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Discover These 7 Ezine List Hosting Choices

By Maria Marsala

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Mailing lists in the form of discussion groups have been in existence since the 1960's and were used as a way to share information. They were called (and are still called) "Usenet", "Newsgroups", "News" or sometimes "NetNews". In the mid 80's Eric Thomas developed "ListServ's" for use with IBM computers. They usually offer the most features to their subscribers. Majordomo was developed in 1992 by Brent Chapman and continues to be used by many Ezine publishers.

Know that you have many choices of hosting services and the number companies offering services is growing. Use the information in this article as a guide. Don't be afraid to try the BCC or free elist hosting services to get a feel for what is involved in owning an ezine. Personally, I've learned so much by going this route. Then as your ezine and ezine knowledge grows, change over to a paid service.

__Use the BCC (blind carbon copy) area of your current email program. Never used this feature? If this feature were part of your email program, the directions would be in the "help" feature of the program. By using this feature people won't see who your subscribers are and therefore won't be able to spam your readers. You will know that someone has sent you a message, using BCC, when the "to" reads "unlisted recipients."

__Purchase a software program and maintain the list yourself.

~~Infacta <http://www.infacta.com/gm.asp>

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~~List of software companies

<http://list-business.com/list-software/>

__Use Majordomo. This is not the easiest alternative. Many times subscriptions are rejected because the subscriber is using an email program with "HTML" text in the message. For more information on this service visit:

www.conveyanced.com/MajorCool/

www.google.com/search?q=majordomo

__Download free Common Gateway Interface (CGI) Scripts and use to produce your ezine. These programs usually contain

limited capabilities, which is just perfect for many ezine publishers. To find these scripts, go to your favorite search engine, and do a search for free CGI scripts, such as www.bignosebird.com and www.CGI-Resources.com

__Many advertising and marketing companies provide "in-house" ezine services to their clients.

__Use one of the free services to keep your elist members confidential. "Free" meaning there is an ad either at the top or bottom of each note you send out.

~~www.topica.com Topica – With the exception of moderated lists, each list contains an ad. Automatically adds unsubscribe directins to each email. Very basic service. You cannot add new members; instead you must "invite" them. There is a cost involved in adding many members at one time. So before you move your elist to this service check with their customer support.

~~yahoogroups.com Yahoo Groups – When you use this service, you will have, for your readers, the largest number of community building tools for members. These include a chat room, place to upload important files, automatic distribution of files you request, a calendar to send out reminders, and more. Allows you to automatically "subscribe" members who have requested you to subscribe them to your list. Each message usually contains at least one large ad.

~~www.bravenet.com Bravenet – Limit 500 subscribers per elist although you can set up additional elists on this service. Double opt-in for subscribers only. Easy system

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allows you to email yourself a copy of your subscriber list.

~~www.smartgroups.com Smart Groups – This is a newer service, very basic, no annoying ads on top. Your elist will contain a calendar that you can use for reminders of classes etc. The only way to delete your elist from this service is to contact smartgroups customer service.

~~www.coolist.com Cool List – Newer elist program. Ad is on the bottom. Very basic service.

__Paid Services – – Prices start at approx. \$20 per month for smaller ezines and end up in the thousands of dollars for larger lists. Some have subscriber limits at that price, some offer free trials. Each company offers different services.

~~Topica <http://www.topica.com> ep/

~~Yahoo

<http://e.gotmarketing.com/collateral/yahoo/smallbusiness/campaigner.html>

~~Constant Contact www.constantcontact.com

~~List Channel www.listchannel.com

~~Web Valence www.WebValence.com

~~List Universe www.List-Universe.com

~~Spark-List www.Spark-List.com

~~List Serve www.listserve.com/

~~Microsoft's B Central

www.bcentral.com/services/lb/pricing.asp

~~Cartville is one of companies that also offers ezine mailing lists along with many of it's shopping cart packages. www.cartville.com

~~Comparison chart of ezine hosting companies by Gammadyne

<http://www.gammadyne.com/gm-comparison.htm>

~~elist Directory of companies

<http://www.list-business.com/>

NOTE: As a precaution against dot.com companies that end up out of business, make sure the company you choose allows YOU to download the email addresses of subscribers. Then download your list at least monthly.

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5 Keys To A Successful Ezine

By Al Martinovic

There are 5 basic keys you need for your ezine to be successful and here they are though not necessarily in this order.

1– Hosting

You need good reliable hosting for your website. You don't want to lose subscribers because your site is always down. Not only that... it's unprofessional.

Why should someone listen to what you have to say in your ezine when you can't even get the basics of having your website operational?

2– Autoresponders

You want to automate everything. An autoresponder will send a confirmation email when someone subscribes. It will handle removal requests and if it has a broadcast feature you can even send out your ezine through it.

You may need multiple autoresponders as you will find that there will be many things you want automated such as when you are offering a free report, or confirmation of an ad someone placed in your ezine... the list can go on and on.

3 – Tracking

You may want to track the ads you place when promoting your ezine to find out what ad(s) pull well for you and which don't. You don't want to be wasting your time on ads that don't work. When you find an ad that pulls well... go all out on it.

4 – Products

As you start to grow your ezine and build a relationship with your subscribers you need to offer them products. After all... you are in this to make money.

You can create your own products around your list, get resale rights to an existing product to offer to your list or you can join an affiliate program.

Now, I admit... 1–4 can get pretty expensive especially if you are on a tight budget.

TIP #1: You can go here and get all of what I just mentioned in one package and it's super cheap.

5 – Leads

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Every ezine no matter how big or small needs no or low cost ways of attracting more subscribers.

You can advertise your ezine by submitting to ezine directories, announcement lists, by writing articles, or doing joint ventures such as ad swaps just to name a few. The problem is... all of this can become time consuming.

TIP #2: There is a software that will automate your entire submission process to everything I just mentioned.

TIP #3: There is a site that will bring you new subscribers for only 5 minutes of work.

There you have it. By no means is this a complete list but by getting the basics down and following the TIP's I just mentioned, you are well on your way to a profitable ezine.

Al Martinovic has helped numerous individuals succeed online. Send a blank email to get his powerful report "How To Make Money Online With Any Product Or Service Without Spending A Dime In Advertising"

5 Keys To A Successful Ezine

Business Web Hosting: Which is Right for You?

The Basic Facts About Business Web Hosting

The Top 10 Easy Ezine Development and Promotion Tips

Ezine Don'ts

147 Killer Epublishing Strategies

Name Branding Syndicator

Ezine Filter and Format software

Money Saving ideas

Ebook Authors Interviewed

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