

"Are You Doing It on a Regular Basis?"

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
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By Merle

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If you're an ezine publisher I have one word for you: "consistency." When planning your newsletter, you need to decide how often your ezine will be sent out to your subscribers. Essentially, you need to create a schedule and stick with it. But how often should you publish? How much is too much and how often is not enough? When it comes to frequency, the usual choices are daily, weekly, bi-weekly, or monthly. Let's examine the pro's and cons of each one.

DAILY: If you plan on publishing a daily ezine be prepared to do a lot of work. Think about it. That's a total of 365 issues you'll need to create every year. Not only is this a monumental task, but daily publications can become annoying fast especially since most of us are dealing with information overload and bulging email boxes.

WEEKLY: Once a week is a little better but it still can be time consuming to produce a quality ezine on a regular basis. That's 48 issues in a year, still a lot of work. Some are of the opinion that once a week is still a bit too often and showing up in someone's mail box four times a month can appear to be too much for your subscribers. On the pro side they'll have a hard time forgetting about you.

BI-WEEKLY: Every two weeks seems to be just the right mix for many. Whereas weekly can be too much and once a month not enough, every two weeks seems to work like a charm. Publishing an ezine twice a month is just often

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enough to keep you fresh in your subscribers' minds but not so often that they become annoyed with you and start reaching for the unsubscribe link. As an ezine publisher, twice a month can be easily worked into your busy schedule without too much strain.

MONTHLY: Even though many ezine publishers go with a monthly schedule, it does have its drawbacks.

Mailing just once a month can cause a subscriber to forget who you are or that they even subscribed to your ezine in the first place. Many a Spam compliant has started this way. Don't get me wrong, I subscribe to many

monthly ezines myself, but sometimes by the time I receive an issue I've almost forgotten I was subscribed to it. It just doesn't seem often enough to keep the publication fresh in my mind. On the plus side it's not too much that you're messages become annoying.

So there you have it; the options for choosing an appropriate publishing schedule. Which one is right for you will depend on your time constraints and what you're trying to accomplish with your ezine. So next time someone tells you it's the size that matters don't believe it — frequency can make the difference between a memorable newsletter and one that just fades into the woodwork.

So how often are you doing it?

Merle: <http://www.EzineAdAuction.com>"Where some of the BEST Deals in Ezine Advertising are Made"Buy & Sell Ezine Ads in a live auction setting!Publishers sell off your excess inventory and Buyerspick up some Fantastic bargains. Go now.

Habits of prosperity

By Janet Ilacqua

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Habits of success

Habits are behaviours you perform on a regular basis. Good habits to cultivate if you wish to attain success in your business include:

- Start each day alone, fully awake, with a period of absolute silence and reflection. Use fifteen to thirty

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minutes to reflect upon the most significant problem you are facing at that time, to envision how you would like the day to go, and to remind ourselves of what kind of person you are trying to become.

·As you fall asleep each night, reflect on what did not go well in the day and why, as well as what did go well in the day and why. Envision how you want to feel and act when you wake up in the morning.

·Take regular and scheduled days away, which include a long period alone in silent reflection on the problems you are facing, what is working and not working, and what you want your future to be like,

·Take regular, light exercise as part of your reflection periods.

·Spend a few minutes every week reading books on the higher meaning of life; not "how-to" books, but books about leading a purposeful life and that talk about the purpose of life itself.

·On a regular basis, take the time to learn something practical from a master in a trade ... even if it is not something related to or of application in your work.

·On a regular basis, take the time to do things for the more needy people around us ... not by sitting on charity boards or other similar business-related things, but by physically going out and volunteering in the community.

If you practice these habits diligently, you should not only feel and think better, but you have the energy and creativity needed for success in the business world.

Bio: Janet Ilacqua is a freelance writer based in Tracy, California. For more information about her writing, check her website at <http://www.writepondemand.com>



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