

"Don't Overlook This Valuable Resource!"

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**"Don't Overlook This Valuable Resource!"**

**By Peg Bastin**

**"Don't Overlook This Valuable Resource!" by Peg Bastin**

This article is a tribute to all ezine publishers.

Do you have a problem or question? Have you tried to figure out how to do something only to give up in frustration? Are you ready to throw your computer out the window? Don't do it!! Let me tell you about a great resource available to anyone. Ezine publishers!!

When the editors ask for comments, feedback, or questions, they really mean it. It helps them to find out what their subscribers need. Information that can be passed on in their newsletter for everyone's benefit. They also like to know that folks are reading their articles and learning from them.

Every time I have written an editor with a problem or asked a question they have always responded with an answer or given me advice on where to find the answer.

I might never have attempted to build a web site without the instructions of Newbie Club and Web Site Marketing Machine, and the encouragement of these editors. On occasion I know I've made a pest of myself, but I never got that impression from any of the publishers themselves.

My web site is finished – thanks to the advice and help from many of you. George, Seqkat, Bo, Jane, Sharon, Tony, Joe, Margot, Marion, Bina and many others. You know who you are. I thank you.

## "Don't Overlook This Valuable Resource!"

These are real people with their own families, problems, schedules and jobs, who also have time to do research, and publish a newsletter, as well as develop their own online business. And they take time out of their busy schedules to help 'newbies' like me get past a frustrating problem in the mechanics of web site building. Heck! They even work on their vacations!

Get to know the editors of your favorite newsletters. They are kind and very helpful. Some tell it 'like it is'

and some are downright funny! But all are willing to teach you what they know.

I've tried many get rich quick schemes to make money. 'Buy this, buy that' – didn't get far because I didn't know how to do 'this or that' to make money. For example, I got a merchant account before I was making any money and I'm still paying out without getting any back.

As you've guessed, I lost money I couldn't afford and the only people getting rich were those I sent my money to. So I started asking advice from these fine folks who've 'been there, done that, got the T-shirt.' I mean REALLY listening. I'm taking their advice and help BEFORE I spend my money. I'm done with 'get rich quick' and I'm learning more every day on my computer. Take the time to get to know these knowledgeable people who are so willing to help us so we don't make the same expensive mistakes. They'll teach you the tricks and tips that they spent years learning.

This is a very valuable resource, plus an extra added benefit of making some very good friends! I only hope I learn enough someday so I can return the favor and keep this chain of friendship alive and well whenever someone asks me for help.

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Article may be reprinted with resource box.

578 words  
10/27/01

## "Don't Overlook This Valuable Resource!"

Written by Peg Bastin Learn to Understand Your P.C. in SIMPLE language! If your PC is a Pain in the ya know where – Learn "How" and "What" to do!  
<http://www.bastinmarket.com> <mailto:peg@bastinmarket.com>

### **How To Make Your Resource Box Sell**

**By Michael Southon**

Ezine Articles – they're everywhere!

And little wonder. They're one of the fastest ways of building traffic to your website.

But what many people overlook is the Resource Box. It's almost as important as your Article. After all, your traffic comes to you through your Resource Box.

Writing your Resource Box is an art in itself. You have very little space (5 or 6 lines) and you want to make the most of it. Here are four key elements your Resource Box should contain.

#### 1) Your Name

Remember, one of the reasons Ezine Articles are such a powerful promotion tool is that brand your name, they establish your reputation as a an expert.

So the first line of your Resource Box should be a short sentence that gives your name and tells the reader what you do on the Internet.

#### 2) Your website URL

This is pretty straightforward – you want people to visit your website. But there's another reason for including your website URL.

As well as being published in Ezines, your Articles will also be published on websites, often with a live link to your website URL.

And that's going to do wonders for your link–popularity. Remember, the major Search Engines are making link–popularity one of the key factors in ranking their search results.

#### 3) Your Newsletter subscribe address

A given reader may not purchase your product, they may not even click through to your website, but why not at least capture their email address?

Remember that the average person has to see your message seven times before they buy your product.

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#### 4) Something FREE!

Your Resource Box is probably one of a dozen other Ads in the same Ezine, all clamoring for attention. Offer something free and you'll vastly increase the chances of a reader clicking through to your

website.

(c) 2000 by Michael Southon

Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. [Click here to find out more:](#)

[How To Make Your Resource Box Sell](#)

[Do Not Sell in the Resource Box!](#)

[Time is the single most valuable resource.](#)

[Where And How To Get Information For Your Newsletter And Ezines](#)

[Affiliates need to read their Newspaper.](#)

[File Resource Meter Software](#)

[Profitable Puppets](#)

[How Nice Guys, Shy Guys and Good Guys Finish First!](#)

[Create Instant PDF](#)

[The Great Big Book of Internet Marketing](#)

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