away, and at the same time there is so much more behind this. Right now in these 7 tips I'm going to give you just a slice, a small appetizer, of what's coming up in October.

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Here's one of the high-level tips I'll start off with:

The best article resource box begins in the article body.

The article resource box is simply the next paragraph when the article shows up on the internet at EzineArticles.

Think about what that means. Your goal then is for people to just read on into your resource box before they know they've gotten into anything different, and then they're clicking on your links.

If you get this, you're in the top 10% of article writers and marketers who use it. A place I invite you to visit often is the blog over at www.EzineArticles.com/blog. You'll learn a lot over there. You'll begin to meet different people and get your name known, which is a good thing to do.

Not too long ago there was a discussion about where to put your name in your resource box – first, last, whatever. One person wrote in and said they like to bold their name and put it at the beginning, and this is an exact quote and this person should know better, but this is what they said.

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They put their name in the beginning in bold because they've read some articles where they can't tell where the article ends and the resource box begins.

Well, duh! That is the whole entire point! Hopefully those articles were written either by one of my students or by me. That's the whole point. You want your article body to flow into your resource box.

So instead of ending an article in what I would call a 'hard ending' or a 'hard close,' that clearly states this is the end of the article – now you don't do it with 'The End,' but some people will follow the pattern

of 'I'm going to tell what I want to tell you, I told you it, now here's what I told you,' and they convey 'This is the end' and people stop reading.

No, no, no, no, no. You want a soft close, something like, 'I encourage you to use these tips in your article writing,' and then it flows into the resource box. I'll tell you in a minute how to pick up and pull them right into the resource box.

So that's a high-level freebie here. Now let's get into the secrets.

1. NAY – Not About You.

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The resource box is not about you. Again, it's not a virtual ego wall, and I'll explain this a little bit later in Tip #7. I don't even mention my name in my resource box until the very end.

What a lot of people do when they make it about them is they try at that point to tell the people more about them. That's not the time for that. I'll talk about that more in a little bit.

So Secret #1 is it's not about you.

2. It's all about the reader.

Your resource box is all about the reader and what they need next. They've read your article looking for information and/or a solution to a problem, so think in terms of what the reader might need next.

Ask the question, "What's next?" What might they need next, and then provide it to them.

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3. It's invitation time.

In marketing circles it's called a 'call to action.' I like the phrase 'invitation' better. It's got a nicer sound to it. You want to invite the reader to take the action that leads them to your website or blog to get the free bonus that you're offering. I even use that language in my resource box.

Many of my resource boxes will start off this way, and yours can too –

For more tips and tools on how to write a great quality article, I invite you to visit...

and then I give them a website. So let's say your niche is in helping people bust through their limits.

For more tips and tools for transcending your limits, you're invited to visit.....

You're extending an invitation to them like "Come on over to my website for more good stuff," which leads us into Secret #4.

4. Offer them good stuff.

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This is always funny to say, in my mind, but in the early days of the internet, after Al Gore first invented it, you could offer someone a free newsletter and they're jumping all over it.

Those days are gone. That's why one of my favorite quotes is –

In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.

Nowadays people are so accustomed to email and ezines and newsletters, you basically have to write a sales letter to get somebody to join a newsletter.

Instead, offer them something tangible of high perceived value that they can get right away.

What I'm doing with these secrets is I'm giving them to you, and then I'm going to pull them all together, then direct you to an example that you can try out and become a part of and experience and learn from and copy. How's that for a lot?

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You offer them something of high perceived value that's tangible that they can get right away. For example, here's language from one of my resources boxes.

I'd like to offer you free access to two of my article-writing templates. You can download them by going to....

and then I give them the URL, the domain name for them to go to. That's giving them good stuff that they can get right away.

You don't want them to subscribe to a newsletter that they've got to wait a week for. You want them to have something tangible in their hand right now. In most of mine, I'm inviting them to download two free article-writing templates, valuable stuff that they can get right away.

That's called a gem. A gem is a slice of your expertise that has high perceived value that's going to encourage people to want more. With those two templates, people think, "Wow, if he's giving this away for free, I wonder what those other 26 look like."

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That's one reason why my article writing templates is my best-selling product. You get those for free when you join the Article Writing & Marketing Secrets telecourse.

So think about what could be a gem from your area of expertise. It could be a sample that you could give away and put in their hot little hands right away.

5. You want to have in your resource box at least one complete URL.

We're going to spend a little bit of time here so you'll understand what all this means. In your resource box – and this is the beauty of this, folks – in your resource box on EzineArticles – and I talk about them the most because they're the biggest and the best and they just do a good job...

They give you three active links back to your stuff. Use them, ok? Even as short as a year or so ago I would tell people to make all three of those anchor texts or clickable links, like 'article marketing' or 'newsletter' or 'relationship advice,' that those words were something you clicked on.

Actually, it still makes the article resource box, I think, cleaner and a better presentation, but here's the problem with it. Many of the people that come and pick up your articles to use in their

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newsletter, their website, or their blog are not internet-savvy enough to include the proper HTML to make those links clickable.

So all of a sudden, somebody's using your article but there's no way for people to click through. What you want to do, out of those three clickable links, you want one to be a complete URL.

A complete URL simply starts with http and ends with .com or .htm if it's a file, so it's the whole HTML, like this –

<http://www.blahblahblah.com>

(That would be a great domain name, wouldn't it? I'll go see if that's available later.)

That way, no matter what the people do when they post your article, if they include that there will be at least one link back to your website.

If you're just starting out at this, here's what I recommend. Go ahead and use all three clickable links. There are times when

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you're only going to want to use one, like in a lot of my articles that are referring to a specific product and the purpose of that article is to drive traffic to that product, whether it's mine or an affiliate product, I'll only use one link.

But that's for later. When you're first starting out, use three.

The first link you want to be just a general link back to your website. I'm going to give you an example of this with text in a minute, but the first link is just a general link back to your website.

The second link is a link to a page on your website where they can opt in for something, a newsletter if you have to, a download, a free report, a part of an e-book, two templates like I do – a way for you to capture their email address.

The third link you want to have to a product page, where it takes them directly where they can spend money.

So you've given them three choices. It would read something like this, and I'll just use my own niche as an example.

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For more tips and tools on how to write great articles, you're invited to visit <http://www.TheArticleGuy.com>.

(Boom, they're back at the website)

If you'd like a special report on how to write great titles, click on blahblahblah.

(Now they're having to exchange an email address)

If you're ready to get started writing more articles in less time than you ever thought possible, you can visit blahblahblah.

(Link to sales page for the article templates).

So it goes:

- Website
- Opt-in box
- Product

So that's secret #5.

6. Keep it short and sweet.

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"I invite you to visit here.... Thank you very much." Then your name, and you're out of there.

They're at the end of the article and they don't want to read forever and ever all about you.

7. 'At the end'

I usually only mention my name at the end of my resource box. Sometimes I don't even do that, but I usually do that because I want them to remember where this good stuff is coming from. I want them to associate this good stuff with my name and my brand.

What a lot of people will try to do in their resource box is at that point try to convince the reader that they're an expert. They want to put their name first and convince them why they're an expert.

Well, you know what, folks – if you have not convinced the reader in your article that you're an expert, it is way too late by

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the time they get to the resource box. In fact, they're probably not even reading it anyway.

If you can't convince somebody that you're an expert in your article, they're not going to be reading your resource box. So typically what I will do is just put one line at the end and say:

From Jeff Herring - The Article Guy and
GreatArticleMarketing.com

And GreatArticleMarketing.com is a clickable link. It's anchor text.

That's it.

From Jeff Herring – The Article Guy and
GreatArticleMarketing.com

Boom, they're out of there. They may not even have read it if they've already clicked on a link, but I at least want them to

associate the good stuff that they're getting with my name and my brand.

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Now what I'm going to do is I'm going to give you an example of a humongously powerful resource box, and pull together everything we've talked about here. Then I'm going to direct you to a page where you can find that.

This bonus article here down at the bottom of page 6 is an article by Chris Knight, the CEO of EzineArticles, about article resource boxes. I invite you to look at that later.

This is a resource box that I'm about to read you whose primary purpose, its total reason for being, its primary purpose is to build my list. I do that by inviting them to download two free templates in exchange for their email address.

I'm going to have you walk through that in a minute. As a matter of fact, let me go ahead and give you this link. If you're online and want to go there, you can get there now.

<http://www.EzineArticles.com/?&id=674758>

I'm going to give that one more time. If you can't there, that's ok. I'm going to make this really visual for you. This resource box is so short, it won't take you long to write it down.

<http://www.EzineArticles.com/?&id=674758>

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Now I'm just going to read it to you, and I'm going to start in my article body. It's the article that I just turned into a teleseminar with these 7 tips.

In fact, if you have not demonstrated that you're the expert in the article, the reader will probably not ever make it to your resource box anyway.

I invite you to use these resource box secrets to strengthen your article marketing.

And with your permission, I'd also like to offer you free access to two of my article writing templates. You can download them by going to

<http://www.TheArticleGuy.com/bonustemplates.htm>.

Would you like to get in on our free weekly Article Guy teleseminars? Visit

<http://www.TheArticleGuyTeleseminars.com> to get started today.

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From Jeff Herring – The Article Guy and
GreatArticleMarketing.com

Those three lines of text right there make me thousands of dollars a month. Let that settle in. Those three lines of text in my resource box make me thousands of dollars a month.

Did you see how it flowed from the article body?

I invite you to use these resource box secrets to strengthen your article marketing.

And with your permission, I'd also like to offer you free access...blah blah blah

They're reading before they know where they are, before they know the article has ended.

If you're over there, I'd like you to click on this link. If not, go to this URL, and if you can't get there at least write it down so you can get an experience of what happens here:

<http://www.TheArticleGuy.com/bonustemplates.htm>

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When I click on that link in my resource box in this article, I'm taken to a page in my website that's an opt-in page. The fancy name is it's called a squeeze page.

It says

"The web's leading article marketing expert reveals two of his most powerful article-writing templates for free. Here's what you'll discover right away inside..." blah blah blah.

There's the bullets. Then people opt in.

Now I'm going to opt in to my own stuff here just for demonstration purposes, because this will take me to a page that says this.

"Thank you for downloading my two free article-writing templates. They're on the way even as we speak to your email inbox and will be there in a few moments."

(Crucial transition sentence here...)

"While you're waiting, I invite you to check out this one-time special offer below on the complete set of Article-Writing Templates."

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So what's happened here, folks, is at the very least I get somebody added to my list and they get good stuff...and/or people that have come in here to get two free things from

reading an article are now spending \$47 with me to get the templates.

Now that, ladies and gentlemen, is the power of a well-designed resource box.

So what I invite you to do is go over to EzineArticles, Google my name, and look at the different articles and study how they're done. Those few lines bring me thousands of dollars a month...and can for you, too.

In a minute I'm going to answer these questions that have come in. If you've got any, send them in through the teleseminar page or shoot them over to

Jeff@TheArticleGuy.com or Jeff@GreatArticleMarketing.com

If you liked what you've gotten tonight, if you've thought, "Hey, I want to know more," if you've thought, "Hey, I can do that. I just need some more help," I invite you to come join us. We start

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- Pull it all together to use in your business.

Here's the way this is set up. Through midnight Pacific time tonight, the early bird special is half price. After 3 a.m. Eastern time and 12:00 p.m. Pacific it will go up \$50. It will go up \$50 each week until it reaches \$497, which is the full price.

I like to reward early responders and decisive people, so **Cecilia Davis, Cynthia Maillot**, and Gail at CreativeAging.com, among others, have gotten in at half price. Don't go kicking yourself weeks from now and don't come banging on my door saying, "Jeff, can I please get in at the early bird special?"

No. I have to honor the people that got in at the early bird special under the wire. So if you want to do that, do that tonight. Click on that link, "I'm ready to get in, Jeff" on the teleseminar page, or go to:

<http://www.ArticleWritingAndMarketingSecrets.com>

That's how you get in.

Let me tell you how to get in for free.

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Get into the affiliate program and bring two other people. I pay 50%, so when you bring two other people you've got your tuition paid for. That's how you get in free.

How would you like to get paid to take that course? Bring in three people and you're making money at this. I can't make it any better or any easier, folks.

Alright, let's dive into the questions.

Questions and Answers

Jane: If they get on your list from a variety of websites, how do they all get on the same list?

Jeff: That's a two-part question. The article can be on a variety of websites, other people's websites, but it's the same link that takes them back to the same opt-in box on my website that goes into that list.

You can also have sub-lists. Somebody may come in and join the list for this call. I've got a sub-list of a couple hundred people that registered for this call, so the next

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time I'm doing a resource box call, who am I going to let know about it first? That list, because I already know they're interested in it.

Jane: You have the free give-away first in the articles I looked at it today. What's the difference?

Jeff: Those are articles designed specifically to build my list, so they're opting in right away.

Chris: Jeff, great info. Do you teach the back end of the resource boxes, specifically the squeeze pages and download process?

Jeff: Yeah, absolutely. That's one of the things we'll teach in the article submission and article marketing part of Article Writing & Marketing Secrets telecourse.

I'm going over to my email to see if we've got any questions over there. Well, somebody from Texas working in London is telling me

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there's an urgent job vacancy over there, but I don't see any questions. Don't you just love spam?

Alright, so I'll check one more time on the teleseminar page for questions.

Ok, that's bringing us to the end of the call. Again I invite you to click on that link that says "I'm ready to get in, Jeff" or www.ArticleWritingAndMarketingSecrets.com to get in on the half-price special that ends four hours from now.

What will also end with that is whichever comes first – the first seven or that time tonight – that get with the registration an hour consult with me. You can ask me for help on anything about your article writing and marketing, or your internet marketing.

Tomorrow you'll be hearing about next week's free Article Guy teleseminar. I can tell you right now it will be about article marketing and ways to market your articles, ways to get your articles in front of as many eyes as possible in as many consumable forms as possible.

You've been a great audience, laughing in all the right places, even though I couldn't hear you on presentation mode. I just know you did.

I will end this call like I end all calls. Go use this stuff! I'll catch you soon.

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Good night.

Invitations