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Do You Submit Articles to Ezines?

By Nucha Aquino

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There is something I'd like to talk about... from the angle of an ezine publisher.

That's "How to submit articles to an ezine, and get published".

Put yourself in a publisher's shoes. How do you feel if, one day, you receive an article submission email which ends with "if you want remove from this list..."? I did not ask to subscribe... for crying out loud...

~~ Do not add a publisher to any list ~~

If you have an article service list, ask the publisher to subscribe. They normally would, if they like your works. If they don't they won't publish your works anyway, why bother adding them to your list.

If you have a large list of publishers and article submission groups to send your articles, use a bulk mailing software such as Groupmail. You can personalize the email. And the free version can send to up to 100 recipients at a time. That should be enough. Get a free download here... <http://eLaguna.neet/groupmail.htm>

Now put yourself in a publisher's shoes again, how do you feel when receive -- at your article submission address -- an email addressed to "dear publisher"? This person does not mean to send article to us... just any publisher, right?

Do You Submit Articles to Ezines?

~~ Know the ezine you are submitting your article to ~~

No need to chit-chat with publishers. No need to go "I love your ezine", etc. But a little of "hello what's up" is nice. Personalize the email. Address publishers by name. You should also send the kind of article the ezine publisher is looking for. If you send an article against solo ads to a publisher who sends more solos than the ezine, don't ever expect to get published.

Some publishers accept ONLY article within a certain topic.

And they say so in the ezine. Please respect the rules.

Put yourself in my shoes again (I have several pairs), what if you receive email from a certain author (who happens to be a fast writer) everyday? Do you finally stop reading his emails? I do.

~~ Do not submit too often ~~

I used to receive daily submission from an author. I thought it was funny. There had been too many emails from him that I did not read it anymore. Latest news... the poor author was accused by some publishers for spamming! Worst thing was he did not send the article to the article submission address, but the publisher's contact address...

~~ Send it to the right place ~~

Be sure you send your article to the right address, with the right subject line. Most people filter their email. If your article does not make its way to the "articles to read" (or whatever) folder, the possibility is that it will never be read at all.

The other not-so-important-but-nice-to-do thing is formatting. I take me more time to read and publish an unformatted article. It might not get published by a publisher who is busier than I am.

~~ Format your article ~~

To be safe, do it 55 characters per line (press the ENTER button at the end of every line). I do not know any

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publisher who publishes less than 55 chars/line. It is a good idea to put summary of the article together with word/line counts with your submission as well.

Each publisher has his/her rule about the format. You have to follow it. Make it easy to read. Put more white spaces. And use common language. The article should not be too long or too short. I think 500 words is a nice length.

Last but not least...

How would you feel when you receive this message "Hey... you... need some money? here's my article" Well, I can use some money, but I just hate you for saying so. I normally reply to these people with the information of how to order a solo ad in my ezine.

~~ Make offer with respect ~~

If you are offering a profit sharing program, or any kind of partnership to a publisher, do it with respect. Use terms like "please consider...", "if you would like to...", or such. Make publishers feel you are proposing a win-win partnership. Do not write as if you were giving them a favor because you actually are not! Do you need your article published, by the way?

Consider these. Send your article again. This time be more thoughtful. Now the rest is up to the content of your works.

Good Luck, and Have Fun Writing

Nucha Aquino is a Work-At-Home-Mom who loves to travel. She currently teaches International Business and Management in a Graduate School in Laguna, Philippines. When the baby is asleep and there is no class, she writes about her International and Business experiences in her 2 ezines: Small-World Ezine at <http://small-world.netfirms.com> , and eLaguna's eBiz Tips at <http://eLaguna.net/newsletter.htm>

Writing Ezine Articles – 4 Reasons Why You Should Do It

By Farid Aziz

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Do You Submit Articles to Ezines?

One of the best ways to promote your website in the internet is to write articles in Ezines. You don't have to be a Master or Guru to start writing articles!

Anyone who's been in the business for 2 or 3 months certainly has a lot of information that he or she can share with others, especially newbies. So why don't you take advantage of it?

Here are the 4 reasons why YOU too should start writing articles in Ezines to attract more visitors to your website:

1. It's FREE!

Do you know that most of Ezine publishers don't write their own articles? Most of them are always searching for good articles to be published in their Ezines! That means, you can submit your articles for FREE.

2. You can reach TARGETED people.

It's easy to attract as many people as possible to your website. The problem is, eventhough you have thousands of visitors (or even more), you still can't increase your profit! Why? Because no one purchase your products/ services. Why? Because they are simply not interested in your business offer! Why? Because you don't have targeted visitors! So, end your effort to bring just as many people as possible to your website. Instead, concentrate on how to bring targeted visitors! By writing articles in ezines, you will certainly reach targeted people. For instance, submit articles to Health Ezines in order to expect new members to your health therapy class.

3. The more articles you write, the more credibility you gain.

Yes, people would think of you as an expert in your field! Think of the positive effect of this phsycological factor. This would certainly make them 'comfortable' to make business deals with you!

4. The more articles you write, the bigger the opportunity for you to get well posted on search engines.

So, start writing articles! Choose the topics that you master. Remember to always make archives of your articles. Who knows, maybe later on you could make an eBook from those articles!

Farid Aziz is a full-time Internet Marketer, a member of the Elite Team International. Considering the fact that most people fail in internet marketing due to the lack of mentorship and guidance, Elite Team gives FREE Training and ongoing FREE Mentoring to those who are serious to earn money from home. More info about the Elite Team : <http://www.EliteTeamWork.com>

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