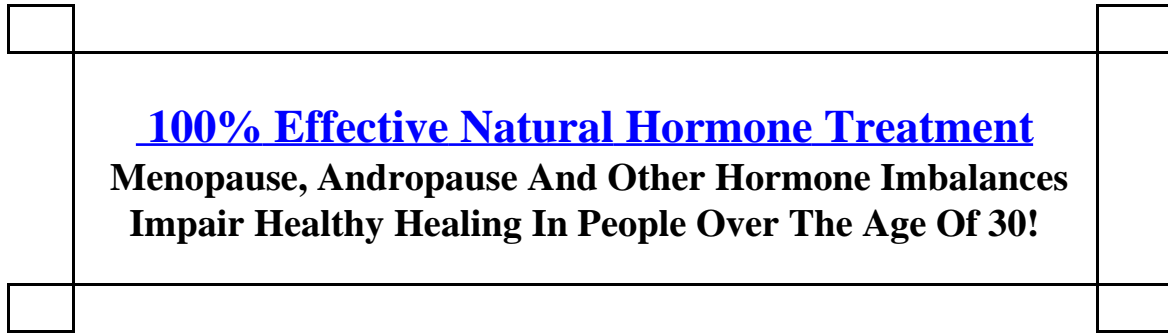


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Create A News-List Instead of A Newsletter

By The Creative Affiliate-Karen Vesgaard

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A "Get Creative" Article
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"Create A News-List Instead of a Newsletter"

"You Need To Publish A Newsletter if You're Going To Be Successful!"

Gee..where have I heard that before?

So, what's the purpose of editing and publishing a newsletter? Well, we all know the answer to that by now also.

You need to have a mailing list of opt-in subscribers in order to promote and sell your product or service.

Let's look at that idea from another perspective..

Create A News-List Instead of A Newsletter

=>You need to offer something of value in exchange for a potential customers E-mail address.

In the case of a newsletter you are offering information that your readers can use through the articles you include, the tips and ideas you're passing on, and in some cases the free ads you offer to your subscribers.

What about those excellent resources and tools you've uncovered? In some cases you've just run across a nifty new tool, or maybe you've researched something specific that you could use, and now can pass it on to your readers.

So, let's look at this again.

=>You need to offer something of value in exchange for a potential customers E-mail address.

**The Value you Offer in exchange for that E-mail address does Not have to be in the form of a Newsletter.

Instead..how about a News-List?

- 1) Put together a weekly list of all the new free catalogues you can order online.
- 2) Do you spend alot of time searching through all the auction sites for antique watches and jewelry? Collect the newest additions and offer a weekly current listing.
- 3) Can't decide from week to week what affiiate programs to join, so you spend countless hours searching through fifty or sixty affiliate directories looking for just the right ones for Childrens Toys? Offer a weekly update of New Childrens Affiliate Progams.
- 4) Collect "30 Minute Meals" recipes and collect them into a "Weekly Planner" including the grocery list for all.
- 5) So, you're a movie buff? Offer a Weekly review of New Releases,
- 6) How about Humor, Or..narrow it down, send out a weekly collection of "Internet Humor"
- 7) Thinking about buying an RV, and seeing the country..All the research you've been collecting can be shared with others.
- 8) The Freebies news-list catagory was and still is extremely popular..come up with a new spin.
- 9) Motivational catagories are another popular use for short news-lists
- 10) Household Tips have been around for a long time..The quick little tips that can be read in a couple of minutes are great.

The List could go on and on..

So, where to start?

The Very Best Place to start is where ever you spend most of your time.

Go to Amazon.com and wander through the lists of catagories. Check out the "Best Sellers" See what people are interested in.

Go to overture.com.

<http://inventory.overture.com/d/searchinventory/suggestion/>

Pull up key words and you'll sometimes be very surprised at the subjects that people are searching for information on.

What are people watching on television? The popularity of current shows are a great indicator..Remember the popularity of "X FILES"..Anything paranormal was immediately gobled up! :)

These News-Lists do not have to be time consuming..especially if the information you provide is already gleaned from your own day to day wandering through the internet..

Just get in the habit of scribbling down or saving websites and ideas into a folder as you go.

There's no need to include lengthy articles, or create a Newsletter format or template. All you need is your email server and a free list server such asTopica or Yahoo..

Include Top and Bottom "From Our Sponsor" Ads of your own..perferably with a product that is of the same theme as the News-List..May as well let your publication be the "Pre-sell" for those ads as long as you're doing it !!

So start thinking of where you spend your time..Think about the kind of information that you can pull together to:

=>Offer something of value in exchange for a potential customers E-mail address.

And that's a Good Thing..
For Both of You!

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7 Necessary Steps You Should Know When Building

By Nadeem

7 Necessary Steps You Should Know When Building by Nadeem

7 Necessary Steps You Should Know When Building A Newsletter Or Ezine

by Nadeem Qazalbash

I help my Subscribers in any way possible by listening to what they have to say and providing them with as much info as I can to help them build their Newsletter or Ezine and grow there Online Business Successfully.

You will learn Marketing ideas such as:

1. How to build More Subscribers to Your Newsletter/Ezine and why they will stay with you for years to come!
2. How to create red hot articles for your Newsletter each and every time you send Email to your Subscribers.
3. How to make more profits with your Newsletter and gain more creditability with your Subscribers each and every month!
4. Why it's important to own your own Ezine or Newsletter to be successful online and how to milk it for all its worth!
5. Learn why creating your own information products will be your best sellers and bring in more new Subscribers then any other advertising method!
6. Where to find the perfect JV Partners and how to approach the top Publishers on the Net!
7. Learn how to make your own in-demand ebooks that will have your Subscribers begging to

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how to grow your Subscriber list and increase your profits, each week I will Reveal Secrets on how you can grow and profit from your very own Newsletter or Ezine.

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Sincerely,

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