

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Interviews With Successful Ezine Publishers – Jan Wallen

By Ken Hill

Interviews With Successful Ezine Publishers – Jan Wallen by Ken Hill

Jan Wallen is publisher of Serious Income, an ezine for the online entrepreneur. It includes articles, tips, and tools to help her readers achieve greater success in their online businesses.

You can subscribe by visiting <http://www.seriousincome.com>

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

JW: It has been very important in helping me establish relationships with people on the Internet. It adds that personal touch.

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

JW: About 2 years, and I currently have 3500 subscribers. I had to take a lengthy hiatus due to some personal issues, but the main subscriber base stayed with me when I began publication again. I am now in the rebuilding phase.

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?

JW: I do submit to directories. This has worked quite well for me. I have not had very good response from announcement lists.

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

JW: I do a combination of my own articles and fresh material by other well known and well respected internet business people. Writing my own articles and submitting them to other publications is a tremendous way to add new subscribers and create awareness of Serious Income.

Interviews With Successful Ezine Publishers – Jan Wallen

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

JW: I occasionally use personal endorsement for a handful of selected products or services. I mostly use classified ads at the end of the information. I always try to have some free tools available in each issue that I think will be valuable to the subscriber.

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

JW: I am constantly on the look out for strong, relevant material. I keep an ongoing file for future issues, and as I see items I wish to include, I place them into the appropriate file. Then when it is time to send it out, most of the work is already done. This is particularly helpful if something comes up unexpectedly.

I use an automated system for sending out the ezine and try to stay about 3 issues ahead in placing them into the software. That way, I can just hit the send button at the appropriate time and the work has all been done ahead of time. That saves me a lot of problems.

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

JW: I feel that it is very important to have a niche – to offer something that is not currently being offered elsewhere. It is vital to have an identity that is unique. If you consistently focus on offering value to your readers, your subscribers will be extremely loyal.

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 – Jan Tallent–Dandridge

By Ken Hill

Interviews With Successful Ezine Publishers – Jan Tallent–Dandridge by Ken Hill

Jan Tallent–Dandridge is publisher of Rim Digest, a marketing and small business ezine with informative articles, helpful tips, fun info and lots of freebies that goes out three days a week: on Monday, Thursday and Saturday. Interested potential subscribers can see it here:
<http://www.rimdigest.com> or write to subscribe at <mailto:jtd@rimdigest.com?subject=subscribeKenH>

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

JTD: For this particular business, it was 100% necessary as my real *JOB* IS my ezine. My main income stream is from ad sales so it is imperative to keep the ezine going. My secondary business, digital products, relies on mentions in my newsletter as well as other forms of promotions.

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

JTD: It will be three years on Feb. 10 of 2003 and I have over 31,000 subscribers. There are weeks I will pass 32,000 and then lose up to 500 with bounces and closed accounts, etc.

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?

JTD: Rim Digest is listed with most of the main directories and I am sure this helps a lot with gaining subscribers. I also use software to remind the directories and update my listings whenever major changes are made, such as when I added the extra day to my publishing schedule when a nice number of my subs asked me to.

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

JTD: I do not write nearly as many as I should; I have about 25 articles published. I always try them out on my publishing friends for feedback before I even use them in my own ezine. I do know that this is the best and quickest FREE form of promotion there is!

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

JTD: I use testimonials for products I sell for others or do some recommendations as a trade for the same in another's ezine. I only promote things I know are worthwhile and almost always use or own myself.

For my OWN products that I have resell rights for or are mine exclusively, I almost always offer a discount or a *bribe* to my subscribers plus I have *reader only specials* quite often.

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

JTD: I use edit pad and clipmate, my 2 best friends for editing. I take the previous issue and replace the things that need to be replaced such as new ads, the date, new articles, etc., and use the old issue as a template for the new one.

I collect articles and file them in a folder FOR that issue and the same with the ads and new offers I am going to make. When I get ready to do an issue I open the old issue in edit pad, open the folder for that date in my mail center and work away.

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

JTD: Yes! Do NOT try to beat all records for the largest list in the quickest amount of time. Build a slow and loyal readership and concentrate on good content. There are thousands of other ezines out there and you want to make yours stand out from the rest. Be YOURSELF! Let some of your personality

shine through and do not follow every so-called *expert*.

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>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!