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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Mailing Lists: Where The Money's At

By Michael Bosse

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Picture this...

It's the middle of July in a bustling Metropolis. It's hot, but not the kind of heat that makes you sweat buckets. The kind of heat that forms an invisible adhesive layer over your entire body so that everything seems to stick to you.

SUDDENLY... The Big Advertising screen on one of the largest buildings in town *Bursts* into life! A picture of a cool refreshing berry-licious big gulp dances in mid air, promising to satisfy your every need! And there on the lonely street corner right below the screen sits a seven eleven.

This, my friends is the power of the opt-in mailing list. It's like having a veritable endless bank account at your disposal. Any time you need a little cash, you pop up an advertisement and the orders come flooding in.

Sounds nice, doesn't it. But it doesn't have to be a fantasy. You have the ability to make this happen. You just need the knowledge. As they say, Knowledge is Power! Marketers need to stop looking to affiliate programs, Success promising software, and multi-level marketing for the answer to there income needs. You have the resources to be successful right in front of you, and guess what. Their FREE!

The first step in building an opt-in mailing list is to become a writer. That's right. What, did you think you could just ask people to sign up for your list for no apparent reason? People need a reason to join your list, they need to receive something in return. After all have you ever signed up for a list that said, "Sign up here FREE and I'll send you an advertisement every day!". Whooo Hoooo! Sign me up!

No, you need to offer them something they didn't have before. Information. A point of view. A complaint. Anything that sparks there interest. People enjoy hearing others opinions even if it's just someone ranting and raving. Just look at George Carlin, the comedian, he makes a good living complaining.

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The best thing to do if your going to start a newsletter or e-zine as there known. Is to choose a topic that you are naturally enthused about. If you're a health nut, write a newsletter about healthy living and call it "Tofu and Power Bars". Or whatever gets you going.

By choosing a topic you already know about or enjoy you will give yourself a 2 fold advantage.

1. You will naturally put enthusiasm into you article which will make it a more enjoyable read.
2. You'll be able to offer an intelligent and informed view

There's nothing worse than listening to some half wit ramble on and on about a subject they know nothing about. Next you should look for products which are similar to your interest. In this case

nutritional supplements or diet drinks. There are plenty of programs out there that will give you good commission to sell nutritional products. You just have to look.

After you've chosen a topic of interest and you've got some products to sell, you need to find a good newsletter management system. There are plenty of companies on the net that offer free newsletter management. Just go to your favorite search engine and type in "newsletter manager". Most free managers only allow so many subscribers, so once you start getting a serious following you may need to pay a minimal amount for a better manager.

Trust me, this is worth the small investment. When you have a big enough list you will be banking an income large enough to live off of. Start today by looking deciding upon a topic of interest and if you have time compare a few newsletter management systems.

"PRESS ON!"
Michael Bosse

Sign-up FREE for Master Marketing Newsletter and get \$585 in business building resources ABSOLUTLY FREE!! What other newsletter offers that? Go to www.bizinsight.netfirms.com and subscribe FREE today to receive your \$585 worth of business resources!

Administrating Mailing Lists

By Jos van Doorn

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So you have subscribed to a lot of mailing lists. You want to announce your newsletter. That's why you did it. But what about the administration?

Let's talk about mailing lists as found in eGroups. What goes for them also goes for the mailing lists found in other services.

To start with you could save all pages of the mailing lists that you've found in eGroups. That way you can check whether you're subscribed to them.

After subscribing to a mailing list you'll get a welcome e-mail. In that e-mail you'll find instructions about posting announcements etc.

That's a thing that needs to be saved. It always comes in handy to check whether the rules of the mailing lists have been followed.

Read the welcome e-mail and find the e-mail address for posting announcements. Copy this e-mail address to a text file.

This is how announcements are made:

1. It's always done by e-mail. Address the e-mail to yourself.
2. The subject of the e-mail is the name of your newsletter
3. Write the e-mail addresses of the mailing lists in the BCC field. The e-mail addresses are separated by semi colons

Here is an example of such an e-mail. It's an example of an e-mail I've send away to announce my own newsletter.

To : josvandoorn@zwallet.com

Subject: ACAD Newsletter

BCC : A2ndIncome-subscribe@listbot.com;AardvarkMarke

ting-subscribe@listbot.com;AdvertExpressEzine-subscribe@listbot.com;asti1-subscribe@listbot.com;AWAHS-subscribe@listbot.com

Body : Subscribe to ACAD Newsletter if you want to learn AutoCAD and AutoLISP. The newsletter has a lot of useful information. Subscribe for FREE. Send an e-mail to:

mailto:acadnewsletter-subscribe@topica.com

Using the BCC field is very handy. It saves a lot of time in sending out e-mails. You can send out the whole lot at once.

The recipients of the e-mail will not see who else received the e-mail. That's not mentioned on the e-mail they receive.

In the example only a few e-mails are specified. In reality send out my announcements to a lot more e-mail addresses.

Use NotePad from Windows for making the text file for announcing your newsletter. Make three separate text files: week, bi-week, and month.

Being subscribed to a lot of mailing lists has a big disadvantage. You'll receive a lot of e-mails. The e-mails will fill your e-mail account quickly.

The first thing to do is open a separate e-mail account for the e-mails from the mailing lists. Most of the e-mails you'll just delete.

You can go a step further. Remember the home page of Yahoo! Groups. There is a link with the words "My Groups". Click on that link.

A page is displayed. On the page are all groups mentioned to which you subscribed. You can make changes to your subscription there.

The number of members of the mailing list is on the page and also the delivery options. Click on the link saying "Edit Delivery Options".

Now you can change the delivery options. There are four delivery options:

1. Individual Emails
2. Daily Digest
3. No Mail/Web Only
4. Unsubscribe

As you subscribe to a mailing list the first option is active. Individual e-mails will be send to you. That will fill your e-mail account quickly.

Choose for daily digest to receive less e-mails. When you do e-mails are bundled and put in one e-mail. That e-mail is send to you.

But the third option is the best option. You're still subscribed to the mailing list. But you don't receive e-mails no more.

The last option is a sort of double option. To unsubscribe you can also send an e-mail to the mailing list.

There is another big advantage to the My Groups page. You can see whether you can post messages to the mailing list.

If you can post messages to the mailing list then a link saying "Post" is displayed. You can click on that link. An e-mail screen appears.

I don't know about you. But I only want mailing lists for posting announcements. So if I can't post to the mailing list right away I unsubscribe!

This is all the administration that's needed for mailing lists. Keep it simple. Don't save too much. You don't want to spend days on your mailing lists.

Jos van Doorn is an AutoCAD specialist, AutoLISP programmer and ACAD newsletter publisher. The newsletter is *for people who want to learn more about AutoCAD and AutoLISP. It's FREE. To subscribe: <mailto:acadnewsletter-subscribe@topica.com>



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