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10 Time Saving Tips for Ezine Publishers

By Paul Easton

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I recently spend several frustrating hours laying out and mailing an email newsletter. If you publish a free ezine, you will know its very time consuming to get all the information formatted correctly before sending. My long lesson should help you!

1. Use master templates

Create a master template using a word processor like MS word. Opening a word document, change the font to courier new – The same font that standard text files use.

Create a line of 60 characters across the page. Use "select all" then move your right hand margin to the end of the line, to set the margin for the whole document.

This stops this effect:

Hi
Welcome to
My
ezine and Hope...etc

Include any details that go in every ezine.
–Title, date, lines for layout, contents list copyright etc

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Save as a "text file with Line breaks" You can use this to format all your ezines.

Do the same for any articles you write, so your articles are formatted and ready to cut and paste into your ezine.

2. Use a word processor A lot of editors' recommend using a new program just for your ezine, simply follow these steps:

Using the master, open MS word or similar program and open your master file you have created. Now you can use the grammar checker, spelling etc of a powerful program without formatting problems. When you paste any information, recheck

the margins.

Remember to check and save as July.txt or whatever for your newsletter and not over your master.

3. Another pair of eyes

Always get it checked "twice", wait until the next day to read it again before sending. I use my wife as a first check, before it goes any further.

4. Check Send

You can see what it looks like in your mailbox by using and email bounce service. Send it to <mailto:echo@connectingonline.com> or <mailto:format@mail-list.com>.

It will bounce back to you. This is helpful especially if you publish an html mailing list.

5. Shortcut on desktop

Place a shortcut to your directory where your master and upcoming ezines are in. That way every time you find a link, that would be helpful to your subscribers, copy and paste it straight in.

6. Build over time

If your ezine goes out fortnightly, the day after it goes out make some progress on the next one, even it means just check the layout, but get it started and finish it a couple days

before publishing day. This gives you time to check it before sending.

7. Write your own articles

How can this save your time? By having your own articles, you can increase your creditability and never have to look for new fresh information.

Ezines build customer trust for ongoing sales. Anybody can write articles, you don't have to be a world class author.

8. Use a proof reader

This doesn't have to be a large expensive service, I use students who do a good fast job. I email the information to them, the next day I get it back ready to send. The best way is to send it as an attachment and keep an eye on

your formatting when you get it back from them.

9. Treat it like a 100,000

That's right, 100,00 subscribers "and" \$100,000. Keep to your publishing dates, treat your subscribers like gold and they will trust you and become long time repeat customers.

10. Use a mailing list provider.

I used a lot of services from software, like mailloop, list servers etc. So far bringing the service in house using a personalized script Mail Master Pro has been a good option, check it out at

<http://www.cgitoolbox.com/cgi/mmp/>

Personalizing you newsletter will make it "stand out" from the other 80,000+ ezines online.

Producing an email newsletter is an excellent way to build trust, promote your site and increase sales. Remember that it should be only one of you promotion methods and way of increasing sales. Have a great day.

Paul Easton Power Promotion Plus—Free Newsletter, Learn the secrets of Web Site Promotion and get

Free Award Software to do it! <http://100Promotiontips.com/ezine.htm> for more information

SEVEN tips on Submitting Your Ezine articles to content sites and Publishers.

By Radhika Venkata

1. Make sub-lists from Your ezine publishers list:

If you have an ezine publishers list, separate the list based on the topic of the ezine. Send only specific content to specific ezines. For example if you write ezine articles on self improvement, don't send it to search engine based ezines. The more specific you choose your ezine publishers, the more chances of getting published.

2. URLs in Your ezine articles:

Always check the urls in your ezine articles. After all, one of the purposes of writing and submitting articles is to get some prospects. Right?

3. Offer 'Win and Win Situation' to the publishers:

If you are promoting your product through the ezine article, offer the chance of inserting affiliate link for the publishers. Or provide any free service to them or to their subscribers.

4. Automate the process:

Use some sort of software to automate this submission. So you don't have to go through each email address and send one by one. Autoresponder that sends Your articles to your ezine publishers at specified intervals of time:

Automatic and targeted submission software:

5. Ezine publishers Instructions:

Some ezine publishers send some specific instructions like short articles, or a link back from your web site etc. Feel free to follow them to get more chances of publishing.

6. Ezine + Online publications:

Some ezine publishers send ezines to their subscribers and also they publish their ezines on their web sites as archives. Tell you what... This is a big plus point for your link popularity and also it brings you visitors all the time.

7. How many and how often to send the ezine articles:

Give a minimum of one month gap to send a second article again to a publisher. Ezine publishers

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receive many articles every day and following these tips increase your chances of getting published –
Well formatted article Clean subheadings for the articles Only one article per email Thank you note
for their time Shouldn't be like a sales letter Topic oriented and simple explanations No spelling
errors No broken Urls

Radhika Venkata (c).

Radhika Venkata

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SEVEN tips on Submitting Your Ezine articles to content sites and Publishers.

10 Valuable Tips For Ezine Publishers

10 Terrific Ways To Enlarge Your Subscriber Base

10 Winning Ezine Publishing Tips

10 Sure Fire Ways To Get More Ezine Subscribers

Money Saving ideas

Name Branding Syndicator

147 Killer Epublishing Strategies

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