

Do Not Sell in the Resource Box!

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**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.

## Do Not Sell in the Resource Box!

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!

### **7 Resource Box Secrets**

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Here are 7 resource box secrets to help you obtain greater success with your resource box:

1. Do not sell anything in your resource box. Instead, give away something for free like a free email course, a free newsletter subscription or a free ebook.
2. Provide a clear, clickable link to your web page. Alternatively, provide an email address or autoresponder address if you are giving away a free ebook or free email course.
3. Put your name in the resource box. For example, if you are offering a free ebook then it should read "David McKenzie is providing a free ebook..." You want people to get to know you so tell them who you are!
4. If you are offering a subscription to your newsletter in the resource box then provide an email address where people can subscribe. You do not want people having to go to a web site and looking for a subscription link somewhere on the site. Make it really easy for them to subscribe.
5. Keep it short. You should be able to give away something for free in 4 lines. And 1 of those lines should be a web site or email address link. With resource boxes, the shorter the better.
6. Keep the theme of your resource box similar to the theme of your article. You do not want to be writing an article about health and giving away a free ebook on the stock market. It will just confuse people.
7. Do not list direct affiliate links in your resource box. Instead, provide a link to your web site where you have affiliate links located or feature a redirect page for your affiliate link in your resource box. Believe me, your click through ratios will be much higher if you do not use direct affiliate links.

Resource boxes are a fantastic marketing tool so use some of these techniques to get the best results

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you can. Really, all you are trying to do is get them to click the link, whether it's a web site or email address. Its as simple as that!



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