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**Menopause, Andropause And Other Hormone Imbalances**  
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**Promote Your Biz with an Email Newsletter**

**By Rachel Goldstein**

**Promote Your Biz with an Email Newsletter by Rachel Goldstein**

Article submitted by <http://www.Allfreelancework.com> – 1000s of freelance jobs

Newsletters are one of the most effective forms of marketing for your home business. An email newsletter can:

1. Build loyalty of clients and prospective clients
2. Keep your name in front of clients and prospective clients
3. Spread the word about your services
4. Make a name for yourself as an expert in your field
5. Add value to your company

There is a lot of competition out on the Internet for freelancers. One way to get a gig outside of bidding on jobs is to spread the word about your business thru word of mouth. Newsletters are the very best way to do this. If you have a useful newsletter, about 30% of newsletter subscribers will pass-along your newsletter to family and friends. In other words, good newsletters spread like wild fire.

Additionally, a newsletter that is passed onto you by a loved one is more likely to be viewed by you as a trusted source of information.

Do you have a business web site? Well, if you do, this is a perfect place to market your newsletter. Before a visitor leaves your site, it is important to get them onto your list, otherwise you might never see them again. In order to get the most subscribers, place a link to your newsletter on every page of your site. Once you build up a list of names, you can initiate contact . now you will have plenty of chances to promote your services to potential clients.

Try placing a blurb like this on all of your site's pages:

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The Design Info Newsletter  
Graphic design tips, tutorials, and reviews

Subscribe to our Newsletter here!

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What do you write about in your newsletters?

You, as a freelancer, have an advantage above others . you are an expert in your field. Write "how to" articles, tips, answer common questions and concerns, newsworthy events, and other related topics. Research other newsletters related to your topic. Try to find a path less taken. For example, if there are already a hundred graphic design newsletters being published, why not make your newsletter's topic advertising design if this is your specialty? A good article for this type of newsletter would be "How to Design a Black and White Newspaper Ad." Maybe the following month's ad could be, "How to Prepress an Electronic File." You see what I mean? You don't really have to brainstorm very long to find an

article that you can write about. When you are an expert in your field, there are multiple tasks that you perform daily . just write about them.

When you are writing the content, remember to write as if you are talking to a friend. In other words, don't talk in hi-tech jargon. Not only will this confuse some readers, this also might bore them to death. Then who will be on your mailing list? Also, talk one-on-one with each reader . use "you" not "they" or "we". Personalizing your articles will make for easier reading.

How often should I send out a newsletter?

This all depends on how often you can find the time to write an article. It is better to start out sending your newsletter once a month. Once you get more subscribers, you can increase the rate at which you send them out. Try to send out your newsletter at the same time each month or week. Subscribers will appreciate your professionalism, and since this newsletter is being developed so you can land a gig, this is important. Don't send a newsletter out more than once a week; subscribers tend to get annoyed when newsletters are sent too often.

How long should my newsletter be?

Keep your newsletter relatively short. If you want to include several articles, use a table of contents at the top of the newsletter. An example follows:

1. Design a Black and White Newspaper Ad
2. How to Prepress an Electronic File
3. Illustrator vs. Freehand
4. An Example of a Well Designed Magazine Ad
5. Contact Information

If any of your articles are really long, abbreviate the article and link to a web page where the rest of your newsletter resides. It is better to send a short newsletter every week than to send one long one every month. Subscribers are busy and tend to put off reading long newsletters till later. I know I do.

How do I send a newsletter out?

Probably your best bet is to sign up with a free mailing list service like topica, evite, listbot, or onelist. You should set up your list to be "announce only". This way your subscribers cannot receive responses from other subscribers.

How Should My Newsletter Be Broken Up?

1. The Subject Line – You have several options for this one. Keep it consistent for all of your following newsletters.

- a. The title of your newsletter and the date, for example: Advertising Design Newsletter – 08/10/01
- b. The title of your main article
- c. A catchy phrase to catch the attention of subscribers when they look thru their emails

2. Disclaimer: Remind subscribers that they signed up for this newsletter. Explain how to unsubscribe from your newsletter here.

5. Contact Information

- a. Your name
- b. Business Name
- c. Your Services
- d. Web Address
- e. Email Address

6. Copyright Information

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## **Affiliate Marketing Means Using Email Marketing**

**By David McKenzie**

### **Affiliate Marketing Means Using Email Marketing by David McKenzie**

As an affiliate in an affiliate program you need to be good at affiliate marketing. One of the most important aspects of affiliate marketing is email marketing.

Get it right and you will be a successful affiliate. Get it wrong and you will be just another affiliate statistic. (It is estimated that between 80% and 90% of affiliates make little or no money from affiliate programs)

What email marketing methods work best to be a successful affiliate?

## Promote Your Biz with an Email Newsletter

Here are 3 methods that consistently produce the best results for affiliates:

### 1. Developing a Newsletter

You **MUST** have a personal newsletter that goes out on a regular basis. Just because you're an affiliate doesn't mean you should not have a newsletter.

A newsletter with valuable information lets you build an email list. Then you can market your affiliate programs through articles and ezine ads in your own newsletter. I personally have experienced some excellent results by promoting affiliate programs I belong to in ezine ads.

I know I personally have clicked on thousands of ezine ads in newsletters!

### 2. Set up an Email Course

A great way to build an email list is to run a free email course.

You package some of your content into an email course running over perhaps a few weeks and offer it for free to subscribers.

What you can do is have links at the bottom of each email promoting a different affiliate program.

For example, if you offered a 5-part email course you could promote 5 different affiliate programs in each email. In each email would be a link to a different affiliate program. Each link would have your unique affiliate code.

### 3. Offer an Ebook Download

Another great way to build an email marketing list as an affiliate is to offer a free ebook download. You can offer the download via autoresponder so that an email goes out to each subscriber giving them the download page.

In that email you could promote a few of your affiliate programs.

You can also promote affiliate programs by having links throughout the ebook. However be careful not to just provide an ebook full of links – you want to provide quality information first and the affiliate program links second.

Email marketing is an essential tool for the successful affiliate. Use it properly and you will see some fantastic results!

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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