

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Why should you write a newsletter

By Andre Plessis

Why should you write a newsletter by Andre Plessis

Why Should You Write a Newsletter?

If you have an online business or a web presence then you should have a newsletter (weekly, biweekly or monthly). There are two major advantages to having a newsletter. First you stay in touch with your clients, prospects, individuals and businesses who contacted you in the past and you constantly remind them of your products and/or services. Second your newsletter should help you build your credibility with all those individuals and businesses.

Your newsletter will allow you to contact your prospects as often as you want. It will establish you as an expert in whatever field you publish. Your main goal should be to build a binding relationship between you and your prospects, as well as you and your customers. You will be able to turn prospects into customers, and customers into advocates.

Your newsletter should be very valuable and offer tips and advices. The best way to build a subscription base is to build a readership base. If your newsletter does not offer good information, they won't read your newsletter, they will unsubscribe and there will be no future chance for you to do business with them.

Everyday I have about 20 to 30 online inquiries. I capture all emails of those prospects to stay in touch with them. It's not because someone inquires about your products and services that they will buy right away from you. Probably 90% don't and for the most part, people are not ready to make a decision. So it is extremely important for you to stay in touch with those prospects, until they are ready to make their decision. Your newsletter will help you build that credibility that will help prospects make their decision to hopefully buy from you.

Each time I send my newsletter I always have businesses that ask me for new count on lists or inquire about new services I have just added. My newsletter allows me to reconnect with all my customers and prospects that may be too busy to inquire. By contacting them with my newsletter, I just remind them of my presence as a marketer.

The second way to make money with your newsletter is when you have many subscribers you may want to have ads placed on your newsletter. Your goal should be to build a solid readership, and once you have enough readers you can charge for advertisements.

Think about this. On advertising alone, how much is one subscriber worth to you?

Here's what I mean by, "for every 1,000 subscribers you have, you can charge about \$25 for an ad in

Why should you write a newsletter

your newsletter." If you have 1,000 subscribers and charge \$25 for each ad, and you sell five ads, you make \$125 per issue. If you send the newsletter out weekly, that is \$600 a month of advertising revenue. Therefore, each subscriber is worth \$0.60 per month to you \$7.20 per year on advertising alone.

So, if you figure this out and come to the same conclusion why not arrange a deal with a website owner or newsletter publisher wherein you pay him \$0.60 for each subscriber he adds to your list. You may use some sort of email co registration. See sample <http://www.listopt.com>

If you can acquire 1,000 new subscribers per month that is 12,000 new subscribers per year. Thus you can charge \$300 (12 X \$25 per ad x 5 ads = \$1500 per issue. NOT BAD for advertising revenue!!! Start your an online publication and concentrate on getting some valuable information that will build reader loyalty. Once this is accomplished, your subscriber base will grow. Then, you can start to market the ads in your publication. Once you have a decent subscriber base, other businesses will

approach you to place their ad.

You'll also want to list your newsletter in a few web directories and indexes. Follow the specific submission guidelines for each directory:

Here are some places where you can find many newsletters related to your field:

- <http://www.listopt.com>
- <http://www.newsletter-directory.com/>
- <http://www.go-ezines.com/>
- <http://ezine-universe.com/>
- <http://www.homeincome.com/search-it/ezine/index.html>
- <http://emailuniverse.com/bestezines/>
- <http://www.freezineweb.com/>
- <http://zinos.com/>
- <http://www.meer.net/~johnl/e-zine-list/>

Many newsletter owners are too lazy to write any of their own articles, so they publish other people's articles in their newsletter. Other newsletter owners publish their own content but also like to feature articles from other great authors.

First, only endorse a product worthy of endorsement. Second, if you're only endorsing each other's newsletters, operate on a per-sale commission basis.

Publisher A agrees to publish the article of Publisher B, and Publisher B does the same for Publisher A. If you have a good newsletter, you might form an alliance with another newsletter owner wherein he supplies you with a guest article to publish in addition to your own articles, and you do the same for him. The growth comes in when you write a compelling article and include a strong signature at the end of the article.

Other newsletter owners already accomplish this, and in fact, there are forums where newsletter publishers meet to find related publishers to arrange deals with. Here are some of those forums:

- Missing Link: The reciprocal links database
- Expose
- Barter Opportunities
- Ezine Publishers' Business Exchange
- I-Barter
- Ad Exchange Forum For Small Mailing Lists

Why should you write a newsletter

- Web Side Story
- LinkUp Discussion Group
- Zebulon: Exchange of Links
- Barter Fever

Once you have enough subscribers, advertisers may come to you. If you're looking for advertisers, mention how many subscribers you have, in every issue you send out.

At the end of each newsletter, you should have a list of links to various resources you offer. One of list entries could say something like:

Advertise with us. See: <http://www.mysite.com/advertise.html>
or [mailto: advertise@mysite.com](mailto:advertise@mysite.com)

The most important thing to remember is that your readers want to buy products and services, but they may be hesitant to do so.

For any person to spend their hard earned money, they must possess a level of trust with the company that they are buying from. On the worldwide web, this is a greater challenge because the buyer cannot walk into your place of business and know that you are here to stay.

You need to support your online business newsletter, and being a publisher is in an exceptional position to build the trust necessary to get your prospects and readers reader to buy from you. Through the establishment of a relationship and the development of trust in you, you will finally begin to see the true potential of your list. You need to establish yourself as an expert in your industry. Once you have established that level of recognition with your readers, the number of subscribers will keep on rising month after month as well as your income. To me the biggest reward in writing a great newsletter is the idea of helping many individuals and businesses. That is the surest way to the route to success!

Regards

Andre Plessis
Author & Marketing Expert
SmartBizConnection
509 N. Berendo Street Suite 329
Los Angeles, CA 90004

If you think this article is valuable, please pass it on to your friends and colleagues.

If you have any question regarding this article please feel free to email me at aplessis@comcast.net

To advertise with us. See: [http:// http://www.smartbizconnection.com/advertise.html](http://http://www.smartbizconnection.com/advertise.html)

or [mailto: aplessis@comcast.net](mailto:aplessis@comcast.net) subject: advertise

Copyright © 2002–2004 Smartbizconnection, all rights reserved.

Another day, another newsletter to write...

By Jessica Albon

Another day, another newsletter to write... by Jessica Albon

Another Week, Another Newsletter to Write...

By Jessica Albon

Copyright 2004, The Write Exposure

Are you at the end of your rope when it comes to writing your newsletter? Do you sit and stare at that little blinking cursor?

Even the most prolific newsletter publishers face times when they just can't stand the thought of writing another issue. The next time that feeling strikes, use these three techniques to pull yourself out of it.

.....
Renew your commitment to discipline

.....
There's something to be said for forcing yourself to do something, even when you don't want to. Whether that's exercising your muscles, getting up an hour earlier, or keeping your promise to readers to get your newsletter out on time, you'll shore up your personal integrity by honoring the commitments you make.

If just the thought of training yourself to become better disciplined isn't enough, consider this question asked by Sam Horn in her book, *ConZentration: What will I remember a year from now?*

Will you remember that you played hookey for a day? Or will you remember that you got your newsletter out on time, every time, for the entire year?

.....
Pare down the newsletter

.....
Last year, I was writing two feature articles per issue. And though the newsletter came out less frequently, I was still writing both articles at the same time. It was simply too much writing for me.

So many of my clients feel they have to put out a long newsletter or not bother. In reality, just as you're busy, so are your readers. Most publishers get better results with shorter, more frequent newsletters.

Plus, brevity makes readers happy.

.....
Use a content formula that makes sense

.....
If you hate to write, arrange your newsletter so there's a minimum of it to do. For instance, if you can include photos that'll communicate your point instead, use them. If you can run interviews instead of

Why should you write a newsletter

articles, conduct interviews.

Find articles that are easy for you to write and write them. You'll find your readers genuinely notice the difference between a happy writer and a miserable one. They respond better when you make the newsletter easy. No one wants to feel guilty for making you suffer.

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 to sign up and receive your free copy of "Do You Make These Six Mistakes in Your Company Newsletter?"



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!