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**Top 7 e-Publishing Tips**

**By Wild Bill Montgomery**

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I write these tips as a reminder to myself, as well as trying to give you a little insight into the wonderful world of newsletter publishing. Each of these tips below are items that I have already learned the hard way and sometimes still forget. Nobody's Perfect!

1) Write What You Know:

Do the world a favor, don't write about auto mechanics, if you're an art designer. Your newsletter topic should be something you have knowledge about. You may be able to fake it for awhile, but sooner or later you'll be found out. You can't operate a newsletter or any business for that fact, if you don't have the background to back it up.

2) Listen to Your Subscribers:

I'm not saying that you should change your format because you have one complaint. But, if 75% of you readers don't like something, you had better make changes and pronto. Too many newsletter publishers have the misguided opinion that they own the newsletter. Wrong, your subscribers own the newsletter. Consider them your stockholders. You may be the CEO, but your stockholders should have the last say. If you go against the majority of your stockholders, you'll lose. Whether you agree with the reader's comments, answer all emails personally, professionally and as soon as possible. Don't forget to give credit where credit is due. If a reader makes a suggestion that appeals to you, make sure that they know it. Maybe even offer them a plug in your next issue.

3) Spelling and Grammer:

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That's right, it looks like crap. It only takes a minute to use a spell checker. Use it! Go through each issue with a fine tooth comb. I have on occasion forgot to use it for one reason or another, usually because I'm in a rush. I pay for it each time it happened, in the way of at least one complaint.

### 4) Word of Mouth is a Powerful Tool:

Always..Always ask your readers to recommend your newsletter to their friends, family and co-workers. Chances are some of them will. Word of mouth is not limited to your readers either. Talk about your newsletter with friends, acquaintances and associates. Tell them what you do and how you

think they would benefit from your eZine. Remember every subscriber counts, especially when it comes to advertising prices.

### 5) Try Something New:

If you're going to tackle the trials of being a publisher, don't just be a carbon copy of a million other newsletters. Be the first on your block with the eZine to kill for. If your newsletter doesn't reek of originality you might find it hard to get and keep happy subscribers. Try to find original ideas to present your newsletter. You may not consider yourself a salesperson, but they would be the first to tell you, it's all in the presentation.

### 6) Prepare Yourself for Dedication:

A newsletter may not require the dedication of a doctor, but you must prepare yourself to be available to your subscribers. Publishers must invest a lot of time in creating, publishing and supporting a successful newsletter. I myself schedule my vacations know that my laptop will have a phone line or dataport available. Also consider this; if you are using a local Internet provider and they don't have a 1-800 number, you may want to consider a switch. Whether you are a newsletter publisher or not, any good webmaster will make arrangements to have access to their email everyday, of every week, of every month.

### 7) Don't Pull the Jeckel and Hyde:

Don't go changing your format at every whim. Too many changes will confuse and frustrate your readers. You may want to add a new section or showcase a new idea, but leave the general format in tact. This is not to say that you should never change the format, but try to limit major changes to once or twice a year. Be sure to make your readers aware of these changes in advance

so that they are prepared for the changes and you can avoid shocked readers.

These are just a few of many good ideas that will help you be a more successful publisher. I hope that your newsletter is successful and you enjoy the hard work ahead. Remember, if it's not fun for you, it won't be fun for them.

As always I invite you to read more of my articles on marketing and online business tips to help you succeed in your online business ventures. Find more of my articles at "The InfoZone", the largest Business & Marketing Article Archive on the Internet. Go to:

Wild Bill Montgomery ATTENTION: Are You Tired Of Fooling Around Yet? When It's Time For You To Get Down To Business, Get The Best In Marketing & Business Information! To Subscribe & Get Your

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### **10 Great Ezine Content Tips To Increase Your Sales And Readership**

**By Ken Hill**

1. Write articles that provide your readers with a list of tips.

Depending on the topics your ezine covers, your tips could be on customer service, autoresponders, or you could provide your subscribers with a list of tips that help them to increase their sales or market their businesses more successfully.

You could also provide your readers with a list of your top tips on a specific subject such as "Top 7 Ways To Promote Your Website" or "Top Ten Ways To Promote Your Ezine."

2. Write "how to" articles.

This type of article shows your reader step by step how to reach an objective such as how to write effective ad copy, get repeat traffic, or how to write effective metatags.

3. Publish interviews.

Contact experts on the topic your ezine covers and request interviews. Most people will agree as it provides them with promotion of their businesses at no cost. Publish your interviews in article format or use the popular Q&A formula.

4. Write articles that focus on a current hot topic, trend or that are "seasonal" in nature such as how to increase sales during the holidays.

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### 5. Provide polls for your subscribers to partake in.

Publishing polls will help you to increase the number of people that read your ezine because your subscribers will be interested in seeing the results.

Your polls can also be used to help you decide on changes in your content, publishing schedule, or to decide on new things to add to your ezine.

### 6. Provide your subscribers with resources related to your ezine's topic such as places to promote their businesses, ezines, etc.,

You could add these in a recommended resources section. You could also provide a list of your favorite resources such as your top 5 books/ebooks on ezine publishing, marketing or web design with a brief description of each of your resources.

### 7. Publish an editor's note at the beginning of each issue.

Use your editor's note to increase your profit by announcing any new sales or discounts you have on your products or services.

Also use your editor's note to increase your credibility by providing tips on the topic your ezine covers and by telling your subscribers how you've helped your clients or customers.

### 8. Provide endorsements within your ezine for your products from respected experts in your field or list testimonials from your satisfied customers.

### 9. Add an "Ask The Editor" section.

Write out thorough, detailed answers to your subscribers' questions within this section.

This will increase your status as an expert in your field, which will lead to more sales of your products.

You can also use questions you get from your subscribers to get ideas for articles that your subscribers will enjoy and that will keep them reading your ezine.

### 10. At the end of each issue, tell your readers what your next issue is going to be about such as the title and description of your feature article or anything new that you have planned.

This will help you to increase your readership by getting your subscribers to look forward to your next issue.

Article by Ken Hill. Pick up Ken's new informative course on ezine publishing. Discover tips to successfully promoting your ezine including ways to increase your subscriptions by participating in successful joint ventures with other ezine publishers. Pick up your f-ree course today at:

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10 Great Ezine Content Tips To Increase Your Sales And Readership  
Never think again that your book publishing efforts will fruit nothing!  
Cut Down On Expenses, Learn Desktop Publishing  
Where Can I Get Clients From?  
The Key To Distributing Articles

Blogging Made Easy  
Ebook Authors Interviewed  
Ebook Explosion  
The Art of Kissing  
Easy PDF Publisher's Toolkit



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