

Write A Newsletter To Get Site Visitors To Return!

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Write A Newsletter To Get Site Visitors To Return!

By Steve Nash

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How many visitors to your site *ever* return?

Not as many as you would like, I bet! It is a lot easier and less time-consuming to promote your site to people who have *already* visited. So how do you do that? Well, you could:

- Ask people to bookmark your site;
- Get people to make your site their homepage (your site had better be good!);
- Make your site the next Yahoo! or Napster or Hotmail (ideal, but not too easy); or...
- Publish an ezine or newsletter!

Yes, publish a newsletter (and get people to subscribe)!

Writing a newsletter is the BEST WAY to stay in touch with site visitors and existing customers. At the *very least* you can remind them about your website on a regular basis. But, even better, you get a chance to develop trust between your visitors and yourself. And on the faceless Internet, trust is everything!

=> VISIT THIS WEBSITE

Visit Brian Alt's Email Publishing Digest (EPDigest). This easy-to-use site has it all when it comes to email publishing. It covers the important topics like list design, list management,

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list promotion. It discusses the pros and cons of text versus HTML newsletters (and shows you how to do both). And it covers community building, newsletter advertising, and even where to get (and offer) free content,

Brian, the author of several ebooks including *The Insider Guide to Power Ezine Promotion*, is a regular contributor to another great website <http://www.ezine-tips.com> , so he knows his stuff.

<http://www.epdigest.com>

=> OR VISIT THESE LINKS

<http://www.topica.com>

<http://groups.yahoo.com>

<http://www.domeus.co.uk>

<http://www.roving.com>

<http://www.listbuilder.com>

<http://www.sparklist.com>

=> THEN PROMOTE! PROMOTE! PROMOTE!

As with your website, you need to promote your newsletter, and get people to sign-up. By all means start with your friends and family, and then try these legitimate methods (please don't send unsolicited mail – SPAM wastes everyone's time!):

* You **MUST** promote your newsletter on your own site

– Put the newsletter sign-up form at the top left or top right of as many of your pages as possible. Offer an incentive to sign-up, sell the benefits of your newsletter (first notice of the next sale, for instance, or chance to win something)

– Use pop-up windows to encourage sign-ups. A little bit controversial, but pop-ups *do* increase subscriber sign-ups! Find a script here: <http://javascript.internet.com/>

* You **CAN** announce your newsletter to the world

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– Join various newsletter announcement mailing lists, follow their announcement rules, and announce, announce, announce (There are loads of these lists at <http://www.topica.com> .)

– Visit the following websites

<http://www.ezinelocater.com>

<http://www.marketers-edge.com/article-writers-strategy.htm>

<http://www.ezinesearch.com/search-it/ezine/>

<http://ezinesplus.com>

<http://bestezines.com/submit/>

Okay, okay! Your newsletter may be too humble for all this promotion, but at the very least make it easy to sign-up on your website. Oh! One other way of promoting your newsletter:

* Make your newsletter a great read!

Add your personality; publish on the same date; stick to a similar format; re-read and re-read to remove mistakes; encourage feedback; have clear objectives and *meet them*; and enjoy yourself. But if nothing else, just keep it short!

=> EVEN DO IT YOURSELF!

Writing a newsletter is a bit difficult not to do yourself, I admit. What I mean is that there are many Perl/CGI scripts that allow you to run a newsletter, including subscribe and unsubscribe functions, from your own site. Probably the best free resource to do this would be Subscribe Me Lite by CGI Script Center. And you can always do a search at CGI Resources.

<http://www.cgiscriptcenter.com> – Subscribe Me Lite

<http://www.cgi-resources.com>

=> READ MORE...

You can find out more about email publishing from the following excellent resources.

<http://www.ezine-universe.com>

<http://www.ezineuniversity.com>

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Writing a newsletter on a regular basis is a great way to keep people returning to your website. There are many tools and resources that show you how. And there are many sites that will publish your newsletter for free (you can even find free content, for goodness sake). Publish a newsletter and get to know your site visitors – and then let them get to know you!

Steve Nash is editor of the popular monthly newsletter called Promote! Promote! Promote! To subscribe, simply visit <http://www.HowIPromoteMyWebsite.com> . To get more website promotion ideas take his free 7–day e–mail course, called Website Promotion That Works! Sign–up here! mailto:promotion_that_works@getresponse.com

"Write Some Articles!"

By David McKenzie

"Write Some Articles!" by David McKenzie

"But I'm just an affiliate. I haven't got time.

I shouldn't have to write articles. I can get all the good content I want from my affiliate programs."

That's usually true, but more often than not your visitors are after unique content. Writing your own articles can often be the most powerful marketing weapon you use.

Believe it or not, your visitors actually want to read what you have to say at your site, not what other people have to say. They are looking for independent content that perhaps supports or refutes something they read on another site.

Besides, they may have already read all the articles written by other people you feature at your site elsewhere on the internet.

While it is perfectly reasonable and beneficial to feature "other peoples articles" at your site, you should also feature your own.

Here are 4 reasons why you should write some of your own articles:

1. It is unique content that distinguishes you from about 90% of all other affiliates. That's the percentage of affiliates not writing articles!

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2. People need content. For their web site or for their newsletter people are always in constant need for new, fresh content. This means articles that you write can be featured on other people's web sites and in other people's newsletters.

When this happens you get additional visitors back to your site. And these visitors may in turn feature one of your other articles at their site or in their newsletter. Before you know it you are in 50 newsletters and on 100 web sites!

3. Visitors will stay at your web site longer because there are lots of articles to read. This gives you additional opportunities at getting more click throughs to your affiliate

programs. You could feature links to your affiliate programs on each page you have articles.

More affiliate click throughs translate into more commissions.

4. You have given your visitors an instant feeling of trust. If you just featured other people's content then you are just a face in the crowd.

However, when you feature your own content, you immediately 'stand out' and people are more inclined to trust you. If people trust you, then they are more inclined to buy from you.

For an affiliate, good content makes a site. Don't just use other people's content. Start featuring your own articles. If you keep adding your own new articles on a regular basis then people come back to your site again and again.

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

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