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**Ezine Don'ts**

**By Maria Marsala, Business Growth Specialist**

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In business? Then you've looked into or know the potential an ezine has for your business. It's one of the marketing tools available to you that can help you increase sales and create name recognition, too.

Savvy ezine publishers incorporate these four elements to increase the chance for success.

- Create an "opt-in" ezine.
- Reach your target audience.
- Format a readable ezine.
- Market consistently.

What not to do? Read on --Don't overhaul or change the intent of your ezine without alerting your readers. Email the changes to them and provide them with directions on how to leave your elist.

--Too many ads cause people to hit their "delete" button. Don't interrupt articles with ads either. The key is setting expectations; if you present them properly, your ads will get read.

--Don't use all CAPITAL LETTERS to highlight the topic in your ezine, even for titles. (OK for offline newsletters; online, using CAPITAL LETTERS denotes screaming.)

--Do not force new subscribers to complete long subscription forms containing lots of personal information. While some will complete the entire form, most will "move on".

## Ezine Don'ts

--Don't ever add someone to your ezine without their permission, including "harvesting" (taking and using) email addresses from anyone who has sent you an email for another reason.

--Don't distribute ad's in between your article or tip. Provide ads, yes. You ARE running a business. But differentiate them from the content.

--Make sure that designing your ezine is the best use of your time. If not, hire a marketing company or virtual

assistant. Not familiar with virtual assistants? These resources can assist you.

--Do not use lots of exclamation marks, question marks, etc. Spam filters just don't like them.

--Don't wait too long between issues—ezines must be timely. Although quarterly newsletters are fine in the offline world, they don't work online. At a minimum, publish your ezines monthly—or your readers may forget they've subscribed and report you as a Spammer. Most hosting services will shut your site down first, and then ask questions later.

--On the other hand, if you have a lot to say and want to publish weekly or even daily, say so in your subscription box, so people will know how much volume to expect.

--Don't enjoy writing? Publish a tips ezine, hire a ghostwriter, or visit an article bank to pick up some free content.

--Don't forget to change the usual "welcome letter" that is part of all ezine hosting services. Create a wonderful personalized "Welcome" for your list; if you offer a bonus, include it in the welcome note.

© 2003 Maria Marsala, Business Growth Specialist. The author of the ORIGINAL Create Your Ezine Program. Learn how you can inexpensively market your business using an online newsletter. Ezines help you quickly get the word out about your product or service to individuals who want to receive it! For more information, visit <http://www.CreateEzine.com>

### **Are You Using Ezine Classified Ads?**

**By David McKenzie**

Are You Using Ezine Classified Ads? by David McKenzie

If not, then you should be. They are much more effective than traditional online classifieds mainly because they are more targeted.

How many ezines do you think are out there in internet world?

I really do not know. But it has got to be tens of thousands, perhaps even hundreds of thousands.

Guess what? Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

Here are 3 ways you can do it:

1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues. And you will feature their ezine ad in your next 6 issues.

2. Pay for Ezine Ads

You could negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads ask them if they would like to receive some money to run your ezine ad. I bet they don't say no.

3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editors article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

## Ezine Don'ts

Once you get to 1,000 subscribers you can start to run paid ezine ads. But don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

Rates vary tremendously but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad. You run 3 ads per ezine.

If your ezine was a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

So if you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course <http://www.brisney.com/how-to-write-free-articles.htm>



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