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Ideas for Ezine Publishing

By Terri Seymour

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Ezine publishing is an essential element of your online business. Ezines allow you to keep in touch with your prospective customers and to build a relationship of trust and respect with your readers. Building this relationship is very important to your business and your reputation. One way to accomplish this relationship is by producing a quality ezine with quality content.

By quality content I mean resources, information and other helpful items. Do not make your ezine one big sales letter or ad for your products. You, of course, want to promote your products in your ezine, but don't overdo.

When I first started on the Internet, I was looking for links and ezines that would provide resources to help me promote and build my online business. I also needed to learn step by step what Internet marketing was about. Good ezines can be a goldmine for this kind of information. I have seen some ezines that were nothing but a list of ads and I have also seen some ezines that contained a treasure chest of useful information. You definitely want your ezine to fall into that second category. There are many ways of doing just that.

*Informative Articles: Make sure you include an article or two that provide some practical and

useful information and maybe some resource links to back up that information. A good article should be like a mini tutorial. You should actually learn something from it. There are many places on the web where you can get good articles.

Websites:

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

<http://www.ideamarketers.com>

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

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

Email Article Lists:

mailto:article_announce-subscribe@egroups.com

<mailto:PublishInYours-subscribe@onelist.com>

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

mailto:articles_archives-subscribe@egroups.com

mailto:Article_Depot-subscribe@topica.com

***Original Material:** Along with other quality articles, you should write some of your own material. If you feel you can't write whole articles, write tips, or updates on what is happening on the Net. Write an editorial on subjects that apply to your ezine content. You want to add some of you onto your ezine. This will help strengthen the relationship between reader and publisher.

***Helpful Resource Links:** Inform your readers of sites that would help them in promoting their business, web design, marketing or other avenues of building their business. You can get these links by searching the web, hearing about them from friends or associates, or reading about them in other ezines. Visit these sites to see if they are the kind of site you want to recommend. Write up a short review to go along with the link. Let your readers know how this site can help them.

***Quality Products:** If you sell or know of some good products that have helped you or someone you know with their business, inform your readers. Tell them why the product would help them with their business and provide a link for them to find out more.

Ideas for Ezine Publishing

*Freebies: Everybody loves Freebies!! Tell your readers about Freebies of all kinds. They do not have to pertain to business. Things like Free Ebooks, Free Services, Free Contests, Free Tutorials.....the list goes on and on. Here are some places to find freebies:

<http://www.4freestuff.com/>

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

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

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

<http://free-n-cool.com/>

<http://www.free-ebooks.net/>

<http://www.web-promotion-site.com/>

This is just a sample. There are thousands of sites

that offer something for free. Do a search in your favorite search engine and see all the great links you can find.

*Interaction: You could have a Reader's Comments section so your readers can give their opinions, share their ideas and stories, ask questions, and make suggestions. This also helps strengthen the reader-publisher relationship.

For more help on ezine publishing:

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

<http://www.ezineuniversity.com>

Above all else, remember that your ezine is for your readers and you want to help them by providing a quality ezine with quality content. This is what will build the reader-publisher relationship and give your business a solid foundation on which to grow and prosper!

Terri Seymour owns and operates MyOwnEzine.com MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net> Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.

Building Relationships Through Your Ezine

By Terri Seymour

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Having a business on the internet is different than having a traditional marketing or sales business. When you operate a business from a store, one of the traditional ways of establishing relationships with your customers is the meet and greet method. You greet your customers in the store and talk to them a bit and this helps build trust and establish yourself with the customer. However, on the internet, this method must be done completely different.

If you have a website through which you sell products of any kind, you must find a way to build relationships with your potential customers. One of the most effective ways of doing this on the web is by publishing your own ezine or newsletter.

Through your ezine you can keep your customers informed of any new products or information on your site. By doing this you keep prospects coming back to your site. Of course, you want to have an interesting and effective website, but that is another article. :)

When you start your ezine there are some guidelines you should follow.

*Do not make your newsletter one big ad for your product or business. Keep your readers updated about your products, but also provide other information.

*Follow a clean, easy-to-read format for your ezine. Do not put so many squiggles and lines and other "decorations" that might make it hard for people to read your ezine.

*Provide useful, helpful content. Links, informative articles, and resources are a few of the things you should provide.

*Put your personality into your ezine. People will respond to you more if you make it more personal.

Ideas for Ezine Publishing

*Ask for and listen to your readers' comments on your ezine. You are publishing your newsletter for your readers, so you should try to do what they ask.

*Enjoy making contact with your readers and publishing an effective and informative ezine. Treat your readers with respect and courtesy and they will reciprocate.

If you are unsure of how to get started with your ezine, here are a few sites that can help you get going.

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

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

<http://www.ezineworld.com/index.php3>

<http://ezine-tips.com/>

<http://www.web-source.net/web/Ezines/>

Ezine publishing is very essential to your business success. With some time and effort, you can have a very successful ezine. Good luck to you in your publishing and business ventures!

Terri Seymour owns and operates MyOwnEzine.com MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net> Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.

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