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## Give Your Subscribers A Steak

By Ernie West

### Give Your Subscribers A Steak by Ernie West

Your newsletter should give your readers something of substance and value in each issue. That should be your prime goal.

And yet, I see too many ezines giving their subscribers bologna.  
(Or worse, spam!)

Don't fill your newsletter with ads and nothing else. Or hype.  
Or poor quality material. Your readers originally subscribed in  
order to gain some benefit from what you have to say. Give it  
to them!

Don't hold back. Give them a prime rib steak in each issue  
that you poured your heart and soul into preparing. The rewards  
might not happen right away, but they will. It takes time. Many  
newsletter authors give up because they want instant  
results. Stick with it!

The health of your subscriber base will decline if you continue  
to give them bologna.

If you are a vegetarian, substitute your favorite dish  
wherever I mention meat!

## Give Your Subscribers A Steak

And if you are trying to succeed online without publishing a newsletter, you are spinning your wheels. Your faithful readers, who benefit from each valuable issue that you give them, are many times more likely to make a purchase from you or from a product you recommend than from a one-time visitor.

And the one-time visitors who DO make a purchase are gone forever because you do not have their contact information to market to them on an ongoing basis.

Look at Microsoft. They not only are successful at selling their product to first-time customers, but they keep their existing ones by releasing new upgrades to their products. An ongoing revenue generator.

There is no excuse for not publishing a newsletter. I put it off for a long time because of perceived challenges. Once I took the time to look into it, I realized that there was nothing to it. I

take it seriously, yes, but there is no real difficulty in actually doing it once you obtain the tools.

I've been taking a look at some other sites on the Internet other than my own and I'm surprised at what I'm seeing. Some high-profile sites have an invitation to subscribe to their newsletter way at the bottom of their page, or otherwise hard to find, while others don't even have an invitation at all!

Only a few sites "get it" and have a subscribe invitation at the top of the page, immediately obvious upon arriving. Easy to find, easy to subscribe. I chose eGroups as a service to automate my newsletter because they make things easy. New subscribers do not have to go through an obstacle course or answer a bunch of personal questions in order to subscribe.

Publish your own newsletter and grow your subscriber base through promotion. Design a professional site with your own domain name, and put your subscribe invitation at the top in plain view. Make it easy for your visitors to subscribe and they will, provided that you also impress them with high quality content on your site.

See you at the top.

Ernie authors a free publication, the Inner Circle Biz Tips newsletter. Subscribe at his site:  
<http://CompleteCircuit.com>

## **Chicken Fried Steak**

**By George Royal**

For those who happen to enjoy an unusual cross of flavors and styles, chicken fried steak is something to be experienced. A cross between the classic taste of steak and the simple joys of fried chicken, this increasingly popular method of cooking steak is a wonderfully memorable mix of different flavors. Casual, yet dignified, it is a meal that distinguishes itself with its flexibility and accessible nature. Which makes chicken fried steak the type of meal that can fit a variety of occasions.

Cooking chicken fried steak is not too difficult to make. All it requires is a steak, breadcrumbs, oil and a skillet or deep fryer. Simply cover the steak in breadcrumbs, heat the oil in the skillet or deep fryer, and cook the steak until it is done. If it is being made in a skillet, it needs to be flipped every couple of minutes but, otherwise, there is little that needs to be done until the steak is done cooking.

It is very rare for chicken fried steak to be made from a top quality cut of beef. After all, the steak is not being expected to stand entirely on its own, so it is not vital that it be perfect. Additionally, the frying of the steak has a tenderizing effect on the meat, which also permits a slightly lower quality cut of meat to be used. Obviously, there is a limit, but chicken fried steak is more forgiving than steak on the grill.

The part that really makes the difference in chicken fried steak is the mix of spices that are added to the breadcrumbs. These spices are the savor that truly makes the difference in the taste of the steak and makes it distinctive on the palate. By blending just the right combination of flavors, chicken fried steak can come into its own and really shine. But to get the best blend of spices, the best thing anybody can do is experiment. After all, there is only one person who will always be there to judge the results, and that is the person who cooks it. So any cook who wants to master chicken fried steak would be well-served to try a few new things, take a few notes, and figure out just how to make it just right.

No matter how you make chicken fried steak, it is almost always a welcome addition to the menu. Whether for dinner after work, a Sunday brunch, a picnic, or a get-together with friends, chicken fried steak can be a fun addition to the menu. Unusual, yet familiar, it is a meal that is easy to enjoy and always welcome.

Though it has only recently joined the mainstream, chicken fried steak is an increasingly popular meal both at home and when going out to eat. A distinctive blend of different flavors, it is a meal that is starting to receive its proper due as a dish that is well worth the effort. So give chicken fried steak a try and see why it is becoming the new recipe of choice for people who love steak.

Everything about steaks

<http://steaki.com/>

from cooking steaks, ordering them by mail, preparing

steaks and much more including favorite recipes.

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