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Marketing to Editors

By Terri Pilcher

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How are you marketing your articles? As a writer prospecting potential clients, your query letter is your marketing tool. What does it tell the editor about you?

Show me... the Market

Show the editor that you know his magazine. Jeff Peck, the editor of Insider's Journal, recently wrote, "...I end up rejecting fully 90 percent or more of the submissions because would-be authors simply don't take the time to understand what our publication is about." Are you sending out random queries shotgun style or are you using laser targeting to pinpoint your target magazine? As published authors, it should be the latter. Most editors recommend reading several back issues. Sending an article on living like a tightwad to an affluent parenting magazine won't work. If you think a few hours learning about your market is a waste of time, then sending out queries wastes both the editor's time and your time.

Show me... the Readers

Show the editor that you know who her readers are. Your query needs to show that you understand who will be reading your article. The Christian Librarian caters to librarians at Christian academic centers. Christian Library Journal meets the needs of academic librarians, but is also read by homeschooling parents, church librarians, school librarians, and public librarians. These two magazines have similar topics, but address very different needs. Be specific when stating the planned content of your article. When the information in your article matches the interests of the readers, the editor will give you a "go".

Show me... the Perspective

Show the editor that you know his magazine's perspective. This is similar to understanding the readership. Focus on the Family provides articles to help families live out their Christian faith. Many other Christian magazines publish similar articles. What makes this magazine unique is their focus on

offering only this type of article. From interviews to humorous anecdotes to serious topics, Focus on the Family only publishes articles that provide distinct methods families can follow to grow closer to Christ together. Every magazine has a unique perspective and focus. Many publications place mission statements on their website on the "About Us" page. Some even include it in the writer's guidelines. Make sure that your query reflects the fact that your article will mesh with the editor's goals.

Show me... the Theology

Show the editor that you understand the theology of her magazine, whether or not you are a member of her denomination. Joan Alexander, an editor at Regular Baptist Press, states, "We hear from many writers who are not appropriate for our readership. We prefer that our contributors be well acquainted with our church customers and their theological and cultural perspective." If you are a member of an affiliated church, be sure to let the editor know. If not, you can find the information about the denomination's theology on the internet, books, or people you know in that denomination. In your query, give the editor specific examples of what you intend to put into the article that show her that you understand the unique religious views of her readers.

Show me... the Style

Show the editor that you can write in his magazine's style. Whether scholarly, educated, or conversational, your introductory paragraph (which should be vivid enough to be the first paragraph of your article) should be written in the magazine's style. Scholarly articles offer research driven theses and specialized vocabulary. Conversational pieces often begin with anecdotes or questions and continue in a chatty way. Other stylistic items are more specific. Living Light News always includes the ages of interviewees, contains locations specific to where an edition appears, and almost every news story begins with a testimony of God's goodness. Reading and analyzing back issues reveals these nuggets of information. Show the editor that you understand the style and make a sale.

As an experienced, professional writer, you analyze back issues of the magazines you want to write for. You know their readers and their perspectives. You write in the correct style. Does your query letter show your competence?

Terri Pilcher is the author of MONEY Markets 101: 101 Markets That Pay Writers in 6 Weeks or Less, is the editor of a searchable online markets database at www.powerpenmarketsearch.com (visit for a FREE 2 day trial), and offers a FREE weekly e-zine, Writer's Guidelines Magazine (sign up at www.terripilcher.com).

Four Joint Venture Strategies To Quadruple Your Ezine Subscriber Base Over The Next Two Months

By Dr. Bill Nieporte

What would an influx of a several thousand new ezine subscribers

do to your profit margin over the next two months? If you've got a worthwhile product and a site that sells, you could easily quadruple your profits!

So how do you build your subscriber base? I want to suggest four *Joint Venture* strategies that really work. A joint venture is an arrangement where two or more people trade on their resources for the mutual benefit of all. Here's how such marketing strategies might work for ezine publishers.

1. JOINT VENTURE YOUR KNOWLEDGE

One of the most poorly kept secrets Internet marketing is that if you write content for your ezine and submit it to other editors, many of them will accept it for publication. Fresh and valuable information is a hot commodity for among ezine editors.

In return you (the author) will benefit from having a free resource box of about seven lines to advertise your ezine and/or other product.

Is this strategy productive? Most definitely! Over the last four weeks I have distributed two fresh articles to other ezine editors. At last count these two articles have earned me nearly 500,000 FREE ezine impressions. One ezine contained over 150,000 subscribers. Within six hours after this issue hit the Internet my subscriber count had increased by over 400.

2. JOINT VENTURE YOUR ENTIRE EZINE

Here's a very novel idea that works wonders. Create a "Joint Venture Publishing Partnership" with a fellow ezine. Find an ezine that targets an audience your products are geared to attract. Then propose the deal. Suggest to the editor that you cross publish your ezine to other's lists.

Most shrewd ezine editors will jump at this chance. It will provide them with a brand new audience for their work (and you

too). Don't worry—both of you will be especially motivated to make this issue your best ever—in order to attract more subscribers to your respective list.

3. JOINT VENTURE YOUR SUBSCRIPTION PAGE

On one of my sites I have joined eight other popular ezine publishers in a neat joint venture that has literally doubled my weekly new subscriptions. Whenever a person subscribes to any of these ezines on their respective domain, they are immediately transported to a co-opt page that lists all the other ezines in this fraternal relationship.

4. JOINT VENTURE YOUR SUBSCRIBER CONTESTS

Contests are very popular means of attracting traffic to your site. Recently, however, several ezine editors developed a very creative way to use contests to increase their respective subscriber base.

Combined these editors (who publish what I believe are the very best marketing ezine on the Internet) could provide over 100,000 powerful ad impressions for one lucky winner. Their strategy was to create a single page where subscribers to register for the prize by subscribing to each list.

Next they invited webmasters and other ezine editors to advertise their exclusive subscriber site. Those who advertised would automatically be considered for a special weekly contest drawing. This system is one of the best joint venture arrangements I have ever seen. You can check it out at <http://www.ezinehits.com/Nieport.htm>

Dr. Bill Nieporte is editor of "The Success In Life Newsletter" and webmaster of <http://ezinesuccess.com> SPECIAL NOTICE: Free To Our Readers – We want to let you know about an "internet marketing guru" who has earned an extra \$2,000,000 with his unusual no-risk "Instant Cash Flow" system...Go to: <http://www.ezinesuccess.com/innercircle/index.html>

Four Joint Venture Strategies To Quadruple Your Ezine Subscriber Base Over The Next Two Months
Use Feature Articles For Marketing and PR
Tactics for ezine Promotion
Public Relations—A Free Lunch?
Is An Event Over When It's Finished?

Write Around The World FREE!
Profitable Crafts Vol 2
News Letter Genie Pro
Affiliate Marketing PLR Kit
The Great Big Book of Internet Marketing

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