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Impair Healthy Healing In People Over The Age Of 30!**

A Mini–Course in Ezine Publishing

By Terri Seymour

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Once you get your ezine designed and formatted, you can start promoting. It is a good idea to start promoting before the actual publication date. This way you will have some subscribers to send your first issue to.

Some of the ways to promote your ezine are:

ad swaps sig line discussion lists message boards ezine directories article writing

There are many more ways that you will learn as you spend more time publishing your ezine.

#Ad Swaps

This is a method in which you run another publisher's ad in your ezine and they, in turn, run your ad in their ezine. This is a most effective method because you can get your ad placed in many quality ezines at no cost. To find other publishers who are interested in swapping you can join these lists:

mailto:Group_Advertising–subscribe@yahoogroups.com
mailto:Ezine–Ad–Swaps–subscribe@topica.com
mailto:AdSwapsforYou–subscribe@egroups.com

Or visit these sites:

<http://www.freezineweb.com/ad–swaps1.html>
<http://www.bizpromo.com/ezinetrades.htm> <http://www.adswap.net/>

#Sig Line

Always include your ezine with subscribe address in your signature. This enables people to subscribe directly from your email. This is how you promote through discussion lists and message boards also.

#Ezine Directories

A good directory can bring you subscribers. Submit to as many as you can. These directories can also bring you advertisers to buy

ad space in your ezine.

<http://www.worldmegastore.com/newsletters.php>

<http://www.fun-lists.com/> <http://www.ezinelocater.com>

<http://www.atozines.com> <http://www.bluechiptraffic.com/ezines/>

#Article Writing

This is one of the best ways to build your subscriber base.

Writing and submitting good articles builds trust. You establish yourself as an expert and people are interested in other information and knowledge you have. If your articles are effective, people will subscribe right from your resource box.

This is the write–up that you add to the end of each of your articles explaining who you are and what your business is.

Always include your subscribe address and your email address so people can easily contact you.

I have just touched briefly on each of these methods to give you an idea of some of the many ways you can promote your ezine. One

of the things you want to remember when publishing an ezine:

ALWAYS provide quality content and limit the number of ads in your ezine. Your subscribers are very important to your business, so never take them for granted. Give them what they are looking for or they can find it in one of the other hundreds of ezines available on the net.

If you have any questions concerning the information in this article, feel free to email me anytime.

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.

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 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.

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*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>

<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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