

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 Future Of Email Newsletter

By Lnado Ford

The Future Of Email Newsletter

by: **Lnado Ford**

What are you doing with the Spam you receive? I'm sure you are not happy receiving it just like none between us . You have installed already a good Spam filter or you let your ISP to select your Spam and you receive it already into your "Spam mail folder" where from you can delete it easily.

But you as entrepreneur should carefully observe your feelings doing this activity because I'm sure You have got your own newsletter or if don't, you intend to start one in the near future.

Well at sending out your newsletter you have to count with the fact that (especially if you are using a bulk mail software) your email will land eventually in the Spam folder of your subscriber.

He will retrieve the emails in his Spam mail folder too because he is subscribed to several newsletters and he is waiting for your info but only if he is convinced that this info is of high value for his interest niche.

How actual studies are showing contrary to what some people may think newsletters still have a great future.

Since not every small marketer can allow for himself to use the "direct to desktop" technology and very few costumers want to be bothered with flashing graphics on their desktops the majority of delivered news will still remain the "good old email newsletter".

So it seems you as owner of a newsletter are a winner because you will post your newsletter in the future too, but it becomes more important than ever to deliver a relevant content.

Surveys are showing that people do not read anything what seems to be waste of time.

The Future Of Email Newsletter

Your newsletter must bring useful, up to date information on your market niche without to become boring at all.

What are this niche markets?

Everything what is not of general interest, and the information about it is instant deliverable.

There are no limitations. You can write about Your interests which could be gardening, pets, body building, search engine optimization, everything you love, or you feel passionate about. This because if you love your topic you will never run out of subjects, you will never loose your passion for it and your prospects will always receive with your rows the power of your enthusiasm which starts from your love. for the given topic.

But you should avoid to start newsletters about a topic you don't love at all or do not feel any passion about it because that will give you much more headaches as money.

For a better understanding of this subject and not at last to keep this article short I suggest you to check out What Gary Halbert America's #1 sale copy writer says about creating a product. Here is the link go there

it is completely FREE and read the newsletter

titled "How to get a product to sell if you don't have one already and how to get it for nothing"

You can find another great collection of ideas if you go to

and check out the ebook Creative Product Creation.

So as final conclusion: If you still don't have your own newsletter or want to start one more be careful what you choose to be your topic. Finally you want people to read your newsletter want to build a huge list and want to think in very long terms by publishing your newsletter.

Llando Ford Started The M.A.Newsletter in late 2003 with the goal to report about the latest Internet marketing news. On his website

you will find a collection of marketing

courses (some of them FREE), from the most reputed marketing gurus.

To subscribe to The Marketing Advices Newsletter and get instantly your Free bonus Gary Shawkey's If I can Anybody can and Gary Shawkey's Secrets send an email to:

Affiliates Need to 'Capture' the Email Address

By David McKenzie

Affiliates Need to 'Capture' the Email Address by David McKenzie

One of the secrets to a successful online home based business is capturing your visitors' email address so you can contact them again and again. The most effective way to capture email addresses is by offering a free newsletter, free email course or free ebook.

For affiliates, capturing the email address is a bit more difficult, but certainly no less important.

If you resell products or services on your web site this is done through affiliate links. Quite often your visitor comes to your site, clicks an affiliate link and leaves; perhaps never to return again.

You MISS capturing the email address!

So how can you ensure you get that email address?

While you will never capture everybody's email address there is a way to increase the number of email addresses you do capture.

You need to redesign your web site and change the focus away from affiliate programs and towards getting email addresses.

Here are 3 web design techniques you can use immediately:

1. Offer a free newsletter on your home page or entry page and make the sign up process really easy.
2. Offer a free email course on your home page or entry page.
3. Take the affiliate links OFF your home page. You are much better putting affiliate links in your newsletter or email course.

To have a better chance of getting the email address it comes down to offering your visitors something else before giving them access to your affiliate links.

The best offer' is something for free like a free newsletter, free email course or free ebook.

Believe me, altering your web site like this does work. I used to have lots of affiliate links on my home page but not many sales.

Now, most of the people who purchase through my affiliate links are already subscribers to my newsletter or my email courses.

Do not underestimate the importance of this. Redesign your web site to capture your visitors' email

addresses.

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!

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



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!