

10 WAYS TO KNOW WHAT ARTICLE TO FEATURE IN YOUR EZINE.

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By Oluwafisayo Akinlolu

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Akinlolu

One challenge the ezine publisher faces is the creation of good content. Every issue must contain something of interest, something useful to the reader.

Here are ten tips which will help you choose the right article to feature in your ezine weekly.

1. ASK YOUR READERS.

Ask your readers what they love most and what they dislike. Give a bonus for answers you receive. You can decide to give a bonus to the first 50 to tell you what you want. This is an effective way to know what article to feature.

2. WRITE ARTICLES.

Write articles and use article announce groups to publicize your new articles. Make it clear in your article that it may be published freely. Those who publish the article will send you a courtesy reply.

Articles that get published by great numbers of people are good. Simply use them in your ezine. Remember to add a little more spice to them.

3. FOLLOW TREND.

Tastes and values change progressively with time. You should also follow trend. Constantly look out for what is new. While retaining the focus of your ezine, add dynamism by following trend.

Use articles that provide dynamism.

4. PARTICIPATE IN DISCUSSION FORUMS.

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Discussion forums are helpful in helping you choose the right article for your ezine each week. Visit these forums and watch the questions asked. Watch also the answers posted. You will be able to determine what topics are hot.

Go out, search for articles on these topics or write on them and you will have great content.

5. TITLE, CONTENT AND AD HARMONY.

Articles that you publish must harmonize with your ezine content for each issue. So should the title. There should also be harmony with the ads you place.

If the focus of your article for the week is how to turn prospects into customers, an ad selling cleaning agents would not be effective.

Work on the harmony of your content. Choose articles that go along with every other thing.

5. PRACTICALITY.

Articles that tell "how" have an effect on readers. It puts them in a mood that will get you really started. I must say it aloud. The reason why you are giving content is to make sales.

"How to" articles make the reader want to click your ads once it harmonizes with the article.

6. DEMOGRAPHIC.

If your ezine has an effective feedback mechanism, you should know who your readers are.

Choose only articles that harmonious with your reader's interest.

7. DETAIL.

I don't know about you, but I like detail. Articles that give information would do just fine.

8. AUTHENTICITY.

Always determine the authenticity of articles you intend to publish. What I mean is try and think on it. Are the principles and logic stated in the article sound?

Articles which pass this test are good enough for your ezine.

9. THE 30SECONDS TEST.

If the article does not sustain your interest (attention) for the first 30seconds (or maximally 60seconds) forget it. Find another article.

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You want to sustain your reader's interest so watch out!

10. LANGUAGE.

Look for articles that are written in plain easy to understand language. The last thing you want is to get your reader confused.

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Are You Using Ezine Classified Ads?

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If not, then you should be. They are much more effective than traditional online classifieds mainly because they are more targeted.

How many ezines do you think are out there in internet world?

I really do not know. But it has got to be tens of thousands,

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perhaps even hundreds of thousands.

Guess what? Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

Here are 3 ways you can do it:

1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues. And you will feature their ezine ad in your next 6 issues.

2. Pay for Ezine Ads

You could negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads ask them if they would like to receive some money to run your ezine ad. I bet they don't say no.

3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editors article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

Once you get to 1,000 subscribers you can start to run paid ezine ads. But don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

Rates vary tremendously but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad. You run 3 ads per ezine.

If your ezine was a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

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When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

So if you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course <http://www.brisney.com/how-to-write-free-articles.htm>



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