

Lisa Angelettie's

ARTICOLOGY

The Simple Science Of Article Marketing Made Easy!

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Lesson #11

The Ultimate Bio (resource) Box



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Foreword

Welcome to this week’s lesson all about writing or crafting the ultimate bio box, or in other words a “resource box”. As you can see in this module, we are building your articles and making them stronger step by step. Get these fundamentals down -- and you will create a really strong article marketing campaign for your business and any future online endeavors you may be a part of.

Another thought... I recently had a session with a private client who was interested in some “done-for-you” article writing services. And while I have written content for clients (in a past life:), and can recommend some decent services to try, I really think it is a big mistake to outsource your article writing -- at least when first beginning to build, market and promote your business. Why?

Well it’s important that the message you promote on your business has a truly distinct voice in this overcrowded sea of voices all competing for your prospects attention. People will know when they are reading something written by someone getting paid to write a good article or when they are reading something by a REAL business owner. Most people can spot an authentic voice.

That’s why I teach this course. I urgently want you to **find your voice**, learn how to spread your message, and then how to monetize that message. It’s as simple as that. Leaving something so important as branding your message through articles to people who don’t care on iota about your business -- is a beginner’s mistake. And one that you will find you will have to go back and fix. Be original. And then perhaps later find someone who can replicate your voice.

Okay...so let’s dig into this week’s lesson on writing the ultimate bio box and learn how to build your list faster than you can say ka-choo. *Remember to look out for your bio bonus to arrive in 1 or 2 days!*

Note: If you learned something useful or new in Module I of the training program, we want to hear from you! Please [write us a quick testimonial note](#) and we will feature you on our sales page.

Note: Download links for previous lessons will be at the close of each PDF file in case you missed or misplaced an earlier edition.

Module II - Master Your Writing

Introduction

While the title, intro and body are all very important - there is nothing quite as critical to “get right” then the bio or resource box at the end of your article.

When you write and submit your article to directories, there will be a section especially for you to write about 50-100 words on:

- ☒ who you are
- ☒ what you your expertise is
- ☒ what you can do for the reader
- ☒ what you want the reader to do next

This is important because if you did your job and gave the reader some valuable information, they will crave more and want to know how they can learn more from you. So you have to do your part in “closing the deal”. Assure them that you are again a credible expert and describe how they can get more access to you.

Here are the 4 essential elements that you should have in your bio box:

THE 4 BIO BOX ELEMENTS

1. Name & Title

Make sure that you include your Full name and appropriate title if you use one such as Professional Coach or marketing expert.

2. Your URL Address

It's important that you include your full URL website address because many directories will only activate a full URL link and because it's easier to remember. Ex <http://www.LisaAngelettie.com>

3. What Makes You Special?

Make sure to include a few sentences covering what makes you unique and the expert on your topic. This is sometimes called your unique selling proposition a.k.a. "Why should I listen to you?"

4. What You Want The Reader To Do Next

Otherwise known as a "call to action". You want to tell the reader what they should do next whether that is buy from you, visit your website, sign up for your free newsletter, or sign up for a free report or teleseminar. Make sure that you only choose one of these things because if you ask a reader to do too much, they will just become overwhelmed with the decision process and click away.

Remember that:

1. you may want to tweak and tailor your bio box for the publication, website or topic that you are writing on.
2. You do not want to create only one general bio that contains a link to every website you own:) Keep your bio specific to the content of your article and you will be looked at as a credible source for that topic.
3. There's nothing wrong with having several different bios ready to use depending on your target market. Just make sure they all include the four elements we just discussed.

➡ Tweaking Your Bio

Once you have a rough draft of your bio -- it pays to do some extra tweaking, because it is your last chance to make a good impression. This bio below is an older version of a bio that I use when I am writing articles about relationships on the web:

Lisa Angelettie, "GirlShrink" is a relationship & life coach, author, and online advice authority. Visit her at www.GirlShrink.com and learn about her exciting Relationship 911! Program - <http://www.girlshrink.com/911intro.html>.

You can also grab her FREE report "3 Simple Ways to Save Your Relationship from Sabotage!" INSTANTLY when you go to: http://www.girlshrink.com/better_choices.html.

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Now this bio worked pretty well for me. Like all my marketing - I tested it and it fared pretty well in click-through rates. But if you notice, I have two different action steps with URLs that readers can click on to get more information or get something free. Believe it or not, that can lead to confusion for the reader on what to do next. **That's why I decided to tweak it and only use one action step.**

Lisa Angelettie MSW, "GirlShrink", is the founder of GirlShrink.com and the creator of the "Relationship 911! System". To learn more about this step-by-step program, and to INSTANTLY grab her FREE report "3 Simple Ways to Save Your Relationship from Sabotage!" go to: http://girlshrink.com/better_choices.html

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So this bio did much better after I tested it, and I was sold on the fact that readers only need one course of action to click on when reading your bio. But there was something else. The sign up page for my ezine had a long and ugly URL in my opinion- http://girlshrink.com/better_choices.html Yuck!

So another tweak you can consider is to make sure that you have a visible sign-up box for your ezine on your home page and just use the home page URL. OR you can register a separate domain name for your ezine and simply forward it to your sign up (squeeze) page. For instance, I could use *betterchoices.com* which would simply forward or re-direct the reader to the page http://girlshrink.com/better_choices.html

>> Also you will notice that I have added a copyright notice and reprint rights to my bio box. While your work is technically protected under copyright law once you've posted it online -- it's also nice to give reprint rights right away to potential affiliate partners and publishers etc. who want to use your articles for their newsletters, membership sites, etc. This is how the word is effortlessly spread about you and your business.

>> You can also choose to place a keyword anchor in your bio too. For instance, if you use the keyword income for your site, you would use the keyword income in your bio and link it back to your site like this: income

Just make sure NOT to do this more than once in your bio. Ideally you should have one keyword anchor and one complete URL in your bio. Especially because directories have different rules.

Some will only allow two or three links in your bio. Others will not even allow anchor keywords because they do not allow you to type html code into their bio sections. This is why it's **important** that your submissions are made by human hands instead of submission software. There is a lot of room for error depending on who you submit to. But we will talk a bit more about that later.

➤ A Few More Things

1. Do not type a period, comma, or any other punctuation mark after your URL because it may not always get translated as a working link. You could lose a great deal of traffic this way.

Right: I love <http://www.LisaAngelettie.com>

Wrong: I love [http://www.LisaAngelettie.com.](http://www.LisaAngelettie.com)

2. Do not put your email address in the bio or spammers who scrub the web for email addresses will spam you. I learned this the hard way. If you absolutely have no choice, then you can write your address like this and perhaps have a better chance of not being spammed: [lisa \[at\] lisaangelettie.com](mailto:lisa@lisaangelettie.com)

3. Do not put your phone number or address in your bio either. It's a waste of valuable bio space and it may become outdated. Plus, you don't want every web stranger calling you. You want them to go to your website first.

4. Do not put the year next to your copyright. It is not necessary because your articles will fall under the copyright of the website they are on and it makes your articles appear dated. (*You should put the year on your website's copyright.)

Right: [Copyright by Lisa Angelettie](#)

Wrong: [Copyright 2007 by Lisa Angelettie](#)

5. Do not only link back to your home page. This is a mistake many business owners make. I did it too. It's better to link to pages deeper in your site such as the ezine sign-up page, product listing page, free offer etc. This will increase your **deep-linking ratio**. Something that the search engines love.

This Week's Assignment

1. Begin writing your bio box. Make sure to include one enticing call-to-action that has a live link. If you need help creating the offer for your bio box, reach me over at the [inner circle](#).
2. Once you have written your first bio box, it won't take much to write a few more to tailor fit the publications you have in mind, the one that will go on your website, or different ones to fit several niches or to several target markets. For example, for one of my websites I have a bio box especially for coaches and then a more general one.

See you in 7 days.

Much Success,
Lisa Angelettie
Publisher, Articology™



P.S. If you need any assistance writing your bio box for your articles, feel free to pop over to the [inner circle](#).

Coming Up Next...

Lesson #12: “Crafting Killer Article Content Ideas”

In the next lesson, we'll be covering how to tackle one of the biggest issues that most new article marketers have, and that is how to come up with new and compelling content on a regular basis -- that readers love.

Did You Enjoy This Complimentary Lesson?

Hello Reader,

This was a real lesson from my award-winning article marketing training course for beginners titled Articology. If you enjoyed this lesson and want to take advantage of the full course, I encourage you to try it for 30 days at my trial offer price of \$9.95. Each lesson is an easy and digestible chunk of information that has optional assignments at the end to get you implementing quickly.

Lisa Angelettie

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