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100% Effective Natural Hormone Treatment
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Impair Healthy Healing In People Over The Age Of 30!

Writing Effective Email Newsletter

By Bob Bastian

We all know the importance of having an excellent follow-up system integrated into our online

business. A follow-up system is capable of securing for our web pages recurring visitors, and eventually, sustainable traffic. Additionally, a follow-up system is also a great way of promoting our products via back end sales. Having captured the leads of past visitors would also allow us to cross-sell other items which they may find interesting.

But there are always silent moments in between offers: a series of days when we have nothing to share to our subscribers. Before they would forget about our business, we must find ways to fill up these downtimes with reminders of our enterprises' existence.

Most Internet marketers utilize newsletters to maintain the interests of their subscribers. These newsletters, called eZines or electronic magazines, are usually filled with informative pieces about the subject of our business which our subscribers have shown interest with, by virtue of their very subscription.

But a newsletter is more than just a stop-gap option. It could be capable of so much more. It could be a vehicle that could efficiently promote our business and increase our profit tremendously.

Ideally, a newsletter should be able to accomplish the following:

- Keep our subscribers interested with what we could offer in the future.
- Remind our subscribers why they have opted to subscribe to our mailing list.
- Share interesting information about what's going on in the field that is the subject of our enterprise and that is the object of their interests.
- Warm up our subscribers for future sales, which can be done by conditioning their minds to assent to certain things.

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There are many techniques that can be employed to accommodate these goals. Let's take a look at some of them.

– Write about emerging trends in the industry with the purpose of subtly promoting your products. If a newsworthy event happens in the field, for example, you could write a report about it and say something to the effect that your R&D department is working overtime to meet the blossoming needs that would be brought about by such a change.

– Write a guide, or a how-to article, and share the same with your subscribers. People will never say no to something that would educate them on how to do things, or how to do things better. They would be thankful for what you will impart. And their gratitude can potentially lead to their patronage once you deliver your contingent propositions.

– Share something comical. Like an anecdote or a cartoon strip. Sometimes, laughter is the best way

to their hearts. Things don't have to be serious all the time. In fact, there will be a number of people who would look forward to your newsletter because of these comical pieces alone. Since you'll be able to hook them with something interesting, making them read the rest of what you have to share would be easy.

– Do not hesitate to make your newsletter a blog where you could share the events of your days. This would allow your readers to get to know you more, and they'll have less reservation in dealing with you in the future. However, make sure to curtail excessive pronouncements that might alienate your readers. Sharing a piece of yourself is very different from talking about yourself exclusively. There should be a healthy balance between this and the other techniques.

– Offer freebies and bonuses with your newsletter. This has worked wonders for many online businessmen. It is something that people would certainly look forward to. After all, who could ever refuse the word "free?"

In a nutshell, the trick lies in adding value and color to your newsletter. For people to treasure your eZine, it must prove itself to be worthy of their esteem. By following the tactics delineated above, it is a certainty that your newsletter would achieve this level of respect.

Bob Bastian is a successful Internet entrepreneur and a prominent info product creator. His latest website distributes quality private label content for free:

<http://www.PrivateLabelPublishing.com>

Affiliates Need to 'Capture' the Email Address

By David McKenzie

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One of the secrets to a successful online home based business is capturing your visitors' email address so you can contact them again and again. The most effective way to capture email addresses is by offering a free newsletter, free email course or free ebook.

For affiliates, capturing the email address is a bit more difficult, but certainly no less important.

If you resell products or services on your web site this is done through affiliate links. Quite often your visitor comes to your site, clicks an affiliate link and leaves; perhaps never to return again.

You MISS capturing the email address!

So how can you ensure you get that email address?

While you will never capture everybody's email address there is a way to increase the number of email addresses you do capture.

You need to redesign your web site and change the focus away from affiliate programs and towards getting email addresses.

Here are 3 web design techniques you can use immediately:

1. Offer a free newsletter on your home page or entry page and make the sign up process really easy.
2. Offer a free email course on your home page or entry page.
3. Take the affiliate links OFF your home page. You are much better putting affiliate links in your newsletter or email course.

To have a better chance of getting the email address it comes down to offering your visitors something else before giving them access to your affiliate links.

The best offer' is something for free like a free newsletter, free email course or free ebook.

Believe me, altering your web site like this does work. I used to have lots of affiliate links on my home page but not many sales.

Now, most of the people who purchase through my affiliate links are already subscribers to my newsletter or my email courses.

Do not underestimate the importance of this. Redesign your web site to capture your visitors' email addresses.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate

Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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