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How to publish your own highly demand ezine

By Nas Romli

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Ezine is an electronic newsletter that is published through internet. As a home based business owner, it is important for you to have your own ezine.

You might ask 'Why do I need an ezine?'

There are many reasons why you need it. But the main reason is that your own ezine can build your credibility as industry expert. Your customer and subscriber will think highly of you. So, when they trust you, it is easier to sell them almost anything.

The next question is 'How do I publish an ezine?'

Let's go through step by step:

Step 1:Determine your main content

This is the most important step. Normally, you main content depends on your business category. For example, if you sell health supplement, you might want to choose your ezine main content as health tips and if you sell shoes, your ezine might be about shoe care or foot care. You get the idea right? Make this your first priority before continuing to the next step.

Step 2:Determine your ezine layout

Most ezines have three parts:

1.Header – This is where you put your Ezine's title

2.Body – This is where you put the main content

3.Footer – This where you put your copyright, disclaimer and unsubscribe information.

How to publish your own highly demand ezine

The choice is yours. You can have two parts or just the Body part. But if you have all three parts, your ezine will look more professional.

Take note that 'unsubscribe information' is very important. Your subscriber needs to know how to unsubscribe or 'opt-out' from your mailing list. By doing this, you can avoid them accusing of spamming.

Step 3: Get your main content

To get your main content you can either write your own article or get article wrote by other person.

If you're really enjoying writing, you might want to write your own article. You don't need to write a whole book but 1000 words is acceptable.

If you don't know how to write or hate writing, you can get free content or article from the internet. Some sites that offer free articles that you can use in your ezine are:

<http://www.articlecentral.com>

<http://www.authorconnection.com>

<http://www.certificate.net/wwio>

<http://www.ideamarketers.com>

<http://www.goarticles.com>

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

Remember to include the 'Resource Box' at the end of this type of article. Resource Box is a short paragraph that tells the reader about the writer of the article. Some Resource Box has a copyright notice.

Step 4: Determine delivering type

How do you want to deliver your ezine? There are two options:

1. You put the ezine in your website. The advantage of doing this is that you can include back issue as well.

2. You can deliver through email. This is the most used method you'll find on the net. If you choose this option, you must need a mailing list. You can run your own mailing list or hired others to run for you. Search 'mailling list service' at Yahoo if you want to let other do the job for you.

Step 5: Tell others about your Ezine

There is no point of publishing your own ezine if no one is reading it, isn't it? So turn on the key and start telling the world about your new ezine. Submit your ezine to ezine directory and announce it to other ezine publishers.

Remember, the more people subscribe to your ezine, the larger your mailing list will be. And the larger your mailing list is, more and more money you can make out of it.

Nas Romli, an EzineArticles.com Expert, runs a site that help people to start their own home based

business within 24 hours. Subscribe to his "HomeBiz Tips Newsletter" by e-mail biztipnl@cashflowsecret.net.

I Don't Want To Publish My Own Ezine

By John Evans

I Don't Want To Publish My Own Ezine by John Evans

"I Don't Want To Publish My Own Ezine—
That's My Final Answer!"
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Some time ago I had an inkling that I would very much like to publish my own ezine. Seemed like a good idea. After all, we constantly hear that doing so is one of the best ways to get our own messages out.

Seemed like a good idea...

I thought, "How hard can it be? Nothing to it."

Only a few small decisions to make:

Think of a good, classy name.
Come up with a clean "layout".
How long should I make it?
How often do I publish?
Am I a good enough communicator?
Am I any good at writing?
How do I attract subscribers?
Where do I get really good content?
Whose articles do I publish?
How many free ads do I give?
How many lines do I give to a free ad?
Offer paid ads?
Send it by email, or make them come to my web site?
Do I really want to worry about being accused of SPAM?
Am I mentally equipped to maintain a 'schedule'?
Will I get cancellations if I don't publish on time?
Will I get cancellations if I publish the "wrong" article?
Will anyone really read my ezine, or just skim through it, looking only for their own ad?
If I only publish 20 ads, will everyone else unsubscribe?
Do I run contests?

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Does anyone really participate in contests?
Do I want to 're-do' ads that are not properly formatted?
Do I have the stamina to put up with chronic complainers?
With all those other ezines out there, will I be able to compete?

How long do I have to wait before I can charge for ads?
Do I want to charge for ads?
If so, how much?

So, there you have it. I guess maybe, just maybe, I wrote all of these items down just to convince myself I really didn't want to publish an ezine! (And it worked!)

But, one thing's for sure; it also made me realize a little bit of just how much those ezine publishers go through to bring us all that great content. And, I'll bet there are many, many things I didn't even think of.

No, I think I'll just sit back, relax, and wait for those great newsletters to arrive in my email. Then, once again, I'll enjoy all the wonderful articles, ads, advice, and humor.

And I won't have to write a thing.

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