

Is Your Ezine A Wealth of Information or A Sales Trap?

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**Is Your Ezine A Wealth of Information or A Sales Trap?**

**By Karon Thackston**

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by Karon Thackston © 2002

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Ask successful ezine publishers what draws subscribers to their ezines, and you'll be told one very important thing. Content, content, content. However, many would-be ezine publishers focus more on selling than they do on valuable information. They turn their attention toward making money instead of building relationships. If you follow suit, that practice will surely be the death of your ezine, my friend.

"What? Ezines are supposed to be this wonderful marketing tool. They are supposed to help me get more sales. What do you mean that selling will be the death of my ezine?"

Exactly what I said. Think of it this way. When you subscribe to a paper magazine, what are you paying your hard-earned money for? You don't want to get a copy of "Forbes" or "Glamour" only to find 90% ads and only one article in the entire issue, do you? Certainly not! Neither do your ezine subscribers... even if your `zine is free.

They subscribed to your ezine because they believed they would get a wealth of information. Instead, they're likely to feel they've fallen into a sales trap.

Don't get me wrong. Ezines are a wonderful sales tool. They can help to build your business. They do bring in more clients. But they only do this if presented in a professional manner that shows you care about providing a quality publication, and not just promoting products or services that will make you money.

Trust is a big part of ezine success. Your subscribers trust you to provide content that will help them in some way. If you choose not to, they will most likely unsubscribe. If you choose to give them what they want however, you can get set to reap the rewards.

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Take the time to find out the concerns, needs, and wants of your subscribers. Then offer them solutions through your content. You can do this through articles you write yourself, or by researching articles written by others. Make the content prevalent... don't make your readers have to dig to find it.

Once you have your content in place then turn your focus to advertising. Many ezines I've seen are simply overloaded with ads. You must read through five or six ads before you ever get to any real information. That's way too much! Yes, for your advertiser's benefit, you'll want to have the ad placed above the articles. That's understandable. But only place one ad in each spot... not three or four. Again... put your subscribers' needs first.

When you take every effort to produce a publication that readers will value, you will increase your chances of getting referral subscriptions, building trust, creating valuable relationships, making more sales, and boosting your own credibility. Then, and only then, will your sales come rolling in.

Want to learn exactly how to create a quality ezine and how to build your subscriber base? You can! Karon will take you step-by-step through the process and give you over 70 free places to promote your ezine. Get three FREE bonuses with your purchase, too! Get all the details today at <http://www.createingezines.com>.

### **An Easy Wealth Exercise: Ten Steps To Wealth**

**By Silvia Hartmann**

Welcome to this simple, fun and easy exercise to improve your wealth consciousness, focus your mind and get behind yourself so that you can achieve wealth for real, and easily.

The following exercise is just one of 365 different daily "wealth gym" mini-workouts that you can do right there and then, in front of your computer, without even having to get up, and which doesn't take any more than 60 seconds to complete, from our "60 Second Wealth Creator Series".

This is a basic visualisation exercise which is very neat to do for real when you come down a flight of steps.

For now, imagine you're standing at the top of a flight of steps and for each step, we'll make a wealth affirmation.

10. I am ready for wealth!

Take a deep breath and step down to the next step.

9. Wealth is my birthright.

Take a deep breath and step down to the next step.

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8. I achieve wealth easily.

Take a deep breath and step down to the next step.

7. Wealth comes to me readily.

Take a deep breath and step down to the next step.

6. I invite wealth to come into all I do.

Take a deep breath and step down to the next step.

5. Wealth is my partner and my friend.

Take a deep breath and step down to the next step.

4. Wealth is joyous and delightful.

Take a deep breath and step down to the next step.

3. Wealth enters into all and every aspect of my life.

Take a deep breath and step down to the next step.

2. I am on my way to wealth ...

Now take a deep breath and JUMP off the last step and onto the next level:

1. I AM WEALTHY!

Clap your hands and give yourself a round of applause!

If you enjoyed this exercise, by all means come along and sign up for the full course - it is entirely FREE and not only that, we have some fascinating bonuses too.

Think wealthy, FEEL wealthy and BECOME WEALTHY!

Silvia Hartmann

Silvia Hartmann is the author of MindMillion. To take part in the "60 Second Wealth Boosters" programme for free, go to

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