

What is an Ezine?

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What is an Ezine?

By Terri Seymour

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I have been on the Internet for 3 years and have been asked this question numerous times. I also did not know what an ezine was when I first came aboard. I will attempt with this article to explain what an ezine is and why it is so important for your online business.

First of all, an ezine is an electronic newsletter sent out by email at intervals of your choice to a list of subscribers. The ezine can deal with many subjects depending on what your business deals with. There are ezines on how to publish an ezine, how to run an online business, how to build websites, decorating your home and so on.

Ezines can and should contain lots of helpful information and resources for your subscribers. You also want to reserve room for a few paid ads, but to no overdo with the ads. I would say from three to five ads is plenty. There are also solo mailing ads which are mailed out as a separate mailing. Usually one or two of these a week is sufficient. These are the most popular of ads amongst advertisers.

Ezines are very important to your business because they allow you to keep in contact with your potential customers and advertisers. Providing a good ezine with effective content can also build your credibility and also your reputation. Along with good content you can also promote your products and services. In essence, the ezine is the lifeline between your prospects and your business.

What is an Ezine?

Publishing an ezine is not as hard as you might think. The first thing you might want to do is design the template. Take a look at this example:

<http://www.websuccesscentral.com/ezinesuccess/part1.html>

Always keep a template saved on disk and on your computer for easy use. Each issue of your ezine can then be fitted into the template saving you LOTS of time. Keep all general information such as subscribe information, title and publisher, privacy policy and so on in the template at all times to save more time.

When you first start your ezine you can choose to manage the

list yourself, use a free list manager such as Yahoogroups or Topica, purchase list manager software or use a paid list management service. I personally recommend starting out with a free service such as Yahoogroups. I started with them when it was still Onelist a few years ago and have never had any serious problems. They inform you when a person subscribes or unsubscribes, distribute your ezine to your entire list, send out a welcome and goodbye message of your choice and more. If you would like to have a look visit <http://www.yahoogroups.com>

Finding a list manager and designing your template are just the beginning steps. In Part 2, I will explain ways of promoting your ezine and how to get subscribers for FREE. I know when I first started Web Success, I was on a zero budget and through experience learned how to build my business for free. That is one of the wonders of the Internet. You can start, build and run your own business for very little capital.

What it does take is commitment, time, work and passion for what you are doing. Although the road may be long, the journey is an experience I would not want to miss!

Join me next week in Part 2 for promoting your ezine and building your subscriber base.

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.

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?

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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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