

"Don't Bore Me! Give Your Ezine "Personality"!"

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**"Don't Bore Me! Give Your Ezine "Personality"!"**

**By Merle**

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All right, I confess. I'm an ezine junkie. I love 'em. All shapes, all sizes; I subscribe to hundreds. You might say I'm an addict. Anyway, as I scan the subject line of my precious beauties when they hit my inbox, there are only certain ones I'm chomping at the bit to read. Why is that? Why does one ezine have me salivating and another reaching for my delete key? Good question, I was hoping you'd ask.

The newsletters I can't wait to read are the ones with "personality." Yes, that's right --- PERSONALITY. I just love an ezine that makes me laugh, or cry, or think about things I haven't thought about for awhile. Thought provoking. Enlightening, heart warming.

I do have my favorites and usually those are the ones where I feel as if I know the publisher on a personal level, which says a lot, since I've never met any of them in the real off-line world. So how do they do that? And more importantly, how can you create this warm, fuzzy feeling in your own ezine?

Publishers who have perfected this technique have developed a "unique writing style." A good writing style allows one's personality to shine through in his words and conveys a sense of humanity. So what's your writing style? You can convey many feelings and attitudes through your writing. You can come across as funny or serious, cocky or very business like.

Developing your own special writing style takes time and practice. Ezine writers should always try to write the same

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way they think and speak. Try to write as if you were speaking to one person and she is standing in the room right in front of you. Don't use big words; most people are not impressed by fancy language and you'll lose those who can't read past a 9th grade level. Talk to your readers as you would a close friend. The genuine part of your personality will shine through as you write. Always use short sentences and paragraphs.

To develop a good writing style you should read as much as possible and practice writing. Really study pieces as you read them and ask yourself what about it appeals to you,

or doesn't appeal to you. You can learn a lot by studying writings of others that appeal to you.

Another way to really connect with your readers is to share stories and details about your personal life. Yes, being personal is tough and a lot of people feel funny about it or fear rejection by doing so. But to really connect with your subscribers you need to share and let them see that you really are human and have problems, wants and needs. Some of the best ezines I read share personal anecdotes on a regular basis and I look forward to these tidbits on a regular basis. There are some ezines I subscribe to where I actually know the names of the writer's dog or spouse. Even though I've never met them, they are real to me.

Next time you sit down to write your newsletter, try to let your personality show through. By perfecting your style, you will attract readers who look forward to each and every issue – and loyal subscribers for life.

Remember, keep it simple, be yourself.....and most importantly "Don't Bore Me! Give Your Ezine Personality!"

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### **The Power of Personality**

**By Terri Seymour**

## "Don't Bore Me! Give Your Ezine "Personality"!"

Owning an online business and publishing an ezine can be very frustrating, AND rewarding! There can be 100's or even 1000's of websites and/or ezines that are almost exactly like yours. What can you do to make your online business stand out from the rest?

The number one answer to this question is – add your own personality to your business and in your ezine.

I subscribe to probably over 100 ezines and most of these I do not even read. The ones that I like to read are the ones that contain some personality. I like to know that there is an actual person that I can identify with or get in touch with if I have any questions.

You are the main thing that makes your business unique! Use this to your advantage.

\* Connect with your readers. This is the whole purpose of your ezine. By doing the following, you will make that very important connection.

\* Let them get to know you. Have a section in your ezine where you talk to your readers and open up to them. I am not talking about pouring out all your personal problems to them, but share the part of yourself that makes you who you are. Share little tidbits of your life so they know that you are a real person and they can connect with you.

\* Treat everyone with respect and courtesy. This is one that unfortunately some people forget these days. This one goes both ways for readers and publishers. You have to remember we are all in this together, so let us treat each other as we would want to be treated. Yes, the Golden Rule, which I believe in strongly!!

\* Be as helpful as you can. Offer your expertise, advice and support whenever possible. Learn to understand what your readers/customers want and need. This will help form a strong bond.

\* Let your passion and spirit come through. This is very important also. By letting your love for your work shine through, you will be "contagious"! Your readers will get caught up in it and they will become passionate as well.

\* Include some original content. Always write some of your own content so there is a part of your ezine that is in no other ezine. If you write your own articles, (yes, you should) this will help give your ezine its own identity. Subscribers will look forward to reading each issue because of the original material. If you are not ready to write articles, even writing a short editorial or introduction to each issue will make a big difference in originality.

\* Build Yourself to Build Your Business – In essence, you need to build yourself and your reputation in order to build your business. Show your readers that you are someone who knows what they are doing

and that you can help them succeed as well. You want to prove that you are dependable, trustworthy, capable and definitely unique!

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Publishing an ezine might be simple, but creating a unique, powerful, and personality-packed connection with your subscribers is a bit harder and much more effective!

Terri Seymour owns and operates

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The Power of Personality

I Want to Do an Ezine! Part 1

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Online Dating Secrets Revealed!

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