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The Top 10 Easy Ezine Development and Promotion Tips

By Maria Marsala, Business Growth Specialist

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Either do it right or don't do it at all Don't create an ezine just because you're reading or seeing that others are creating them. While ezines can be a way to market your business, they are also time consuming. Remember to always market your business while keeping your integrity intact.

Tell them and then do it Create a schedule for your ezine and stick to it. If you'll be providing additional mailings – such as I do – for important Internet announcements, monthly specials, etc. tell people. On your web site, in any advertising, and then include the information in the welcome letters, too. At a minimum, send out a message to your readers at least monthly.

Don't use BCC In 1995 or so, most email programs added "BCC" as a way to send email. BCC is short for blind carbon copy or blind courtesy copy if you have never placed a piece of carbon paper between two sheets of regular paper. Using BCC, email is distributed to "undisclosed recipients" and you can see why it was the way to send out ezines. However, now if you use it for sending more than 20–40 emails at a time, you can get your email account closed. Why? BCC is the common email choice of s-pammers and your email company watches out for "batches" of BCCs.

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Do use double opt-in Opt-in provides your ezine readers with the option of subscribing either at your web site or via email. The system also may send a subscriber an email letting them know that they subscribed (just in case someone else subscribed them). It is better is to use a double opt-in system sends an email to a subscriber requesting that they re-confirm their subscription.

Design It Your Way Of course, you want to reach your ideal clients, however, more isn't necessarily better. Create an ezine you can consistently produce and one your readers will consistently read.

Who is your ideal reader? Knowing who your ideal reader is, helps you determine the best places to market your newsletter and process saves you time and money in the process. Use this Word 2000 document to assist you <http://coachmaria.com/documents/idealclient.doc>

Low cost ezine hosting If you have more than one ezine, you know how expensive monthly ezine hosting services can be. An inexpensive program I recommend for do it yourselfers is MOJO <http://mojo.skazat.com/> It allows you (or your Virtual Assistant) to create as many ezines as you'd like, on your server, using one control panel. If you don't like touching your hosting server, ask me for my programmer recommendations.

The box vs. the link In an unscientific experiment I conducted last year my research showed that people prefer to add their email addresses to subscription boxes than to click a link to send you the same information. Create informative ezine subscription boxes and post them throughout your web site.

Don't bother using these Members of yahoogroups, smartgroups, topica, cool list and other no-cost (with ad) ezine hosting program, offer a large number of elists especially for ezine publishers. They are places you advertise your ezine and take it from me, are not worth the trouble signing up for or using.

Easy way to add ezine subscribers Gain ezine subscribers, in person, with permission based forms. Design postcards, index card or add an area to your evaluation sheet providing the

name and content of your ezine, how often they'll receive it, and request at least their full name and email address.

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10 Easy Tips to Improve Your Ezine

By Terri Seymour

Writing and publishing an ezine is a very important part of your online business so you want to make it the best possible ezine you can. I have made mistakes and changed and re-changed my ezine many times to make it the best it can be. I am still always looking for ways to improve MOE. Over the years I have learned a few simple ways to improve my ezine. You can easily implement these tips into your ezine.

1. ALWAYS, ALWAYS have your email, along with your name and url right at the top of your ezine. Unbelievably, I have read ezines where I could NOT find the email or even the name of the publisher!!! Also at the end of your ezine have name, address, phone number, and email and url again for easy access. Nothing is worse than trying to find contact info that for some reason is invisible!
2. Make sure you also always provide your subscribe and unsubscribe info as well. I would suggest putting this info at the bottom of the ezine. If you post your unsubscribe url right at the top of your ezine it is like you are inviting your subscribers to unsubscribe.
3. Provide a forum for your readers to interact with you and your other readers. A section entitled, Reader's Corner or Reader's Comments, where they can send in their comments, questions, feedback or whatever. This gives them a chance to become a part of the ezine. This also helps build the reader-publisher relationship that is very important!
4. Keep your ezine clean and sharp looking. Don't add too many of the squiggles and decorations. They may look *cute* but they sometimes make it hard to read your ezine, thus prompting the ole' delete finger to become activated!
5. ALWAYS provide some original content. Writing articles is a great way of doing this. If you are not yet comfortable writing articles, (Yes, you can), write an editorial in each issue. Talk a bit about yourself, the latest happenings in the business, what is going on around the net, etc., things of that nature. This is a chance to bring out your personality, the main thing that makes your ezine unique!!
6. Having too many ads in each issue is a great way of bringing down the value of your ezine. I would suggest no more than 4 or 5 per issue. Reading an ezine that has 20 or 30 ads (oh yeah, I've seen them) is not very interesting or realistic. Most people would not even go through the whole thing. Here comes that delete finger again!! You want your advertisers to get more value for their money

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and having a limited number of ads is one of the best ways of doing this.

7. I think adding a small section for this 'n that is a good idea also. Some humor, a little fun, interesting tidbits, jokes, stories, etc. We are business men and women, but we don't have to be 100% business, 100% of the time!!

8. Privacy Policy – Put a privacy policy towards the top of the ezine. Let your readers know their privacy is safe with you and your ezine.

9. Proofread – Always proofread and double-check your text. You do not want your ezine to look like it was written by a 10 year old. Correct all spelling and grammatical errors.

10. Give your ezine an interesting and pulling name. I have subscribed to most ezines just by the name alone. If the name gets my attention, I subscribe.

Names like:

Power Promotion Ezine

Marketing Mania Ezine

Web Success Ezine

are short and to the point. They also make me want to read more.

Names like:

Internet Marketing News

John Doe's Ezine

Home Business News

are more generic and do not get my attention! They lack the "oomf" that make me want to subscribe.

I hope some of these tips give you an idea of how you can improve your ezine and make it the best it can be. Remember that ezine publishing is one of the most essential aspects of your online success. If you are in this business, you should be able to say, "I have My Own Ezine! " ;-) Good luck and success to you all!!

Terri Seymour owns and operates

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