

Is it a Newsletter or Just One More Commercial?

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**Is it a Newsletter or Just One More Commercial?**

**By Francisco Aloy**

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When I purchased my very first computer, not too long ago, I signed up for many Internet Marketing Newsletters. Though it's been a few years, I still have them.

I've subscribed to at least 300 Newsletters and it affords me a broad outlook. My idea was to track and compare them. The plan was to see how each one of them changed over time and look for any discernible patterns, any nugget of information.

Well, I've been able to spot changes and the view isn't a pretty one!

The general trend is to give preference to sales instead of communication with the subscriber base. Perhaps the first few issues are well balanced and in favor of the reader. However, as time goes by, the universal tendency is to disregard the needs of the reader.

The Newsletters I'm talking about are very easy to spot: they'll devote a single paragraph to the reader and immediately insert a product hyperlink. It's gotten so bad, I've received Newsletters with a multitude of stingy 3 or 4 line paragraphs, each leading to a sales link!

Try as I might, I can't understand the reason for such Newsletters? Can you? What they are saying is this: Hi, this is Joe Blow and let me tell you how this is going to work: I'm gonna send you this irrelevant, so-called Newsletter.

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I'm going to offer little content and a mountain of product links! To do your part, we expect you to click on the links and buy, buy, buy!

Oh my! I can't wait a week for the next one!

They are insulting and a complete waste of time for the reader, as well as the author.

Sadly, they keep pumping them out, week after week! Why would anybody publish such utter rubbish? There must be a good reason eZine Publishers limit submitted articles to a hyperlink in the resource box!

I know we all have to make a living. Should it come at the expense of insulting our readers? Why send out a Newsletter anybody with more than three brain cells would trash in a split second? Little wonder all Internet resources are being choked with garbage!

What a sad state of affairs! It appears like priorities have gotten very confused, to say the least! We all need to take stock of the true reasons we write.

These are two questions every Newsletter or eZine Publisher should ask:

- (a) Is the readership a byproduct of the marketing process or its reason for existence?
- (b) Should product sales take precedence over communication with your readers?

I think Newsletter writers should keep the above questions in mind when practicing their craft. Yes, the pressure to sell is great, no doubt. However, continue looking for the answers and it will help keep you centered, time and again.

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by Francisco Aloy

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Agreement reminder, not part of the article:  
Please include my working hyperlink in the

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resource box. Remove paragraph before posting.

Francisco Aloy is the creator of The NewbieBusiness Guide. For more resources dealing with writing and copywriting, visit Mr. Aloy's

Website.[http://www.newbie-business-guide.com/writing\\_and\\_copywriting.html](http://www.newbie-business-guide.com/writing_and_copywriting.html)

### **Your 30 Second Commercial**

**By Sue and Chuck DeFiore**

This tip is so simple, that many people we've talked with never bother using it, but it is highly effective. Prepare a 30 second verbal commercial about what your business offers. This should be 50 words or less, and practice saying it until it becomes second nature. End it with phrases such as "I'd love to have you as a client" or "I'd like to do business with you".

For example, my 30 second commercial goes like this: "Hi, my name is Chuck DeFiore and I'm a lease purchase consultant. I can help sellers move their property in 30 days or less, and help buyers get into a home today that they can buy tomorrow. I'd love to help you with your real estate problem."

Although this appears to be a very simplistic approach, your commercial gives the individual you're talking with a sense of the confidence you feel about providing your service to him or her.

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Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit

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