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"Confessions Of A Zine-O-Holic"

By Jo McNamara

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My name is Jo and I'm a zine-o-holic. Ya know, I tell myself, "I can handle this problem. I'll just read one ezine, maybe two and then I'll stop." That might last a day or two. But before you know it, I feel the urge come over me and I'm back to reading 15-25 ezines a day.

Not the cheap stuff either. The solid-content, benefit-laden stuff. Yeah, we all have our reasons for being here. Some of you get your kicks with the free ads. Some of you are like me; you enjoy reading ezines and the information they provide. Some of us get this stuff in our inbox. Some of us go to websites to get our fix. It doesn't matter. We have to face the fact that we're hooked on zines.

We can't blame it on the publishers. Sure, they offer this stuff for free. They come up to us and say, "Hey, I got some good zine. Great articles, free promotional tools. I can be your best friend. All ya gotta do is subscribe." What they don't tell you is before long you're hooked. You get a taste of one good ezine and before you know it, you're back out there; desperately trying to find another one to subscribe to.

I never thought I would end up like this. I was raised in a good family. Go to school, get a solid

education and then go to work for someone else.
And I did just that for a while.

I thought I had a happy life. Then it happened.
To this day, I don't know how. I got into Internet
marketing and that's when everything changed.

I started out innocently enough. Probably just
like you. Fell for a few get-rich-quick scams.
Wasted my time; wasted my money. But I got through
that and thought I was gonna be okay...until I
discover ezines. Then there was no turning back.

It's the same story; I'm sure you can relate to it.
I subscribed to a couple of ezines. I started
reading articles by Terry Dean, Rick Beneteau,
Terri Seymour, Michael Southon...there are others out
there; but we know who I'm talking about. I
learned what it took to be successful in Net
marketing. Before you know it, I wanted more. I
couldn't get through the day without reading a few
ezines.

I unsubscribed to the ezines that had nothing but
ads. That gave me the feeling that I was in
control. But, my friends, we know how false that
feeling is. I was still hooked on the good ones.

To make matters worse, I started earning an income
working at home. I'm just minding my own business.
Reading ezines; learning from ezines; applying what
I'm learning. Money starts coming in. You think
you have your life planned and something like this
happens. I don't know what to tell you. I never
saw it coming.

My friends say I've changed. I'm more self-
confident; I'm happier; I'm more positive about
life. They just don't understand and I can't tell
them my secret.

I thought I could control the problem by shutting
down my computer. I realize now that I was just
in denial. Before long I was sneaking into the
office. I'd tell myself, "Just one ezine. I'll

just read one." An hour later, dinner hadn't been cooked and the litter box hadn't been cleaned. I was off and running. Lost in the world of ezines. With trembling fingers, I would turn off the computer. But I knew the truth; I wanted more.

I don't know what the answer is. Just when you think you're in control, you find another ezine to subscribe to. Even if you're particular about what you read and don't like the cheap stuff, there's always one more good ezine out there calling your name.

Well, that's my story. Thanks for letting me share. I won't tell you I'll ever be cured. The truth of the matter is I don't want to be cured. I'll just have to take it one ezine at a time.

Jo McNamara lives in Orlando, FL, with 8 cats and 1 husband. To receive other articles written by Jo, mailto:articles_jomc@sendfree.com. <http://www.what-works-online.net>

10 Profitable E-zine Joint Venture Ideas!

By Larry Dotson

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1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.
4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.
5. You could offer an e-zine publisher new content

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by writing an original column for each issue. They're always looking for original content for their readers.

6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross promote each others' business.

7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.

8. You could ask an e-zine publisher to trade thank you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.

9. You could offer an e-zine publisher the option of you publishing their e-zine in return for them running your ad.

10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running your ad.

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