

This Free E-Book is brought to you by Natural-Aging.com.

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

The Beauty of Newsletters

By L A Parmley

Newsletters just keep getting more and more recognition as a means for building profits in all types of businesses.

You can send your newsletter out to your customers once every so often (daily, weekly, bi-weekly, monthly, quarterly, etc). The beauty is it's your newsletter so you get to decide.

Newsletters are nice because you can share relevant information related to whatever you are selling with your customers. They work exceptionally well when the subject matter of interest keeps changing and people have a need or desire to stay current.

Newsletters can subtly prompt your clients to buy from you again, or to generate referrals for your products or services. If you fill it with informative articles, it will not be viewed as advertising instead, your clients will see it as a service.

Alternately, newsletters can be a great source of income all on their own. You can set up a recurring payment plan and bill your customers monthly in exchange for your valuable information.

If you are trying to walk someone through a challenging subject, a newsletter may be useful. You might not be able to pack all that information into one big lump as easily. Most customers will appreciate that you want to help them achieve their goal over the long term, instead of providing them with just a box of stuff they must sort through on their own.

To generate another income stream, you can even put paid advertisements in your newsletter. The best part is, since you own the newsletter, any of your related products or services would get prime advertising space. And you can charge other vendors to place their advertisements in your newsletter.

As a rule of thumb, if you are charging customers for the newsletter, you don't want to fill it too full of advertisements. I personally do not like purchasing magazines or newsletters that are all ads. So, if you do put paid advertising in your paid newsletter, make sure it is spaced out; otherwise, your customers will likely get upset and cancel their subscription.

The Beauty of Newsletters

Also, make sure that all the ads are relevant. You, your advertisers, and your subscribers will gain the most benefit when the ads pertain to products or services your subscribers are interested in. This will keep your newsletter viewed as a valuable source of information.

Would you like to learn how to start increasing your profits by creating a unique image for your small business or professional service? Discover how by visiting

<http://www.positioningtactics.com/usp.html>

and sign up for our free ecourse (Value \$37)

A thing of beauty is a joy forever! And that can be You!

By Mike Yeager

It is said that a thing of beauty is a joy forever. That probably explains why possessing beauty and being beautiful is one of the foremost preoccupations of human beings. Over the years, consumerism has transformed such preoccupations into frank obsession. Inner beauty is no longer in - skin-deep beauty certainly is! But what is wrong with that? Cosmetology and the beauty industry have come of age, aided steadily by advances in cosmetic surgery. Daily workouts, gym sessions, visits to beauty parlors and keeping in sync with beauty and fashion tips has certainly become trendy.

Enhancing your beauty.

Beauty is in the eye of its beholder. Perfect beauty is but an illusion, but if you can feel good about yourself by enhancing your looks, you may find more joy in your life. And it is not too difficult to achieve. The media is full of beauty tips and beauty products. Beauty supplies are always at hand - be it at the Shopping Mall or on the Net. However, it is beautiful to be simple and yet simple to be beautiful. One can surely start from ones home itself. Maintain a regulated lifestyle. Six to eight hours of sleep with fixed times for fixed quantity meals, avoidance of "junk" food and high calorie stuff, lots of fluid intake, high priority for vitamin-rich fruits and a rigid regime of self-discipline, would certainly make a good start in ones quest for beauty.

Mike Yeager
Publisher

<http://www.a1-beauty-4u.com/>

mjy610@hotmail.com

A thing of beauty is a joy forever! And that can be You!
A Beauty Salon Will Help You Look Your Best!
The right Beauty Supplies Will make you look Great!
Take Care Of Your Inner Beauty

You Are Beautiful

Ezine Filter and Format software

News Letter Genie Pro

Profitable Crafts Vol 2

Profitable Crafts Vol 1

The Ultimate Rose Garden– Neighbors envy, owners pride!



This Free E–Book has been brought to you by Natural-Aging.com.

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