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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

What Do I Put In My Ezine?

By Terri Seymour

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You are so excited because your website is finished. Your business is officially open. You are going to start an ezine to help build your business. You have an idea of what to do with your ezine and know how you are going to promote it. The only questions you have left are what do I put in my ezine and where do I get it?

There are a lot of good ideas for your ezine. You must always remember your goals with your ezine. You should promote your business and provide useful resources and information for your subscribers. You also want to build trust and relationships with your readers. Giving subscribers a good ezine with a lot of good info is the way to do it!

*Informative Articles – You definitely want to provide some good articles that have some useful, practical information and maybe some resource links. There are a lot of good article writers and you should also try to write some articles. It is always good to have some original content and articles are a great way to promote your business also. Visit these sites to find and/or post articles:

<http://www.connectionteam.com/art.html>

<http://www.ideamarketers.com>

<http://www.makingprofit.com/>

<http://www.the-best-list-site-in-the-world.com/lotsart.html>

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Email lists for posting or requesting articles:

<mailto:Free-Content-subscribe@onelist.com>

<mailto:PublishInYours-subscribe@onelist.com>

mailto:article_announce-subscribe@egroups.com

*Resource Links – You should provide links to sites that have resources and information pertaining to your ezine subject matter.

*Question & Answer – You could have a Q&A section for answering some commonly asked questions about what your business entails.

*Add a Little Fun – Throw in a joke or a link to a fun site. It never hurts to add a smile to someone's day!

*Ad Swaps – You should always have room for ad swaps. This is a great way to get good content for your ezine as well as additional exposure for your business. To find publishers to swap with:

http://www.yoursalesoffice.com/Ezine_Joint_Ventures.html

<http://www.adswap.net/>

<http://www.businessstructure.com/ezineadswap.htm>

<http://www.bizpromo.com/ezinetrades.htm>

*Reader Feedback – You can provide a section for your readers to voice their opinion on your ezine or something that pertains to your business. This is a good way for readers to get involved with you and your ezine.

*You – Have a section where you talk to your readers and let them know they can contact you whenever they have questions. This is a good place for you to keep your readers informed on what is going on in your business, with new product updates, changes in your website, etc. This also lets your readers get to know you, which helps build trust.

*General Interest – put links, tidbits, news, products, etc. which you think might interest your readers. These do not

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always have to be business, but anything that is interesting or useful.

To find out more about ezine publishing go to: <http://www.e-zinez.com> & <http://www.ezineuniversity.com>

Experiment with your ezine. Change things around , add new things, change the design. Make your ezine an extension of you and your business. Take the time to publish a quality ezine and your business and reputation will flourish!

Terri Seymour owns and operates MyOwnEzine.com MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net> Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.

Are You Using Ezine Classified Ads?

By David McKenzie

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If not, then you should be. They are much more effective than traditional online classifieds mainly because they are more targeted.

How many ezines do you think are out there in internet world?

I really do not know. But it has got to be tens of thousands, perhaps even hundreds of thousands.

Guess what? Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

Here are 3 ways you can do it:

1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

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The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues. And you will feature their ezine ad in your next 6 issues.

2. Pay for Ezine Ads

You could negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads ask them if they would like to receive some money to run your ezine ad. I bet they don't say no.

3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editors article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

Once you get to 1,000 subscribers you can start to run paid ezine ads. But don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

Rates vary tremendously but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad. You run 3 ads per ezine.

If your ezine was a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

So if you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget"Get a Free 5 Day Email Course<http://www.brisney.com/how-to-write-free-articles.htm>

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