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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!

How To Build A Fee Based Newsletter

By Jerry Robertson

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Why would anyone subscribe to a fee based newsletter with so many free ones out there? The internet contains many sites that allow you to get free stuff. If you have valuable knowledge and can save time, you can have a successful fee base newsletter.

People may tell you that they would never pay for anything over the internet. Television used to be free also, but cable and satellite companies have made small fortunes.

People will subscribe to your pay newsletter, if you have the right subject and fee. The first thing you need to do is select a high demand subject. Do not make your subject too general. Online Marketing and pets are a good example of being too general. Search Engines and dogs would be more specific subjects.

Once you select a subject, decide on your format. With your newsletter, you will need a password protected web site. On this web site, you will have information on your subject, plus your old newsletters. Other things on your site could be resources, reviews, and helpful articles.

Update your web site weekly, at least. Also, send out your newsletter at least bi-weekly. Weekly is preferable.

How are you going to get all of this material? Ask people who have written articles for permission. Spending about 10-15 hours per week researching your subject is a good way to help you locate your information for your newsletter. The objective is to keep your content fresh and up to date.

What should you charge for your newsletter? The fee depends on the subject, but I would recommend having monthly, 6 months, and yearly prices. The 6 month and yearly price should be at a discounted rate. The monthly rate will be the most popular. If you need help pricing, locate a pay newsletter in your field to get an idea of what to charge. Also, send out surveys to see what people are willing to pay.

There are many companies out there that will handle your credit card sales and your password protected web site, following is one of the companies that will handle all of your membership needs:

<http://www.globill-systems.com>

They can even handle credit card sales outside the United States and Canada, which could increase your sales by 20%. Also, they can run an affiliate program for you.

You need to promote your site. A good sales letter with testimonials can help your site be successful. Advertise and promote your affiliate program. Your affiliates can make more sales than you.

This is a quick guide to starting your fee based newsletter. With just 1,000 subscribers, you can make a considerable amount of money.

With a little work and some terrific marketing, you can make a great income with your fee base newsletter.

Jerry is the editor of the free bi-weekly newsletter Elrob Search Engine Tips and Elrob Online Biz Tips. Subscribe at: <http://www.elrob.com>

Starting an Ezine from Scratch

By Brandy Bonnett

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Starting an ezine, or online newsletter, is a great way to keep in touch with customers and build your profits. There are many low cost and free ways of building subscribers. Unlike traditional advertising, you can advertise to your list over and over. You can also allow others to purchase advertising in your newsletter.

Several website owners will send you subscribers for free and in turn you will give each subscriber a free one time ad. The disadvantage to this is that some subscribers will unsubscribe as soon as you run their free ad.

<http://www.10dollars20ads.com>

<http://www.twodollarads.com>

<http://www.maxcashfast.com>

<http://adhomebase.com>

To build your newsletter quickly several sites allow you to pay a fee per subscriber. You will usually pay

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a fee of 20–30 cents per subscriber. This is a great way to build your ezine, the downside is that it is expensive.

<http://www.funazines.com>

<http://www.newsletters4free.com>

<http://www.fun-lotto.com>

<http://www.itsaworld.net/powersub>

One of the best ways to build your ezine is to write articles for other newsletters and include a promotion of your newsletter at the bottom of the article. Many editors accept article submissions from writers who are knowledgeable about the subject matter of their newsletter. You can write the editor individually and ask if they accept articles or you can go to an article submission sites. A few of the better article submission sites are listed below.

<http://www.marketing-seek.com>

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

<http://www.websource.net>

The next step to starting an ezine is getting a listserver. This tool allows you to easily add contact to your list and send messages to hundreds or thousands of people at once. Many free listservers including topica and yahoo groups exist on the web. However, it may be to your advantage to pay for a more advanced listserver with no advertisements.

<http://www.topica.com>

<http://www.yahogroups.com>

<http://www.optinlightning.com>

<http://www.responsys.com>

<http://www.add2it.com>

Brandy Bonnett is the publisher of the ezine Steps to Freedom. Steps to Freedom is dedicated to helping readers achieve financial freedom. Subscribe now at <http://www.stepsoffreedom>. Our ebook package is located at <http://www.stepsoffreedom.net/ebooks>



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