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**From Ezine to Expert**

**By Francine Silverman**

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From Ezine to Expert

By Francine Silverman

When my first guidebook, Catskills Alive, was published in 2000, I became interested in book promotion. I read everything I could get my hands on but found there was very little written on how to market books. Most of the articles were on business marketing - products and services. So last March I decided to start a free on-line newsletter, suspecting that I'd found a niche. My hunch proved right. The ezine has grown from 10 subscribers to well over 1050 in nine months and the number continues to grow every day.

Told that I could not expect advertisers until I reached 1000, I haven't made much money so far. Even though the list has exceeded the magic number, the only advertisers have been subscribers and it's been sporadic. But I am hoping that as the subscription list grows, so will the advertisers.

Profits aside, the newsletter was the best idea I have ever had. My subscribers look forward to the bi-weekly ezine and my ego is constantly stroked with rave reviews. Moreover,

subscribers view me as an expert on everything. One asked if I knew any publishers for his baseball book. Another thought that because I live in New York City I have an "in" in the publishing industry. Yet they do more for me than I do for them. Whenever I've written to them asking for help - in finding more subscribers or building my website - my mailbox has been flooded with offers of assistance.

A key to my newsletter's success is that it's interactive. I e-mail a Q&A to new subscribers and use the best responses as fodder for the text. In this way, subscribers really write the newsletter and look forward to seeing

their names and website addresses in print. I also answer every e-mail and use the newsletter to accommodate subscribers who wish to promote their seminars or are seeking answers. I also honor those whose books have won awards.

If you have a business and want it to grow, a newsletter is the answer. First and foremost, you must have a user-friendly website, which you can advertise in every issue. (Remember, it's YOUR newsletter). As Tom Person wrote in "Starting a Newsletter," [http://www.laughingbear.com/128\\_newsletter.html](http://www.laughingbear.com/128_newsletter.html), "nothing has come close to my website for drawing attention to my letter."

You'll first need to find a theme - preferably one that is not overused. (I read that there are more than 10,000 different newsletters in this country today). To find a niche, draw up a list of questions and hand them out to customers. Ask them what products they would like you to carry, or services you should add. Put yourself in their shoes. Then use the best responses in your ezine.

If writing is not your forte, the Internet is filled with websites offering articles for free - as long as you print them as written, with attribution. Here are a few sites to get you started:

<http://www.work911.com/articles.htm> is geared to managers and focuses on business communication.

<http://www.bizweb2000.com/articles.htm> focuses on Internet

marketing and web business promotion. If you're a local business, scroll down to the article entitled "Has Website Promotion Gone Local" for tips on getting your site noticed.

<http://www.workz.com> bills itself as "the premier small business portal" and is another good site for articles on promoting a web business.

<http://www.bizoffice.com> is the Small & Home Based Business Library covering business subjects from A to Z. Click "Biz Office Library" on the right.

<http://www.marketingbestpractices.com/articles.htm> is for small businesses. The article "Internet Marketing for Local Small Businesses" by David Frey contains some really great ideas on promotion.

Be sure to familiarize yourself with the different methods of registering subscribers and e-mailing the newsletter. It's a good idea to use a third party mailing list service to do this for you. I use <http://www.mailermailer.com>, which is free until you reach 500 subscribers - then charges \$29.95/month. There are several free mailing list hosts, but like anything free, there are restrictions. Christopher Cheng's article, "Starting Your Own Newsletter or Ezine" at <http://www.thesitewizard.com/archive/newsletter.shtml> has links to his reviews of various free mailing list services.

As publisher of a newsletter, you will become a guru of your industry. Customers will endow you with expertise and seek out your advice. However, keeping a newsletter fresh takes time and effort. If your business is important to you, you have probably given it your all. A newsletter requires the same kind of devotion.

Francine Silverman is editor/publisher of Book Promotion Newsletter, a free ezine for authors of all genres. <http://www.bookpromotionnewsletter.com>. Her two guidebooks are Catskills Alive (second edition) and Long Island Alive, both published in 2003 by Hunter Publishing. [www.nystatetravel.com](http://www.nystatetravel.com).

## **Free Ezine Advertising by Writing Ezine Articles**

**By Jean Lam**

## From Ezine to Expert

Ezine Advertising is one of the best mediums for advertising your products and services. There is no other way you can reach such a big and targeted audience of potential buyers.

You go and find these people and not letting them come to you if you depend on search engines. You can either purchase a classified ad or even better a Top Sponsor ad or Solo ad. This could come as a surprise but did you know that you can get free ezine advertising for life?

Well there is a simple answer to this question. Write ezine articles and get them published. But you may wonder how come I can get free ezine advertising with my ezine articles?

Your resource box or author bylines/bio at the end of your ezine article will contain a brief note about you and what you do. To learn more about article writing and how this can be profitable to your business, check this link out:

I must admit that writing ezine articles is a really powerful web marketing tool. And not only is it highly effective but you can save lots of money if you bypass ezine advertising. I have never paid for ezine advertising before for I've discovered this technique quite early.

An ezine article pulls as much as a Top Sponsor ad. Remember an ad is there simply because someone has paid for it. But your article is there because the publisher thinks you have something important to say.

In other words, you have been endorsed by the ezine publisher. And endorsement is one of the most powerful selling strategies on the web. In a nutshell, ezine articles are the king of ezine advertising.

If you want to reach an audience which is highly targeted and get free exposure, write ezine articles and save hundreds in ezine advertising.

Almost all ezines are archived, thousands of people read these archives, your article will be seen by these people at no extra cost. This can bring in exposure and extra sales on a long term basis.

Writing ezine articles is one of the best forms of free ezine advertising to get your name known, establish yourself as an expert. People are more likely to buy from experts than other people who are totally unheard of.

Once you get 10, 20, 30 or even more ezine publishers who regularly use your articles, you will get free ezine advertising for life and massive exposure for any products or services you may be promoting. Your name will be seen in many ezines and websites too and your credibility will increase considerably.

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Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

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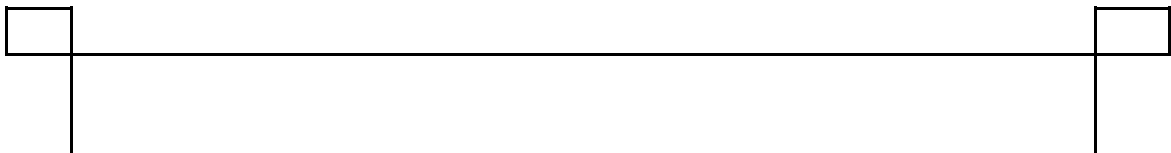
Web Marketing Explained

Ebook Authors Interviewed

Blogs and RSS Revealed



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