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Interviews With Successful Ezine Publishers – James McEwen

By Ken Hill

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James McEwen is publisher of Biz Marketing Corner. Subscribe to our ezine and get a FREE membership to our Website Marketing and Promotion Center – the tools you need to successfully build and market your business.

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KH: How important has publishing an ezine been to your business?

JM: To me, publishing an ezine is very important because it helps me establish a relationship with my subscribers. It is a great way to follow-up and to let them know what resources and valuable information I have found which will help them become more successful.

KH: How long have you been running an ezine and how many subscribers do you have?

JM: I started my ezine 3 years ago, Dec. 1999, and I have about 10,885 subscribers.

KH: Do you submit your ezine to directories and/or announcement lists and if so how effective has this been in gaining new subscribers to your publication?

JM: Yes, I have submitted my ezine to many directories, but I have more success using ezine co-ops and ad-swaps with other publishers. The co-ops I use are:

1. My Wizard Ads – <http://www.MyWizardAds.com>
2. E-Business Weekly – <http://e-business-weekly.com>
3. Essentialteam Ezine Ad Network – <http://www.essentialteam.com/>
4. Pamela Heywood's ad co-op at http://www.roibot.com/w.cgi?IM8301_coop.

Interviews With Successful Ezine Publishers – James McEwen

KH: Do you write and use your own articles to promote your ezine? How valuable has writing articles been in promoting your ezine?

JM: I've only written 4 articles to promote my ezine, but I have learned that it is very effective. My New Year's Resolution is to write more articles more often! (lol)

KH: What methods do you use to promote your products or services within your ezine?

JM: I used to copy and paste the ads from the affiliate programs or the reprint rights but I have learned it is better to write your own ad and recommendation for the product or service that you use.

KH: How do you go about preparing your ezine for publication?

JM: I prepare my ezine a week in advance. I do a lot of proofreading with the help of my daughter, Miausha. I search the net for information that would be of value to my subscribers. When I finish the final copy of my ezine, I always send a test email to my email address to make sure everything is formatted correctly.

KH: Any advice to future ezine publishers? Things to look out for or things to concentrate on when publishing an ezine?

JM: My advice to future ezine publishers is to always be prepared a week in advance so you are ready for whatever comes up.

Use TextPad at <http://www.textpad.com> to help you publish your ezine and use Mailwasher at <http://www.mailwasher.net> to screen your emails for viruses and/or bounced email and junk mail. Use a recently new software that will help format your ezine properly at <http://www.reseller-rights.net/eeaf/>

Always proofread your ezine and do a test email to yourself.

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial. <http://www.netpromarketer.com/autoresponders.html>

Interviews With Successful Ezine Publishers – Paul Becker

By Ken Hill

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Paul Becker is publisher of the FREE Weekly Fitness Tips Newsletter at <http://www.trulyhuge.com>. Paul's newsletter provides weekly e-mail tips on bodybuilding, health, and fitness. When you sign up for Paul's free newsletter, you will be automatically entered in his monthly drawing to win free supplements and other great prizes.

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KH: How important has publishing an ezine been to your business?

PB: First of all, let me establish the fact that building a list is critical to your success online. It's a very inexpensive means of developing a relationship with people who are interested in your product, service, or opportunity – potential customers or clients!

KH: How long have you been running an ezine and how many subscribers do you have?

PB: I started my email newsletter almost three years ago. I currently have 120,000 subscribers and growing.

KH: Do you submit your ezine to directories and/or announcement lists and if so how effective has this been in gaining new subscribers to your publication?

PB: I have done this on a very limited basis and got limited results.

KH: Do you write and use your own articles to promote your ezine? How valuable has writing articles been in promoting your ezine?

PB: Yes, I write my own articles and use articles by other authors, I think my subscribers like to get different viewpoints on things.

KH: What methods do you use to promote your products or services within your ezine?

PB: Ads in the newsletter, and articles such as interviews with the person who developed the product or product reviews.

KH: How do you go about preparing your ezine for publication?

PB: I simply write and edit it in MSWord.

KH: Any advice to future ezine publishers? Things to look out for or things to concentrate on when publishing an ezine?

PB: Getting new subscribers should be the focus of your web site. I think many people mistakenly believe that people will return to their site on a regular basis. So, if they won't keep coming back to you, you've got to go to them – by email!

Probably the most important thing you can do is to have subscribe information on your homepage (the first page of your site). And don't make it hard for them to figure out how to subscribe!

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial.

<http://www.netpromarketer.com/autoresponders.html>



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