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7 Reasons Why You Should be Publishing an Ezine

By Merle

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Ezines: They're everywhere you look, and for very good reasons. They are an excellent online marketing tool. If you have a website and aren't publishing your own newsletter, I'm going to give you seven very good reasons why you should start.

- 1) Establishes Trust: When people visit your website, they have no idea who you are. As far as they're concerned you might be some evil person lying in wait, just trying to get your hands on their credit card number so you can run up the national debt. The media is partially to blame for this unfounded fear, but you need to be aware it exists and get those visitors to trust you in order to turn them into paying customers. Publishing an ezine helps to establish you as a reputable business dealer and over time, inspires trust.
- 2) Brings Visitors Back: Statistics show a customer needs to see your advertising message six or seven times before making a purchase. But how do you get a casual browser to come back? When someone signs up for your ezine, the mailing itself will serve as a reminder to to revisit again and again, eventually turning your subscribers into paying customers.
- 3) Establishes You as an Expert; Builds Brand Loyalty: Just because you're in business on the web, does that really mean you know what you're talking about? By publishing a newsletter and writing

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your own articles, subscribers will come to see you as an expert in your field. This and the familiarity they feel from reading your newsletter will reinforce brand loyalty to your site, turning many of your current subscribers into future customers.

4) Keeps Current & Potential Customers Up to Date on New Products & Services:

We all add on to our current list of products and services on a regular basis. Pricing may change, we may add new sections of interest to our websites, etc. Your publications allow you to share

this important information with current and potential customers keeping them up to date and possibly bringing them back for a new sale. Nothing is worse than having a client tell you he went to one of your competitors because he didn't know you offered that same service or product.

5) Builds Relationships: Let's face it -- Building a relationship takes time. Ezine publishing is one avenue towards doing so.

I can't tell you how often I get an email from someone who feels she knows me after subscribing to my ezine for the past year or so. Relationship marketing is important on the Web and publishing your own newsletter will help you do just that. The truth is, we'd rather spend our money with someone we like than someone we don't know.

6) Allows You to Build an Opt-In Email Marketing List:

Repeat after me: Spam is bad, opt-in is good. You can't buy a list of names and start blasting out your marketing message to people you don't know without getting yourself into a lot of trouble. But if those people have opted in to your ezine they have given you "permission" to send them email. They're an attentive audience who has already said they want to hear from you on a regular basis. You never want to abuse this right, but if you send out helpful information you'll be able to plug your company in between the lines without making anyone angry.

7) Keeps Your Website Fresh in Visitors' Minds:

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Have you ever gone to a website and really liked it, only to forget about it later? Sure, you may have bookmarked the site, but maybe you haven't gone through your bookmarks in a long time. I love when I get an ezine from one of my favorite sites, which serves as a trigger to "pop in" for a re-visit. This technique of "reminding" someone about your site is important; it really helps to keep a constant flow of traffic returning to your website.

Ezine publishing is one of the most effective marketing tools online today. Not only is it powerful it's probably one of the most cost-effective tools you can use in promoting your website. If you haven't tried it, it's never too late to start. Publishing your own newsletter can be one of the most rewarding tasks you perform....not just financially, but also

personally. You'll get a warm and fuzzy feeling from all of the people you'll be helping.....and that, my friend, is a reward in itself.

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Building Relationships Through Your Ezine

By Terri Seymour

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Having a business on the internet is different than having a traditional marketing or sales business. When you operate a business from a store, one of the traditional ways of establishing relationships with your customers is the meet and greet method. You greet your customers in the store and talk to them a bit and this helps build trust and establish yourself with the customer. However, on the internet, this method must be done completely different.

If you have a website through which you sell products

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of any kind, you must find a way to build relationships with your potential customers. One of the most effective ways of doing this on the web is by publishing your own ezine or newsletter.

Through your ezine you can keep your customers informed of any new products or information on your site. By doing this you keep prospects coming back to your site. Of course, you want to have an interesting and effective website, but that is another article. :)

When you start your ezine there are some guidelines you should follow.

- *Do not make your newsletter one big ad for your product or business. Keep your readers updated about your products, but also provide other information.

- *Follow a clean, easy-to-read format for your ezine. Do not put so many squiggles and lines and other "decorations" that might make it hard for people to read your ezine.

- *Provide useful, helpful content. Links, informative articles, and resources are a few of the things you should provide.

- *Put your personality into your ezine. People will respond to you more if you make it more personal.

- *Ask for and listen to your readers' comments on your ezine. You are publishing your newsletter for your readers, so you should try to do what they ask.

- *Enjoy making contact with your readers and publishing an effective and informative ezine. Treat your readers with respect and courtesy and they will reciprocate.

If you are unsure of how to get started with your ezine, here are a few sites that can help you get going.

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

<http://www.e-zinez.com/>

<http://www.ezineworld.com/index.php3>

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<http://ezine-tips.com/>

<http://www.web-source.net/web/Ezines/>

Ezine publishing is very essential to your business success. With some time and effort, you can have a very successful ezine. Good luck to you in your publishing and business ventures!

Terri Seymour owns and operates MyOwnEzine.com. MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net>. Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.



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