

3 Techniques to Put Your "Resource Box" on Autopilot

By David McKenzie

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David McKenzie
brisney@brisney.com

Brisney <http://www.brisney.com/resource-box.htm>

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If you write articles then you also write resource boxes. Do you think much about what you put in your resource box? In fact, do you think much about the resource box at all?

If not, then you should. It is probably the most important part of your article!

But what should you put in your resource box?

Here are 3 effective techniques to use your resource box to its maximum potential. Remember, the resource box is a call to action. Write it so your reader takes action. That action should be either to send an email or visit a web site.

1. Join Your Newsletter

Write a couple of different resource boxes that enable people to subscribe to your newsletter. Make sure you have sign up instructions, a link back to your web site (where they can sign up there if they want to) and try to give something away for free. Telling your visitor they are going to get something for free when they sign up is a great way to encourage subscribers to subscribe.

All this information needs to go in the resource box so make it compact and catchy.

2. Sell Something

Got something to sell?

Tell everyone about it in your resource box. Make sure you include a link back to the particular page in your site where you sell the product or service. Make it as easy as possible for them to purchase. Also make sure you include your email address in the resource box so people can contact you for more information.

3. Promote Your Affiliate Program

If you are in an affiliate program, you can promote it in your resource box. Have a link to the product or service itself, or better still, provide a link back to your web site that then redirects to the affiliate program site. You will need to set up a separate page to do this.

However, make sure the affiliate program site you are promoting ties in with the content of your article.

The resource box is a powerful but underused marketing tool. By using a number of pre-written resource boxes in these 3 key areas you can put your resource box on autopilot.

This will mean more traffic, more subscribers, more affiliate commissions and more sales!

Resource Box

David McKenzie of <http://www.brisney.com> produces a free twice monthly newsletter for affiliates. Sign up by sending an email to <mailto:brisney@brisney.com?subject=subscribe> and receive the free Special Report "7 Secrets to Making Money With Affiliate Programs."

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