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The Wonders of a Newsletter

By windsong

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As I learned more about internet marketing, I kept hearing that I needed my own 'in house' mailing list. This is a list of visitors who are interested in what my site has to offer. I could try to capture information on my visitors (ie: email address) but somehow this just didn't seem ethical to my way of thinking.

I decided the way to build a list was to publish a newsletter. The advantages of publishing a newsletter are many. It is a great way to help establish your internet presence. It helps to build your credibility online. It's also a terrific way to get to meet a lot of people. Once your readers have become comfortable with your presence, and gain confidence in your knowledge and abilities, they are very likely to become life long customers at your website.

I thought about this for a long time before I actually did it. I knew it was going to be a lot of work, and I wanted to be able to do a good job. So I thought about what makes an ezine (newsletter) worth reading. I determined that its the same thing that makes a website worthwhile. Content! I needed to have content that people wanted. I knew I could find plenty of content on the internet. But I also knew that I would have to create some original content of my own. So I started writing articles.

It had also occurred to me that I could sell ad space in my newsletter once I had a decent number of subscribers. People would want to run ads in my newsletter because it was a

targeted audience for their ads. This is far superior to just placing classified ads on general ad sites.

I also had determined that my 'targeted' readers would be interested in some of the things I was promoting through my affiliate programs. So my newsletter gave me an avenue by which I could tell my audience about these products. And, when they purchase these products, I make a commission. What a great way to reach masses of people without spamming!

I already knew I did not want to manage my own list. One of my fears was losing my ISP. I had heard horror stories about

people getting kicked off their ISP's because they sent out a large volume of emails. ISP's generally don't ask questions first, they just get rid of you if you appear to be a spammer. So, I opted to use one of the many list servers that are available on the internet. Some are free and some are not. It only takes a little research to find the one that will work best for you.

How do you find subscribers? There are many directories of newsletters where you can list your newsletter. Most of my subscribers found me in these directories. You should also create a web page specifically for your newsletter. Then this page can be promoted and even listed in the search engines. By far, the quickest way to gain subscribers is by word of mouth. If your readers are impressed with what you are doing, they will tell their friends and you will have more readers. Then they tell their friends.....

All in all, publishing a newsletter is a very gratifying experience. I receive wonderful emails from my subscribers telling me what a wonderful job I am doing. This tells me that I am establishing a credibility that can only serve to make my other online endeavors a huge success.

windsong is the webmaster/publisher at Marketing Resources, where you will find marketing and promotional resources. <http://marketing-resources.com/Subscribe> to windsong's free e-zine: All About Web Profits!(tm) Send a blank email to: <mailto:AllAboutWebProfits-subscribe@onelist.com>

EMAIL HELPS YOU MAKE THE SALE

By Meredith Pond

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Sales letters are one of the most popular forms of advertising today, and rightly so. The reason for this is simple: they work. However, even the most powerful sales letter can't do its job if you don't get it to the right people.

So, how do you make sure your sales message gets across to those who will listen? The answer lies in one simple word: EMAIL. Email is the fastest, most direct, and most cost-effective way to spread the word. In fact, it's the number one marketing method in use today.

If you have already established an email newsletter, use your existing list to send out a sales letter. Since these people have already signed up to receive your messages, they're likely not to mind much if you send them a sales pitch; just try not to make it too hypey or pushy. Thank them for joining your list, then tell them what you can do, as a service for them.

If you're nervous about turning your prospects off with a sales letter, simply begin each newsletter issue with a brief ad for your services. Provide a link back to your site, perhaps to a page that does contain a strong sales letter.

If you don't already have a newsletter going out, you need to start one. Let visitors to your site sign up simply, by providing their email address. Let them know you'll give them weekly insider tips, useful articles, and money-saving offers. And ALWAYS, ALWAYS provide, at the end of your newsletter, specific instructions for how your subscribers can remove themselves from your list. Although you don't really want people to unsubscribe, not providing these instructions can really frustrate people and damage your reputation.

If you don't think it's possible to start your own newsletter, try buying or renting a targeted list of prospects from an outside source. A simple Internet search will no-doubt help you find dozens of companies who specialize in these lists.

In short, email is an incredible marketing tool that can make the difference between success and failure... if you do it right. A well-written, well-targeted sales letter or ad can indeed do

wonders for your bottom line. For tips on writing effective

sales letters, see <http://www.drnunley.com/copywriting.htm>.

Meredith Pond is editor and manager of DrNunley's <http://CheapWriting.com>. See her low-cost writing and editing services for students and business people, including a web siterewriting package. Reach Meredith at meredith@drnunley.com or 801-328-9006.



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