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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Formatting – A Publisher's Point of View

By Jude Wright

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Do you format and spell check your ads and articles?

Speaking from an advertiser's point of view, if you don't, your ads and articles may not get published. And not just by me. I know a lot of publishers who just "delete" those unformatted ads and those articles with tons of misspelled words.

Speaking strictly from a newsletter publisher's point of view, please do!

I love to get articles from my subscribers. However, when I get an article that is not formatted at all I tend to just click delete. Why? Well, if there is nothing to tell me where a paragraph is supposed to end, I have to guess where the author wanted a new paragraph to start. With some articles that can be a chore because of the way they are written. Of course, if the article is a good article (and yes, I do read all articles), i will put paragraph endings, where I believe they make the most sense. In some cases I will try to contact the author.

As to the numerous ads that are submitted to me, they should be formatted too – 60 characters per line is my line length of choice. And don't forget the ALL CAPS dilemma! You might think this makes your ad stand out, but the truth is – it

also keeps the entire newsletter from being delivered. The sp'am filters just love to eat those all caps emails! So my job is to go through all the ads and change the all caps to "sentence" or "title" caps. Please remember this when submitting your ads To publishers. It makes it so much easier to put a newsletter together when rules are followed. There is a reason for the rules after all!

Are you wondering about all the "/" and "" marks in the ezines you receive? Those are separating trigger words to "hide" them from the sp'am blockers. Just one more job for the ezine publisher!

What about spelling and grammar? Well, I'm not as worried about grammar as I am about spelling. Having been an Office Manager for over 20 years, those spelling mistakes are just plain irritating. I do take into account the fact that the author/ad writer may not use English as his/her first language. But sometimes people get in a hurry and just "don't bother" with the spelling.

Another irritant? Long URL addresses. Some of those babies are really long! So, when I have gone through and formatted the length of the lines of my ezine, there's one that always goes way out past that line length. I think it looks unprofessional. Use one of the many text formatting utilities out there. Two of them are: <http://tinyurl.com> and <http://snipurl.com>. I suppose i could "snip" them myself, but with all the ads I get, that could take a long time too! There's also the probability that someone will "steal" your commission by entering his own affiliate ID.

So, please take a few minutes to format your ads and spell check your articles. It's to your benefit as well as to the benefit of the newsletter publisher. You are writing the article to be read – and published...Right?

-----Jude Wright has been an Internet Marketer for threeyears.
She has just created a product that will helpother Internet Marketers keep all their marketinginformation in one database. Check it out at:<http://i-marketingorganizer.com/organizer.htm>

7 Cool Swap Ideas For Ezine Publishers

By Ken Hill

1. Swap ads.

Start your ad off with a winning headline that will catch your reader's attention.

Then follow up your headline with ad copy that interests and leads your reader to want to join you.

Stress the benefits your reader will get from her subscription to your ezine.

Lastly, end your ad with a call to action that directs your reader to join your ezine. For example, by sending an email to your autoresponder or visiting your subscription page.

2. Swap a recommendation within your ezine.

Do you know an ezine that would benefit your subscribers?

Let your readers know about within your ezine (i.e., in your publisher's note) in exchange for that publisher's plug of your ezine.

By doing this swap, you'll be able to capitalize on the other ezine publisher's reputation with her readers, and successfully gain more new subs because of her "thumbs up."

3. Swap on your thank you page.

Make good use of your thank you page by using it to swap an ad or recommendation for your ezine.

You could also use your thank you page to promote a special sale on advertising in your ezine or on your product.

4. Swap a recommendation in your welcome message.

Like with your thank you page recommendation swaps, make sure the other ezine doesn't compete directly with you, and that you know it delivers quality information to it's readers.

5. Swap testimonials/endorsements.

Testimonials help reinforce the message that your ezine provides valuable content.

They also help to increase your ezine's credibility as your visitors see how your ezine has benefited others.

6. Swap articles.

You could swap articles to be published in each others' ezines or you could swap articles to be posted on each others' sites or in each others' ebooks.

7. Run a recommended ezine's section in each issue.

Another way that you could get ongoing promotion of your ezine is to run a recommended ezines section in each issue.

Simply, joint venture with some choice, targeted ezines, then place their ads in this section in exchange for them doing the same for you and each other.

Limit the number of ezines you do this swap with so that you'll be able to minimize the competition between ads.

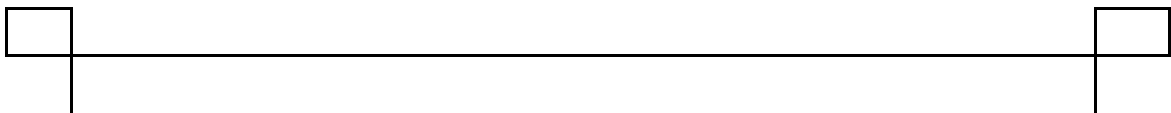
Ken runs the Net Pro Marketer where you'll find informative articles on business, marketing, and ezine publishing. Browse through the articles or submit your own at:

For autoresponders you can

use to follow up & publish email lists visit



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