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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.

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*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/>

<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.

Is Your Ezine A Wealth of Information or A Sales Trap?

By Karon Thackston

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by Karon Thackston © 2002

<http://www.createezines.com>

Ask successful ezine publishers what draws subscribers to their ezines, and you'll be told one very important thing. Content, content, content. However, many would-be ezine publishers focus more on selling than they do on valuable information. They turn their attention toward making money instead of building relationships. If you follow suit, that practice will surely be the death of your ezine, my friend.

"What? Ezines are supposed to be this wonderful marketing tool. They are supposed to help me get more sales. What do you mean that selling will be the death of my ezine?"

Exactly what I said. Think of it this way. When you subscribe to a paper magazine, what are you paying your hard-earned money for? You don't want to get a copy of "Forbes" or "Glamour" only to find 90% ads and only one article in the entire issue, do you? Certainly not! Neither do your ezine subscribers... even if your `zine is free.

They subscribed to your ezine because they believed they would get a wealth of information. Instead, they're likely to feel they've fallen into a sales trap.

Don't get me wrong. Ezines are a wonderful sales tool. They can help to build your business. They do bring in more clients. But they only do this if presented in a professional manner that shows you care about providing a quality publication, and not just promoting products or services that will make you money.

Trust is a big part of ezine success. Your subscribers trust you to provide content that will help them in some way. If you choose not to, they will most likely unsubscribe. If you choose to give them what they want however, you can get set to reap the rewards.

Take the time to find out the concerns, needs, and wants of your subscribers. Then offer them solutions through your content. You can do this through articles you write yourself, or by researching articles written by others. Make the content prevalent... don't make your readers have to dig to find it.

Once you have your content in place then turn your focus to advertising. Many ezines I've seen are simply overloaded with ads. You must read through five or six ads before you ever get to any real information. That's way too much! Yes, for your advertiser's benefit, you'll want to have the ad placed above the articles. That's understandable. But only place one ad in each spot... not three or four. Again... put your subscribers' needs first.

When you take every effort to produce a publication that readers will value, you will increase your chances of getting referral subscriptions, building trust, creating valuable relationships, making more sales, and boosting your own credibility. Then, and only then, will your sales come rolling in.

Want to learn exactly how to create a quality ezine and how to build your subscriber base? You can!

Building Relationships Through Your Ezine

Karon will take you step-by-step through the process and give you over 70 free places to promote your ezine. Get three FREE bonuses with your purchase, too! Get all the details today at <http://www.createezines.com>.

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