

Is This Thing On?

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Is This Thing On?

By Jim Schulte

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Or, How Do You Know if Anyone is Reading Your Newsletter?

by Jim Schulte

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It seems that every hour a new ezine or newsletter shows up on the Internet. They are endless in titles and content. Everybody has to have one to be successful with the program, product, or service they are offering the millions of "Internet Junkies" in order to be able to quit their day jobs.

I don't know who came up with the idea that a newsletter or ezine was an essential document in online marketing, but it appears that "they" were correct in that assumption. If you don't have a vehicle in which to get your product to market, then you won't have a market in which to sell your product.

Herein lies the question that many, if not all publishers and editors alike, cannot seem to answer. How do you know if anyone is reading your publication?

If you belong to any of the ad co-ops you know that you get subscribers on a daily basis. You watch your active subscriber count rise on a weekly basis, and your list server gives you endless pie charts that show first time visitors, repeat visitors, most recent visitors, pending subs, active subs, on and on and on.

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None of that information tells you if any of those people are reading your newsletter. You know, the one you slave over day after day, week after week, trying to give all of those subs the best you can. So here is the question again. How do you know they are reading your publication?

The truthful answer to that question is, you really don't know. Unfortunately, in this day and age when we can see an ant colony eating all of the goodies at the annual Martian company picnic, there is no miracle software (not yet anyway) that can tell us if anybody is reading all of these

ezines.

It seems like such a simple task doesn't it? Why can't we have a sign like McDonalds that says, "Over One Billion Read Your Newsletter Today". Radio and television stations have a ratings book that tell them how many people are watching and listening to their shows. So why can't we find out how many people are reading our newsletters?

I recently did a survey of publishers with less than 200 subs, and ones with 10,000 plus. They all said the same thing. I don't know how many people read my publication.

They did however offer ideas on how to get a handle on how many are really reading what you put out on a daily, weekly, or monthly basis. Some try offering free reports, or information, that always brings out the quiet ones.

One publisher offered this explanation. "I sent out my latest ezine, and minutes later I had 12 new leads that I was certain had to come from ezine readers because of the offer I was making". That only told him that 12 people read his offer. But how many readers don't respond to these types of offers, and how do you know THEY are reading the newsletter?

The bottom line to this whole thing is that no one really and truly knows how many people read the ezines and newsletters of the world. I thought that Terri Seymour hit the nail on the head with this quote "I do not know of a way to track the actual reading of an ezine, but I would love to find one".

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I say all of the publishers of the world should just keep banging away on their keyboards and put out the best damn publication they can. When you have no more subscribers, then scrap the whole ezine newsletter idea.

This could be a very hard thing for publishers to do however, because how will they know if they have lost all of their subscribers, when nobody knows how many subscribers read their newsletters in the first place.

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Buying a new kayak

By Jakob Jelling

Buying a new kayak by Jakob Jelling

Comfort is the most important thing you should consider if you are buying a new kayak.

If you're thinking about buying a new kayak, there are a few things that you should definitely consider before you go out and actually spend the money. The first thing you should figure out is whether or not you know what you're getting into. If you've only ever used rental kayaks, then you might want to buy a kayak that is similar to the kinds that you've used in the past.

The first thing you should consider is whether or not it will be easy for you to get into the cockpit wearing the clothes that you're thinking about wearing kayaking. Large people should make sure that the kayak they are buying has a lot of room for them to get in - you don't want to find out that you can't easily get in and out of your kayak when you're already at the beach. If at all possible, you should see if you can at least try getting into the kayak before you buy it.

How well the kayak will handle in different water conditions is another major thing that you should consider. If you're not going to be able to control your kayak when you're on the water, then there's no point in buying that particular model of kayak. This is another reason why you should see if you can try out the kayak that you're thinking about buying before you actually pay for it.

If you're not sure whether or not you'll be allowed to try out a kayak before you buy it, then you'll

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probably want to talk to a friend who may have that type of kayak. The best thing to look for in a kayak is whether or not it is similar to (or the same as) kayak that you have already been able to use.

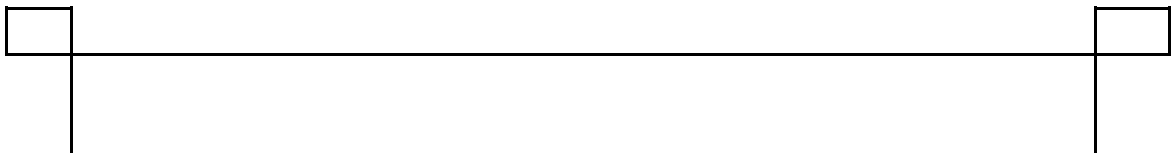
If you're thinking about buying a new kayak that has a rudder or skegs, then you should also look into trying out the rudder first. That way, you'll be able to see whether or not the rudder moves well. If the kayak has a faulty rudder, or if you think that you won't be able to work the rudder as easily as you'd like, then you should probably look at another kayak.

One thing you should always realize, however, is that until you've actually brought the kayak with you on a major trip, you will probably not know exactly how well it will handle over a long period of time. This means that even though you are trying to make sure that you get the exact kayak that you want, it's always possible that you could be surprised. The best way to avoid it when you're buying a new kayak, however, is to try and find a seller who will let you try out the kayak before you commit to buying it.

Jakob Jelling is the founder of <http://www.kayakhelp.com>. Please visit his complete kayaking guide for all skills and ages.



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