

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Smart Ezine Publishing Tips To Cultivate Your Success

By Ken Hill

7 Smart Ezine Publishing Tips To Cultivate Your Success by Ken Hill

1. Use autoresponders to deliver sample issues of your ezine to your visitors.

Your sample issues will help you to increase the number of your visitors that subscribe to your ezine by showing them firsthand that your ezine offers valuable information.

2. Promote the products of affiliate programs you've joined to your subscribers by creating a recommended resources section, by endorsing their products, or by placing ads within your ezine for their products.

3. Create an "Ask The Editor" section where you answer questions that you get from your subscribers.

This will help you to increase your subscribers' trust in you which will lead to more sales of your products. It will also help you to strengthen the power of your recommendations to your subscriber base by demonstrating your expertise.

4. Listen to the feedback you get from your subscribers.

Your subscriber feedback can be invaluable in showing you what's working well for your ezine. Their feedback will not only tell you what to keep doing, but can also give you good ideas about new things to try.

The negative feedback you get from your subscribers can also help you in a positive way by showing you what needs to be changed or what things could be made better.

5. Write articles.

Your articles will give your ezine a personal touch, help you to showcase your expertise, and give you a profitable way to promote your business through your promotional or resource box at the end of your articles.

7 Smart Ezine Publishing Tips To Cultivate Your Success

In addition, your articles can be used to successfully promote your ezine.

Add a resource box to your articles that shares with your readers the main benefits of subscribing to your ezine, and then get the word out about your articles by submitting them to article directories, article announcement lists, and to other ezine publishers.

6. Set up joint ventures with other ezine publishers.

You could swap classified ads or sponsor ads with ezines that reach your target market. You could also trade ezine recommendations with publishers that run ezines that you enjoy and who also subscribe to your ezine and enjoy your publication.

In addition, try swapping articles with other ezine publishers, where you agree to run another publisher's article in your ezine in exchange for that publisher doing the same for you.

7. Publish testimonials.

Post testimonials for your ezine on your site from your satisfied readers. Include your subscriber's name and website address to increase your testimonials credibility.

In addition, include testimonials in your ezine from people that have benefited from your products or services. This will help you to get more sales by increasing your subscriber's trust in you and your business.

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial.
<http://www.netpromarketer.com/autoresponders.html>

Building Relationships Through Your Ezine

By Terri Seymour

Building Relationships Through Your Ezine by Terri Seymour

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.

7 Smart Ezine Publishing Tips To Cultivate Your Success

If you have a website through which you sell products 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/>

7 Smart Ezine Publishing Tips To Cultivate Your Success

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



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

7 Smart Ezine Publishing Tips To Cultivate Your Success

