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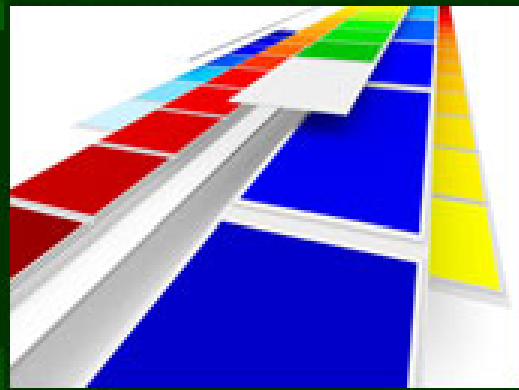
Crash Course Guide to

E-zine Publishing

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"How to Publish Your Electronic Newsletter Online at <u>Low Cost</u> for <u>Maximum</u> Profits!"

Crash Course Guide to E-zine Publishing

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Chapter 1:

Introduction to E-zine Publishing

1.1 E-zine Publishing in Internet Marketing Today

For many years, naysayers speculated that e-zine publishing in Internet marketing was dying a slow, cold death. And yet, surprisingly, it has only become more popular, as people realized that building and marketing to a list was by far the most effective way to close sales and to get repeat sales.

E-zine publishing in Internet marketing today is very similar to what it was in the past. The general purpose of publishing an e-zine is to collect a list of email addresses and names of people generally interested in the product or service niche to which you market.

You then use the e-zine as a means to pre-sell subscribers. As you send out more and more free and useful material, they will come to trust you – to believe that you really do have the ability to help them with whatever problem they are trying to solve.

This is much more effective than attempting to close sales immediately, as many sales pages attempt to do. Most people must be exposed to a product repeatedly and must talk to a sales person repeatedly before they will settle on a single product or service. This is especially true if the price tag on that given product or service is out of their normal, comfortable spending range.

If you want to close more sales, you will want to get a grasp on e-zine publishing in Internet marketing today, so you can make informed choices when publishing your own e-zine. While it isn't quite as easy as it was in the late 1990s, it can still be an effective marketing tool.

With that being said, you will want to use effective methods for finding leads, getting leads to actually sign up through your opt-in list – and, finally, you will want to develop a powerful mechanism for upselling leads. If all of these parts aren't functioning properly, your e-zine will not be an effective sales mechanism.

1.2 E-zines vs. Conventional Newsletters

For the purpose of this section, we will clearly define an e-zine and a conventional newsletter. An e-zine is an online newsletter, which is written in text or HTML format and then emailed; in contrast, a conventional newsletter is composed with computers, copied, and then mailed out.

There are many important advantages to using e-zines vs. conventional newsletters. One of the most important advantages is that an e-zine does not require you to stock up on paper and ink. While maintaining a conventional newsletter could easily cost you hundreds or even thousands of dollars in ink and paper alone each mailing, an e-zine is almost completely cost free.

Another important advantage of e-zines vs. conventional newsletters is that e-zines are not labor intensive. Once you have created the text for your newsletter, all you have to do is fill it into an auto responder slot or "broadcast" it to your list subscribers. In contrast, with a conventional newsletter, you have to print or copy each individual copy, put it in an envelope, address it, stamp it, and mail it. This can take a considerable amount of time and effort.

Another big advantage of e-zines vs. conventional newsletters is that e-zines can be mailed instantly. Regardless of how many subscribers you have or where in the world they live, you can react them in a matter of seconds, rather than in weeks or even months. This is especially important if you have to contact your subscribers for something time-sensitive, such as a sale.

The last major advantage of e-zines vs. conventional newsletters is that e-zines can automatically track results. For instance, if you use HTML mailings, you can determine how many people looked at each mailing. You can also determine who actually clicked the link in your mailing and went to your site. This makes it considerably easier to test your marketing efforts to make sure that you are targeting the right groups and producing the most wanted results.

1.3 The Pros of E-zine Publishing

The pros of e-zine publishing are numerous. The biggest pro of e-zine publishing, of course, is that it closes sales far better than any alternative, including snail mail advertising, cold calling, and sales pages.

One of the reasons why it closes so many sales is because it acts as a pre-selling mechanism. It warms customers up to you and your services over the course of five emails, making them more apt to purchase any products you advertise in the future.

Another major pro of e-zine publishing is that it is either completely free or really cheap to start up. The only real cost is the auto responder service you use, which can be as little as $20 per month. In addition to that, your only other costs will be the time it takes to develop and mail out regular lists. This is in contrast to the amount of money it costs to create a conventional newsletter.

Another major pro of e-zine publishing is that it involves building a permanent asset, which you should constantly be able to draw prospects and sales from in the future. This is in contrast to a sales page, which will either close a sale or miss it without any reasonable chance of making it again in the future.

For people looking to brand a business or to spread their names in a specific market, e-zine publishing is an excellent way to get known. Essentially, e-zine publishing perpetuates their brand or name by sending it out to hundreds of people on a semi-regular basis.

The last major pro of e-zine marketing is that it allows a person to create a "buzz" for a new product or service without doing anything more than sending out emails for a list. This simple action can get subscribers talking about a product that is in a pre-launch phase on forums and blogs, generating curiosity well before the product is ever even launched.

1.4 The Cons of E-zine Publishing

The cons of e-zine publishing have been growing since the advent of email marketing in the 1990s, when e-zines were quite primitive and rarely were used in lieu of more conventional paper newsletters.

The major con of e-zine publishing is that e-zines have become so hideously over abundant that they are often looked at as worthless. Additionally, many marketers now create e-zines with recycled content, such as articles taken from directories, greatly reducing the amount of time it takes to put together an e-zine – and, again, reducing the value of the e-zine in the eyes of potential subscribers.

Another major con of e-zine publishing is that spam filters have become ridiculously over-protective, filtering out emails that look even marginally commercial, even if the person who owns the email address wants to receive the email and even subscribed to do so.

Another major con of e-zine publishing is that, if you're not careful, your ip address and your site could be blacklisted as a spam site. For instance, if you use single opt-ins, rather than double opt-ins, you have a much higher chance of someone reporting your emails as spam, even though they could simply click the unsubscribe button at any time.

Another major con of e-zine publishing is that the average person's inbox is now crowded with dozens of emails on a daily basis, including spam, legitimate email, email from friends, and notices from various businesses and email clients. This means that it will be extremely hard for you to get noticed and read, even if you are sending out a completely legitimate course with good content.

To reiterate, there are several different cons to e-zine publishing – the main "con" being that it isn't as effective as it once was. However, considering the alternatives, it is currently still the most effective way of closing sales.

1.5 How E-zine Publishing Can Bring in Good Business

Many business owners are surprised at how e-zine publishing can bring in good business. It seems like email marketing has been so marginalized in recent years by major changes in spam filters, but, in fact it is still both a powerful and reliable means of getting constant streams of traffic, upsales, and repeat buyers.

One way to use an e-zine to bring in upsales is to build a course that has a natural upselling mechanism. For instance, you can use Jimmy D. Brown's "useful but incomplete model," which stipulates that you should create an email course or e-zine that provides excellent information, but leaves out something critical that subscribers must purchase in order to make that strategy useful.

With a five-day course e-zine setup, you could have a natural upsale in each lesson, at the end of the course, or at the beginning course. For instance, at the beginning, you could say "Thank you for subscribing. Here's a one time offer."

At the end of the course, you could sell a tool or information product that synchronizes all of the information they learned about, expands on it, and makes it all easier to put together and actually use.

In addition to simply making it easier for you to sell stuff, using a list also helps you get closer to the most valuable – and yet most neglected – asset in Internet-based marketing: people. Yes, that's right: if you actually talk to people on a regular basis, that will generate sales for you. Especially if you give them useful information and genuinely care about their success in implementing the specific solution you articulated to them.

So how can e-zine publishing bring in good business for you? In dozens of different ways, but it is all dependent on the way in which you decide to use your e-zine. Neglect it, and at most, you will get negative press from it. Pay attention to it and actually care for the people who are helping you build your business, and it will bring in sales and new subscribers with minimal effort.

1.6 Busting the Myth about E-zine Publishing

Internet marketing is riddled with mythology – about things that do and do not work. Many of these myths prevent people from figuring out what really does work by forcing them to work around some pre-established principle that has never been proven. This is why busting the myth about e-zine publishing is important.

The biggest myth about e-zine publishing is that it is used exclusively for the purpose of giving away freebies to members, as a means to grow more subscribers or to get more visitors. While this can be one application of an e-zine, it isn't the actual purpose of an e-zine. If it were, no one would actually create an e-zine, as it would simply be a loss of money and time.

The purpose of an e-zine is actually to generate revenue for the owner. All other applications, such as giving away freebies and increasing traffic to the site are secondary purposes – or are actually mechanisms used to generate more sales in the long run.

Unfortunately, many new Internet marketers do not understand this; and will often end up avoiding list building because they feel that it is an expensive activity that may not yield any profit in the long run. This couldn't be any further from the truth.

So don't believe any of the myths circulating about e-zine publishing. Not only is it a profitable endeavor, but those freebie giveaways – even the onese that might look like they would make you broke if you actually did them – are actually making that list owner money in the long run. All he/she has to do is give away freebies for a period of time, cultivate a list, and then cash in by monetizing it – the most important part by far.

Chapter 2:

Publishing Your Very Own E-zine
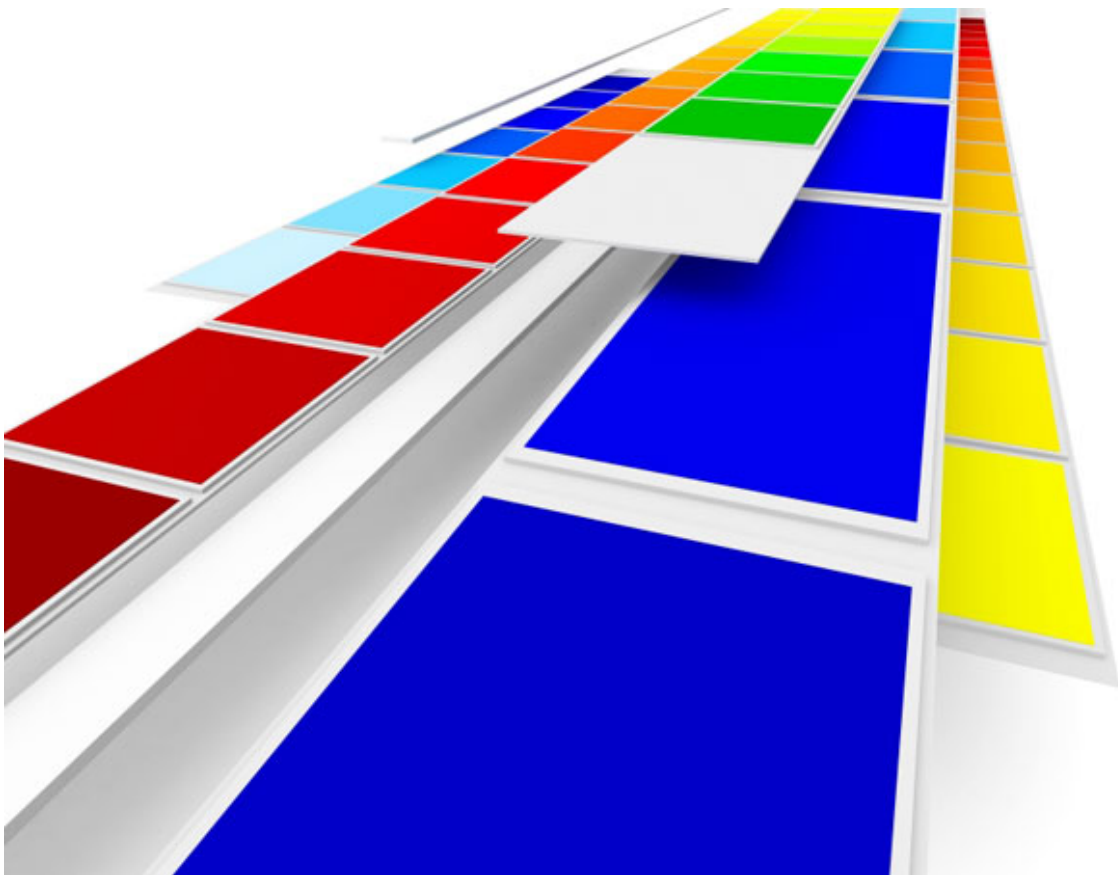
2.1 What You Need to Start Your Own E-zine

Starting an effective e-zine that generates consistent revenue isn't as hard as it might appear on the surface. In fact, to get started, all you need is a very basic set of tools, including an auto responder with a broadcast system, a website (although this is option), and a series of e-zine content.

For the auto responder, you can use the services of a company like http://www.getresponse.net or http://www.aweber.com, which both have a reputation for getting emails through to subscribers – and both of which have broadcast services. Additionally, both of these services will allow you to send out an automated series of messages to subscribers, will create opt-in forms for you, and will track subscriber statistics for you.

If you prefer to do most things yourself – and also need to save some money – you could take a somewhat less effective route and setup your own auto responder by purchasing a script. This option is problematic for a number of reasons, but if you're up to the challenge, you may be able to get it to work for you reasonably well.

The next thing you will need to start your own e-zine is a website, which is optional, but is usually a good idea, anyway. Having a website will make the opt-in process more effective, as it will allow you to setup a form and then send traffic to it. Additionally, it will allow you to create copy next to your opt-in list.

The last thing you will need to start your own e-zine is a series of e-zine content. Today, this is relatively easy to find. You can pull it from articles directories, you can purchase private label auto responder courses, and you can even hire someone else to write all of the articles for your e-zine. Whichever route you do end up taking, just make sure that the content you provide is high-quality. This is the key to increasing your subscription base – and subsequently making more money.

2.2 Planning Out Your E-zine Topic or Theme

Planning out your e-zine topic or theme is always crucially important if your end goal is to generate revenue. Your first question, of course, should be what exactly people in your given niche are looking for in terms of a topic or theme. For instance, are they willing to work hard to achieve said goal? Are they willing to substitute time for money? What demographics are likely to be looking for information on your given topic?

Once you have answered the above questions and other critically-important related questions, you will then want to begin planning out your e-zine topic or theme based on your results.

One important part of creating an effective topic or theme is to have a specific objective or set of objectives in mind when you create each issue. For instance, your first object might be to simply draw in the reader. Your second objective might be to move from an interesting story to an important tie-in. Your last objective might be to get the reader to move from the email to a sales page – or simply to keep them interested enough to open tomorrow's email.

Another important part of planning out your e-zine topic or theme effectively is to carefully arrange each day in the context of your overall plan – especially for the first 5-7 issues. While you might not want to bombard someone with offers right away, you should be carefully leading each subscriber down a specific trail of your choosing until they arrive at the destination: your sales page.

Another important part of planning out your e-zine topic or theme is to integrate pre-selling attempts into your emails. This involves simply warming your subscribers up to your personality, so they feel comfortable with you – and will be willing to buy whenever you finally make whatever pitch you were planning.

2.3 Creating E-zine Content

Creating e-zine content consists of two phases: the planning phase and the procurement phase. Once you have already planned your content out carefully, you can then procure it in several different ways: you can either find good matching articles in directories, you can hire a writer, you can write them yourself, or you can joint venture with other list owners to create a series that you can all use in your own auto responders.

If you decide to get your articles out of directories, you should also spend the time to find articles from big name authors who offer excellent information. You may want to start your e-zine with five different articles, each from an expert or a professional in your given niche. After the first five days are over, you can begin sending out your own emails – accompanied by attempts to sell or pre-sell your subscribers.

If you hire a writer, it is crucially important that this person understands your target theme; and is also willing to follow your directions carefully. It is also important that you delineate your expectations in contract form to assure that everyone gets what they expect out of the deal.

If you write the articles yourself, you have more leeway to work – and you may want to consider working in some type of powerful theme that slowly works your subscribers towards making a purchase. Out of all of your possible choices for creating e-zine content, this is probably the most effective way in which develop a themed course.

Another good way to create e-zine content is to work with other experts in your given niche. You may want to simply do a Google search for keywords within your niche, contact the webmasters, and ask them if they are willing to contribute an article towards a jointly-shared auto responder course.

Whatever method you use for creating e-zine content, make sure that it is carefully planned, properly themed, well-written, and monetized effectively.

2.4 Age-Old Question Do You Need a Website for E-zines

Many would-be e-zine owners have asked the question of whether or not is necessary to own a website in order to have a functioning e-zine. Surprisingly, the answer is no.

However, what is important to note is that having a website isn't actually all that expensive, anyway. You can purchase a domain name for as little as $3 per year. From there, you can host it for as little as $1 per month. So, yes, technically you

could have an e-zine without a website, but if you're doing it for the purpose of saving money, that is probably a bad idea. Would you work with one arm tied behind your back for the entire year if someone gave you $15? Definitely not.

With that being said, if you simply do not think you have the time or expertise to setup a website, you can always create an e-zine with a script or service – and simply accept subscriptions through blank emails, which will automatically enroll subscribers in your course.

There are, however, several significant disadvantages to not having a website. The first major disadvantage is that you cannot send traffic anywhere. All you can say is "send a blank email" to such-and-such an address. While this might work for advertisements in certain types of media – or in signature files – it will be considerably less effective than creating a sales page with a full explanation of what they are receiving.

Another major problem with not using an email is that you significantly limit the streams of media through which you can receive traffic. For instance, if you don't have a website, you can't even receive traffic through pay per click campaigns. Nor can you optimize for natural search engine traffic and get free opt-ins in a daily basis.

You also cannot purchase links to your site or setup joint ventures in any reliable way if you do not have some sort of proof of your ability and past projects.

So do you need a website for an e-zine? No. Should you have one? Absolutely.

2.5 Formatting and Managing Your E-zine Issues

One of the most important decisions an e-zine owner will have to make is how to format and manage a given e-zine. The formatting alone can have a significant impact on how the success of the e-zine.

Currently, there are two ways in which to format an e-zine: HTML and text. There are both disadvantages and advantages to each of these different formats. The major advantage of using an HTML format is that you can then view email-

opening statistics. This will help you determine how powerful certain headlines are – and will help you to determine how active your current list is; and if there is any way you can improve the activity.

The major problem with HTML for your e-zine's format is that emails in HTML format are often much harder to get through email filters. In many cases, they are flagged as spam, which means that less emails will actually get through, which not only will affect your statistics, but will also decrease the amount of revenue you generate with a given mailing.

The major advantage of text format e-zines is the exact opposite of that of HTML format e-zines: you can tune them very carefully to make them have virtually no chance of being flagged as spam by email filters.

Of course, the major trade-off is that you cannot check the statistics on text-based emails, so you wont know how many people are even opening them; however, you can get a rough idea based on how many people click through to your most wanted response page.

Alternatively, you can create two separate formats for your emails: text and HTML; and then let your subscribers decide which they would prefer to receive. You can use your HTML group as a testing group for different subject lines.

2.6 Setting Up Your Auto Responder for Your E-zine

The first step to setting up your auto responder for your e-zine is to actually select an auto responder service to deliver your email series. I personally would suggest the following three options: http://www.aweber.com, http://www.getresponse.com, and http://www.resellrightsmastery.com, which is a membership site that comes with auto responder accounts.

Once you purchase one of these accounts, you will have to configure them properly before you collect email addresses and send out emails.

One important thing you will want to keep in mind is that all auto responder services require you to provide them with a valid home address, which will be

included in every email you send. If you're weary of giving this address to anyone who joins your email list, you may want to pay for a P.O. Box, so you do not need to give out your actual home address. If you have an office, this shouldn't be a problem.

The other important thing you will have to consider when setting up your auto responder for your e-zine is whether to use single opt-ins or double opt-ins. Some services will simply require single opt-ins, which means that someone can sign up and immediately begin receiving emails. Most services, including Aweber, will require your subscribers to opt-in a second time. This will act as a good shield against spammer – or against unethical competitors, who might sign people up for your newsletter to get it flagged as spam.

Once you have completed all of the forms, including the two aforementioned items, you will then have to add your actual e-zine to the auto responder. After completing that setup, you will just need to generate a good-looking opt-in form, add it to your website, and you will be ready to start collecting opt-ins.

Chapter 3:

How to Get Subscribers For Your E-zine

3.1 The Quick Way: Affiliate Marketing

Looking for the quickest way to get subscribers rushing to your opt-in form? Although this option is often overlooked by e-zine owners, starting an affiliate program is sometimes one of your best list-building options.

In order to make get affiliates to begin selling subscriptions for you, you will have to give an extremely attractive offer. If you set this up correctly, you could easily receive hundreds of extra subscriptions per week without paying for advertising or doing any additional work yourself.

One of the most attractive offers you can make to an affiliate is to give them a 100% commission on each sale. For instance, leading up to launch, you could offer a on time only affiliate special – 10 people can promote your e-zine and receive a commission on each subscription.

Another excellent way you can draw in visitors without giving a 100% commission on the sale is to give recurring commissions to affiliates for as long as their leads remain subscribers. This is a great way for affiliates to build residual income – and many will jump on this idea for that reason alone.

In addition to looking for affiliates and advertising for affiliates, you will also want to consider sending out a broadcast to your current list to tell them that they can earn a bonus for getting new subscribers for you. You could even setup an "invite a friend forum," which allows them to send opt-in form page invitations to all of their friends. You might be surprised at the amount of traffic you can generate simply using the resources you already have at your disposal.

Finding other e-zine owners in related, but non-competing industries, is another great way to build subscriptions quickly. Give all of these e-zine owners some type of special deal, since they have large lists of subscribers and will be your more effective affiliates without a doubt.

Regardless of how you seek affiliates, remember to give them an excellent offer, make it one time, and also provide them with the materials they need to market your list effectively.

3.2 Advertising Your E-zine in Other E-zines

Advertising your e-zine in other e-zines is no longer as effective as it once used to be. Since e-zines have become as common as water, very few people see them as having any inherent value in themselves. This is part of the reason why it is become so hard to create a solo ad or a top sponsor ad that actually converts reasonably well.

One major problem that e-zine advertisers face is adverse selection. Basically, e-zine owners who let people regularly advertise in their e-zines – especially those who allow solo advertisements – don't usually care all that much about the e-zine they are producing, which means they probably regularly send out advertisements or junk content, almost guaranteeing that the conversion rates will be absolutely dismal.

Another major problem that e-zine advertisers face is that they are advertising to a crowd that is already signed up for at least one other e-zine. This means that they will be directly competing with other publishers a good amount of the time, which is definitely not what most e-zine owners want.

This is why, if you decide to begin advertising your e-zine in other e-zines, you should look for e-zines that aren't directly competing with your own. You will want to find one that is general interest or in the same industry, but not directly competing. This will increase the chances that your subscribers will actually open your emails when they receive them.

If you do decide to begin advertising your e-zine in other e-zines, you will you will want to specifically look for e-zine owners who are known for producing their own, high-quality e-zine.

If people rave about their excellent work on a regular basis, you should consider seeking them out as a potential advertising source; however, do not be surprised if you have to pay a rather hefty price to get included, as many other people are probably interested in doing the same.

3.3 Making Use of Traffic Exchange Programs

One way in which you can generate more subscriptions for your opt-in list is to start making use of traffic exchange programs. While many of these programs have been criticized for being effective and easy to exploit, others have been touted as a cheap and effective means through which to generate traffic.

There are a number of ways in which you can earn traffic exchange "credits" by making use of traffic exchange programs. Whenever you have credits built up, someone will either have to view your site for every credit you have or view an advertisement for your site; however, the specifics of this will change from exchange to exchange.

The key to being effective when making use of traffic exchange programs involves finding decent exchanges to begin with, so you can be sure that the exchange isn't being dominated by robots, spiders, and click/surf fraud.

Another important part of being effective with traffic exchanges involves creating an excellent advertisement for exchanges that count your credits by the impression, rather than by the click. You will want to include powerful psychological triggers and a call to action.

The most important way in which you can be effective with traffic exchanges – assuming your goal is to build an opt-in list – is to create an excellent landing page. Additionally, if you can gain credits by getting impressions, you will want to put their text link codes on every single page of your site.

One important thing to keep in mind is that you should never actually earn credits by surfing yourself. This is almost always a completely ridiculous waste of time. Instead, work one hour for minimum wage, and then spend that amount to purchase thousands of credits.

If you're looking for legitimate traffic exchanges, you may want to start with Traffic Swarm (http://www.trafficswarm.com), which has a good anti-fraud system and is quite possibly the most popular exchange around today.

3.4 Turning Every Web Page into a Lead Collector

Turning every web page into a lead collector is always a better strategy than relying on a number of different sales pages. Instead, work on getting as many visitors as possible to convert to subscribers – and then, from there, get them to consider buying.

If your page generates a lot of natural search engine traffic, but it ends up on various content pages, consider adding sidebar opt-in forms; and opt-in forms that act as page breaks.

Of course, you will want to spend the time to determine which method is actually the most effective for your given site. For instance, do sidebar opt-in forms work better than top square opt-in forms? Or are you simply better off altogether by using text link advertisements to your actual opt-in page?

Another way in which you can begin turning every web page into a lead collector is to create a javascript hover-over or fly-in. These are different variations of "pop-up," which are actually a moving part of the page, rather than a separate page altogether.

If you decide to go the hover-over or fly-in route, you will want to make these opt-in forms as non-invasive as possible.

If people suspect this is related to its hated cousin, the pop-up, they'll click off of your site before they even get the chance to read the form and consider opting-in.

If you use an auto responder service like Aweber, they will actually allow you to design these forms with their interface. This includes sidebar forms, full page forms, squeeze page forms, and hover-over and fly-in forms.

The best way in which to determine what will really work for you is by testing. You may even want to consider using multiple forms on the page, such as a sidebar form and a fly-in form. This can considerably increase your conversion rates – and subsequently turn every page into a lead collector.

3.5 Cutting Cost with Effective Ad Swaps

Similar to purchasing advertising space in other e-zines to advertise your own e-zine, you can also simply swap advertisements to cut costs dramatically while still getting the same effect.

Before you start doing this, you will want to come up with a list of potential swap partners. One way in which you can do this is to purchase a membership to the Directory of E-zines, which offers descriptions of every e-zine in existence – along with notes about whether or not they will swap ads; and whether or not they will sell adspace.

If the membership price is a little to high for you, you may want to consider searching free e-zine directories, which usually are not updated regularly, but can at least give you some sort of a starting point.

Another bonus to cutting cost with effective ad swaps is that you don't have to risk any of your money to find out whether or not a given e-zine can actually produce reasonable results. Instead, you can test with a sponsor ad swap. If everything works out, you can then move to purchasing a solo ad or swapping for one.

Cutting cost with effective ad swaps is also an excellent way to find joint venture partners for future projects. You can begin by swapping ads. If you're both satisfied with the results, you can then begin to cultivate some type of normal business relationship, where you regularly swap ads.

When cutting cost with effective ad swaps, you may want to consider limiting swaps to products only. Swapping opt-in lists could have poor results for both you and your partner. Even if you both gain subscribers from the swap, in reality, you might both be losing the attention of people who might otherwise be regular readers and customers.

To reiterate: find a good list of related e-zines that are interested in swapping advertisements; contact the list owners; cultivate a relationship; and swap advertisements, but limit it strictly to product pages.

3.6 Using Articles to Build Your List

Using articles is one of the easiest and most effective ways in which you can build your list of subscribers. There are essentially two ways in which you can begin using articles to build your list.

The first way in which you can begin using articles to build your list is to actually write your own articles, to get them published, and then to send any traffic you receive through those articles to opt-in pages, which are designed to turn interested visitors into subscribers.

This first method can be quite effective, but its success is contingent on a number of factors, the most important of which are the quality and level of optimization in your article. If your article is not interesting to read and does not contain a clear transition to the resource box, most readers will never make it to the end – and those who do wont see it as important to then move to your website.

Additionally, if your article is not optimized to receive traffic, no one will even find it. Now, what is important to note here is that an article can be optimized in two different ways: it can be optimized with article directory "tags" and it can be optimized for search engines, which are entirely external to the article directory site.

If you don't include keyword "tags" on your article, no one will be able to find it through the directory search function. Additionally, if you don't use the right tags – ones people actually search for – no one will find it, anyway.

Now, when optimizing your article for search engine traffic, you will want to be careful to use keywords that are not in direct competition with your own site. Since these directories have high PR and a considerable amount inbound links, they will actually outcompete you for the same keywords, leaving you with less traffic than you were originally getting.

In addition to this method of using articles to build your list, you can also submit articles to other e-zines to get traffic.

Whichever method you choose, remember to create a powerful resource box to ensure that your readers visit your site and subscribe.

3.7 Leveraging on Viral Reports to Get Subscribers For Your E-zine

One of the most important parts of any list building campaign should be leveraging on viral reports to get subscribers for your e-zine. This can actually be done quickly easily; however, it is important to view it as a list-building activity, rather than a revenue-generation activity, as is the case with most reports.

When you create "viral reports," spend your time determining what incentive will ensure that they get continually passed around to the maximum amount of readers (which is your goal).

One incentive you might use is a contest. You can create an affiliate program with downloads, similar to an E-Book affiliate program; and have people send visitors to their respective affiliate pages (even though the report itself is free to download). Whoever gets the most people to download the book will receive some type of award.

Another way in which you can use "viral reports" to your benefit is to offer them as an incentive for joining; however, if you do decide to do this, it is still important to mention that they will also be receiving regular e-zine issues. Otherwise, you will gain little more than spam complaints from people who downloaded your report but didn't understand they would get emailed.

Another way in which you can use viral reports to get subscribers for your e-zine is actually to limit the amount of downloads – and restrict it to people who have been given a referral only. You can then pick 25 people who are allowed to give a certain amount of referrals each. This will then create a natural buzz for your product. People will be asking on forums how they can get referrals; and the people who have the power to give them will feel as if they are playing an important role in your business.

Whichever method you do decide to use, make sure that you first have the legal right to use whatever content you have selected. For instance, if you purchase content from a ghostwriter, make sure that you have full legal rights to it. If you pull it from a directory, make sure you solicit the permission of the author.

3.8 Other Known Effective Ways to Get E-zine Subscribers

There are a number of other known effective ways to get e-zine subscribers. They range from simple and inexpensive to costly and hard to use. If you want to get the maximum amount of subscribers, you should use all methods that pass a cost-benefit analysis (i.e. get you a lead for less than the amount that the average lead generates for you).

One effective way in which you can get e-zine subscribers is by posting an attractive signature in high-traffic forums. Use some sort of enticing line of copy that includes psychological triggers, a call to action, and possibly some type of one-time offer (i.e. join in the next week and get this special report).

Another effective way to get e-zine subscribers to join your list is to post comments on blogs. The key to being successful with this method is to post useful, informative directions or tutorials that are related to the topic of the blog. Of course, you will also want to add a good signature to all of your blog posts that points to your opt-in page.

Yet another effective way to get e-zine subscribers is to put a signature on all of your emails. If you own several different related businesses and you send out customer support emails on a regular basis, simply add a signature to the bottom of each email that includes a link to your opt-in form.

Another effective way to get e-zine subscribers is to drive traffic to your opt-in page using pay per click advertising. You will want to segment all of your campaigns into smaller groups with smaller target audiences. Additionally, you will want to test various ads until you have one that gets the highest click through rate – and then you will want to create a different landing page for each campaign that specifically caters to one set of keywords.

And there you have it: several effective ways in which you can get more subscribers by using tested methods.

Chapter 4:

Building Relationship with Your E-zine Subscribers

4.1 Make Your E-zine Issues Personalized

One crucially important part of getting a high opt-in rate is to make your e-zine issues personalized. When an e-zine subscriber feels as if he or she is actually talking to the e-zine owner directly – rather than simply receiving an automated series of messages – he or she will be far more likely to believe what the list owner says and to accept any offers and discounts.

So how can you make your e-zine issues personalized? The most common method is probably using "macros." Macros are basically sets of phrases and symbols that prompt an auto responder to "fill in the blanks" with a pre-recorded variable.

For instance, if you use Aweber, the macro {!name} will prompt Aweber to fill in a name into each email that matches the information Aweber stored in its database. Of course, in order to do this, you must get the subscribers to provide you with their names and email addresses when they opt-in.

Additionally, you can further personalize if you asked subscribers for both a first and a last name. You can decide whether you want both filled in or just one or the other.

Another way in which you can make your e-zine issues personalized is to actually write them as if you were talking to a single person. For instance, use "you" as if you were talking to each individual person, rather than a group of people. Write with personality and use colloquial language (as long as everyone will understand it), rather than using formal, stuffy prose.

The last way in which you can make your e-zine issues personalized is to use a text, rather than HTML format. If you use an HTML format with pictures, diagrams, and different fonts, your email may look more professional, but it will look considerably less personalized than if it were in plain text format.

No matter how you write your e-zine, you will want to concentrate on integrating at least a few elements of personalization, as it will increase your reader responsiveness in a number of ways – including whether or not your subscribers even open emails.

4.2 How to Involve Your Subscribers in Your E-zine

One of the biggest questions list owners ask is how to involve your subscribers in your e-zine. The responses to this question are numerous and varied – and you've probably heard many of them – but which ones actually work and which ones are simply fluff?

The most obvious answer to the question of how to involve your subscribers in your e-zine is to carefully employ contests to get them involved. However, if you want to use contests effectively, you will have to also plan them well, too, so you can gain more than simply a responsive e-zine subscriber base, even though that in itself is worth starting the contest.

This is especially important if you plan to give away a prize. If you're going to give away $1000, you will want to earn at least that amount back. One way in which you can do that is to give the prize of $1000 to the person who does the best job promoting your e-zine in some way. You could setup affiliate accounts for your members and have an opt-in contest.

Another answer to the question of how to involve your subscribers involved your e-zine is to give them some sort of exclusive ability that no one else has. For instance, you can allow them to sell discount subscriptions without extending that offer to anyone else.

Another way in which you can get your subscribers involved in your e-zine is simply to create excellent content and to personalize each issue. If your customers feel appreciated and taken care of, they will reciprocate and actually pay attention whenever you send an issue out.

Another way in which you can involve your subscribers in your e-zine is by using some sort of special concept or idea that differentiates your e-zine from all others. For instance, you could use a [your e-zine name] in all of your subject lines. This will separate your emails from all others.

4.3 How to Deal with Nasty Subscribers

Most e-zine owners struggle to answer the age-old question of how to deal with nasty subscribers. What do you do? Do you give them everything they ask for or do you simply boot them out the door and hope to never hear from them again?

The question all depends on how nasty the subscriber is, what their demands are, and whether or not a subscription to your e-zine is paid or free.

Let's start with really nasty subscribers who have unreasonable demands for a free e-zine. What is the best course of action here? Believe it or not, the best course of action is to first attempt to neutralize them. If you can at least prevent them from mouthing off about your e-zine on various blogs and message boards, you are far better off. If they're angry about being subscribed to your e-zine, simply remove them and send them a nice email explaining that they could have removed themselves at any point through the link that comes with every email.

Now, with paid subscribers, your goal should always be to satisfy them at any cost. If they're actually giving you their money on a monthly basis, you will want to make sure they're happy with the products and services they receive; otherwise they will have a big motivation to slander you at every available opportunity. Additionally, you will want to offer a refund whenever applicable. Do your best to kill them with kindness – and whatever you give will be multiplied many times over in terms of good press (or at least in avoided negative press).

If you get an unusually nasty customer, you should always first attempt to neutralize the situation. If it isn't possible, simply give them a big refund, remove them from your list and get on with your day.

When considering how to deal with nasty subscribers, absolutely never cave in and get into an ugly altercation, no matter how nasty the customer is. Additionally, don't actually let them bother you. If they wont be reasonable, simply get rid of them and delete all of the emails they send you once they're gone. Don't read over them again and again and let it get to you.

4.4 Are Freebies Good for Relationship Building

Are freebies good for relationship building? It all depends on what type of freebies you are giving away. If you're planning to buy one of those "3000 E-Books with full resale rights for $10" deals – and then give one away each week – no, they're not good for relationship building. In fact, they'll probably make you look cheap and disingenuous.

Now, on the other hand, if you plan to develop your own "freebies," such as audio, video, and PDF reports, which are filled with content and include interviews with experts, step-by-step tutorials, and easy-to-use "tricks," then yes, freebies are good for relationship building.

Freebies are also good for relationship initiation, too. Whenever you have a free e-zine, always lead with a free offer. Give them a free E-Book, a free consultation session, a free session with a mastermind group, a free pair of tickets to a seminar – or something else altogether. In general, you will want to avoid giving away something that has an actual cost to you (i.e. anything physical) and instead stick to information products; however, if you have an expensive list, you may want to lead with an expensive gift. It will pay off in the long run.

With all of this being said, however, it is important to present the other side of using freebies to build relationships. There's only one major problem with this technique and that is that it tends to dilute the urgency or perceived value of paid content. If your customers can receive piles of free content from you, including e-zine issues, E-Books, special reports, and even videos, why should they bother to purchase your product, too?

This is where another important principle of Internet marketing comes into play: whenever you give out a freebie, always give information that isn't exactly complete. While the report or tip might be useful in itself, always make it potentially "more useful" or "complete" by offering an upsell that includes the full video or the full text.

4.5 The Importance of Double Opt-in for Your E-zine

One facet of e-zine marketing often overlooked is the importance of using double opt-ins for your e-zine, rather than single opt-ins. So what's the difference between the two?

"Single opt-ins" are subscribers who opt-in on a form on your website and immediately are enrolled in your e-zine's normal mailing process. While this makes it much easier for subscribers to begin receiving your e-zine, it is also considerably more prone to abuse.

If, for instance, you have a competitor who wants to put you out of business, all they have to do is scrape a list of email addresses from various places around the Internet – and then begin filling them into your opt-in form. Since subscribers do not have to go through a confirmation process, they will immediately begin receiving your e-zine. After 2-3 issues, there's a good chance that many of them will report your e-zine as spam, since they have no interest in reading it and since they actually didn't sign up for it in the first place.

Now, while this sounds frightening as an e-zine owner, this case is often considerably over-stated. This rarely happens. And, if someone is out to get you this bad, there's a good chance they'll find a different way to do it – to destroy your business or at least attempt to do so.

Now, the alternative isn't great, either, but it is clearly the better option. "Double opt-ins" are subscribers that are required to fill their details into an opt-in form and then confirm that they opted-in from their email address. If they don't confirm it, then they wont actually receive your e-zine, which means there's a much smaller chance you will get reported for spam.

However, there is a downside to this alternative: if you don't carefully explain to your customer that they will be receiving this confirmation page, they might think it is spam and delete it. In fact, you may find that as many as 1/3 of your subscribers will not double opt-in. In the end, however, this may be a gain, rather than a loss. If someone isn't web-savvy enough to differentiate an opt-in email from spam, there's a chance they might end up reporting your e-zine as spam sometime in the future, rather than simply opting out.

Chapter 5:

Making Money From Your E-zine

5.1 Selling Advertising Space in the Compounds of Your E-zine

When you create an e-zine, one of the most important questions you must ask yourself is how you will monetize it effectively. If you start your e-zine without some plan to bring in money, your project will probably run you into debt before it produces any real results.

One of the ways in which you can generate revenue for your e-zine is by selling advertising space in various areas throughout your e-zine. Traditionally, e-zine owners will sell advertising in four different places: the top, the bottom, the middle, and as the "body."

Bottom ads or "bottom sponsor ads" are generally the worst converters. This is because they are seen far less than any other advertisement. These should be priced lower than other advertisements.

Middle sponsor ads convert about as well as top sponsor ads. Both of those positions should be priced reasonably high because they will more than likely affect the largest amount of sales.

Now, the "body" advertisements – or "solo ads" -- are a full page advertisement that takes up the body of the e-zine mailing. In general, it is a good idea to avoid this type of advertisement, as it looks rather spammy and has a tendency to turn off readers. If you decide to sell this position, make the price high to avoid sending them out too often.

Now, when selling advertising space in your e-zine, you will want to distribute your advertisement to as many places as possible without paying a hefty price. Some of these places include various e-zine directories, which will actually list your e-zine for free. In your advertisement, you will want to include that you do accept advertisements – and you will also want to give a rough price range for advertisements in different slots.

Another good place to look for buyers for your advertising space is at business forums. You will want to include it in your signature and also in various "free for all" advertising sections of these forums.

5.2 Making Money from Endorsing Products to Your Subscribers

One way in which you can generate revenue is to endorse products to your e-zine subscribers. This might sound sleazy and ineffective, but it can actually work quite well, provided that you do it occasionally and select the right products and the right times.

The key to making money from endorsing products to your subscribers is to look for major launches that already have serious momentum. For instance, two large Internet marketing launches were John Reese's Traffic Secrets and Mike Filsaime's Butterfly Marketing. Both of these generated more than a million dollars in a short amount of time.

If you mention the next big launch to your subscribers, there's a chance they will have already heard of it – and have already considered it. If you have a good relationship with them, there's a good chance they'd rather buy it from you than a different affiliate or even directly from the product creator.

Making money from endorsing products to your subscribers will become considerably easier when you toss in a load of bonuses. But rather than purchasing one of those cheap bonus packages, instead look for products that offer master resale rights. Purchase those products and resell them to your list with "resell rights" included. If the products are actually good, this will be an excellent bonus.

Massive launches are a good way to begin making money from endorsing products to your subscribers because they are almost always a safe bet. Not only will they earn you a considerably large amount of money per sale, but they will also be a "safe bet" in terms of quality. If a big name business is launching a new product, you can be sure that it will over-deliver, especially if it comes with a big price tag.

However, making money by endorsing products to your subscribers can be done in other ways, too. You can also setup a joint venture endorsement or simply endorse affiliate products that you have already purchased and were satisfied with. Whatever you do, avoid lying or endorsing products that you haven't yet

tried. Not only is this unethical, but it might simply be bad business if the product doesn't deliver.

5.3 Other Known Methods of Monetizing Your E-zine

What are some other known methods of monetizing your e-zine other than selling advertising space and endorsing products? There are several, all of which will produce varying results depending on the demographics that comprise your industry and list.

One of the other known methods of monetizing your e-zine is using contextual advertisements. Rather than sending out the text of the e-zine in email format, you can send an email with a link to the e-zine issue. You can then include contextual advertisements around the e-zine issue.

This method isn't well known or practiced, but can be quite effective. Additionally, setting up your e-zine like this can also increase the back-end traffic you receive from e-zine subscribers. Rather than attempting to get e-zine readers to move from the email to your site, you can simply direct them there everyday, so they are more comfortable with it.

One of the other known methods of monetizing your e-zine involves using expert interview issues. Each month, you can interview some expert in your field, be it a business owner, professional, or instructor – and ask him/her to give some tips and talk about his/her best products. At the end of the interview, you can then include an affiliate link to that person's site.

Another way in which you can monetize your e-zine is by including lists of recommended resources for every issue. For instance, you could outline some specific technique, such as creating an auto responder series; and, at the end, you could include all of the tools and resources they should consider purchasing if they decide take this route.

If you use this technique, you will want to link to the list of resources, rather than providing a list of links in the email. The more links you have the email, the higher its spam score will be.

However you decide to monetize your e-zine, remember that your options are not limited to the most obvious or common methods; those just happen to be the easiest methods to use.

Chapter 6:

In Closing

6.1 E-zine Publishing Tips

If you knew nothing else about e-zine publishing, there are a few simple e-zine publishing tips that could make any list-building venture you initiate successful. I've listed some of the most important e-zine publishing tips below:

E-zine publishing tip #1: always, always, always give before you expect to receive; and do not ever ask to receive. This is a common marketing principle, but can never be stated enough, since it is rarely practiced.

If you want people to subscribe to your e-zine, give them something really good for free. If you want them to buy for you in the future, give th em excellent content and don't beg them to buy from you on a regular basis. They wont do that until they trust you.

E-zine publishing tip #2: always test everything. You don't know what does and what doesn't work. So what, right? Wrong... If you don't know ahead of time whether or not a subject line WILL interest subscribers, you are throwing money in the trash. So test when money isn't on the line – and then use what works when money is on the line.

E-zine publishing tip #3: spend time to get acquainted with your auto responder. Most people spend the time to quickly browse their auto responder's interface, but end up uploading their e-zine issues without having any real idea of what they can and cannot do with their auto responder. This is a major mistake.

An auto responder is one of the best tools you have as an Internet business owner. Make sure you know how to use macros, how to segment your list, how to track opt-ins, and how to use broadcasts. Again, without this knowledge, you are simply throwing away money.

E-zine publishing tip #4: figure out how to monetize your e-zine BEFORE you set it up. Money isn't everything, but your e-zine is nothing if it isn't solvent. You will end up abandoning the course if you can't find reasonable avenues through which to generate revenue. So do that first and THEN setup your e-zine.

If you follow these four crucial e-zine publishing tips, your e-zine should be successful, no matter what you are writing about.

6.2 Role Models E-zines in Internet Marketing

There are a number of role model e-zines in Internet marketing that can provide you with an excellent model to use for your current list – or for a list you plan to build in the future.

One excellent example of a role model e-zine in Internet marketing that you can use when formulating your own e-zine is the following:

http://www.ebizmodelsyoucancopy.com/resellrights/

One of the first things you will notice about this e-zine opt-in form is that it uses a number of the techniques we have already discussed. For instance, the copy is shorter than it would be for a traditional landing page. Additionally, it uses powerful, short reasons for opting-in. It also includes testimonials to gain the trust of the visitors. Two other important features are the elements of personalization, including the picture and the signature. These, too, gain the trust of visitors. Most importantly, however, it offers a completely free report for everyone who joins.

All of these various elements combine to form an effective opt-in page that will capture leads and introduce them to an e-zine that is designed to pre-sell the list owner and then sell his products.

If you want to learn more, you may want to opt-in to the list, follow the series, and see what other mechanisms are used pre-sell list members.

Another excellent role model e-zine for Internet marketing is Jimmy D. Brown's "List and Traffic," which you can find at the following URL:

http://www.listandtraffic.com/

Much like our first example, this opt-in form features a catchy headline, a signature, and testimonials. However, in contrast to our first example, this opt-in form uses long, rather than short copy. Additionally, like the first opt-in form, it also makes an attempt to quantify value gained.

What is important to note is that both of these model e-zines for Internet marketing provide excellent examples. Even though they contain different elements, they both work amazingly well in generating leads.

Recommended Resources

Recommended Payment Processors

2CheckOut.com – start accepting credit card payments from customers from several parts of the world!

Recommended Web Hosting

SOLOBIS – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Unannounced Bonuses!

Join the Pajamas Revolution! – How to quickly and inexpensively acquire your own product and be in business in the next 3 days and really, really market for maximum profits! **($47.00 value)**

Lifetime Access to ResellRightsMastery.com – Gain lifetime access to a collection of TOP quality Resell Rights products, Private Label products, templates, auto responders, Advanced Reseller Strategies, and much more, as a Gold member! **($197.00 value)**