

Want A Successful Newsletter? Apply The 5 "P's" ...

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100% Effective Natural Hormone Treatment
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Want A Successful Newsletter? Apply The 5 "P's" ...

By Mike Merz

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Online newsletters/eazines number in the hundreds of thousands, and the total is ever increasing.

How can, and will, you compete?

If you want your offering to stand out, plug it into the 5 "P's" formula ...

Purpose – Are you giving your target market what they want? Make sure that you provide fresh content, updates on newly released, related resources, etc., geared to the specific needs and interests of your subscribers.

How do you find out what they are? Ask them (polls, respond requests)! You may also want to look at your industry's "heavy hitters". Subscribe to, and study, their offerings. Applying the techniques that work for them can help you, as well.

Personality – You simply must develop your own style if you're going to succeed.

This is of extreme importance.

Lose the hype, and interact with your subscribers as if you were talking to each one honestly, personally. This will help build a bond of trust, and aids self branding.

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Personalize – I'll say it again, as it's worth repeating ...

Interact with your subscribers as if you were talking to each one, personally! Use name tags, if this is an available option, whenever possible (I prefer "first name" only. Having first AND last looks too automated). If it isn't, you may want to change your delivery method to a service that allows them.

Participation – Build interest by featuring member responses.

Testimonials, question and answer feedback, etc.

Showing peer involvement will help fuel interest, spur interaction.

Punctuality – Try to maintain a regular delivery schedule.

Not only will this reflect your dedication to professionalism, and

organization, it gives your readers something planned to look forward to.

Helpful Hint – Run an article, or free course, *series*, whenever possible. This will give your members even more of a reason to read the next, and subsequent, issues.

Well, there you have it.

Match your newsletter up to the 5 "P's" criteria, and I'm sure your subscribers, and you, will benefit from the results.

To make your newsletter everything it can be, from content to building a bigger subscriber base, I recommend Paul Myers' Amazing List Machine

Good luck in your ventures.

Mike Merz

Internet Marketing For Newbies

Mike Merz is a well-known Internet marketing consultant, specializing in Online Marketing newbie start ups, and owner of the Top5News Group, featuring Internet Marketing For Newbies

The 3 P's Of Internet Marketing!

By Al Martinovic

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As an internet marketer and guitar player I have come to realize the similarities between the two.

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Face it, to become good at either it takes dedication. You can learn all you want about how to play guitar or how to market on the internet but if you do not sit down and actually do and apply what you have learned you won't be getting results.

You may have heard of the 3 P's:
Practice, Patience, Perseverance.

To become a good guitar player it requires the 3 P's. To become a good internet marketer it will also require the 3 P's.

As a matter of fact I think it really applies to anything in life that you want to get good at.

It took me 2 or 3 years of the 3 P's before I became a pretty good guitar player and you should expect the same time frame with your internet business. It can be more or less depending on how much work you put into it.

There is no quick way to become a good guitar player and there is no quick way to make money on the internet. It will require the 3 P's.

The old saying "you get out of it what you put into it" is true. If you are not willing to put in the work to become successful at something than quite frankly, you will never become successful at it. This applies to anything in life.

Anything that I have ever become good at was because of the 3 P's.

There are no shortcuts in life. You have to be prepared to roll up your sleeves and wrestle in the mud a little bit so to speak.

Think about it. How do successful athletes, musicians, internet marketers etc. become good at there profession? They are no different than you or me. They are only different in that they applied the 3 P's. They've worked hard to get where they are at and are now reaping the rewards.

Learn as much as you can about internet marketing but most importantly, apply what you learned and always remember the 3 P's. Over time your hard work will pay off.

You can do or be anything you want in life. But it won't be handed to you. You need the 3 P's to get there. Practice, Patience, Perseverance!

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