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How To Create A Web Traffic Explosion: Publish Your Own E-zine/Newsletter

By Theresa James-Johnson

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James-Johnson

The word "E-zine is defined as an electronic magazine or newsletter which is transmitted via email to readers. Some e-zine owners have their e-zine available via their website (Web E-zine).

There are a number of steps you should take in order to develop a successful e-zine. I have outline the steps below:

First: Determine what topics you will discuss. Do you have a hobby? Is there a topic you are fairly knowledgeable about? Do you own a business? Your knowledge on any subject can be the basis for the topic of your e-zine.

Next, determine your target market. The e-zine I publish relates to business and marketing issues. My e-zine is directed towards business owners, opportunity seekers and Internet marketers. I want to provide tips on how to successfully market and Internet business. Determine who you will target and your purpose for targeting this group.

Third - The overall style, layout, content and delivery of your e-zine is extremely important. You want to project a level of professionalism. Proper grammar and punctuation are essential to a good

e-zine.

What will keep the masses coming back for more of your e-zine....Content! This is considered the "meat" of any e-zine. If you are not familiar with writing articles, there are a number of resources you can use to add content to your e-zine. The articles listed here -<http://www.ideamarketers.com> are written by people who are considered to be "top Internet marketers". I have used their articles in my e-zine publications.

Websites:

<http://www.connectionteam.com/art.html>

<http://www.e-zinearticles.com/>

<http://www.ideamarketers.com>

<http://www.makingprofit.com/>

<http://www.marketing-seek.com/articles/submit.shtml>

<http://www.netterweb.com/articles/>

<http://www.smarteremarketing.com>

<http://www.the-best-list-site-in-the-world.com/lotsart.html>

Email List:

mailto:Article_Depot-subscribe@topica.com

mailto:articles_archives-subscribe@egroups.com

<mailto:Free-Content-subscribe@onelist.com>

<mailto:PublishInYours-subscribe@onelist.com>

mailto:article_announce-subscribe@egroups.com

Lastly, you need to promote your e-zine. If you never advertise, how will people know your e-zine exist? I have included a list of resources for you to promote your e-zine.

The E-zine University is an excellent starting point for those who are new to e-zine/newsletter publishing.

The online university offers FREE courses to help you successfully develop a winning e-zine/newsletter.

Seasoned e-zine publishers can also utilize the information contained on this website.

Mark Joyner, who is considered an Internet Marketing genius and a leader in the industry has developed a FREE, fully functional application called E-zine Assistant. This software is a must have for anyone who publishes an e-zine/newsletter. The E-zine Assistant will:

- a. Manage the content for all of your newsletters with ease.
- b. Keep track of your issues, the content for each,

and when it was published.

c. Instantly format your newsletter text with hard line breaks to your specifications. This feature alone will save you hours of time spent formatting your newsletter by hand.

d. New! Promote your newsletter instantly using our e-zine directory submitter!

I have been using the application for several weeks and it is a time saver! - My personal recommendation.

Theresa James-Johnson is the publisher of AffiliateJunction Ezine and owner of Affiliate Junction website. You can contact her at: <mailto:tjohnson.pdc@mindspring.com> .Subscribe to Affiliate Junction Ezine and get one free ad by sending any email to: <mailto:affiliatejunction2000-subscribe@yahoogroups.com> or visit <http://www.affiliatejunction.net> for tons of free resources, moneymaking programs, and information..

20 Ways To Convert Visitors Into Subscribers!

By Talbert Williams

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1. You could offer your visitors a discount on all the products you sell if they subscribe to your free e-zine.
2. You could offer your visitors a free ebook if they subscribe to your free e-zine.
3. You could offer your visitors a free subscription to your private web site if they subscribe to your free e-zine.
4. You could offer your visitors a free advertisement in your free e-zine if they subscribe.
5. You could offer your visitors a free tangible gift if they subscribe to your free e-zine.
6. You could offer a free automatic entry into your contest or sweepstakes if they subscribe to your free e-zine.

7. You could tell your visitors that you offer original content in your free e-zine.
8. You could tell your visitors to read a sample issue of your free e-zine on your web site.
9. You could offer your visitor's free software if they subscribe to your free e-zine.
10. You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine.
11. You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine.
12. You could publish some of your current e-zine subscriber's testimonials on your web site.
13. You could publish any positive reviews you have received about your free e-zine on your web site.
14. You could tell your visitors what's going to be published in your next e-zine issue.
15. You could tell your visitors that they have the right to republish your e-zines content on their own web site if they subscribe to your free e-zine
16. You could publish a list of well-known famous, or respected people that have subscribed to your free e-zine.
17. You could tell your visitors what a subscription to your free e-zine is worth in dollars.
18. You could tell your visitors all the major benefits of subscribing to your e-zine.
19. You could tell your visitors how many people have already subscribed to your e-zine.
20. You could tell your visitors that a subscription to your free e-zine is only available for a limited time.

Sincerely,
Talbert Williams
s4sezine@goldbar.net



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