

Another day, another newsletter to write...

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

	<p><b><u><a href="#">100% Effective Natural Hormone Treatment</a></u></b>  <b>Menopause, Andropause And Other Hormone Imbalances</b>  <b>Impair Healthy Healing In People Over The Age Of 30!</b></p>	

Another day, another newsletter to write...

By Jessica Albon

Another day, another newsletter to write... by Jessica Albon

Another Week, Another Newsletter to Write...

By Jessica Albon

Copyright 2004, The Write Exposure

Are you at the end of your rope when it comes to writing your newsletter? Do you sit and stare at that little blinking cursor?

Even the most prolific newsletter publishers face times when they just can't stand the thought of writing another issue. The next time that feeling strikes, use these three techniques to pull yourself out of it.

.....  
Renew your commitment to discipline

.....  
There's something to be said for forcing yourself to do something, even when you don't want to. Whether that's exercising your muscles, getting up an hour earlier, or keeping your promise to readers to get your newsletter out on time, you'll shore up your personal integrity by honoring the commitments you make.

If just the thought of training yourself to become better disciplined isn't enough, consider this question asked by Sam Horn in her book, *ConZentration: What will I remember a year from now?*

Will you remember that you played hookey for a day? Or will you remember that you got your newsletter out on time, every time, for the entire year?

.....  
Pare down the newsletter

.....  
Last year, I was writing two feature articles per issue. And though the newsletter came out less frequently, I was still writing both articles at the same time. It was simply too much writing for me.

Another day, another newsletter to write...

So many of my clients feel they have to put out a long newsletter or not bother. In reality, just as you're busy, so are your readers. Most publishers get better results with shorter, more frequent newsletters.

Plus, brevity makes readers happy.

.....  
Use a content formula that makes sense

.....  
If you hate to write, arrange your newsletter so there's a minimum of it to do. For instance, if you can include photos that'll communicate your point instead, use them. If you can run interviews instead of articles, conduct interviews.

Find articles that are easy for you to write and write them. You'll find your readers genuinely notice the difference between a happy writer and a miserable one. They respond better when you make the newsletter easy. No one wants to feel guilty for making you suffer.

Want more tips on how to put the joy back into publishing your newsletter? Subscribe to Newsletters in Focus for free tips every two weeks on creating wonderful newsletters.

Visit [http://www.designdoodles.com/free\\_newsletter.htm](http://www.designdoodles.com/free_newsletter.htm) to sign up and receive your free copy of "Do You Make These Six Mistakes in Your Company Newsletter?"

## **An Article about Articles**

**By Jim Schulte**

Everyone that publishes a newsletter or ezine knows that the "list" is the most important thing, if you want to be successful with any online venture. To build that list we are told to submit ads to other ezines, join as many ezines as is humanly possible to read in a 24 hour day without food or sleep. And of course write articles.

They also tell us that any dim bulb can write. I've read a few articles and I think that statement may be somewhat false. Ok, we know we can write because all of the kids in your daughters 3rd class think you write "neat" poems.

Now all we have to do is pick a topic that is interesting, informative, is less than 1 ba-zillion words, and will make people want to come back and read more of your articles. Hopefully they will become subscribers to your publication.

Oh yeah, they have to be good enough to be able to submit them to other ezines and make the public think you are the second coming of Mark Twain.

We all know that there are 1000's of articles out there right now that deal with a variety of subjects ranging from trimming your dogs nails to starting your own Zen Budda cult.

Another day, another newsletter to write...

When you are choosing a topic to attract more subscribers to your ezine or newsletter, pick one that will keep them awake and alert. You don't want them getting half way through the article and then hitting the old "delete" key.

Keep it short so you can hold the readers attention, and tell them something they didn't know about , before they read your Pulitzer Prize winning piece.

People want to be informed when reading anything! They also want to be entertained. So you see what you write about isn't as important as how you write it, and present it to your readers.

The proof in that statement is in what you just read. I wrote an article about absolutely nothing just now, and I got you to stay with me until the end.

So now this is the end. Please go subscribe to my newsletter.

Jim Schulte is the creator of the Internet Marketing Junkie Mouse Pad and Editor/Publisher of the Internet Marketing Junkie Newsletter

Jim Schulte has been marketing online since November 2002. He is the creator and designer on the Internet Marketing Junkie mouse pads.

An Article about Articles

"The Lazy Way To Build A Responsive Opt-In Email List"

Don't Just Sit There, Write A Newsletter Article

The Newsletter Explosion – How to Write a Newsletter Without Doing the Hard Work

What Aunt Marge Can Teach You About Ezines

Ezine Filter and Format software

Software Index

News Letter Genie Pro

Email Commando

How To Get Reprint Rights Without Paying A Dime

Another day, another newsletter to write...



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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