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### 3 Tips To Getting The Most Out Of Your Resource Box

By Ken Hill

#### 3 Tips To Getting The Most Out Of Your Resource Box by Ken Hill

One of the most important parts of writing your articles is creating your resource box.

Your resource box is where you are able to tell your readers who you are and provide a short advertisement for your business.

To help you get the most out of the substantial amount of free ezine advertising writing articles can provide, I've provided three quick tips to help you increase the profit you get from your resource box.

To start:

1. Use your resource box to promote your ezine.

Your articles can be a fantastic way for you to showcase the outstanding content that can be found in your ezine and increase your circulation.

Also, people that subscribe to your ezine because they like your articles are more likely to read your publication because they enjoy your articles and buy things you recommend because they see you as an expert.

If you already write articles, but haven't yet allowed your articles to be reprinted in other ezines, I've listed some resources that can help you get your articles published for free in other ezines at <mailto:articleresources@zipresponse.com>

2. Provide a free marketing course in your resource box.

This can be a very effective way to promote your business because you are able to follow up with your prospects.

## 3 Tips To Getting The Most Out Of Your Resource Box

Your marketing course, like your article, should provide information your prospects can use to successfully promote their businesses.

If you already write articles, you can use your articles to form the different parts of your marketing course.

You can also use your marketing course to promote the products of affiliate programs you have joined that offer products related to your course.

### 3. Give away a free ebook in your resource box.

Your ebook could be a free trial of your product, or you could create an ebook compilation of your articles with links to your business in the resource box.

If you create an ebook compilation of your articles, you can further increase your profits, just like with your marketing course, by linking to affiliate programs that offer products that relate to your business.

Once you make your ebook compilation, you can allow webmasters to rebrand your ebook with a link to their business or website.

This can lead to your ebook being on many high traffic sites which can generate even more sales for you.

A good way for you to promote your ebook is to submit it to sites that list ebooks for people to download.

Some good sites you can submit your ebook to are:

1. <http://www.ebookdirectory.com>
2. <http://www.ebookjungle.com>
3. <http://www.ebookpalace.com>
4. <http://ebooks.searchking.com>
5. <http://www.free-ebooks.net>

After you develop a resource box, that brings in lots of sales, all you have to do is keep using it with every article you write.

Use these tips when making your resource box and you will be able to cash in even more on the substantial amount of free advertising you can get for your business by writing articles.

**Do Not Sell in the Resource Box!**

**By David McKenzie**

### **Do Not Sell in the Resource Box! by David McKenzie**

Most people assume the resource box at the end of the article is their opportunity to sell.

You write an article and can sell your product or sell yourself via a link or email address in the resource box.

However this is NOT the most effective way to use the resource box. You can actually increase sales by not using this approach.

You really should not sell in the resource box but rather get the interested visitor to take further action.

You give' with your article but you try to receive' with your resource box. But what should you receive?

Instead of trying to sell a product directly through the resource box, there are more effective techniques that provide long-term benefits.

Here are 3 offers that you can provide in your resource box:

1. A free email course. This way you get subscribers and you can then market your product throughout the email course.
2. A free ebook download. Promote your product via links throughout the ebook. Also, offer the email course in the ebook as well.
3. An ezine packed with valuable content published either weekly, twice a month or monthly. Then promote your product with ezine ads throughout each issue. But make sure you do not go overboard with ezine ads. Generally, the fewer the better.

The resource box is an invaluable marketing tool but is often used for making direct sales.

However, my own research has shown that by providing offers through the resource box rather than the product itself, your sales will actually increase.

In the resource box provide an offer for readers to take further action.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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