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Take Control of Your Newsletter Publication (Product Review)

By Terah J. Logan

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Date: April 17, 2004

Product: Newsletter Manager

Price: \$9.95

URL:

<http://www.simplesteps2success.biz/Scripts/scripts.html>

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A Newsletter Script that actually WORKS!

I have purchased a zillion scripts! Often I install them on my server exactly as the instructions say, (I would say I am advanced in script installation knowledge), and for some reason they don't work. (Poorly written scripts.). UGH!

This script called, Newsletter Manager, is an exception. I have installed this script with no problems and I have it working on my site.

We all know creating a newsletter is a great way to generate traffic, sales, and loyal customers. If you don't have a newsletter then you really need to, and this script will provide an easy and effective way to deliver your newsletter with NO hassels!

WHY DO I USE NEWSLETTER MANAGER INSTEAD OF THIRD PARTY SERVICES?

I prefer to use this script instead of relying on third party services (i.e. ROlbot, Aweber, egroups, Rapid Reply) simply because I have full control. I manage the backup, I don't get shut down because someone does not like my products or what I have to say, and I can edit the templates completely as I desire. See for yourself – running your own newsletter script on your own site is the way to a professional image on the Internet. (Not to mention it beats paying the monthly fees if you go through third party services!)

Newsletter Manager This script I installed in a matter of minutes. No exaggeration.

It's a great product that will have you sending out your own newsletter ASAP and the options are great.

You can edit any aspect of this product – from your newsletter headers and footers, to the look of the form, to whom the newsletter is sent from, pretty much anything you want. You can have opt-in, or no opt-in, you can import email addresses, you can customize the confirmation pages and even have subscribers go to pages you design when they sign-up or unsubscribe.

Once you have installed this script any modifications are done with a very user friendly administration screen. You need your own hosting account with cgi-bin, but once it is installed you never have to touch the scripting again.

Totally user-friendly, beginners with basic CGI knowledge can install this script and so advanced webmasters can do this in their sleep. You can purchase this script for \$9.95 (this product does not have resale rights) or you can hire me to install it for \$19.95 (complete installation – meaning that I am not done until you can send your first newsletter).

If you are using third party services to deliver your newsletter then you might want to consider this product. I have used them all and there is nothing like having complete control of your newsletter production. The perks

are obvious to me and this script runs smooth and is totally reliable.

You can see my newsletter in action at my site www.simplesteps2success.biz – on the homepage is a signup form. If you want to purchase the script visit <http://www.simplesteps2success.biz/Scripts/scripts.html> for purchase information and for other scripts I recommend.

Here's to your Newsletter Success!

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Are you serious about making money online? Do you want to know what marketing products are valuable and what are a waste of your valuable time and money? Visit <http://www.simplesteps2success.biz> for Internet Marketing ebooks, programs, and software reviews. Find out what's hot and what's not before you potentially waste your time and

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What A Newsletter Can Do For Your Business

By Claire Cunningham

Newsletters are often thought of as easy, do-it-yourself communications projects. The reality is different...and that can be discouraging.

Developing a good newsletter concept can be difficult and time-consuming. It takes market intelligence -- and maybe research -- to find out what people will read. Then it takes careful planning, discipline and skill to crank out something worthwhile on a schedule.

Why bother? Because the rewards are there for those who enter the newsletter game.

1. Build loyalty: Send out a regular newsletter to your customers to build loyalty. Better informed customers are better customers.

2. Educate: A regular newsletter can educate distributors, sales reps, or even prospects.

3. Boost credibility: Publishing a newsletter is a way to send out great information with your name on it.

4. Stay in touch: Advertising not in your budget? Exhausted your public relations options? A newsletter can keep your name in front of a small, well-defined audience.

5. Repeat your message: Repetition is an important facet of a successful communications program. A

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newsletter is another way to deliver your message.

6.Control. Control. Control: Audience. Message. Timing. You control it all with a newsletter.

7.Cost efficiency: Send out an electronic newsletter, and you can save on time, printing and postage. Plus you can use it as content on your web site.

Claire Cunningham, president of Clairvoyant Communications, Inc., has 20+ years' experience developing and implementing successful business-to-business marketing and communications programs. Sign up for Claire's monthly newsletter, Communique, at

. Claire can be reached at 763-479-3499 or e-mail to

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