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A Letter To Ezine Publishers: With Gratitude

By Jo McNamara

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Dear Publishers:

I am writing this letter to thank you for all the hard work and dedication you give to your ezine and to us, your subscribers.

I consider ezines a treasure trove of free, beneficial information. It is from the articles you offer me that I get most of my valuable "how to" information. You must be psychic because you seem to understand exactly what I need to know to cut through the confusion in this fascinating medium called "Internet Marketing."

Some of you don't have many "how to" articles, but instead concentrate on trying to inspire me. You seem to work very hard to make sure I have the right Mental Marketing Mindset. I love your ezine just as much. Athletes must exercise their bodies, but the very best of them also work on having the right attitude to win. The articles you write and the ones you select have helped to form and shape my attitude so that I can become a winner in the marketing game. It's no coincidence that I feel more like a winner in life as well.

I want to thank you for offering me the opportunity to place a free ad in your ezine every week. You don't have to do this. I particularly like those of you who make me REALLY work on my headlines by only allowing a 2-line ad.

Some of you don't offer free ads and that's okay. Because the content in your newsletter is so good, I just enjoy reading and learning from what you have to offer.

Now...there are some of you who really took to heart the notion that if you publish an ezine you can make a fortune promoting all of your affiliate programs. And it seems that's all you display in your ezine. You don't offer me solid content; you don't give me the tools I need to learn and grow as a Net marketer. Your ezine feels greedy to me. But I'm not worried about you because I no longer subscribe to your publication.

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And...some of you publish an electronic billboard. It seems like your ezine consists of nothing but ads from subscribers. I don't mind if you publish a regular issue with articles and then a separate one with just ads. I enjoy studying and analyzing the issue with ads. What I'm talking about is the fact that your ezine starts with YOUR affiliate programs. In the middle, an article I've already read in 15 other ezines weeks ago and 25–50 free subscriber ads. They are crowded together like cattle being herded to market. But I'm not worried about you because I no longer subscribe to your publication.

Most of the products I've bought, I bought from you, Dear Publisher. I will buy from you because we've been together for a while and I've come to trust you. For the most part, I know that what you are offering is something you believe will help me in my Net marketing efforts. And you're usually

right. I now know who is just trying to shove a product down my throat to make a buck. But I'm not worried about you because I no longer subscribe to your publication

It was during the tragic events following September 11; I came to realize that you, as publishers, and we, as subscribers, were a community. We pulled together. You suggested we give blood; you gave us information on how we could help. You showed us your hearts; you shared your tears with us.

As publishers of electronic newsletters, you give so much to us. You dedicate much, if not most of your time to give us something very valuable. And you give it to us for free. All you ask in return is that we read what you are offering and hopefully, learn from it. You come into our lives daily, weekly, monthly. Sometimes we subscribers take you for granted. We forget to say "thank you."

–THANK YOU–

Sincerely,

A Subscriber

"He who receives a benefit with gratitude repays the first installment on his debt." Marcus Annaeus Seneca

P.S. I have many more installments to make.

Jo McNamara lives in Orlando, FL with 8 cats and 1 husband. You may receive other articles written by Jo at: mailto:articles_jomc@sendfree.com "I wish I'd found the Internet Marketing Success Arsenal when I first started out...I would have saved myself countless, wasted hours and more money than I care to think about!" <http://www.what-works-online.net>

An Overlooked Fr~e Advertising Opportunity

By Terri Seymour

A Letter To Ezine Publishers: With Gratitude

When you have an online business you need to utilize every possible avenue of advertising and promotion. As I sign up for more ezines and discussion groups, I am finding numerous publishers are overlooking a very effective and fr~e advertising opportunity.

After I sign up for an ezine or email discussion group, I await the welcome letter for guidelines and to learn a bit more about the ezine/website/webmaster. Too often all I get in the welcome letter is the standard default letter. No personal welcome, no introductions, no links to check out and no email.

This disappoints me as I always like to check out the sites of the people I am signing up with. It almost makes me want to unsubscribe.....almost. ;-) But I know that some publishers may just not know that you can take advantage of this advertising opportunity. I also didn't know of such opportunity when I was first starting.

So, by writing this article, I hope to make publishers and listowners aware of this fr~e advertising.

Whether you use Yahoogroups, Topica or a list manager that you have purchased, you can change the welcome message. Personalize it by introducing yourself and letting the subscriber know about your website/business. Inform them of any specials you might have. Tell them your advertising rates and add a testimonial. Invite them to your site to utilize the fr~e resources. Let them know your email so they can contact you. Use some of the space for ad swapping with other publishers and their welcome letters. Add an affiliate product or program review.

There are numerous things you can promote with your welcome letter. Also, do not overlook your goodbye letter. You have one last chance to get this person back. Make it a good one. ;-)

I also have a little message in my goodbye letter that encourages people to let me know why they unsubbed.

Example:

Thank you for being a subscriber to My Own Ezine. I am sorry to see you go. If you could take a minute to let me know why you unsubbed, I would appreciate it. Please drop a quick note to

Thank you.

You might learn ways to improve your ezine by asking former subs this question. Of course, they do not all answer, but a good many do! Always reply to them with a short but appreciative thank you note!

I also promote many of the same things as I do with my welcome letter. By doing this you just might get this person to think....."Maybe I will take one last look and see what they have."

In this business, you have to utilize every opportunity possible and this FR~E advertising could turn out to be a golden one!

Happy Holidays to you and yours!

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Terri Seymour owns and operates

.

Learn to publish and promote your own ezine.

For a complete list of her articles available for reprint please email:

You can contact her at

ATTN: Ezine Publishers, save hours of your valuable time!

An Overlooked Free Advertising Opportunity

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

10 Sure Fire Ways To Get More Ezine Subscribers

10 Valuable Tips For Ezine Publishers

10 Terrific Ways To Enlarge Your Subscriber Base

147 Killer Epublishing Strategies

Ebook Authors Interviewed

Ezine Filter and Format software

News Letter Genie Pro

Power Profits Autoresponder Course



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