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**Use Ezine Marketing To Boost Traffic Or Profits**

**By David Hudson**

You've probably seen them advertised or subscribed to a few. E-zines seem to be sweeping the

Internet and filling mailboxes. Maybe you've thought about creating your own for your site, but decided against it for any number of reasons. Maybe you didn't see how e-zine marketing could help. Maybe you decided that maintaining an e-zine would be too much work. Maybe you didn't think anyone would pay to subscribe, and why go through all that work for free? Well, here are some responses to your excuses.

**E-ZINE MARKETING WON'T BOOST SITE TRAFFIC.**

You've probably got repeat users on your site; those dedicated few who check up on you everyday to read any new posts no matter what. Obviously an e-zine won't make them come back more frequently. They already visit every day! How much more do you want them to view your site?

Then you've probably got those people who check you out once in awhile when they think of it. Those people might only visit the site once a month. What if they had subscribed to your e-zine because they liked your site so much and received it in their mailbox once a week? Wouldn't that remind them to go visit the site more?

And what about that one time user who came to your site, loved it, and then suffered from a minor head injury and partial amnesia and forgot all about your site. No traffic from this person. But what if they had subscribed to your e-zine? The reminder would be sitting in their mailbox, which they had stored the username and password for in case they did succumb to partial amnesia, and they would once again be able to visit your site. And who knows? Maybe visiting your site could trigger all of their memories to return. You'd be seen as the hero you are, all thanks to an e-zine.

And if you simply mail out the password to subscribers and have the e-zine posted on your site, then every time a subscriber reads the e-zine, they add one more hit to the site.

E-zines are a regular reminder to Internet users that your site is still around and worth checking out.

## AN E-ZINE WON'T MAKE ME ANY MONEY AND ISN'T WORTH MY TIME.

Oh contraire. E-zine marketing can and does produce revenue. Ignore the fact that in the last section I showed you how e-zines increase site traffic and thus revenue. Think for a moment about affiliate marketing. What if you place some of your affiliate marketing links within the e-zine? By doing that you are sending your revenue generators directly to mailboxes instead of being forced to wait for consumers to come to you!

Also, who said that the e-zine has to be free, or that you can't have an upgraded e-zine available for a small fee? The upgraded version could have extra articles, more frequency or other nifty features that people would be dying to pay for. If people like what you have to say, then they will be willing to pay for it.

## AN E-ZINE WOULD BE TOO HARD TO PRODUCE

As with so many things on the Internet, you have to remember that you're not alone. There is an entire market out there of people whose job it is to help you market online, and e-zine marketing is no different. There are websites out there that you can buy articles from to post and sites devoted to writers trying to find freelance jobs just like writing for your e-zine. Programs can be downloaded to help you with your formatting, and contact lists in e-mail programs make mass mailing a cinch.

I am not saying that creating an e-zine will be as easy as eating a sandwich, but it can be done without an obscene amount of work. The benefits are absolutely worth the cost in time or money. In today's Internet, e-zine marketing is a tool that cannot be ignored.

David Hudson can help YOU start your own profitable business on the Internet within the next 24 hours...To learn more, visit:

<http://www.dreamsr.us/pips.html>

or

<http://www.googlebaycash.com>

## **7 Reasons You Should be Writing Articles**

**By David McKenzie**

### **7 Reasons You Should be Writing Articles by David McKenzie**

You have probably heard that writing articles is a very successful internet marketing technique. But why is this so?

Here are 7 reasons why writing articles really works:

## Use Ezine Marketing To Boost Traffic Or Profits

1. Writing articles is free marketing. You write your article and post it to a number of article resource sites. Then, ezine owners pick up your article and feature it in their ezine. All of this costs you nothing and you get free marketing.
2. The more articles you write, the more you become an expert in your field. Experts get featured a lot more widely.
3. By having lots of articles on lots of web sites around the world, you automatically rank above average on search engines because of your link popularity. All those links in the resource box back to your site can make a big difference in search engine ranking.
4. Writing articles can mean repeat business. In one ezine I have had about 8 of my articles published over the last couple of years. As the subscribers of this ezine have become more familiar with my business they are more inclined to buy from me again and again.
5. You could get yourself featured in a LARGE subscriber ezine. I have had a 500,000 subscriber ezine feature a couple of my articles and it increased my traffic by over 65% in the few days after the articles were published.
6. As most ezine publishers do not write their own articles they are always looking for other peoples' articles. If you write articles you can get yourself featured in dozens of ezines.
7. You could get published in a book. Just last week a popular book featured one of my articles. Now that is the ultimate in free publicity!

Writing articles really works. I have written dozens of articles and it is my most successful marketing technique. It costs nothing and can increase your traffic and sales tremendously.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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