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## What Aunt Marge Can Teach You About Ezines

By Jessica Albon

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I have a certain relative, let's call her Aunt Marge (mostly because I don't think there's ever been a Marge in the family). Aunt Marge never met a forward she didn't like. People have actually been known to set up email accounts just for Aunt Marge's forwards.

Virus warnings, chain letters, "cute" photos, jokes, etc, etc, etc. I don't think she knows how to actually write an original email—just how to click and send to everyone she knows.

In my own email account, I have a folder just for Aunt Marge's emails. Outlook automatically routes her emails there and from time to time I go through and delete the messages she's sent. Unread.

Perhaps you have an Aunt Marge of your own. Most of us do.

Aunt Marge teaches us two lessons about effective email newsletters.

.....  
What Do They Associate Your Name With?

.....  
The first, what do subscribers think when they see your name in the "from" field? Information they've already seen a half dozen times? Or fantastic, to-the-point advice that's always entertaining?

Entertain them, inform them, and your list will grow. That's because people like to share information they find interesting and engaging.

What's Aunt Marge's second lesson?

.....  
Why Does Aunt Marge Forward Those Emails?

.....  
Take a look at those forwards she shares with you. Chances are, they're very specific about who she

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should send them to—"Six people who know you best," "Everyone in your address book," etc, etc.

And yet, most newsletter publishers write a more generic, "If you know someone who might be interested in this newsletter, please forward it to them."

I don't know about you, but, as a reader, I don't have time to think about who I know who might be interested.

But, tell me to forward the newsletter to someone who's struggling to find their perfect new house, or to someone who's just bought a new puppy, and I can think of two or three people to share the newsletter with.

.....  
Aunt Marge, More than Just an Email Threat

.....  
Lesson one, make your newsletter fresh. Don't rehash information that's been going around the Internet for the last six years.

Lesson two, tell readers precisely who to share the newsletter with.

Turn your readers into a powerful sales force for your newsletter and your list'll grow. Just, please, don't let Aunt Marge subscribe! One copy of your newsletter's enough for any reader.

Excerpted from Getting Permission, by Jessica Albon. Get your copy of Getting Permission in the Foolproof Newsletter Success Formula Kit by visiting <http://www.designdoodles.com/kit.htm> today

Want more tips on how to put the joy back into publishing your newsletter? Subscribe to Newsletters in Focus for free tips every two weeks on creating wonderful newsletters. Visit [http://www.designdoodles.com/free\\_newsletter.htm](http://www.designdoodles.com/free_newsletter.htm) to sign up and receive your free copy of "Do You Make These Six Mistakes in Your Company Newsletter?"

### **The Simpsons (Season 4) DVD Review**

**By Britt Gillette**

Fun for both adults and children, The Simpsons is one of those rare shows that smashed the conventional wisdom of its time and redefined its genre. By creating a truly adult cartoon, and not one watered-down for a younger audience, The Simpsons kept its finger of the pulse of American TV viewers, providing an unmatched wit with its biting satire. It's a combination that opened the door for later prime time animated series such as Futurama, King Of The Hill, and The Family Guy. But in the end, none can come close to the originality and hilarity of The Simpsons, one of the best shows from any genre in television history...

The Simpsons (Season 4) DVD offers a number of hilarious episodes including the season premiere

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"Kamp Krusty" in which Bart forges his report card so that Homer and Marge will allow him to go to Kamp Krusty, a traditional summer camp for America's youth. But the summer camp is anything but traditional, and the kids soon learn as they're forced to make cheap wallets and perform other acts usually reserved for Third World foreign laborers. The kids endure until it's revealed that Krusty will not be visiting as promised, the news of which prompts Bart to spark an uprising... Other notable episodes from Season 4 include "Itchy & Scratchy: The Movie" in which Bart's punishment (that he can not see the new Itchy & Scratchy movie) threatens to drive him to the brink of insanity, and "Duffless" in which Homer's arrest for a DWI forces him to submit to a campaign of anti-drinking films and AA meetings (made all the worse by Marge's request that he quit drinking for one month)...

Below is a list of episodes included on The Simpsons (Season 4) DVD:

Episode 60 (Kamp Krusty) Air Date: 09-24-1992 Episode 61 (A Streetcar Named Marge) Air Date: 10-01-1992 Episode 62 (Homer the Heretic) Air Date: 10-08-1992 Episode 63 (Lisa the Beauty Queen) Air Date: 10-15-1992 Episode 64 (Treehouse of Horror 3) Air Date: 10-29-1992 Episode 65 (Itchy & Scratchy: The Movie) Air Date: 11-03-1992 Episode 66 (Marge Gets a Job) Air Date: 11-05-1992 Episode 67 (New Kid on the Block) Air Date: 11-12-1992 Episode 68 (Mr. Plow) Air Date: 11-19-1992 Episode 69 (Lisa's First Word) Air Date: 12-03-1992 Episode 70 (Homer's Triple Bypass) Air Date: 12-17-1992 Episode 71 (Marge vs. The Monorail) Air Date: 01-14-1993 Episode 72 (Selma's Choice) Air Date: 01-21-1993 Episode 73 (Brother from the Same Planet) Air Date: 02-04-1993 Episode 74 (I Love Lisa) Air Date: 02-11-1993 Episode 75 (Duffless) Air Date: 02-18-1993 Episode 76 (Last Exit to Springfield) Air Date: 03-11-1993 Episode 77 (So it has Come to This: The Simpsons Clip Show) Air Date: 04-01-1993 Episode 78 (The Front) Air Date: 04-15-1993 Episode 79 (Whacking Day) Air Date: 04-29-1993 Episode 80 (Marge in Chains) Air Date: 05-06-1993 Episode 81 (Krusty Gets Kancelled) Air Date: 05-13-1993

Britt Gillette is author of The DVD Report (

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more reviews like this one.



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