

So, what's an e-zine?

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**So, what's an e-zine?**

**By Maria Marsala**

**So, what's an e-zine? by Maria Marsala**

Technically they're written e-zine (not ezine) although calling them an electronic newsletter e-news or Internet newsletter i-news clarifies what they are much better.

They were given the name e-zine (short for electronic magazine). Some people pronounce the e-zeen and others say e-zin - however way you write it or say it, an e-zine should be a special e-mail, sent to you because you requested it.

E-zines are one way to build communities and relationships with a potentially large number of people, for a minimal cost. Instead of sending out a business newsletter, via postal mail, you can send anyone who requests, your e-zine.

An e-zine can consist of one tip or they can include tips, articles, ad's, class information, suggestions, and more. They can be sent out daily, weekly or monthly. Quarterly e-zines are OK for organizations with paid memberships, but I don't recommend them otherwise. People who receive e-zines less than once a month are apt to forget they subscribed and may think you're S\*pamming them. I know that you don't want to get accused of that!

Formatting your e-zine is up to you, so decide what's best for you and your clients before you start.

Download a f\*ree e-report "8 Categories: Choose Your E-zine Hosting Service Now", visit <http://www.coachmaria.com/ebooks/business2.html>

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## **10 Profitable E-zine Joint Venture Ideas!**

**By Larry Dotson**

### **10 Profitable E-zine Joint Venture Ideas! by Larry Dotson**

1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.
4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.
5. You could offer an e-zine publisher new content by writing an original column for each issue. They're always looking for original content for their readers.
6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross promote each others' business.
7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.
8. You could ask an e-zine publisher to trade thank you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.
9. You could offer an e-zine publisher the option of you publishing their e-zine in return for them running your ad.

So, what's an e-zine?

10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running your ad.

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