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HOW TO TURN YOUR OLD ARTICLES INTO A PROFITABLE E-MAIL WORKSHOP!

By Shery Ma Belle Arrieta

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If you've written numerous articles, you can use them to further promote yourself and your business, e-zine or web site.

You can re-use your old articles by transforming them into another form of promotional tool.

And one way to re-use them is by turning them into an e-mail workshop. By doing so, you'll be able to offer a new product that will help you establish your credibility as a business owner, e-zine publisher or web site owner.

Even though you'll make use of old articles, you won't be offering a re-hash.

Why? Because once you transform your old articles and gather them together to form an e-mail workshop, you add a more focused learning dimension to them. For this, you're able to create a new and effective marketing tool.

So how do you do it? In a nutshell:

1. Gather all your articles and find a common theme among them. If you've written a number of articles aimed for beginning online business owners, these articles can make up one e-mail workshop. Your e-mail workshop can be a short one (2-4 articles) or a long one (5 or more).

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2. When you've identified a common theme, arrange your articles in a way that provides some sort of logic or flow to them.
3. Assign one article as one e-mail module. If you're using 4 articles, your e-mail workshop would consist of 4 modules.
4. Take a good look at each article. Does it look like you can weave the activities within 'lessons' or will it require you to separate the 'lessons' from the 'assignments' — information first (your re-written article) and then hands-on activities or tests after?
5. Do your articles use the 'you' voice? If not, re-write as if you're telling your friend a story. Do your articles sound formal? Even though you're 'teaching' something, strive to keep it lighthearted. Be engaging and friendly, but never be too flippant or condescending.
6. Include additional resources at the end of each module. These resources could be online references and researches, and even more intensive lessons.
7. Proofread.
8. Insert your promotional texts in the beginning, middle or end of each module. However, don't overdo this. People who will request your e-mail workshop are going to see through you once they find out that your promotional texts far outweigh the lessons and valuable instructions in your e-mail workshop. Put value over the content of your e-mail workshop first and your workshop takers will trust you and believe in your expertise.
9. Put your e-mail workshop on autoresponder and set the time each module will be sent. You can use free or fee-based autoresponders.

Before you announce your e-mail workshop, test and re-test it first. When you're certain everything is fine, go ahead and announce it.

In "How to Create and Profit from Your Own E-mail Workshops in 3 Days or Less!", Shery includes e-mail workshop outlines and modules she has created and used to sell copies of her other e-books, and promote her sites and fee-based e-mail workshops. And yes, you **can** copy them so you can

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have your own e-mail workshop up and running in 3 days or less! Visit <http://EmailWorkshopsHowTo.com> today.

7 WAYS YOU CAN PROFIT FROM A FREE E-MAIL WORKSHOP

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Tip # 1: Target Site Owners & E-zine Publishers

Create your free e-mail workshop that promotes your business, products, services, or affiliate links and then offer it to site owners and e-zine publishers that complement your e-mail workshop's topic.

Explain to them how your e-mail workshop can add to their site's or e-zine's perceived value. If the products you're promoting in your e-mail workshop allow you to offer an affiliate program (e.g. products or services you are selling through Clickbank), then tell site owners and e-zine publishers that they can customize the product links in your e-mail workshop to reflect their affiliate ID.

Tip # 2: Breathe Life into Old Articles

Turn old articles into a free e-mail workshop. Gather them and find a common theme. Four to six articles can make up one e-mail workshop. Insert your promotional text in each module and sign up for an autoresponder account. Sign up for one that will allow you to set the delivery intervals of your e-mail workshop modules.

Here are some places where you can get free sequential autoresponder accounts:

- <http://www.followingup.com>
- <http://www.informationbyemail.com>
- <http://www.rapidreply.com>
- <http://www.parabots.com>

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– <http://www.getresponse.com>

Tip # 3: Pitch Your Goodies to Solid, Targeted Leads

You need leads — names and e-mail addresses —

and what better way to get those valuable leads than from the e-mail workshop you've set on autopilot? With your e-mail workshop on autoresponder, you'll be able to keep track of people who requested your e-mail workshop.

Keep their e-mail addresses because you can e-mail them your sales pitch later. Each time you e-mail them, remind them why they're getting it from you. Mention the free e-mail workshop they took only a couple of weeks ago, but also give them an option to opt-out of your update list. Give them a reason to stick around, though — another free e-mail workshop in the works, a free e-book, an exclusive report just for them.

If you don't have many articles written yet, approach someone who has written many articles and strike up a deal. Offer to turn his old articles into a free e-mail workshop wherein you can both promote your products, services or affiliate links.

Tip # 5: Create a Mini-Course Based on Your E-book

Have you written an e-book? Do you want to drum up some sales? Create a free mini-course based on your e-book and then put it on autoresponder. Your mini-course can be based on one or a few chapters in your e-book. In between the lessons, insert promotional texts — endorsements, excerpts, blurbs — that can convince people to buy your e-book.

Tip # 6: Offer Free-to-Try Modules

If you offer a fee-based e-mail workshop, consider making available one or two modules as free-to-try modules. This way, people will be able to decide

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if they want to take the entire workshop for a fee.

In your free-to-try modules, insert promotional texts for your fee-based e-mail workshop. You can even promote your sites, e-books, e-zines and other e-mail workshops. Even if they don't sign up for the fee-based e-mail workshop right away,

you can put them in your contact list -- they are your leads -- and you can later contact them about your products and services.

Remember Tip # 3? Yes, you can add these people in your list of solid, targeted leads.

Tip # 7: E-mail Workshop Today, E-book Tomorrow

Create an e-mail workshop first, offer it for free or for a fee, then compile it into an e-book later. You'll have two products to bring you profit. Offering something in two different formats, an e-mail workshop version and an e-book version, will give people two options.

Not everyone can devote time to an e-mail workshop so an e-book version of it will work for them. And there are those who like to take advantage of receiving feedback from other people in an e-mail discussion setting so the e-mail workshop will be a better option.

Shery is now profiting from her e-mail workshops using Tips # 2, 3, 6 & 7. She'll be using Tip # 5 soon, and she's looking for a few good e-zine publishers, site owners, and content writers to partner with so she can put Tips # 1 & 4 into action. She wrote the only e-book on creating profitable e-mail workshops and it's at <http://EmailWorkshopsHowTo.com>.



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