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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Old And New Contents for Your eZines & Newsletter

By Robert Wardrick

Do you struggle to find the fresh new content for your ezines and newsletters?

Many of us join online Article Announcement Lists, where hundreds of great articles are posted weekly. However, those articles quickly become "Shareware" among fellow publishers.

Here are some tips to help make your next issues easier, faster and maybe even fun!

First, setup content folders (Business/Travel/Books/Food/Etc.

As articles are announced cut and paste them all in the appropriate folder for future use.

---Publish The Old With The New---

When publishing under a theme, old shareware and new content can compliment each other.

Sample Theme: "Marketing Through The Media"

A new article on writing Press Releases, and an old article on how to Target Your Market Niche could be a perfect fit. Publish for your readers not for yourself.

---Nothing Venture Nothing Gained---

Venture out in your search for new content. Checkout your daily newspapers, favorite magazines, radio and tv programs for ideas (no I'm not advocating that you lift someone's copyrighted material), but rather let your creative juices flow and piggyback to produce original articles.

--Feedback; Ask And It Shall Be Given--

Ask your readers for comments and suggestions about your content, feedback can offer you a wide margin on what

suits their interest.

Robert Wardrick is publisher of Planned Businesshood Postsubscribe at <http://capcitymall.com>"One-Stop Fun Shopping & Savings from Home"
tmmailto:custserv@capcitymall.com

EZINE - NEWSLETTERS

By ilaxi patel

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Sure Fire way to Get Hits to Your Site!!

Ezines are the sure fire way the Top Net Marketing techniques a person can apply on the net. They float in your message right into the reader's mail box and by the time the site owner starts submitting into search engines, the top gurus of market their products building their target market through ezine! All one got to make is a cool web page with products or the message and highlight to expose it to chockfull of subscribers which they target with the contents.

With ezine, a database is built, so as to speak of potential customers; for eg. a newspaper, readers who would like to dig and find scoops of stories or customers who trust them to buy the products. The subscribers will know the writers, get the useful contents and built up trust with the owner of the ezine. There is a calm rapport with the people who run the site too. This ezine guru builds the database and keeps busy pushing the ezine with the design and contents and at the same time, he sells advertising space on his ezine to trusted resources of people who are known for great business policies. The target readers get used to an advertisement or two. Afterall, they get great articles and content delivered to them once a week by this helpful ezine owner or say, fortnightly ezine or monthly. It can be random ezines too. Ad comes along with everything that is free and so readers too get used to it. The Ezine guru post articles on site too and a resource box says `Stop by and sign up my Ezine' or like `epatra jama karo' like the www.sambhaav.com site and there, you land up your id in our email database to get the ezines as and when decided upon. It all depends on the Ezine guru and the team

to prepare the Ezine and send across but than that's a different part of a story to discuss upon here.

The site lands up being `A success!' Target more hits and Why? This is what the Ezine Guru generates is Planning and strategy, Trust, Tactics, Decision, Target market and content material that catch the eye. Sounds Great?? Ah, it is very possible! All you got to do is grab a good Designer and a Ezine Guru who can frame your contents. The expert guru can be a freelance writer or one who can ghostwrite a few articles on any subject, can submit that article to mail id lists and archives and to ezines that accept the articles too. This submission, ultimately brings in more hits once the ezine is released alongwith the url of the site.

To sum up, Ezines are beneficial as it reaches:

- * Highly targeted audience
- * Most cost effective
- * Has more click through rates than banners
- * Delivery of desired information to readers
- * no printing or fax required and has faster delivery of the message. No hassles at all! All you got to do

is collect Database of mail ids and make an archive online.

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