

# **Ezines 101**

## **EZINE PUBLISHING 101 - How To Get Started As An Ezine Publisher**

"Why haven't you started your own e-mail newsletter yet?"

I'll bet you answered: "But I don't know how to begin"

Maybe you tried and gave up, thinking that ezine publishing is incredibly

complex!

Imagine this - if you publish an e-zine today, you'd have to

- \* spend time hunting for information
- \* research websites
- \* visit libraries
- \* surf the Net
- \* buy books on e-publishing
- \* try to take a crash course in visual arts, website design, publishing, e-commerce, online marketing, e-mail list management - everything.

Before - perhaps - even giving up in frustration. Worse, losing money and business in the process. But it doesn't have to end this way - if only you apply the **THREE GOLDEN RULES** of Starting an Ezine. There are only few \*great\* ezines that offer fantastic value and build the publisher's reputation and they don't happen by accident.

What are the three **GOLDEN RULES** of ezine publishing ?

==> **RULE 1: Thinking out a Strategy**

Some basic strategic issues to decide upon are

- \* Your areas of interest / expertise
- \* Your readers
- \* Your aims in e-publishing
- \* Selecting a name
- \* Deciding the frequency of publication
- \* Accepting advertisements?

But to really excel, you must plan for **CHANGE**.

- \* How will you monitor progress?
- \* How will you adapt to change?

\* How do you know you're doing well?

==> RULE 2: Planning out the process

You need an e-zine blueprint.

- Layout and design
- Content
- Formatting
- Archiving past issues
- The ezine's website
- Distributing your ezine

< Read a free sample chapter from my ebook "Ezine Launch," titled "Content for Your Ezine," at <http://www.drmani.com/business/ezl-sample.htm> >

==> RULE 3: Taking action.

Most ezine editors are in a hurry to begin. But wait - there's a little more to do:

- \* Preparing administrative messages (e.g.welcome, goodbye)
- \* Setting up autoresponders
- \* Joining an ezine distribution service
- \* Checking and troubleshooting
- \* Setting up an ezine website
- \* Getting ISSN This is a bare outline.

Publishing consistently high quality ezines involves these steps -- and a lot more. To help budding ezine publishers, and to share my experience on ezine publishing, I have written an ebook, "Ezine Launch," a primer to

create, publish and distribute your own profitable ezine. It is available for ordering and instant download in AdobePDF format. For readers of this ezine, for a limited period, I'm offering a special discount -- you can order for just \$10.95

Visit <http://www.drmani.com/business/ezinelaunch.htm>.

The funds raised from the sale of this ebook will go entirely towards the not-for-profit organization I manage, "CHD Help Line," a help group for families with children suffering from Congenital Heart Defects (CHD). This is a unique opportunity for me to give back to a wonderful, caring online community, simultaneously generating funds to help CHD families worldwide. Maybe this explains why, even though I'm a heart surgeon, I love to "operate" on the Internet! :-)

Mani Sivasubramanian, M.D., is a heart surgeon, ezine publisher and contributor to <http://www.newslettercoach.com>. Order "Ezine Launch," the ebook to kickstart your epublishing career, by visiting Dr.Mani also maintains a popular website: "Heart Disease Online" at <http://www.DrMani.com>.

## **Grow Your Subscriber Base**

By Boogie Jack

As ezine publishers we're always on the lookout for ways to grow our subscriber base. Sometimes you get lucky and have your ezine favorably

reviewed somewhere and pick up a flood of new subscribers, but this method is largely out of your control.

One method often overlooked is using your current subscribers to gain new subscribers. Most ezine writers are smart enough to include some kind of message about forwarding the ezine to your friends and family, but that only brings in a trickle at a time because few subscribers take the time and effort to do it.

Why not challenge your subscribers to help you double your subscriber base? If you offer a reward for helping you double your subscribers they will have more incentive to forward your ezine to people they know. For my incentive, I offered them 50% off of my URL Alphabetizer and said I'd make a free, new font just for subscribers. Offering a double incentive like that helps motivate those that would be interested in one of the incentives but not the other, plus allowed me to wear a white hat if we didn't make the goal.

While I didn't double the subscriber base, I did add a few hundred more new subscribers than usual from one issue to the next. And so that those who did help by forwarding the ezine on would not feel they were unrewarded for their efforts on my behalf, I went ahead and gave all subscribers the 50% off my URL Alphabetizer software anyway. They got a reward for trying, and I did get plenty of new subscribers.

Win/win.

I don't think this is something you'd want to do more than 2 - 4 times per

year unless you can continually come up with good rewards. And I'd highly recommend offering something if the goal isn't met so those that did help don't feel it was for naught. Try it, it works!

About the Author:

Boogie Jack has been publishing Almost A Newsletter since 1997. Humorously written for the average webmaster/surfer, the easy to understand how-to articles combined with freebies, resources and other goodies make it a favorite read for thousands of subscribers. Subscribe on his front page at: <http://www.boogiejack.com> or send any email to: <mailto:almost-a-newsletter-subscribe@egroups.com>

## **Three Powerful Ways to Create a Must-Read Ezine**

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Publishing an ezine is the ideal way to reach your target market. How far your reach extends depends on the type of experience you create for your readers.

By giving your subscribers a value-laden, benefit-rich experience you can create an ezine with a loyal and eager following of dedicated readers.

Here are three powerful things you can do to create the type of experience your readers demand:

### 1. Let Your Readers Get To Know The Real You

My favorite ezines have a personality. The personality of the writer behind the words is what captivates my attention.

Every writer has a unique style, and when it is allowed to flow freely it can be quite contagious. Let the real you come through in your words. Let your style flow from your heart. Just be yourself and talk directly to your subscriber.

An effective technique is to visualize yourself writing to just one person. This person should fit the profile of your target group. If you've properly identified the wants and desires of your audience, you'll find your writing style becomes more natural and flowing.

By using this model you discover the power behind the word "you". You can never use the word "you" too much. You know what I mean?

This approach works even if you are the editor of a corporate or institutional publication. Your own voice is more effective, and affective, than an anonymous, ghost-like corporate voice. You'll discover that the personal approach helps to bridge the gap between a reader and an otherwise impersonal entity.

### 2. Provide Solutions That Help People Reach Their Goals

Your readers subscribed to your ezine because you made a promise to deliver something of value. You must consistently deliver goal-oriented

value to keep loyal readers.

You do this by giving people the tools and information they can use to make their own informed decisions. By creating an environment which seeks to inform, rather than sell, you establish a lasting rapport and an atmosphere of trust.

To put this into practice, deliver the value aspect of your ezine in the form of word pictures. Tell a story drawing on your personal experience and show how you were awakened to a solution. Paint a picture with words to describe the benefits or pitfalls you found by following a particular path. Publishers who do this are regarded as trustworthy experts. Consequently, they create a following of subscribers who buy products and services based solely on a recommendation.

It is noteworthy, and should come as no surprise, that affiliate commissions are highest among those who use the products they recommend. They are in a position to comment first-hand on the benefits and solutions available in owning the product.

### 3. Let Your Readers Interact With Your Ezine

You engage people more fully by allowing them to participate and interact with your ezine. Plus, this interaction lets you take the pulse of readers and find out what's important to them. You can then tailor your content and marketing efforts accordingly.

Here are some ideas to get your readers involved:

- Take a poll. Invite your readers to respond to a short survey question. Provide a set of two or three responses from which they can choose by clicking on the appropriate link.
- Reserve a section of your ezine for reader feedback and invite people to email you with their comments. Personally respond to all email and reprint those which you feel are most beneficial for your readers.
- Have a section of your ezine devoted to reader's questions. Respond in your ezine with thoughtful and insightful answers. This establishes you as an expert in your field, thereby enhancing the worth of your ezine as a source of credible information.

Put the above three principles to work for you and see if you notice a difference. Just keep in mind your reader's desire for goal-based solutions, and let your must-read ezine be a source of must-have value and must-get benefits. You can't lose!

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## **Top 10 Elements of an E-Zine**

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### 1. THE NAMEPLATE

The Nameplate is just what you expect it to be. Your E-Zine's nameplate "opens" the issue and includes the name of the E-Zine, tag line, dateline and volume or issue number. The Nameplate is the first part of your E-Zine. It belongs at the top of the E-Zine.

### 2. TABLE OF CONTENTS

The table of contents box lets your readers know what to expect and the order of the articles in your E-Zine. In a text based E-Zine, you cannot refer to page numbers, so make sure that your table of contents matches the sequence of articles.

### 3. NOTE FROM PUBLISHER OR EDITOR

A personal note from the editor or publisher of the E-Zine. This is your opportunity to connect with your readers on a personal level. Don't be afraid to show your personality!

### 4. FEATURE ARTICLE

The main feature of your E-Zine. Focus your articles around the theme and purpose of your E-Zine.

## 5. SPOTLIGHT SECTION

Spotlight columns can feature Products, Services or Customers. Encourage interaction from your readers by asking them for nominations for the Spotlight. When your readers submit nominations to you --the article practically writes itself.

## 6. Q & A

An Ask the Expert column is a popular format in many E-Zines. Ask your Customer Service Reps to select the most frequently asked questions and provide an answer in each issue of your E-Zine.

## 7. COPYRIGHT NOTICE

Copyright: The copyright notice should contain the following elements.

- > The symbol © (the letter in a circle), or the word "Copyright".
- > The year the work was first published.
- > The name of the owner of copyright.

## 8. MAILING LIST MAINTENANCE

You must make it easy for people to remove their names from your mailing list. Include subscribe and unsubscribe instructions in each issue.

## 9. CLASSIFIED ADVERTISING INFORMATION

If you accept classified advertising in your E-Zine, include information to direct your readers to the advertising rates and policies for your E-Zine.

## 10. CONTACT INFORMATION

End your E-Zine with your signature file. A Signature File is a standard block of information at the end of an e-mail message. Place your signature file at the end of your E-Zine to ensure that your readers can reach you. It will be visible to all customers, clients, and prospects who correspond with you electronically.

About the Author:

Kate Schultz is the Publisher of E-ZineZ: the E-Zine about E-Zines. Visit E-ZineZ at <http://www.e-zinez.com> for how-to help for your email newsletter. To subscribe send an email to <mailto:join-ezine-tips@sparklist.com> with SUBSCRIBE in the BODY.

## Who Me, Publish An Ezine?

Clay Stone (c) <http://www.EzinePublisher.org>

There are thousands of email newsletters published each day. If you're not already publishing one, you may wonder why?

To begin, why do you subscribe to ezines? Most likely it's because you find the articles and resources helpful. Free, useful information is what every online user wants. Ezine publishers provide this service to their readers...knowledge.

We all have a particular topic we enjoy talking about. This is something you could share with thousands of ezine readers across the internet.

## 1. Share What You Know!

Have you worked in a particular field?

Do you have a hobby?

Do you stay current on a specific issue?

Do you do study a topic of interest?

Everyone is hungry for knowledge, you can find many readers who are interested in the very topic you know about. Just write what you know and provide others with the gift of learning.

There are many reasons to publish an ezine:

it's exciting and fun

educate and inform

offer expert advice

share your favorite hobby

support existing customers

earn a decent income at home

These are just a few of the many reasons, but most important, you need to have fun!

## 2. What Can an Ezine Do For Me?

Ezines are an industry of their own. Besides being a very satisfying experience, publishing a newsletter can also be a very lucrative business.

Picture your ezine reaching thousands of readers monthly, weekly, or even daily.

You can sell ad space to advertisers interested in reaching your readers.

This is a great opportunity for them to get some quality exposure, and they are fully aware of it. Targeted subscribers with a large circulation has a greater profit potential.

It is very possible to start a business simply with an ezine. Yes, you will make money once you've built a decent circulation, but to be successful you need to know how to create, publish, and attract subscribers, advertisers, and sponsors.

### 3. Own a Business? Help Your Customer Know You!

An email newsletter provides the perfect tool for you to Promote your products and services. You can quickly increase your credibility and become a leading authority in your field. You will also always be able to keep in touch with your customers and prospects.

The power of online publishing is that you can make your ezine do almost anything you want. Build company stability, educate, inform, announce, ask for positive or negative feedback, and it all leads to a more satisfied, more active customer!

So you can see why companies are realizing that publishing an email newsletter makes an excellent marketing tool, sales device, and much more. Ezines give you an entry to gently remind customers of your existence, keeping them updated on what's new and maintain a favorable impression in their mind.

### 4. Just Think Of The Possibilities!

The benefits to the ezine publishing is endless, not to mention the unlimited benefits it provides to customers, readers, prospects, and advertisers. Creating a successful ezine is a reliable road to online success if you

understand how to make it work. It's also a great way of using the Internet to make your business more successful, competitive, and profitable. Remember, above all make sure you have fun!

I hope this article has helped you decide if publishing an ezine is right for you!

Article by Clay Stone of the Ezine Publishers Association JOIN FREE AT:  
<http://www.EzinePublisher.org/EPAI> is a free, non-profit organization dedicated to ezine publishers. As a member, you will find numerous services and resources to increase circulation, find advertisers, promote your ezine, and more! EPAI is helping thousands in the development, growth and success of their newsletter.

## **Four Ways To Grow Your Subscriber List**

If you publish your own newsletter or ezine, you are always on the lookout for more quality subscribers. We all continuously look for new sources to grab a few more subscribers. Today, I am going to look at a four ways that you can add to your list.

1. Ezine Directories - One way to get your ezine some exposure and also pick up a few subscribers, is to submit to ezine directories. Some of these also give you a chance to list your advertising information as well. Here are a group of directories that you can submit to.

<http://paml.net/submissions.html>

<http://catalog.com/vivian/intsubform2.html>

<http://www.diysearch.com/>

<http://www.ezinesearch.com/search-it/ezine/ezine-add.html>

<http://www.newsletteraccess.com/database/reg.html>

<http://ezineadsources.com/submit.htm>

<http://ezine-universe.com>

<http://www.ezinehub.com/add.html>

<http://newz2me.com>

<http://www.homebizandmore.homestead.com/ezinesignup.html>

2. Pay Per Subscriber Services - If you would like to build your list quickly and have the funds, this is the way. These are services that will provide you with subscribers at a certain price for each subscriber. There are quite a few of these services and they sign up subscribers for you in a number of ways. They use everything from pop-ups to pay-per-click search engines to get subscribers for you. Each one is different. Ask how they get their subscribers and my own personal preference would be to have them double opt-in the subscribers. This will usually get you a better quality of subscriber. Here is a list of some of those services.

<http://www.worldwidelists.com>

<http://www.listopt.com>

<http://www.itsaworld.net>

<http://www.zmedia.com/zm/main.html>

<http://www.funazines.com>

<http://www.bay9.com>

<http://www.profitinfo.com>

3. Subscribers for Ads - There are a few services that will provide you with subscribers for running an ad for that subscriber. If you run free ads, these services can provide you with quite a few new subscribers each month. Here are a few of those services.

<http://www.moneyforhire.com/inet>

<http://www.ads4subs.com>

<http://www.twodollarads.com>

4. Ad Swaps - This way of getting subscribers is overlooked too often or not used for some reason. Take the time and put forth the effort to exchange ads with other ezines. You can advertise for new subscribers in many other ezines by exchanging ads. You are not going to get thousands of subscribers this way but if you swap ads with a few different ezines every month or even every week, you will see a steady flow of new subscribers.

These are not the only ways to generate new subscribers but if you start using some of these methods, you will see your subscriber list start to grow.

Raymond Johnston Jr is the editor and publisher of Money For Hire Ezine. You can subscribe on his You can also get his free marketing course "How To Improve Your Internet Marketing Skills"  
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## **Ezine Publishers - Your Best Friends**

Most of us never realize ezine publishers are a remarkable source of information. Nor do we understand that corresponding with them can lead to great friendships. Only a few of them have failed to respond to my requests for help and advice. They are the greatest source of free and invaluable information in today's world. They keep you informed about all the latest scams, rip-offs, viruses, best sources of information and software, and many other things that affect you on a daily basis.

Many of us subscribe to a number of ezines and benefit from the articles, information and advertising presented in them. We seldom correspond with the publishers, thereby overlooking a resource of tremendous value. Most of them have been on the Internet for goodly amounts of time and have learned through experience (sometimes brutal) and a considerable investment of their time and money what they so freely impart to us.

There are those subscribers who object to advertising of any sort in these ezines. How else can these publishers recoup portion of their investment in

publishing the ezines? Additionally, quite a few people enjoy the benefit of placing free ads in some of the ezines to which they subscribe. This is a large amount of additional work for the publishers which produces no immediate benefit for them.

Agreed, the publisher gains subscribers by offering free ads. However, how many of you would like to have subscribers who are only there for the free ads, and not for the content of your ezine?

The amount of abuse some publishers receive is unbelievable. There have been tales of obscene emails sent to them, they have been accused of spamming, people refuse to follow their guidelines for free ads and send rude emails when they are corrected, and several other such instances.

Publishers are human and will err. Remember the wise old saying that to err is human, to forgive is divine. Very few people make mistakes on purpose. In view of what has been stated here you may wish to take another look at your relationship with the publishers of the ezines to which you subscribe. Consider them as friends and great sources of valuable information. Correspond with them and give them your feelings and opinions on their ezines and the content published in them.

Another benefit to corresponding with ezine publishers is that you will gain some truly great friends and become acquainted with some remarkable people. Where the ezine covers an area of particular interest to you and you have questions, send them to the publisher of that ezine. You may well be surprised at the quality and usefulness of the information you are given. In summary, mine the gold available through questioning ezine publishers!

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## **"Obtaining Leads...Subscribers For Ads"**

By Christopher Wright, Guerrilla Marketer  
[www.GuerrillaPromotions.com](http://www.GuerrillaPromotions.com)

Leads...the life blood of any business. No business can survive long without them. One of the more recent 'hot' trends to obtain leads were to get them as opt-in subscribers to your ezine in exchange for a free ad. Then someone got the idea to automate this process on a wider scale. They gathered many ezines together to sell advertising in these newsletters. The owners of the ezines didn't receive any money, they only received the subscribers. The advertisers receive wide exposure on the cheap, newsletter owners receive subscribers for running an ad, and the organizing company receives cash compensation for bringing the two parties together. Not a bad deal for everyone involved.

### Dark Clouds...On The Rise

Now, for the dark side of this process. First, the advertiser is required to join each ezine that runs his ad. This means that if he places an order to have his ad placed into three groups, he will have to join as many as 15 different ezines. This assumes that each group contains at least five ezines. Secondly, he may have to wait 2-3 weeks or more before his ad is ran. The ezine owner has his problems also. If he joins several of these type programs, then his work load becomes that much more difficult. It wouldn't be unusual to get 25-35 subscribers per week from 3-4 of these programs. "Great...I can get 100-140 new subscribers per month", I hear you scream. Yes, this is true, but are you ready to handle what comes with these new subscribers. Remember you have to run an ad for each new member...I don't hear you shouting so loudly now! And let's be realistic, most will join using their alternate (not their main) email address. This means you may have many subscribers, but few who actually reads your newsletter.

I personally don't like ezines with many ads. I've seen some with as many as 10-15 ads per issue. I think having 4-7 ads per issue is more than enough. This is one reason why advertisers sometimes have a 2-3 week wait before their ad runs. So, if there are so many negatives, why even bother at all with this technique?

### A Beam of Light...Through The Darkness

Seems like I'm against the whole "ad-for-opt-in" idea...well I'm not. I'm just a realist and like to look at the way things are...not how I'd like them to be. This does require work, but can be well worth the trouble. Realize that most advertisers won't stay with the ezine long, their main motivation is to have their ads ran. Understanding this, it becomes even more important that you get as much contact info as possible.

Here's how I handle the situation. You'll need three things to implement this strategy. First some way of storing the emails you receive. Second, an email/contact program. Third, a follow-up strategy. I use my Compuserve account to receive my incoming emails from these types of companies (ie TwoDollarAds). Open your filing cabinet and create a folder, name it TwoDollarAds. I publish my newsletter once a week, with no more than 4-7 ads per issue. For each group of ads, I create a sub folder for each week (Ex: 11-01, 11-07, 11-14, etc.). This enables me to remember which ads are ran in each newsletter.

Now, you'll need to input your contact info into your email/contact program. The email program I use is GroupMail. This is a great program and allows you a great deal of flexibility. TwoDollarAds' emails contain important contact information. You get not only their email address, but their first and last names, AND a phone number. This program requires that you contact the advertisers within 48hrs. Using GroupMail, I'm able to send out personalized emails showing their personal names. You know what the sweetest sound a person likes to hear...their name. This allows me to have many of my email read (some will send a reply; with the original message).

Follow up isn't just a term that is said just to be said, it's an action that's to done. My first contact informs them when they can expect their ads to run. I send a second email 1-2 days BEFORE it actually is ran, to remind them that they're required to be a member for the ad to run. I send a third email 3-5 days AFTER I run the ad. I don't try to sell them anything, I'm only interested in the results of their campaign. From then on, I'll send an occasional email reminding where they know me from and how's their campaign progressing. If I happen to run across something that I think they'll be able to use in their business...POP out goes another email. The purpose is to keep you and your product/service in the forefront of their minds. And it pays to do so.

If you really want to make an impression, use the phone number you acquired from the first email and make a live person to person call. I make a point of making 4-5 calls per week (probably should do more) and most of the time the other person is surprised to receive a call from a living human being. Again, don't try to sell them, just inquiry as to THEIR activities. You'll be amazed as to how much a person has to say when their talking about themselves :)

### Interesting PostScript

I received an email from a lady who I initially contacted through the TwoDollarAds program. She had a sudden need to market a new business opportunity she had just become involved with, and wanted me to help with her marketing campaign. Although this resulted in only a small sale (\$150; \$50 over three weeks), this would not have happened without a follow-up plan.

The whole purpose is to set up a foundation from which you can launch other business opportunities, like joint ventures, article or ad swaps, etc. As long as you don't "wear out" your welcome, you can enjoy a long and prosperous relationship.

Christopher Wright, Guerrilla Marketer "Make Money...Or Make Excuses"  
<http://www.GuerrillaPromotions.com> 90Days@SendFree.com

# Things Ezine Publishers Wish Their Subscribers Knew

Want to make the most of the ezines that you receive? Understanding the following will go a long way towards making your ezine subscribing a pleasant experience.

## 1. Advertisements Make It Possible.

You're outraged because the free ezine contains advertisements? Consider that you PAY to receive newspapers, magazines and television shows, and they all contain ads. The publisher of that free ezine isn't doing hours and hours of work just to make you happy. He is trying to make a living and that means he has to bring in a source of income. Ads make it possible for you to receive free ezines.

## 2. Your Ezine Isn't Being Delivered

You've subscribed to an ezine, but it never arrives. Consider the following: Every time a publisher sends out a mailing, dozens of newsletters are returned marked undeliverable. These are some of the reasons:

- a. Typo in the email address that the subscriber provided. One wrong digit and the email won't go through.
- b. Mailbox full. If you're using one of the free email accounts, your storage allotment is limited. If you don't collect your email regularly, the incoming emails will bounce back to sender.
- c. Account deactivated. If you drop an email account, ezines sent to that address are returned to sender.
- d. Your email provider is using filtering software that rejects content in the ezine. Some email providers try to block spam emails by filtering out terms commonly found in spam messages. While filtering terms like "home", "make money", "good income" will block certain spams, it will also block legitimate ezines covering business, finances, real estate, etc.

### 3. You Want To Unsubscribe

There's a right way and a wrong way. The wrong way will cause stress for both you and the publisher. Here's what you need to know:

- a. Use the unsubscribe instructions included in the ezine. Typically, you will be asked to send email to an address such as `unsubscribe@myzine.com`. The publisher's software is set up to process unsubscribe requests that are sent to the address supplied for that purpose. Unsubscribes sent to other addresses may well be missed. Clicking "Reply" and sending your unsubscribe message to the ezine's address is unlikely to work.
- b. When sending an unsubscribe request, you **MUST** use the same email address that you used when you subscribed. If you subscribe to an ezine

with your me@hotmail.com address, then send an unsubscribe while your email software is set to your me@home.com address, the publisher will not find that address in the list and will not be able to unsubscribe you.

c. If you are subscribed using 2 or more addresses, you will receive 2 or more copies of the ezine. The publisher and his technology do not understand that both addresses belong to you. If you want to unsubscribe totally, you will need to unsubscribe using both addresses. If you remove only one, the ezine will continue to be sent to the other.

#### 4. They Asked for my Name when I Subscribed.

The subscribe form asks for your name and your email address. You suspect they are planning to use your name for some nefarious purpose. Wrong. The publisher is personalizing the email that she sends. Most subscribers like receiving personalized messages instead of generic ones. If you fill in the form with a bogus name such as AABBBCC, when your ezine arrives, it will say "Dear AABBBCC", instead of "Dear Mary.'

#### 5. I Didn't Subscribe. I've Been Spammed!

Are you sure? It's not uncommon for people to forget they have subscribed to an ezine and decide it is spam. Of perhaps your kid had a good time subscribing to every ezine she found on the web. Many publishers use various means to verify and confirm subscribers. A false accusation of spam can prove embarrassing if the publisher can produce mail logs or IP addresses demonstrating that someone did indeed subscribe from your computer. It also happens occasionally that a friend or enemy subscribes people without letting them know. That's not your fault, but it's not the publisher's fault either.

Now you understand how things work, get ready to enjoy the newsletters that you want!

Writing Services by Nightcats Multimedia Productions

---- FREE eBook, "Beginner's Guide to Ecommerce"

---- Newsletter, business articles, email marketing course

---- How-to guides for business proposals, business plans, JV contracts

---- a href="http://www.nightcats.com" Nightcats /a

## **Should You Start An Ezine?**

The answer is definately yes. First of all, you can make money from selling ads. However, the main purpose is to build a large opt in list. You will be able to sell your products at a much higher conversion rate with your ezine subscribers.

You should publish your ezine at least monthly, but preferably weekly or bi-weekly. You also need to include original fresh useful content. Many ezines are full of ads, many of them free to new subscribers. In many cases the results from these ads are marginal. I believe that newbies would be better off subscribing to ezines with more content and less ads. With fewer ads, the ads have much more impact anyway.



10. Post to discussion boards

11. Use paid subscriber lists

Building up your ezine will help your online business grow. Your best customers are often your ezine subscribers.

## **Building a HUGE List of Loyal Opt-in Subscribers**

By Glen Hopkins  
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First of all, subscribers are not just subscribers, they are YOUR customers! If you treat your subscribers well, they will be your customers for life. What does this mean? We'll ezines are all about 'one to one marketing'.

One to one marketing is relationship marketing. Your job is to continually build and foster your relationship with your subscribers. As your relationship builds, so will the trust and loyalty your subscriber has for you. As this happens you create an increasing amount of 'permission' to sell them your products -- products that provide solutions to their problems.

To learn more about permission marketing, I suggest reading Seth Godin's book, "Permission Marketing". It taught me a great deal about how to build relationships with my customers. So now you know how to treat your

subscribers -- err, I mean customers, now what you need to do is get them!

There are several ways to increase your subscribership including:

**\*Pay Per Search Engines:**

Pay Per Search Engines like <http://www.goto.com> are a great way to bring targeted traffic to your site. They charge a minimum of 5 cents per search term. For example, if you have a website that sells lamps, you might purchase search terms like lamp, light, desk lamp, light bulbs, etc. For each of these terms you are bidding for the position of your listing on the search engine -- highest bidders are at the top.

**\*Ezine Advertising:**

When you advertise in ezines target your marketing as much as possible by choosing content related ezines. For example, to sell our lamps we might choose an interior decorating ezine but not a sports related ezine.

If you choose this method, ask the owner of the ezine to test and endorse your product. This will do wonders for your conversion ratio because the readers trust the ezine owners opinion (one to one marketing --remember?)

**\*Banner Advertising:**

Although available, it is not recommended due to the poor conversion rates they offer. If you advertise on anyone's website, make sure it is a text based advertisement.

**\*Joint Ventures and Co-Registrations:**

These are an amazing way to tap into the customer base of your fellow e-business owners. I will discuss this in detail later.

**\* Pay Per Subscriber Services:**

Are arguably *\*the\** best method of attaining a HUGE customer base in a sort period of time. Pay Per Subscriber Services like <http://www.listopt.com> can collect as many as 2,000 opt-in subscribers for you every day! The benefit of such a service is that it offers a 100% return on investment (ROI). No other method offers this. And because of the 100% ROI it provides, you save a great deal of valuable time and aggravation attempting to track your results.

I recommend you use all of the above methods other than banner advertising due to the poor conversion ratios. In particular, I recommend the Pay Per Search Engine, <http://www.goto.com> and the Pay Per Subscriber Service <http://www.listopt.com/lbsignup.html> (this is my website).

Creating a large, loyal opt-in subscriber base is absolutely critical! In fact, I cannot stress this enough but let's continue with secret #2...

This article is an excerpt from the FREE mini-course, "The 7 Secrets of Making Money with Ezines." To get your free copy click here: <mailto:ezine-money@getresponse.com> About the Author: Glen Hopkins is the Founder and CEO of ListOpt Publications (<http://www.listopt.com>). Glen invites you to learn more about how you can explode the growth of your newsletter overnight with ListOpt's List Builder Service. Visit them now at: <http://www.listopt.com/lbsignup.html>

## Why You NEED to Establish Your OWN List of Contacts

You can buy advertising in multiple ezines, or on multiple sites, and reach a lot of people, right?

Sure, but unless you buy repeated advertising, how many times do you reach them?

Once.

Even with repeat advertising, it's still not going to be a long term situation. The simplest fact of Internet marketing is this:

If you have your own business, You NEED to establish your OWN list of repeat contacts. Make no mistake, there is real power here. Having your own list of regular contacts is THE KEY to Internet Success whether anyone wants to admit it or not.

You know all those claims you've seen about people making spectacular amounts of money in short periods of time? What they fail to mention when they tell you about such claims is that the person already had one of two things set up for themselves. One, a bunch of proven, effective advertising contacts, and the money or position to buy or trade for a huge amount of advertising all at once. Or two, a large, previously established

list of contacts.

Contact lists can be gained either through administering a program that is based on the collection of email addresses, (opt-in or safelist programs, FFA posting sites) or through the **POWER** of Ezines.

While the administrator of the opt-in list or FFA site, and the Publisher of the Ezine gets **EVERYONE'S** contact information, no one else that posts, joins, or subscribes gets this privilege. The greater advantage, though, goes to the Ezine Publisher. Opt-in lists and FFA sites are joined by people interested solely in posting their opportunity or ad. Ezines are read. That is their purpose, to be read. Therefore, the ezine publisher will have a better response rate from his contacts than the opt-in list or FFA site administrator. Ezine subscriber lists are **EARNED** lists that will continue to be **EARNED** by producing useful content, and therefore will have better responses.

So, how do you use that **POWER** to your advantage? **Retain Contact With Visitors** The simplest advantage is that offering a free ezine subscription makes your advertising more cost effective. By simply getting your site visitors to leave you their name and email, you retain their contact instead of losing them after they leave your site.

### Repeat Advertising

By keeping subscribers on your list, you can re-expose them to your opportunity indefinitely. You don't want to overdo it to the point of annoyance, but you can at least mention your business, and occasionally promote through business updates or classified ads.

### Attract Offers From Others

As you build your subscriber base, and particularly if you list your ezine in the ezine directories, you will begin to receive offers from others wanting to promote to your list. Often, you will be offered commissions on sales, or free products or services in exchange for promoting the business or product of the person making the offer. This can be a good thing. However, in order to maintain a good reputation for yourself, you must be critical in what you decide to promote. If you promote everything that comes along, your subscribers will recognize this habit and tend to not care or even distrust your recommendations. If you study the offers and only promote the ones that can be beneficial to your readers, you will receive better responses. It's a matter of building a good reputation. If you recommend good, you'll get good.

### Offer Advertising as an Exchange

You can then make offers to others as well using your list as a bargaining tool. Place a value on your advertising, and then use that value in trade with others for things you want or need. Be fair, give good deals, and you can build powerful relationships with others that can become beneficial to you both now and in the future.

### Create Good Business Relationships

Use your list to build good business relationships, particularly in the beginning. To start with, while your list is small, you won't really sell ads anyway, so give them out freely. Most everyone will accept a free ad even if they know the list is small, and they will remember that you did it for them. This will put others in a good frame of mind toward you for the future, when you may need a favor or help with something.

## NOT RECOMMENDED

It is possible to 'rent' your subscribers out to other advertisers. I DO NOT recommend this. This has the potential to make people mad and possibly hit you with spam charges. Your subscribers have signed up to receive YOUR ezine, not others ads. If others want to promote to your list, make them buy an ad or make you an offer to promote for them through your ezine. Don't just hand over your HARD EARNED list!

Developing your own list has clear advantages over merely promoting to lists established by others. Not to mention that the sending of email to subscribers is free whereas effective advertising on other's lists most often is not.

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See it at: <http://www.netplaynewsletters.com/publisher.html>

**Marketing Tips: Newsletters - Some Really Neat Things You Can Do.**

For those who don't have their own web sites and wondered how they could apply these lessons, let us say that not only do you not need your own site, but you don't even need a URL of any kind to which to send people on your list.

Hairdressers, pizza parlors, tanning salon operators have huge customer lists. All they have to do is use them.

Look, for a moment, at any restaurant. Let's make this example really difficult to imagine.

Look at those tiny, back alley restaurants that are close to city centers or industrial parks. You know the ones we mean. The greasy spoon with ten stools and maybe four booths against a wall. Low rent district. No money to invest in anything better. Okay?

They would collect names and email addresses and offer their few regular clients menu suggestions and daily specials each and every day. ... and a place to get their stomachs pumped if it has a reseller program attached. With a few prompts built into each message, guaranteed, they would triple or quadruple their business in less than a year.

Further, As you all know we are strong believers and practitioners that most of your best income opportunities come from the ones within the ones that you believe will make most of your money.

Those daily emails would open more income doors from joint venturing, advertisements in the emails, and still more and newer meal prep and catering potential for that same greasy spoon... still more income. You can apply this to transportation companies, to dry cleaners, even to

politicians wanting to stay positioned front and center with their constituents thus ensuring name recognition and identification at election time.

Now, going a bit upscale, look at those people who are big in such pursuits as Herbalife or, say, Mary K, Avon, Tupperware, Amway or the like. Each and every week, they would load up their 'what's new' list into their newsletter software, click 'send' and wait for the phone to ring. And, it will!!

Using a very simple mathematical model of 1% sales from your growing email list, one hundred emails equals one sale. A thousand names equal ten sales all from 'send email'.

Once you get better and better still at writing what your clients want to hear, your conversion rate will rise significantly until you reach an average of four percent with higher percentages on specific seasonal items. Now just imagine, how you could use your growing list to program repeat ordering cycles? Yep. Catch 'em before they head out to WalMart. Professionals like accountants or estate planners could easily triple their client base heading into tax season. They could even introduce new services through their list.

Newsletters and tips are used always to demonstrate competency and capability.

What Lucy and I would like to convey to you all is add "Willingness to Serve" to your greatest abilities to capacity and competency and you have the kind of Mission that always precedes great Sales. All that is without a website.

Of course, if you operated any of these establishments, you could set up a website however amateurish it may appear, for the sole purpose of offering coupons to upsell, side-sell, and back end sales opportunities.

You would even look at joint venturing, something about which we speak a lot.

In addition always being properly compensated for the value of betterment your product or service brings to other people, joint-venturing adds an incremental value that costs you nothing, enhances the value of your own services and opens the door for complimentary services to offer their opportunity to help your customer. Wow!

Since you control the list, you control the value of the co-venture; hence the overall value of what would then be a much-expanded offering with which people can identify with you, with or without a website.

The key always remains your e-mail list and your commitment to its growth by always providing exceptional value.

All that said we hope you get a greater handle on the explosive nature of this broad notion called 'newsletters'.

Now let's go even further afield....As many of you know, our InfoTrainer is now read everywhere in the world thanks in large part to sites like Marketing-Seek.com.

Believe us, yours will be, too. We know this, because we know you can do it.

Begin writing. Refer to Newsletters - Part One.

<http://internetmarketing-proshop.com/are-they-worth-it-nl.html>

Some publishers want your clean article but not on their server and not loaded with banner / text-link clutter.

However they do allow a sig file and do allow a certain leeway where a link is part of the non-promotional theme of the newsletter.

On <http://internetmarketing-proshop.com/newsletter.htm> you will find a growing list of free places to submit both your articles to help grow your list and ezine posts on which to promote your newsletter page.

It's a good resource. It's free. And, you should come back often because we are committed to its growth for you.

Finally, each and every time you list or submit, your URL is co-linked to the ezine site giving you added value to engines like HotBot.

This is link popularity. Every link back to you adds to that link pop. Many search engines consider link pop an ultimate litmus test of how important a site is to its viewership hence how important it may be to their index. That's important.

Okay... 'nuff talk. What should you do next?

A) Re-commit to your list. Now you know you don't absolutely necessarily have to have a website. You don't even need a web address. You can use the net to promote anything on your list. Re-commit to your list.

B) Pick a subject about which you know something and which would be of

obvious Value Benefit to someone on your list. Forget all the puffed pastry pieces you read in most ezines. The more Value you give, the more Value you get back.

C) Write as if you were talking with that person right in your room with you.

D) In the beginning, tell them what you are going to speak with them about. In the middle explain to them what you are talking about. And, end with a brief summation of what you have just told them. Alright... that's the rule. Let's go one very large step further. Remember what we've said. The more Value you give, the more Value you get back. So, here's ProShop's Rule of Value in your Newsletter.

Finish each and every article with something that your reader can actually start doing to help them reach important objectives.

Don't skimp, no silly teasers, and never cheat them. Finish your article with Power. Give them something they can do that will give them Results.

E) Test one 600-word article. But, write about something you know and are passionate about and which will help someone you care about.

F) Then, send it to yourself... to see how it looks and how you feel about it now that you have a chance to see what they will see and read when they receive it.

G) Read your article out loud to yourself and then to someone who will give you a helpful honest objective opinion on how they feel about it.

H) Then, send it to them after letting them know that it is coming.  
Remember: do not send anything to someone who has either not signed up for it or who has not given you their names along with their email address.

I) In the beginning you will be doing a lot of tweaking, editing, correcting... and Ted will still find something you missed. We have fun with this. Ted is someone we really like and respect a lot.

J) When your article is ready for publishing, visit ProShop's newsletter web page "Places to Submit Your Ezines".

You will find some of the best places to start submitting your ezines giving you a huge advantage and benefit to your site both in terms of fresh new traffic from the article.

Another huge benefit is the multiplier aspect of re-publication producing yet more link popularity amongst the search engines who see all these links back to your little website. Amazing, uh?

Literally, your website could have thousands of hits and links back to it just off one simple informative or whimsical article.

Note: Publishers are always on the look out for something new in any and every imaginable or even unimaginable category of product or service. So, write / submit, write / submit, write / submit. And, grow your business. Now, go ye forth and multiply.

Now! If you find our InfoTrainer helpful, please help us to grow by telling your friends.

<http://internetmarketing-proshop.com/newsletter.htm>

Thank You.

John and Lucille

All Success is a Shared Activity

John W. David <mailto:john@internetmarketing-proshop.com>

Internet Marketing - ProShop <http://internetmarketing-proshop.com> Marketing & Professional Sales Learning Center, Courses, Seminars, Videos Subscribe to Proshop's Free InfoTrainer Newsletter. Tell a Friend. Author: E-book "Secret Strategies to Increase Your Business in a downturn Economy"

## Growing Your List

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So, you're ready to launch your own newsletter. You've heard that a newsletter (or ezine) is a great way to stay in touch with site visitors and to develop an opt-in list of your own to promote your products and services.

OK, so far so good. And you have your first issue ready to go. "Go where?" , I hear you ask. Good question. Who are you going

to send it to?

Which leads us to the topic of this article. Subscriber generation. We're going to look at how to get the message out that your newsletter exists and how interested readers can ask to receive it (how subscribers can subscribe).

Fortunately, there are many ways and places to publicize your newsletter.

### 1. ANNOUNCEMENT LISTS

Announcement lists are, in theory at least, email lists that people subscribe to who want to know about new lists (whether they be discussion lists or newsletters). Why "in theory"? Quite simply because a lot of people wanting to generate new subscribers to THEIR lists subscribe because you have to be a subscriber yourself in order to announce your list. Nonetheless, you will still generate a steady trickle of new subscribers from these lists. You will find these lists will bring in quite a lot of subscribers initially but gradually the rate of new subscribers from these sources will fall away so you can't rely on them alone. Most of these lists allow repeat postings, usually once per week but check the rules for each list.

Here's the list of announcement lists AHBBO is regularly submitted to. Before being able to submit your newsletter to these lists you'll need to subscribe first. Just go to Yahoo (<http://www.groups.yahoo.com>) or Topica (<http://www.topica.com>) to sign up for the lists you want to be able to submit to. (Onelist and Egroups are now under Yahoo):

1\_List\_Advertise@onelist.com  
alpromo@egroups.com  
Aannounce@egroups.com  
Announce@topica.com  
ezine\_announce@egroups.com  
freelistresources@topica.com  
GetMoreSubs@egroups.com  
GetMoreSubs@topica.com  
ListAdvertise@egroups.com  
List\_Builder@topica.com  
Lits\_Of\_Lists@egroups.com  
Listpromote@egroups.com  
List-Your-Lists@egroups.com  
List-Your-Lists@topica.com  
Mailman@topica.com  
Promote\_Your\_List@topica.com  
WritersZines@egroups.com  
ZineDirectory@egroups.com  
eAnnounce@egroups.com  
compu-list@egroups.com  
List\_announcements@egroups.com  
PromoteList@topica.com  
Announce\_Lists@egroups.com  
Announce-A-List@egroups.com

## 2. DIRECTORIES

The next place to list your newsletter is in the myriad of directories devoted to exactly that. These will bring in fewer subscribers initially but will be important to the longer-term growth of your subscriber database as they represent a source for a slow but steady subscriber influx.

First, make sure your newsletter is listed with New-List (<http://scout18.cs.wisc.edu/cgi-bin/lwgate/NEW-LIST/>). This is the famous Internet Scout Project and will commonly generate a major flood of new subscribers. An initial haul of over 200 is not uncommon for some lists. You may only announce your list once to this list but your announcement is archived on the New-List site and you are permitted to announce changes to your newsletter. Purely "business opportunity" list announcements are likely to be rejected but the moderator seems to have a somewhat inconsistent approach to what constitutes a bizopp list so give it a try anyway.

Next, go to JimWorld's Top 1000 Submission Sites Directory (<http://www.the1000.com>) and submit your newsletter to as many of the places listed there that apply to the subject matter of your newsletter. Although the site refers to site announcements, most are also good places to list your newsletter as well. Obviously it will take you quite a time to get your site listed at all these places but it will pay off over time in the form of a steady stream of subscribers in the longer term.

Then, for good measure, make sure you are listed in the following directories (where applicable). Some of these may already be included in the Top 1000 Submission Sites Directory but are mentioned here again for the sake of completeness. Not all of the sites listed below are "directories" as such. Some are just outstanding resources that will assist you with subscriber generation.

<http://alabanza.com/kabacoff/Inter-Links/listserv.html>  
<http://new-list.com/>

<http://tile.net/lists/addlist.html>  
<http://www.escribe.com/internet/-aannounce/>  
<http://www.escribe.com/internet/lbd/>  
<http://www.escribe.com/internet/listbuilder/>  
<http://www.goodstuff.prodigy.com/Lists/main.htm>  
<http://www.liszt.com/>  
<http://www.paml.net>  
<http://www.newsletteraccess.com/>  
<http://www.promotefree.com>  
<http://www.virtualpromote.com>  
[http://www.wcsu.ctstateu.edu/library/rr\\_electronic\\_discussion\\_groups.htm](http://www.wcsu.ctstateu.edu/library/rr_electronic_discussion_groups.htm)  
1  
<http://www.webcom.com/impulse/list.html>

### 3. ACCEPTING FREE ADS

An often-overlooked method for initial subscriber generation is offering a free ads for new subscribers. You will not start accepting paid advertising until such time as your subscriber numbers support it (certainly not fewer than 1,000 subscribers). There is no reason though why your subscribers should not get used to seeing ads in your newsletter and by offering free ads for new subscribers (for a limited time), you will find you can generate quite a few subscribers this way.

My initial batch of subscribers came from those wanting to place a free ad in AHBBO. I listed my newsletter with Ruth Townsend's Directory of Ezines (<http://www.lifestylespub.com/>) and immediately started receiving free ad requests. By including a free ad reference in your announcements (see Announcement Lists), you may find this helps you generate more initial subscribers.

It is NOT recommended that you make any reference to free ads in the submissions you make to Directories (see Directories) because these are a more permanent listing of your newsletter and you don't want people asking for free ads in six months' time after you have stopped accepting them.

#### 4. OTHER FORMS OF FREE PUBLICITY

In addition to making use of Announcement lists and Directories, there are a few other forms of free publicity that will help you generate subscribers both initially and over the longer term.

= Article submissions

By writing articles and submitting them regularly with a resource box that refers to your newsletter, you will generate subscribers when other publishers run your article in their newsletter.

Each article you submit must contain a resource box that tells the reader who you are, what your newsletter is about and how to subscribe.

On a number of occasions publishers of newsletters with extremely high subscriber numbers (over 250,000 in one case) have run my articles. It is not uncommon to receive over 200 subscribe requests immediately following an article appearing in one of these high volume newsletters. So, the point is, writing and submitting articles for use by other publishers is an excellent way of generating new subscribers.

There are plenty of places to submit your articles. To find them,

just pretend you're a publisher looking for content for your newsletter. Use search terms such as "free content" etc. and you'll turn them up.

#### = Signature files

Another way to generate a steady trickle of new subscribers is to include a blurb about your newsletter and how to subscribe in your signature file and include it at the end of every email you send to anyone about anything. These can be particularly useful if you regularly contribute to discussion lists or newsgroup discussions provided the lists and newsgroups have some general relevance to the subject matter of your newsletter.

#### = Ad swaps

Swapping newsletter ads with other newsletter publishers is a good way of generating new subscribers provided your target audiences are complementary. You can generate ad swaps by including a notice in your newsletter that you welcome them or by actively seeking out other publishers who accept ad swaps. There are a number ad swap lists around specifically for this purpose.

#### = Publicizing Your Newsletter

Once you have an established newsletter with several hundred subscribers you should publicize your newsletter in as many places as you can, whenever you get the opportunity.

One way is to try and get your newsletter reviewed. A good place to get reviewed is at <http://www.list-universe.com>. There are many others too so look around. Many of the directories you list your

ezone with have a rating system and if you can get yourself rated highly you will usually merit a higher ranking in the directory. So, invite your subscribers to rate your ezine. Another good way to publicize your newsletter is to submit your original articles to some of the many websites that collect articles available for reprint by other publishers. It seems that there is no shortage of publishers who prefer not to create any original content for their newsletters so, if you do create original content, there's a ready-made market for it! By ensuring that your resource box contains a blurb and subscribe info for your ezine, every time another publisher runs your articles, they are also running an ad for your newsletter. Do this consistently and you will become known in your field of expertise and this in turn will attract subscribers (not to mention advertisers and website visitors).

= Joint Ventures/Co-Ops

Joint ventures or co-ops with other publishers are perhaps THE best way to generate new subscribers over the longer term. The trick is to team up with another publisher who publishes an ezine to a target audience complementary to your own.

Under this type of joint venture arrangement, you provide a mechanism for subscribers to your ezine to subscribe to your joint venture partner's ezine at the same time. And your joint venture partner does the same for you.

This is not the only way to run a joint venture though. For example, you may choose instead to recommend your joint venture partner's ezine in your welcome message to new subscribers. Or to have a link to your joint venture partner's sign-up page at your website. Whatever works for you is fine.

Co-ops can extend beyond a simple reciprocal subscribe arrangement too. Contests are a great way to generate new subscribers. In principle, it works like this. Several ezine publishers get together and put together a package of prizes. One may offer a free copy of an e-book, another may offer free advertising in their ezine, another may offer a free web design consultation.

Each participating publisher lets their subscribers know about the contest in their welcome message as well as publicizing it in their ezines. Interested subscribers can then go off and register for the contest at one of the publisher's websites. It is a condition of entering the contest that the subscriber signs up for the other publishers' newsletters, the other publishers thereby gaining an additional subscriber.

Every month (or whatever frequency is specified in the contest rules), each of the publishers draws one winner. Each subscriber has x number of chances to win each month with x representing the number of publishers participating in the contest.

= Remind Your Subscribers to Recommend You

Once you generate sufficient subscribers, you will find that a lot of new subscribers sign up as a result of a word of mouth recommendation from one of your existing subscribers. Although this kind of traffic will be kind of slow to start with (it's a numbers game, after all), beyond a certain point, say 2-3,000 subscribers, you will find that this becomes an increasingly frequent way for new subscribers to find you. So be sure to remind your existing subscribers to recommend you to their friends, family and associates!

= Pay Per Subscriber Services

There are several excellent pay-per-subscriber services available now. Expect to pay between 10 and 20 cents per subscriber depending on whether it's single or double opt-in. A good service is WorldWideLists (<http://www.worldwidelists.com>).

By implementing these strategies, you will have laid the foundation for a constant and steady flow of subscribers to your newsletter. Once you get to that point, all you have to do is concentrate on keeping them. And that simply means producing a quality newsletter, week in and week out.

Elena Fawkner is editor of A Home-Based Business Online ... practical home business ideas for the work-from-home entrepreneur. <http://www.ahbbo.com/mmp/sub.cgi?AHBBO=!FLM>

## **Don't Get Grief From Ezine Readers**

10 Reasons To Always Use A Double Opt-In Sign-Up Policy For Your Ezine

By Dr.Mani Sivasubramanian

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My friend Joe was very angry. He has just launched his ezine. Last week, he called me in a panic.

"My ISP is threatening to shut me down" he cried.  
"Why, what happened?" I asked.

Slowly, working through his agitation and angst, I gathered that one of his ezine 'subscribers' had accused Joe of 'spamming' - sending email (or in this case, an ezine) to someone who had NOT requested it. It took a week of repeated phone calls and emails to his ISP before he could get back to his ezine publishing tasks.

It could happen to anyone. Even you. And this made me wonder - Why would any ezine publisher 'spam' readers? Or even open him/herself to such accusations? The simple answer - Many just don't know how easy it is to avoid.

In my book "Ezine Launch - Creating 'Killer' Ezines", I strongly emphasize the importance of the subscribing process. And that's what this article will do too - give you TEN reasons to keep your ezine subscribers happy, enthusiastic about your writing, and ultimately make them your most valued customers.

Do it right and you can play them like a musical instrument, get them to sway to your tune, listen to what you're saying, believe you, respect you. And presto, you have yourself a new customer. Once this trusting relationship is established, you can name your own price and your readers will order from you. Your sales will explode, profits will skyrocket.

But only if you do it right !

Today unforgiving subscribers are less tolerant of poor ezine design and administration. They vote for bad ezines by hitting the "Unsubscribe" button. The margin of error in ezine publishing is small.

That is why a tutorial like Ezine Launch is an invaluable tool, a hand-holding guide to your initial ventures into publishing email newsletters, leading you step-by-step through the difficult first steps to e-publishing success. And well begun is half-done. That's where Double Opt-In comes in.

What does this mean? With double opt-in, you don't send out your ezine to everyone who asks for it - until they have confirmed their request by either visiting a website or responding to an email message. This not only verifies that the ezine request is genuine, it also provides you - the ezine publisher - with proof of this request.

Detractors claim that with double opt-in you lose readers. True, some people who ask for your ezine may not re-confirm. But think about it - how many of them are likely to become loyal customers or long-term readers? What you're losing are the tire-kickers, the freebie seekers who transiently flit from one thing to another. And that is a good thing. Because those that remain are the serious prospects, people who are really interested in you, your product, your service. They are potential customers. So here are ten reasons to go down a double opt-in route. With double opt-in, you can

1. Attract the most interested, responsive target audience as subscribers
2. Gain respectability and professionalism for your ezine by behaving responsibly
3. Quickly establish a trusting relationship with readers

4. Ensure most subscribers will actually read your ezine, since they asked for it - twice.
5. Enhance the value of your ezine to advertisers who can now reach receptive opt-in audiences
6. Improve the effectiveness of your ezine as a marketing vehicle for your own product and services.
7. Have documented proof that subscribers asked to be included on your mailing list
8. Avoid mischievous people signing up someone else's email addresses for your ezine
9. Save yourself time and money otherwise spent handling complaints from angry 'subscribers'
10. Spare yourself the anxiety and anguish of being shut down by your ISP, or worse, legal action

For all these reasons and more, a double opt-in subscribing process is today's 'gold standard' for ethical and responsible ezine publishing. Short cuts work in the short term. In the long run, however, quality and professionalism in your ezine publishing efforts will reap the greatest rewards.

Good luck and happy e-publishing

Dr.Mani Sivasubramanian

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Dr.Mani Sivasubramanian has developed an entire course about creating an ezine available at <http://www.EzineLaunch.com> in less than 2 weeks you can create a 'killer' ezine guaranteed to sell your product or service. Subscribe to his free ezine: \*Ezine Launch Monthly\* Send a blank email to: <mailto:free-ezine@ezinemarketingcenter.com> \*Plus get his 7 day mini-course on effective ezine marketing\* <mailto:EzineMarketingCourse@fetchreply.com>

## **8 Essential Questions For Aspiring Ezine Editors**

Online business 'newbies' have no doubt heard that offering a free newsletter is one of the best ways available to build their business and their profits. Some of the benefits include:

- \* Increased credibility
  - \* Leverage for profitable Joint Ventures
  - \* More exposure through article reprints, for example
  - \* An additional source of income through advertising sales
- While publishing a newsletter can be a very profitable venture, the fact of the matter is, they're also a lot of work. Here are a few things to think about before you get started.

\_\_1. What Type of Newsletter Do You Want to Write?The type of material you include in your newsletter is as endless as your imagination. Some suggestions include:

- \* Featured Article
- \* Useful Website Pick
- \* Reader Q&A
- \* Letter to the Editor
- \* Surveys or Polls
- \* Product Reviews
- \* Suggestion/Help Column for Subscriber Websites or Products
- \* Tip of the Day
- \* Inspirational Quote

\_\_2. Where Will You Get Your Content?

Will you write all the content yourself, get others to write it for you (ghost-writers), or use 'recycled' articles from other writers?

Fresh, original content is best. It gets tiresome when you see the same article in 7 different newsletters! If you don't think you can manage writing \*all\* of your content, perhaps you can compromise: mostly your own writing, with the occasional third-party article thrown in.

### \_\_3. How Often Do You Plan to Publish?

One of the advantages of offering a free ezine is the opportunity to build a relationship with your readers. They come to know you and trust you, and you, in turn, learn what types of products or services they're interested in.

A newsletter that's published too infrequently runs the risk of being forgotten by its readers. On the other hand, one that's published too often may annoy its readers and cause them to unsubscribe or delete the message. Many popular ezines are published once a week or once every two weeks. Use that as a \*guideline\* for determining your own publishing schedule.

### \_\_4. Can You Afford a Professional List Manager?

A list manager automates the tedious task of subscription management. In other words, it automatically handles subscribe and unsubscribe requests from your readers. There are many good list managers available. Some are 'free'; that is, you may use them for free if you accept third-party advertising in your message or, alternatively, delivered to your mailbox.

Professional list managers will require an investment. They will allow you to send out ad-free messages (and keep your mailbox free of more advertising!) and typically offer a number of features not available in the 'free' version.

### \_\_5. Will You Accept Advertising?

New editors often choose to offer free ads to new subscribers. This is supposed to help them build their lists more quickly. On the other hand, you could end up with subscribers who join just to get a free ad, and who never bother to read your newsletter. Most newsletters start to charge for advertising around the 1000 subscribers mark. If you choose to do so, take a look at similar ezines within your niche market to see what types of rates they charge.

#### 6. Should You Publish an Email or Web-Based Newsletter?

There are advantages and disadvantages to both. You could choose to do both: send an email newsletter and archive each issue on the web. Another alternative is to publish on the web, but send out an email notification with a brief blurb about each article. Include a tracking URL for each article and you'll be able to see which topics interest your visitors the most!

#### 7. How and Where Will You Promote?

There are many free ways to promote your ezine. The question is, Do you have time to do it? Free methods include:

- \* Ezine directories
- \* Message boards, where appropriate
- \* Article submissions to websites and other editors
- \* Ad swaps
- \* Signature files
- \* eBooks
- \* ... and more.

Ezine promotion requires ongoing effort. If you don't have the time, desire, 'know-how' or traffic to build your subscription base on your own, you may have to consider using one or more of the 'pay-per-subscriber' services available online.

\_\_8. How Much Time Do You Have to Devote to Your Newsletter? This is the bottom line. How much time can you spare to produce a quality newsletter? Write a couple of sample issues to get a feel for how much time it takes. You may need to make adjustments; for example, you might decide to cut down on the number of articles you offer in each issue, but publish more frequently.

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Angela is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. OBB features ongoing tutorials on how to build a profitable Internet business on a shoestring budget. You don't need a million-dollar budget to be successful! Find out how you too can join the thousands quietly earning a living online: <http://www.onlinebusinessbasics.com/article.html>

## **THE TOP SEVEN MISTAKES NEWBIE EZINE PUBLISHERS MAKE ... And How You Can Avoid Them**

By Dr. Mani Sivasubramanian

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Today the incredible effectiveness of ezine marketing in promoting online

business is an open secret. It has also become extremely easy to publish an ezine. And so any self-respecting e-businessperson has one. With literally thousands of email newsletters clamouring for readers' attention, it takes something extra-special to get your subscriber's interest - and retain it long enough to sell them your product or service. Mistakes won't be tolerated. And you won't often get a second chance to impress. In this highly competitive online business environment, let's take a look at some common mistakes newbie ezine publishers make - and see how you can avoid falling into the same traps.

#### Mistake 1 - Not planning or setting goals

It's a mad rush right from the start. After reading so much about how important an ezine was in promoting her new Internet business - and discovering that publishing one is a piece of cake - Jane 'went right out and did it'. But after a month or two, she is drifting aimlessly.

The reason - she doesn't have any way to assess the success of her e-publishing efforts. Is 20 new subscribers a week good? Or bad? With 15 sales last month from her 1250 ezine readers, is her conversion rate average? Below? Or above? More importantly, where does she go from here?

Solution - Stop and plan before surging ahead. Decide what your aim in publishing an ezine is. If your primary goal is to sell to your readers, the numbers that are important are your sales conversion rates, profitability and responsiveness of your ezine's audience. If you want to extend your brand awareness, subscriber growth is the parameter to watch.

Lesson No.1 - Set goals and targets first.

Mistake 2 - Not selecting the right publishing frequency In a fit of optimism John decided he would publish a weekly newsletter. It was fun and frolic for the first few issues. But then John found he was falling behind. He had under-estimated the effort each ezine edition would involve. Now that his business was growing, he couldn't devote as much time to his ezine. Soon he was forced to delay his weekly edition by a day or two. Or

more.Solution - Make a reasonable estimate of the time and effort you will put into your ezine. Try creating a few issues to get a feel for the process. Then choose a relaxing schedule. If you think you can publish a weekly ezine, go for a monthly or fortnightly one at first. If you think you're ready for daily editions, begin with a weekly.

Lesson No.2 - Make reasonable estimates - and begin with a convenient schedule.

Mistake 3 - Not insisting on double opt-in subscription methods

Jane wanted more subscribers. And she wanted them quickly. Surfing the 'Net, she found a service that offered to 'sell' her 1000 ezine subscribers for just 30 cents each - guaranteed. Jane leaped at the deal before looking into the details.And got bitten. The email addresses that she was sold had been 'harvested' from websites and newsgroups - without the knowledge of the owners. Furious at being 'spammed', many sent her nasty email complaints. And one even reported to her ISP, which threatened to shut down her email account!

Jane had a lot of explaining and apologizing to do.Solution - Always get your reader's permission before sending them your ezine. To make absolutely sure you don't get blamed, ask them TWICE. This process, called 'double opt-in' is standard practice with ethical ezine publishers. When potential new subscribers sign-up for your ezine, they are sent a confirmation message. Only when they reply to this message - thereby accepting your offer - will their subscription commence. It is also good practice to keep a copy of this reply on record, in case of future problems.

Lesson No.3 - Insist on a 'double-opt in' subscribing process.

Keep all requests on file.

Mistake 4 - Publishing in 'HTML-only' formatJohn liked flashy, colorful email. With his always-on Internet connection and latest email programs,

HTML-email looked great. So he published his ezine in HTML format. The problem was that many of his readers lived outside the U.S. They had slow dial-up connections and old email clients. John's ezine took them ages to download - and they could only see meaningless HTML code in their email viewer. Not surprisingly, they asked to be removed from his ezine list. Hundreds of potential customers were lost. Solution - Know your audience, their capacity and requirements. If most of your readers don't need - or want - HTML ezines, publish a 'text-only' version for them. And give them the option of selecting one.

Lesson No.4 - Publish in both 'text' and 'HTML' formats. Give customers a choice.

Mistake 5 - Not planning for explosive growth A great ezine can grow very rapidly. Readers will recommend your ezine to friends. In an amazingly short time, you could have thousands of readers. By not planning for such growth, you will miss out on many opportunities. Solution - Imagine a scenario where your ezine has 5000 readers. How will you market your business to them? Now imagine this number growing to 50,000 subscribers. What would you do differently? What tactics and strategies, offers and discounts, co-marketing and joint venture deals will you put together?

Lesson No.5 - Set the substrate in place - so you can move fast when the time comes.

Mistake 6 - Not automating everything

When your ezine has a few hundred subscribers, handling administrative duties manually is easy. But once this number grows to thousands, you could get bogged down with these tasks. This leaves you with less time to do what matters - marketing and growing your business, launching new products. Solution - Automate everything - right from the start. From the very first subscriber-contact (sign-up request) until the last (unsubscribe request), all administrative tasks can be set on auto-pilot using software and technology. Auto- responders, database mining, mail-merging and

powerful software programs can leave you, the ezine publisher, free to concentrate on important issues.

Lesson No.6 - Take advantage of technology. Make things easier on yourself with automation.

Mistake 7 - Not optimizing ezine profitability

It is the rare ezine publisher who can look back a year after launching his/her ezine and say "There's nothing I would have done differently". And more often than not, the regrets are about not making the most profit out of their efforts. Ezine publishing throws up numerous revenue streams.

Advertising, sponsorships, direct and indirect sales, paid- subscriptions and joint venture partnerships are just a few of the ways ezine owners can make money. But in many cases, owners are unaware of the power of their ezine as a marketing and profiting tool.

Solution - Invest time and effort in learning about ezine promotion and profiting from the various online resources and books, like Newsletter Coach and Ezine Tactics. Lesson - The more you learn, the better your leverage. Make no mistake ! Your ezine's profitability will skyrocket.

Good luck.

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Dr. Mani Sivasubramanian, author of "Ezine Launch - Tips, Tricks and Secrets to Publishing a Killer Ezine" <http://www.EzineLaunch.com>, is also Webmaster of the Ezine Marketing Center <http://www.EzineMarketingCenter.com> and an expert commentator on Ezine Publishing and Marketing

## THE PROBLEM WITH HTML EMAIL NEWSLETTERS

The recent trend towards HTML email really disturbs me. I, for one, do not like HTML email. If I want to see the glitz and color, I will go to your website, but send me plain text in your email. Do I receive HTML emails? Sure. But the delete key is right there and I use it. And so do a lot of other people. HTML belongs in web pages. One major concern is bandwidth. HTML email files are much larger than plain text. I resent the fact that it takes longer to download the HTML email from my server. It also takes longer to load it into the email window. Then I have to scroll back and forth. Forget it. Deleting is easier. Regular email done in HTML is rather pointless. My biggest concern are newsletters done in HTML. These are large emails anyway, and doing them in HTML is only compounding the problem. One must consider the recipient. Are we so egotistical to believe that ALL the people on the 'net are in the USA?? What about the millions of people in other countries who pay by the minute to download these extra large files of HTML emails? Some of these people prefer to download their email, and then go offline while they read them. This makes the images in HTML email rather useless. For the images to work, you must stay online. Then there is the problem of some email programs that do not support HTML. Just because yours does, doesn't mean that mine does.

DO NOT assume that everyone can read HTML e-mail just because you

can. Consider, too, that not all email readers will display your HTML in the same way. It may not look the way you think it does. Some newsletter publishers give their subscribers the option of receiving plain text or HTML. This is all well and good, however, it seems to me that it would be twice the work for the already overworked editor to format the same newsletter twice. Maintaining two lists of subscribers would also become a burden.

Whats the point in making your newsletter look just like your website? Why bother with the newsletter? Just send 'em to your website and be done with it. What makes a newsletter good? Simplicity, readability, full of content that the reader wants, and a lack of flashing glitz. Keep it simple, and keep your subscribers.

windsong is the editor/publisher of six newsletters. One of them is All About E-Zines:  
<http://marketing-resources.com/EZzine.html>

## **Success Strategies for Promoting Your Ezine**

It's your masterpiece. You've worked hard to put together an informative and interesting newsletter. Your current subscribers often write to tell you how much they enjoy it. So why are you having so many problems getting new subscribers? The fact of the matter is, there are countless free

newsletters available to anyone who wishes to receive them ... so unfortunately for ezine editors, "free" isn't enough to draw people to you. Here are a few suggestions to help you build your list ...

### 1. BE CONSISTENT.

Marketing your newsletter is the only way you're going to find new subscribers. You need to first let people know that your newsletter is available ... then persuade them that you have something unique and valuable to offer. Come up with an informative description that stresses the benefits of subscribing, and then start promoting. Some ways to promote your ezine include:

- Submit to ezine directories
- Use announcement lists
- Promote your ezine in your sig file
- Write articles and leave a link to your ezine in your resource box
- Put a signup box on every page of your website
- Experiment with pop-up subscription boxes
- Propose ezine co-opts with other editors: you can promote your newsletters together for extra exposure
- Include subscription links within your eBooks or reports.

### 2. CONSIDER PAY-PER-SUBSCRIBER SERVICES.

No doubt you've heard the phrase, "Time is money".

Marketing takes a lot of time. More and more, editors are turning to pay-per-subscriber services to help them grow their newsletters. An example of one such service is FunEzines.com.

These services charge you for each subscriber they find for you. I've seen prices ranging from an affordable \$0.10 per subscriber to a whopping

\$0.85! Shop around. These services will usually charge you more if you use the double opt-in method than if you use single opt-in.

Reasons why you might choose to use these services include:

- Not enough website traffic to get a steady stream of new subscribers.
- Not enough time to spend marketing - or a lack of desire to spend the time necessary to promote your ezine.
- Desire to build your subscription base as quickly as possible.

### 3. DON'T BE SHY - INTRODUCE YOURSELF.

One of the big advantages of having your own newsletter is the leverage it gives you with other editors. Don't be shy. Approach other editors in your niche market and offer to swap ads or run other joint ventures. This is a great way to increase your exposure without paying any out-of-pocket expenses.

Remember that editors are busy people, just like you. Make it easy by providing them with all the information they need to make a decision ...

- Address the editor by name, if at all possible. Mention his or her ezine name. Personalized email is always appreciated.
- Introduce yourself and your ezine. Tell the editor key pieces of information, such as the ezine's focus and circulation.
- Tell him or her what type of joint venture you have in mind. Let her know how it will benefit her.
- If you are proposing an ad swap, include your ad for her convenience.
- If the editor agrees to your proposal, let him know

when his ad will run in your ezine.

#### 4. BE YOURSELF.

You've already made the effort to get subscribers ... now make the effort to keep them! There are thousands upon thousands of free newsletters available ... what makes YOURS different?

Let's face it: great content is vital to the success of your ezine ... but by itself, it isn't enough. There are plenty of editors who consistently turn out a high-quality, content-rich ezine.

What helps to differentiate one newsletter from another is the editor. If you inject your own unique personality into your ezine, I think you'll be pleasantly surprised at how much your subscribers will appreciate it. I have many loyal subscribers who tell me that they like how I come across as a "real person".

Publishing a newsletter can be very profitable. Stick with it and you'll reap the rewards!

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Angela is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. OBB features ongoing tutorials on how to build a profitable Internet business on a shoestring budget. You don't need a million-dollar budget to be successful! Find out how you too can join the thousands quietly earning a living online: <http://www.onlinebusinessbasics.com/article.html>

**I Don't Want To Publish My Own Ezine-**

"I Don't Want To Publish My Own Ezine- That's My Final Answer!"  
(c)2001 BJ Evans

Some time ago I had an inkling that I would very much like to publish my own ezine. Seemed like a good idea. After all, we constantly hear that doing so is one of the best ways to get our own messages out. Seemed like a good idea...

I thought, "How hard can it be? Nothing to it." Only a few small decisions to make:

Think of a good, classy name.

Come up with a clean "layout".

How long should I make it?

How often do I publish?

Am I a good enough communicator?

Am I any good at writing?

How do I attract subscribers?

Where do I get really good content?

Whose articles do I publish?

How many free ads do I give?

How many lines do I give to a free ad?

Offer paid ads?

Send it by email, or make them come to my web site?

Do I really want to worry about being accused of SPAM?

Am I mentally equipped to maintain a 'schedule'?

Will I get cancellations if I don't publish on time?

Will I get cancellations if I publish the "wrong" article?

Will anyone really read my ezine, or just skim through it,

looking only for their own ad?  
If I only publish 20 ads, will everyone else unsubscribe?  
Do I run contests?  
Does anyone really participate in contests?  
Do I want to 're-do' ads that are not properly formatted?  
Do I have the stamina to put up with chronic complainers?  
With all those other ezines out there, will I be able to compete?  
How long do I have to wait before I can charge for ads?  
Do I want to charge for ads?  
If so, how much?

So, there you have it. I guess maybe, just maybe, I wrote all of these items down just to convince myself I really didn't want to publish an ezine! (And it worked!)

But, one thing's for sure; it also made me realize a little bit of just how much those ezine publishers go through to bring us all that great content. And, I'll bet there are many, many things I didn't even think of. No, I think I'll just sit back, relax, and wait for those great newsletters to arrive in my email. Then, once again, I'll enjoy all the wonderful articles, ads, advice, and humor.  
And I won't have to write a thing.

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