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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Ezine Envy!!!**

**By Terri Seymour**

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Ok, so you bought a new computer, learned the basics, got yourself a website and are ready for the bucks to come rolling in. You did some advertising with the free classifieds, listed your url in some directories and thought you were all set. After you manually submitted to the major search engines, you were sure the bucks were going to come pouring in. You waited and waited but only about 50 people visited your site and nobody bought anything. You see others around you becoming successful, but your business is going nowhere!

Let me tell you that you can make a lot of money with an online business, but I think that one of the major things you need to do for success is publish an ezine. With an ezine you can keep in touch with your potential customers and you can keep your site and products alive in their minds. But, to publish a successful ezine you must provide good content, not just a giant ad for your business. Have interesting, useful and entertaining information included in your ezine. After you have enough subscribers you can start accepting paid advertising and add to your profits.

By publishing an ezine you can also earn your subscribers' trust by building relationships and showing them that you know what you are doing and talking about. They believe what you say and have confidence in you and your business.

Starting an ezine is not as hard as you would think, although it is a lot of work.

Step 1— Decide on your content and format. What kind of things do you want to include in your ezine. There are the standard disclaimers, contact information and subscribe–unsubscribe info. Then you want to have a good article or two, a section for ad swaps, resources, interesting facts, tidbits, question and answer column, classifieds, reader feedback, reader submissions, a little humor and fun, the list is endless for good items to put in your ezine.

To help you get started:

<http://www.e-zinez.com>

<http://www.ezineuniversity.com>

<http://www.homebiztools.com/enews.htm>

To find good content for your ezine:

<http://www.ideamarketers.com/>

<http://www.makingprofit.com/>

<http://www.ezinearticles.com/>

<http://www.the-best-list-site-in-the-world.com/>

Step 2— Organize your first draft. Decide on your template design, organize your content and put your first ezine together. Move things around, make changes here and there until you are satisfied with it. Send it to a few friends to get their opinion. When you are satisfied with your ezine and want to get started, it is now time to start promoting.

Step 3— Promotion. There are many ways to promote your ezine including ad swaps, free ads, message boards, discussion lists, announcement lists, email sigtag, paid ads, article writing, ezine directories, and more.

Ad Swaps:

[http://www.yoursalesoffice.com/Ezine\\_Joint\\_Ventures.html](http://www.yoursalesoffice.com/Ezine_Joint_Ventures.html)

<http://www.homebasedprofit.com/east/swaplists.shtml>

Free Ads:

<http://heslacks.com/webmaster/engines/classifiedfee.html>

<http://www.free-ezine-advertising.com/>

Message Boards:

<http://www.forumone.com>

<http://www.delphi.com>

Discussion Lists:

<mailto:pubsonly-subscribe@topica.com>  
<mailto:Newbies911-subscribe@topica.com>

Announcement Lists:

<mailto:AAnnounce-subscribe@egroups.com>  
<mailto:000-ALLAnnounce-subscribe@egroups.com>  
[mailto:1st\\_Announce\\_Here-subscribe@egroups.com](mailto:1st_Announce_Here-subscribe@egroups.com)  
<mailto:linksnlists-subscribe@egroups.com>  
<mailto:Advertise-Your-List-subscribe@egroups.com>  
<mailto:Aannounce-subscribe@topica.com>  
<mailto:ALLAnnounce-subscribe@egroups.com>  
<mailto:getmoresubs-subscribe@egroups.com>

Ezine Directories:

<http://www.ezineseek.com>

<http://www.ezine-search.com>  
<http://www.ezineworld.com>  
<http://www.cumuli.com/ezine/>  
<http://www.ezine-news.com>  
<http://www.bestezines.com>

Step 4— After you have gotten a subscriber base started it is now time to start distributing your ezine. You can do this manually, use a paid or free listserver, or purchase software to manage your list. I have my ezine at egroups and as of yet haven't had any problems. Before you send your ezine out to your list, always send it to yourself so you can check the format and spelling and so on. Always save your back issue, so when you start on your next one you can just remove the content to be replaced and keep the rest. This will save a lot of time.

Free Listservers:

<http://www.egroups.com>  
<http://www.globelists.com>  
<http://www.milomail.com>  
<http://www.listbot.com>  
<http://www.coollist.com>

Paid Listservers:

<http://www.internetmatrix.com/itan/default2.htm>  
<http://www.talklist.com/>

Listserver Software:

<http://www.add2it.com/mailman-pro.shtml?JTD>

[http://www.softseek.com/Internet/E\\_Mail/List\\_Management/Review\\_26324\\_index.html](http://www.softseek.com/Internet/E_Mail/List_Management/Review_26324_index.html)

Step 5— Keep promoting, providing good content, building relationships with you readers, and putting out a good ezine and your business will grow and you will profit!! This does not happen overnight. You must be determined to succeed and have passion for your work. You will be succeeding just as the others around you were and you will no longer suffer from Ezine Envy!!

Terri Seymour owns and operates MyOwnEzine.com MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net> Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.

## **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?

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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: A genuine resource center for Quality Ebooks and Softwares



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