

Byline Blueprint

Bylines, also called resource boxes, bios and author credits, aren't simply to tell the reader who wrote the article. As an online business owner, hoping to generate leads from your content, the purpose is to get people back to your site, not merely to "click", but to have a genuine interest in what it is they're clicking.

(Side note: If you got this blueprint, but aren't exactly sure what a byline is, it's the paragraph of text at the bottom of your article that gives biographical information about the author...but as you can see, it can do much more. Still lost? No worries, this guide will take you through every possibility and has plenty of ideas for you.)

What You Say BEFORE Your Byline is Important

To get your reader interested in your byline, it's important to have compelling content that drives him or her to want more by the time they get to the end of the article. Without that desire for more, they're gone before they even see the "About the Author" at the bottom of the article.

We aren't going into article writing specifically in this blueprint, but let's discuss the body of your article before we move on to bylines because your byline strategy will be closely related to your content strategy.

The way you put together your article will obviously depend on the rules and expectations of the website or publication you are submitting to, so use your judgment in each situation. I'm merely providing suggestions to make the most of your bylines.

Here are some items to consider:

- **Create an article that is a Part 1 on a topic.** To read "Part 2" they have to click a link to your site where they can read it, or better yet (for you), they have to opt in to read. (**Note:** some article directories don't allow this, so always check the submission guidelines.)
- **Create content that is (to borrow words from Jimmy D. Brown), "useful but incomplete".** You might create an article that tells someone what to do, but not how to do it (ex. the benefits of herb gardening). After they read the what and/or the why, they go to your site for the "how to".

- **Create content to sell the tools.** Show your readers how to do something, but sell them the tools to get the job done. You might show them how to create an mp3 recording for a podcast and use the byline to sell them the software to do it.
- **Create an article that includes links in-context.** This may or may not be allowed by the publisher, but where it is, use it to your advantage. In-context links (i.e. links that are in the body of the article) are more likely to be clicked on. Use your byline as a follow up to offer in-context.
- **Try a short article with an extended byline, making it look like part of the article.** Some article directories allow for short articles and fairly long bylines. In this case, you can make the byline an extension of the article and make your offer appear to be in the context of the article.

Byline Tips

- **Keep the focus on your reader.** Yes your byline can be about you, but make sure it illustrates what you can do for your reader. Forget your marital or parental status, degrees and certifications, and what city you live in. That is a biography best kept for the back of a book, not for when you want the reader to follow your call-to-action.
- **Use keyword links for SEO purposes** if the place where you are publishing your content allows anchor text and allows search engines to follow the links in articles.

For example, this is a keyword link that uses anchor text:

[angora sweaters](#) - The keyword is “angora sweaters” and the anchor text in the link is also “angora sweaters” (there will be a link hidden here)

The link below is not a keyword link:

<http://theangorabarn.com> - it is just a simple link.

Search engines read the keyword links and assume that the keywords in the link describe what the page is about. Thus, you may increase the chances of a good ranking for the page you are linking to. i.e. Choose keywords that are frequently searched for and that effectively describe the page they link to.

There are some keyword tools listed near the end of this blueprint.

- **Give them a specific call to action.** Keyword links are good for SEO purposes, but also include a link that asks the reader to do something...because readers click calls-to-action more than they do keywords.

For example: They make wonderful [angora sweaters](#). Make sure to [click here to visit the Angora Barn](#) to see the upcoming fall collection.

- **Change your byline to fit the article.** One size does not fit all for bylines. Structure your text, keyword link, and offer to correspond with the specific topic.
- **Links in context.** We already briefly mentioned links in the body of your article. Get these in where you can and the closer to the top of your article, the better. Even if your content is amazing (we know it is!), most people will quickly scan the top of the article and leave. Attempt to get them to click before they go. And for those who read through, you'll reiterate the offer at the end.

An article intro example: Many parents worry about how to best help their children excel at school. If you want to ensure a great school year for your son or daughter, this article includes some easy-to-follow tips.

And as a quick note, to help you even further, you can [sign up for your free subscription](#) to [The Involved Parent](#). You'll get weekly tips to ensure you stay connected with your kids and keep them on the path to success.

- **Try adding your photo:** Adding a photo to your byline not only makes you seem like a "real" person to the reader, it adds a visual focal point and can draw the eye in to read your byline.
- **Use an alternative to bylines:** If you are guest blogging or publishing directly to a website, as opposed to submitting to an article directory, opt for a "More Resources", "Recommended for Further Study" or a similar section to end your article instead of an author byline. Think about what would capture more interest.

"About the Author"

OR

"Items required to complete this project"

"Further Recommendations" etc.

It's quite likely the second two would be more interesting to a reader who needs more help on a certain topic. We'll have more ideas for your alternative to bylines a bit later in this blueprint.

What to Offer in your Byline

1. Newsletter subscription
2. Webinar/teleseminar (consider evergreen recordings or you'll need to update your bylines frequently)
3. Report
4. Consultation
5. Shopping list (products needed to do something explained in article)
6. Reading list
7. Software download
8. Other tool download to complement the article (ex. spreadsheet, worksheet, template)
9. Sales pitch (i.e. send them to a highly-targeted offer to buy. You might use this type of link for SEO purposes or for a high-converting offer people often buy on the first visit.)
10. Part 2 to the article (some directories don't allow this, but you might convince a blog owner to allow you to do this in return for an original post on his or her blog)
11. A free trial
12. A valuable coupon
13. Audio recordings or transcripts
14. Instructional video visually illustrating the process in the article
15. Step-by-Step instructions not covered in the article

Byline Templates

Feel free to use any of these bylines for your own work. Simply fill in the required info or take bits and pieces to make your own winning byline.

You might also choose to add some extra biographical information, but keeping in mind the reader - and what they hope to get out of the experience.

Ex. 1 - free sign up (newsletter, webinar, teleseminar, etc.)

[Name] specializes in helping you [insert what you do]. Sign up for her highly-acclaimed and miraculously free [insert publication, webinar, etc] and find out how to [enter a specific result] in [x] easy steps.

Ex. 2 - webinar/teleseminar series

[Name] is your host of the [frequency - daily, monthly, etc] [catchy name of webinar / teleseminar series] that shows you how to [insert benefit / desired result]. Sign up to instantly download your first lesson free.

Ex. 3 - more advanced guide

For more advanced guidance, sign up for [your name]'s [publication, webinar, etc]. It's absolutely free and will show how to [insert desired result], [insert benefit ex. "All the headache", "in 3 days or less", saving you thousands in fees"].

Ex. 4 - free report

For a free report that shows you [insert specific and main benefit, related to the article], grab a copy of [name]'s [name of report]. It's yours free and will save you plenty of [headache, time, money - be specific].

Ex. 5 - free consultation

For a free, no-obligation consultation, contact [insert name] by completing the quick-response form at [insert location of form]. Set aside just [amount of time for consultation] and discover how you can [benefit of your consultation/service].

Ex. 6 - tool list

For a list of tools required for this project, get your [insert site name/page]. [Name] specializes in help you [insert desired result] quickly and efficiently. Grab your list and get the job done faster.

Ex. 7 - shopping list

Ready to make your own [name of project]? [insert name] offers you a full shopping list of what you need to make your [name of project] a success...the first time.

Ex. 8 - software or tool download

Make the job go [X] times faster with [insert software/tool name] by [name]. It allows you to [what it does + benefit], saving you tons of time. Download yours [free] at [insert location].

Ex. 9 - part 2

Ready for the next step? Read Part 2 by [name], [insert article name]. Find out how to [insert a few points/topics covered in the article].

Ex. 10 - coupon

Save on your next purchase of [product - relevant to the article]. [Name] offers readers of [publication] an exclusive [amount of discount] discount. Just enter coupon code: [coupon code] on check out.

Ex. 11 - free trial

Make the [job, task, project, etc.] a whole lot easier by downloading your free trial of [software name]. [name] is the [creator/authorized dealer] of the leading [type of software] software and your source for reliable [type of support, advice, etc].

Ex. 12 - instructional videos

Need a little visual? Renowned [subject matter] expert, [name] shows you exactly how to [what you're teaching] [benefit - in 8 easy steps, etc.]. Go to [insert location] to watch a step-by-step video to get started [insert project, task] right away.

Ex. 13 - step-by-step instructions

Need a breakdown, step-by-step? [name], your go-to source for [subject matter / product type], breaks it down for you, making it simpler than ever to [insert project / task]. Go to [insert location] for a complete and easy-to-follow tutorial.

Biographical Credibility Boosters

You'll notice that the bylines above don't really include a lot of biographical information about the author. You may or may not want to incorporate some more (or less), depending on the article, where it's published and its purpose.

For example, if you are making regular contributions as a guest blogger, you may not need to include your biographical information each time - especially if there is a bio page about you already.

If you are trying to gain credibility or professional status, you may want to add a bit more about yourself and your credentials.

If you are submitting to a large directory that receives a large chunk of traffic directly

from search engines, you may want to focus more on a call-to-action type of byline. Search engine traffic often goes in to get what they want and moves on...so focus on giving them what they want through your byline link.

In other words, use your judgment. Just like everything else, it's not a one-size fits-all thing. Here are some phrases you might use in your biographical information to help boost your credibility with your reader:

- [name] is the author of...
- [name] has been published in [x] languages...
- [name] is the go-to resource for [x]
- [name] is the host of [x]
- [name] is an in-demand [x] and typically has a an [x month] waiting list for [his/her] services, but...
- [name] is a certified...
- Internationally recognized as [x], [name]...
- [name] has [x] years experience as...
- [name] is a leading...
- [name] is a recognized...

Talk about your credentials and stay focused on how you are qualified to and can help the reader.

Alternative to Byline: Subheadline Templates

Note: Some will be stronger calls-to-action, but use your judgment where a more subtle approach may be needed.

Make these a large, bold headline at the bottom of your article and then include the relevant details of you offer below. Here's an example:

...and you can even specialize in formal wear, business wear, lingerie, sportswear, swimwear and more. There are so many options for opening your very own store.

You should definitely [pick up a copy of this guide](#). It includes advice from experienced boutique owners and shows you how to create a business plan, how to decide what type of boutique to open, financing, merchandising, pricing and more.

What to Do Next:

1. **Educate Yourself:** Start by getting a copy of the [Fab Job Guide to Become A Boutique Owner](#). It will show you all your options and how to quickly get started.



2. **Attract Customers:** Find new customers and update existing ones by [creating your own website](#). Even if you've never built a website builder before, [here's an easy way to get started with a free 10-day trial](#).

NOTE: The * and ** in the list below indicate stronger calls to action.

- For Further Reading
- For Further Study
- Further Recommended Reading
- ** Items Needed to Complete this Project
- ** Must-Have Resources
- For More Advanced Study
- *Make it Simpler with these Tools
- ** Required Tools
- Reference Materials
- For More Detailed Guidance
- For Step-by-Step Instruction
- Recommend [type of relevant product]
- Next Steps
- *What to do Next
- For Further Reference
- Have Questions?

KEYWORD TOOLS

If you're searching for keywords to use in your byline links, here are some useful resources.

- [Wordtracker](#): A free trial or paid tool that draws in keyword data from a variety of sources.
- [Google Keyword Tool](#): This is a completely free tool, from Google itself.
- [Firefox Plugin - SEO Quake](#): This is a free plug-in available for Firefox.
- [Market Samurai](#): This is a paid product that has a free trial. It's a tool highly recommended by a number of my friends.



This Blueprint is just one of the many benefits you enjoy only as a member of Marty Marsh's Inner Success Circle. If you received this report and you are NOT yet a member, please join here: <http://www.innersuccesscircle.com>