

Build A Profit Pulling Ezine In 1/2 The Time



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Build A Profit Pulling Ezine In 1/2 The Time

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Table Of Contents

Introduction	3
Carlos Garcia	4
Bryan Winters	10
Diane Hughes	14
Teresa King	17
Eva Browne-Paterson	21
Harvey Segal	25
Gunnar Berglund	28
Lynn Toler	30
Stephan Bourget	33
Steve Johnson	36
Make Money With This Book	38

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Build A Profit Pulling Ezine In 1/2 The Time

Thank you for taking time to read this ebook. A few months ago I started a website, with the help of over 50 other people, which was going to be focused on ezine promotion and ezine building. We were going to create all of the tools that we could find to create the best list-building site on the Internet. We spent over \$5000 to create the most powerful system EVER developed. The site is called [EzineFire](#).

I also went to 10 of the most successful ezine publishers online, and asked them to tell me exactly how they were able to build their opt-in list. This ebook is filled with ideas that will help you find success very quickly.

Please take some time to read exactly how each of these people were able to build a profit pulling ezine, and how you can too.

Thanks,

Russell Brunson

P.S. Please make sure to visit [EzineFire](#) and test out our site for FREE. Here are a few of the dozen of ways that [EzineFire](#) will help to build your ezine.

- You can create unlimited ezine cover graphics with our ecover creator
- Unlimited use of our filter and format software to make sure that all of your ezines are formatted correctly and they will always make it through the filters.
- The most powerful subscription service online that will have people joining your ezine by the hundreds (also FREE!)
- An article database where you can find great content for your ezine and list your own articles for others to use.
- Find places to advertise, or sell advertising space by listing your ezine.
- And much more...

PLUS - If you don't have an ezine - no problem, we'll give you an autoresponder, and a professionally written ezine that is proven to generate a profit – Oh, and did I mention it's FREE? [Visit EzineFire NOW!](#)

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Carlos Garcia

Tell me about your ezine:

I run [Wealthy Secrets](#), which is a paid newsletter. It is geared towards those who are interested in starting a business online, but don't know exactly how, or are missing the necessary tools to successfully run it.

I provide people with all the money making tools they need to succeed, including unlimited autoresponders, ad trackers, and on going tools on a monthly service to ensure their long term success.

Approx # of subscribers:

I have about 5,200 subscribers right now

How long did it take you to gain that many subscribers?

6 months

If you were to start over now, how long would it take to gain that many subscribers?

It depends on the strategies I implement. I'm designing a new plan as we speak, that will let me bring in at least 5,000 new subscribers per month.

Next year I want to acquire at least 50,000 paying subscribers.

Anything can be achieved in this life, so long as you put your mind to it. ☺

How important do you think it is to have an ezine?

It is extremely important to have an ezine, because this gives you a chance and opportunity to generate your own members that care about what you have to say.

The reason I chose a paid membership vs. FREE is because I wanted to attract, and work with the more serious minded individuals, who want to truly learn and apply what it takes to succeed online.

Although it wasn't easy running the paid membership, since I encountered software issues that cost me a lot of sleepless nights. I loved the fact that it happened though, because I got to learn first hand, exactly what I wanted in a paid membership site software, and since no one else offers it, I'm having it built as we speak.

Build A Profit Pulling Ezine In 1/2 The Time

Of course, I can't get into the details and features, because it is absolute top secret right now. But, if you've ever been interested in capturing the residual value of running your own membership site, email me for more information.

But back to your question. ☺

It is also extremely important because you will have people that want to hear about what you have to say, and one of my biggest successes has been the fact that I let my members get to know me as a real person.

I inform them of my wedding plans, and the great people that I've met. People love the fact that they know that they're dealing with a live human being on the other end, it makes a huge difference in establishing your credibility.

What are things that have successfully helped to build your ezine?

The most important aspect of my growth, is the pre-built members marketing handbook that took me about 6 months to write and implement.

In it I have 3 different viral marketing tools, along with 25 proven marketing plans, to ensure one's success online. The secret is to have an easy to duplicate system that anyone with the desire to succeed can follow.

What are things that you have tried that have not helped?

My biggest obstacle has been finding a reliable programmer. From the marketing side of things, I've encountered a TON of obstacles. I look at failure with a positive attitude though, I always look for the lesson learned, and I also ensure that I don't make the same mistake twice.

I encourage people to make mistakes, because there's no better lesson than the one you learn yourself by "Trial and Error". I feel that it's better to make mistakes, then to never try at all.

At least with mistakes you're doing something, and learning from it. By doing nothing, you'll get nothing!

If you were going to start a new ezine – what would you do to make it as large and successful as the one that you have now?

1st – I would know exactly what type of audience I want to attract.

2nd – I would design a marketing plan to attract ONLY that audience.

Sorry I couldn't give you a more in-depth answer, but is the real thing that I would do. I would gear my marketing to the exact people that are most qualified to receive my message.

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This will do several things for you.

You will have the exact audience ready and eager to hear from you.

This audience will be far more likely to trust you, and be with you for the long term.

You will have the exact audience ready act upon your recommendations.

Even if your list is smaller, WHO CARES!

I would much rather have 1,000 people on my mailing list who care about me, and can't wait to hear my messages, instead of 100,000 random subscribers. In the long run my list of 1,000 will be far more profitable for a number of reasons.

What are things you do to get people to read your ezine?

I've structured Wealthy Secrets to deliver the products and services throughout the month. Meaning, there's no download area to download everything at once. If you downloaded 10 eBooks, or software products in one day, you're likely not to use any of them!

I've pre-written my autoresponder series for 1 year, and it delivers the products and services to all my members, no matter when they join! With the help of my autoresponders, Wealthy Secrets content is delivered on auto-pilot!

That is why I like to train people slowly, and keep them waiting for the resources to come. You can see some sample resources At:

<http://www.wealthysecrets.net/hotresources.php>

I'm also creating a video training series for my members, you can get a sample of the videos at: <http://www.wealthysecrets.net/artraining.htm>

What are things you do to keep your readers from unsubscribing?

I always over deliver!

People get at least 10 times their investment in products and services each and every month, as well as, they get to participate in a compensation plan that pays 80% Commissions. Those 2 combined are a powerful combination. :-)

However, no matter what I do, or how hard I try, there will always be people who unsubscribe, and I try not to take it personally.

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What have you found to be the best ways to advertise your ezine?

I reveal all in my Marketing Handbook. :-)

I will tell you this though....

I've made it as easy as possible for someone to spread the message about me and my newsletter, and compensate them really well for it.

This little strategy sky rocketed my site into the top 2,000 most visited at one point. Right now I'm ranked 3,781.

Advice you have for someone who is trying to start a new ezine?

My advice to anyone just starting out is to figure out what you enjoy doing, and make sure that the topic you will write about is something you are passionate about.

But most importantly, make sure that others are seeking the knowledge that you're about to share. Find the market first, and then write. Don't write and then find a market because you'll be wasting your time.

Don't be afraid to start, because the longer you wait, the further away you will be from achieving your goals. Be sure to do your research for weeks if you have to. It's better to be prepared, rather than spending months creating content which others may not even want.

Always keep in mind the following...

Figure out what you will write about.

Figure out how you can help others with your advice.

What type of information would your subscribers pay to get their hands on, and why? (Be sure to hit those hot buttons in your endorsements to your subscribers)

Be sure you have a reliable autoresponder service, this way you can rest assured that your list will be properly managed.

Make sure the service you choose meets all of the following criteria.

- Provides Unlimited Autoresponders
- Easy list management
- Provides Unlimited Follow Ups
- Lets you manage your list, no matter how big it gets!

My number 1 recommendation for an autoresponder service is AutoresponsePlus.com

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Luckily, my Wealthy Secrets subscribers get access to this service free of charge, without putting up with the installations costs, or headaches.

Don't be afraid to fail, because failure will eventually lead you to success.

I've failed over and over again, and that's why I succeed. –Michael Jordan

If the world's best basketball player (in my opinion) lives by this philosophy, why shouldn't you?

Your Partner,

Carlos Garcia

=====

Carlos Garcia is the founder of the famous "Wealthy Secrets" newsletter. Let him help you build a profitable home based business you can be proud of.

For just \$1 he'll give you all of the following:

- * Endless Autoresponder accounts (\$19.95/month Value)
- * Endless Ad tracking Accounts for ANY URL (\$17/month Value)
- * Brand New* Website Monitor Software
(Mark Joyner used to sell this for \$20/month)
- * Lucrative Monthly Commissions (80% Payout!)
- * Multiple Income Streams
- * A Full Blown Marketing Handbook
- * Viral Marketing Tools
- * Member's Only Support Forum
- * Confidential Internet Intelligence Manuscript by Mark Joyner (\$197 Value.)
- * Great Headlines Instantly (\$67 Value.)
- * eBook Monster Package with Rights (\$47 Value.)
- * Ezine Ad Solutions 2003 with Rights (\$27 Value.)
- * Classified Magic (\$25 Value.)

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* Ebook Sales Guide (\$25 Value.)

Plus, some HOT un-announced bonuses worth \$389!

Let's do the math, all of the above amounts to \$777!

That's not counting the fees the autoresponders, ad trackers, and the Website Monitor Software, which amounts to \$56.95 per month.

But, you can have it all for only \$1 today. Get all the details at [Wealthy Secrets](#).

Build A Profit Pulling Ezine In 1/2 The Time

Bryan Winters

My name is Bryan Winters, owner of www.pushbuttonpublishing.com, www.pushbuttonleads.com, as well as a few other Internet marketing related web-sites. This is what I do "full time", and I very much enjoy it. There are very few other income opportunities that offer the potential income and freedom of an online business!

Ezine Page:

<http://pushbuttonpublishing.com/pbmezone.html>

Approx # of subscribers:

----- (Tens of thousands.)

How long did it take you to gain that many subscribers?

----- It took me about a year to reach 20,000 subscribers.

If you were to start over now, how long would it take to gain that many subscribers?

----- If my focus were entirely on list building, probably 3-4 months or less.

How important do you think it is to have an ezine?

----- Extremely! A very large percentage of my business, and my membership base has come *through* my email publication.

What are things that have successfully helped to build your ezine?

----- It's a combination of factors. Running an affiliate program helps bring a great deal of my traffic, which in turn produces subscribers for me through a one-time pop up window prompting visitors to subscribe.

I also use co-registration services such as LeadFactory.com and PushButtonLeads.com

Further, I have a web page dedicated to my newsletter that I advertise.

You can take a look at it here:

<http://pushbuttonpublishing.com/pbmezone.html>

Build A Profit Pulling Ezine In 1/2 The Time

...As you can see it's very simple. But it's also very effective. I give away an *exclusive* free report as a bonus for subscribing. I advertise the page through ezine top sponsor and solo ads, as well as pay-per-click and traditional search engines. Basically anywhere I can.

What are things that you have tried that have not helped?

-----Hmm, well I haven't used these with the specific intention of building my list, but FFA's, untargeted traffic exchanges, safelists, and ad blasters never work for much of anything (except soaking up precious time) from my experience.

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps?

-----I would diversify! I would not use any one list building technique, but rather a variety of techniques - many the same as what I've described above. Not only does this bring in "multiple streams of subscribers", it also lends itself to a more responsive, higher quality list.

I would strongly consider starting a free or paid service, where the requirement is to sign up for my list in exchange for the product or service offered.

If a paid product/service, I would start an affiliate program with at least 2 tiers, and make sure to have a prominent subscriber form at my site.

Meanwhile I'd have the publication running at several reliable co-registration services, namely PushButtonLeads.com and LeadFactory.com

I'd also create a web page dedicated to my ezine, such as the example I listed above. I would list this page with the search engines, as well as set up a consistent pay-per-click campaign for it - through Google Adwords and possibly Overture.com as well.

For those starting out on a VERY tight budget I would recommend ezine ad co-ops (do a search on Google.com and you'll find quite a few). You can build a substantial list for *nothing* this way.

...And I always recommend participating in forums and message boards related to one's topic of business. Most forums will allow you to include a "sig. file" after each of your posts. In which case, a link to your ezine web page would be ideal.

Yet another very economical way to generate additional subscribers would be to create a viral ebook or report, with your sign up form or link to your ezine page inside. Pass on unlimited distribution or resale rights to the ebook or report, and as it gets passed along, your ezine receives free exposure.

Build A Profit Pulling Ezine In 1/2 The Time

Free list building services such as <http://www.subscriberdrive.com> can also be effective, if you've already got a web-site that receives traffic (that's the catch).

I would also list my publication with as many free directories as possible to bring in a couple hundred extra subscribers per month. (Again, search google.com for ezine directories and you'll find quite a few that allow you to list for free.)

What are things you do to make sure your subscribers read your ezine?

-----Quality content is # 1. Good exclusive articles are one of the best forms of quality content. Offer info that the subscribers can't find anywhere else. Or minimally aren't likely to find.

Offer a free gift every now and then too. Keep them on their toes in anticipation.

Keep in REGULAR contact. Send out a mailing *at least* every 21 days. Do NOT bombard subscribers with ads. Do not send out more than one or two solo ads per month (where all that is sent is the ad, with no other article or content). I've found that you can send out as many top sponsor style ads, as you want, as long as the article that is sent along with the ad is good.

Which means that really, you can advertise as often as you want. Even every day if your information is in demand.

The other factor is of course a strong subject line. I use the element of *curiosity* most often, in order to get readers to open the message. I do NOT use trickery, such as subject lines that read: "URGENT: Your Account is Past Due". And I don't see why anyone would remain subscribed to a publication that uses such tactics. It's amateurish.

Advice you have for someone who is trying to start a new ezine?

----Good question. I would first offer the fact that you do not need to be a great writer to succeed. Just research and become an expert on your topic, and offer the info that people want.

...If you don't know what your subscribers want, simply ask them. Send out a mailing that asks this very question. This will not damage your credibility. Just the opposite. It will let your readers know that you want to meet their needs as best you can.

Build A Profit Pulling Ezine In 1/2 The Time

I would also recommend places like ezinearticles.com, which offer a wide variety of articles with free reprint rights - for the times when writers block strikes, or for those who just aren't willing to write their own articles. You can still run a successful ezine with reprinted articles.

-Bryan Winters

I'll Not Only *Show* You How To Make
Your Living Online, I'll Also *PAY*
for the Resources Needed to Do it!

Click Here for the "All-In-One Internet
Marketing Solution":
<http://www.pushbuttonpublishing.com>

Unlimited Leads, Unlimited Income!
<http://www.pushbuttonleads.com>

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Diane Hughes

My name is Diane Hughes and I'm most known for <http://ProBizTips.com>. I'm 27 years old and have been doing business online for about 6 years now.

When I was 21 years old, I started my own online business (after much research and getting scammed). It wasn't as easy as I am making it sound ... just didn't want to bore you with the gory details! :o)

Tell me about your ezine:

My ezine is the ProBizTips newsletter at <http://ProBizTips.com>. It's a marketing/online business newsletter ... one among thousands, I know. I have managed to get my name as well as my newsletter's brand "out there" which has resulted in the success of my newsletter and income.

How many subscribers do you have?

Approximately 46,000

How long did it take you to gain that many subscribers?

The whole 6 years! :o)

Many people ask me this question along with "HOW" ... I can only come up with one explanation. I started out 6 years ago when online business and ezines weren't so rampant. I was one out a few hundred compared to thousands nowadays.

If you were to start over now, how long would it take to gain that many subscribers?

If I had to start over today? I imagine a lot longer – doing it the way I did, anyway. I used a few co-registration services, etc but most of my list is "home-grown" ... I didn't buy them and I didn't "harvest" them. That's what makes my ezine so responsive for advertisers

How important do you think it is to have an ezine?

VERY – I say this because it is my main source of income now. It is so important to keep a relationship with your website customers and visitors ... not only for sanity reasons (doing business at home can get lonely) but for income. Whether that income comes from advertisers or joint ventures.

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What are things that have successfully helped to build your ezine?

Co-registration services are great for beginners. Just be careful who you choose. There are a lot out there and some have proven to be a little “shady” and not so trustworthy. I have reason to believe that some services harvest their email addresses.

But this one is a good one and Marty offers great support ...

<http://www.viralmarketzone.com/leadfactory>

I also use pop-ups on my sites and joint venture with other publishers.

What are things that that you have tried that have not helped?

A long time ago when first starting the ezine, I purchased 500 leads. DON'T do it! I don't care if they promise you they are all opt-in, you'll find that more than 90% of them either did NOT opt-in or they're bad email addresses.

Talk about a nightmare of spam complaints!

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps?

1. Get a pop up going on your sites
2. Sign up with a good co-registration service to get you started.
<http://www.viralmarketzone.com/leadfactory>
3. Joint venture with other publishers (<http://www.ezinerocket.com>)
4. Concentrate on your ezine. This is something many people forget! They focus so hard on getting subscribers, that they forget that they need to KEEP the ones they DO get ... work hard on making your ezine unique and valuable.

What are things you do to get people to actually read your ezine?

1. I'm “myself” ... I talk personal
2. I have a weekly cash contest
3. I have a weekly, valuable freebie

Build A Profit Pulling Ezine In 1/2 The Time

What have you found to be the best ways to advertise your ezine?

“Word-of-Mouth” – get a good ezine going, get some joint ventures going – you won’t believe how fast and how effective “word-of-mouth” is on the web.

Advice you have for someone who is trying to start a new ezine?

Get a good, catchy name for it and think of a unique “selling” point – work on the ezine first ... THEN work on getting the subscribers.

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Teresa King

Hi Russell, thank you for having me.

I have been marketing online for about five years. My first year was very rough as I did not have much money to purchase the necessary things that I needed to make my business grow.

I did, however, learn a lot during that first year. So, I will tell people that not having money should not stop them from their goal, but rather, be a special challenge that they CAN resolve.

Tell me about your ezine:

Tips for Top's Newsletter was established approximately three years ago. I did not start one earlier because I was afraid of making a commitment to my readers. (Bad, girl. Slap me)

How long did it take you to gain your subscribers?

I have about 900 subscribers that I have had from the first six months I started my ezine that have never left me. It took me over a year to build my ezine to its first 1,500 members.

If you were to start over now, how long would it take to gain that many subscribers?

I think if that was my only goal to build my ezine, it would take me about two months to gain 5,000 readers.

I'm presuming that you mean I have no name on the net, and my one and only goal was to get subscribers to my ezine. And it would all depend on what kind of ezine I was going to start, and what else I was doing in a busy schedule.

How important do you think it is to have an ezine?

It's very important to have an ezine. Your newsletter readers are your customers, repeat customers and potential customers. They also bring you more customers. It's plain foolish to not keep in contact with your customers.

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What are things that have successfully helped to build your ezine?

Writing articles and getting those articles published in large and small ezines, and building my name so that people volunteer to sign up for my ezine.

Following up on my customers to invite them to my ezine. Some people automatically get the sale, and then add their purchasers to their ezine. I put mine on a previous customer list so I can offer them discounts on future products, or follow up on their recent purchase. However, I only invite them to my ezine.

What are things that you have tried that have not helped?

Going out on the street and dragging people to my house to sign up for my ezine. It just took too long :)

I joined a few programs to build my list, and discovered, that I was basically sending my customers to other people.

I had a pop-up and did not notice one bit of difference to my database of subscribers. I think that a person who is not getting a lot of hits to their site, would be rewarded for joining a subscriber program.

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps?

Day one: Create a Newsletter name that matches my website. And, keep it consistent. Get my own name out to the web every chance I get until it is branded.

Tips for Top from www.tipsfortop.com was what I chose before I knew as much as I know now.

If I did it all over again and if my name for a domain name was available, I would purchase my own name as a domain name. YES, it sounds a bit conceited, however, you need to get your name known. Your name is YOU.

In the olden days, a man's name was his honor and a handshake was all that was needed between two people. Their word was their pride. Represent your name well.

Create a newsletter on something that you know about, or are willing to study to "create the I'm an expert" attitude.

So, day one, choose your name, choose your subject and then set up your newsletter with a GRAPHIC and its name on the cover. TEST your script, and you should be good to go.

Build A Profit Pulling Ezine In 1/2 The Time

NEXT decide if you want to give something free to your new subscribers. This does bring more subscribers.

Write your thank you for subscribing email. Check it for typos and spelling errors. THIS IS YOUR FIRST IMPRESSION; spend a long time on that welcome letter.

TAKE a break.

Day two: GET busy. Set up a pre-launch! Offer something exciting for your first 50 members. Offer them something else, if they bring you a new member. Create a rule that they must give your newsletter a chance and stay for at least three issues. Most people have integrity and will abide by the rule. If they don't, you don't want them for a customer anyway.

Ask for help. Tell your friends to sign up and bring you someone.

What are things you do to get people to read your ezine?

I put out an excellent ezine, Russell.

It gets read. The one thing I do, that very few ezine owners do is, I get that article in at the top, uninterrupted for them to read. I don't play games. I get them information, regardless if they want to read the rest of the newsletter.

So, my newsletter starts out HI NAME, In this issue we have..... I list what we have, then first thing is the article!

My ezine has a homework assignment (many people need a little push, and getting an idea of what to do for the week helps them)

It has an inspirational quote, something free and a high quality article.

It also has a personal touch of about me at the end of it. (I get a lot of feed back from my readers on that aspect of my ezine. It is like they get to know me, and because they do, they want to share their experiences, and they trust me more because of it. I put in experiences that they can easily relate to.) I enjoy getting to know my readers, too.

What are things you do to keep your readers from unsubscribing?

I twist their ARMS and threaten to take their first-born!

I don't do anything to keep my readers from unsubscribing. I don't get many unsubscribers, however, once in a great while when I see someone leave that has been with me for a while, I do write them and ask them what's going on. The usual response is they are taking a break from marketing, or their work load is too heavy, with their family and their "real" offline business.

Build A Profit Pulling Ezine In 1/2 The Time

BUT what I DON'T DO is bombard them with unsolicited advertisements from me whenever I see something that might make me money. I very seldom send an unscheduled newsletter out. Something has to be really big or new, and useful to them, before I do.

I also DON'T sell advertisement space in my ezine.

What have you found to be the best ways to advertise your ezine?

Writing articles and submitting those articles to places that accept articles. Managing a free autoresponder service, where they use the service, however, they must subscribe to one of my newsletters. And, of course, the old faithful word of mouth.

Advice you have for someone who is trying to start a new ezine?

Get going! Be consistent. Don't be afraid to put an advertisement in your ezine. Write to your readers as if you are writing to one person. Make sure that your ezine is personalized. Give good value and never forget to have fun with your ezine.

Build A Profit Pulling Ezine In 1/2 The Time

Eva Browne-Paterson

I live in Australia with my family, about 1.5 hrs north of Sydney near the beach. I have been marketing online for over ten years. I've always had a fascination with computers ever since they came out and I've always worked with computers at my full time jobs doing such things as word processing, desktop publishing, web design, graphic design and manipulation, marketing, quality control, technical document writing and up to my last full time job as a business systems administrator. With an enquiring mind, I've always learned on a need-to-know basis and still do.

Tell me about your ezine:

I always wanted to write, craving journalism and writing poetry from a very young age. Publishing an ezine was a natural step for me to take online. After subscribing to hundreds when I was learning about Internet marketing, I decided to begin publishing EvieB's New-Z while I was on holidays several years ago.

I gave myself the goal of one year to establish my ezine and to make a regular income that could sustain me enough to give up my full time job, although I loved the job... I just wanted to work for myself and be at home more often. My dad was sick and I have children as well so being home more often would have its advantages.

One year later exactly, I handed in my notice and left my full time job, under good circumstances. I now actually work longer hours than when I was working full-time... Funny that! From dreaming about going to the beach, to finding I really do have a very high work ethic... But I'm making changes to what I am doing now and the way I do things to alleviate that as I'm still learning and always will be.

How many subscribers do you have?

Approximately 53,350

How long did it take you to gain that many subscribers?

18 months

If you were to start over now, how long would it take to gain that many subscribers?

Probably a lot quicker now that I know more than I did then. ☺ I think it's important to have goals, short-term and long-term. I kept beating my own goals, but I love a challenge and I'm competitive...

Build A Profit Pulling Ezine In 1/2 The Time

How important do you think it is to have an ezine?

If you want to build a successful business, it's vital that you have an ezine to communicate with your subscribers, customers and prospective customers. Having your own ezine is the only legitimate way to publish and provide a service to your target audience without getting accused of spam.

Publishing builds personal relationships with your subscribers, which in turn builds trust. You want to come across as a real person and you'll find that your subscribers respond well to that. Go out and start your own ezine today! It's fun – it's a challenge – and it can be very satisfying. Plus the friends that you make and the emails of thanks are worth every bit of the effort. 😊

What are things that have successfully helped to build your ezine?

Advertising, using ezine ad coops, co-registration and following up with personal emails promptly. Also making friends with other like-minded people in the business. It's not hard, if they email you or you email them, you only need to be genuinely friendly and you'll find that they respond well and remember you.

What are things that you have tried that have not helped?

I've always thought that every little bit of effort you put in goes towards the long-term success. If you're promoting yourself, it's positive. Anything positive helps.

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps?

Once the web site is ready (including disclaimer and privacy policy) and the mailing list is organized, I would use the software Ezine Announcer and add my ezine to the ezine directories and free ad announcers. This was one of the first things I did when I first started EvieB's New-Z. I still update my listings approximately every two months. I consider this as an imperative step because your ezine can still show up in search engines if you use the right key words.

Next I would start joining ezine ad coops and publishing the free ads from the coops in a special classified ad edition. Join as many as you can and publish as many ads as you are comfortable publishing in the edition. Due to FTC regulations, it would be wise to join ad coops that are FTC compliant and it is important that as a publisher you inform your subscribers that you reserve the right not to publish ads that make claims that can't be substantiated.

Start negotiating co-registrations with other ezine owners and also making use of link swapping. Write a slew of classified ads and start submitting them on a regular basis to the free ezines that you are subscribed to.

Build A Profit Pulling Ezine In 1/2 The Time

Use all those free marketing avenues out there to advertise your ezine and make sure you place the subscriber bonuses in clear view to attract the attention of the potential subscriber. Give them something worthwhile.

If you have some available funds, purchase some opt-in subscribers through a reputable source that uses your ad with an unchecked box to subscriber. If you're like me and had no money spare when you started, ask for some subbies for Christmas! My husband bought me 10,000 once and I was thrilled to bits about the injection into my numbers!

Start writing articles with information of value to the reader and get yourself known on the Internet. Make sure the resource box info catches the readers eye and gives them a reason to click on your subscribe link. And really tell them about yourself – don't be shy. We want to know about you!

What are things you do to get people to actually read your ezine?

I include click thru contests, feedback requests with a reward, random cash prizes for a specific task. I use advertising in the ezine in the prize range so people will want to read their ads. I also have an Editor's Pick where I choose the best original ad submitted and I publish it on the ad submission page until the next edition comes out. Most importantly I aim to publish items of high interest that I know my subscribers will want to read and gain something of value from.

What are things you do to keep your readers from unsubscribing?

I don't do anything. If someone wants to unsubscribe, that's their right and there's no way to stop it. What about people who subscribe just to have an ad published through a coop? Some of them will unsubscribe right after their ad is published because there's no way they can keep up with hundreds of subscriptions – not unless you're well organized, and most people aren't. I gave up worrying about that a long time ago. It's too stressful and not worth taking too personally – learn from it but don't let it upset you. I do know that my unsubscribe rate is ~2.5%.

What have you found to be the best ways to advertise your ezine?

I use ALL the methods of free advertising that I recommend to my readers. Every single one. Very rarely do I spend money on advertising unless it's a special deal going. Not that I'm tight, but I do so many favors for people, I find that they're quite happy to reciprocate by adding a link to my ezine on their web site – and quite often I don't even have to ask.

Build A Profit Pulling Ezine In 1/2 The Time

One of the branding methods I use is Letterhead for Email software - <http://www.letterheadforemail.com> - and the comments that I receive about having a letterhead in my email are amazing. People know who they're speaking with straight away and it builds trust much quicker. I advertise myself because I am my ezine. That's a very important part of advertising ezines. I always look for a photo of the person I'm dealing with and if I don't find one, I don't feel any closer to that person do I?

Advice you have for someone who is trying to start a new ezine?

Go for it! Just make sure you are organized. Organize your inbox so your email is filed automatically using rules. Create a document to use for advertising bookings so you know which paid ads to publish on which days etc. Keep a rough draft of your ezine handy for when you come up with an idea for content for the next edition. Don't just sit down with a blank head and expect to come up with an outstanding ezine.

Eva Browne-Paterson

<http://www.evieb.com/new-z.html>

Build A Profit Pulling Ezine In 1/2 The Time

Harvey Segal

I spent a career in IT, programming and management, before moving into Internet marketing in 1997.

I developed my first site [SuperTips](#) to provide resources and tips for the online marketer.

As such sites became more common and competitive I started to turn to ebooks and focus on niche areas and build theme sites.

My first major book was Guru Magic where I persuaded over 35 leading Internet marketing experts to reveal their top tips.

I have two theme sites

- [The Complete Guide to Ad Tracking Programs](#)
- [The Complete Guide to ClickBank](#)

and accompanying each site are the free books

- Ad Tracking SuperTips
- ClickBank SuperTips

My latest book is Forum SuperTips showing you how to profit from postings at forums.

I live in London with my wife Sue and teenage daughter Naomi. My favorite hobby is watching football (soccer) and I am a devoted supporter of Arsenal.

Tell me about your ezine:

I have a newsletter associated with each of my theme sites but my main newsletter is the SuperTips Ezine, which relates to the content of my SuperTips site so essentially it offers useful tips on Internet marketing.

I started the ezine with weekly publications and long issues containing lots of content and major articles, which took many hours of intensive work to create. But now I just send shorter issues when I have something useful to say. I find that some of the top publishers don't have regular schedules. You only really need to if you have paid advertising and have to meet deadlines: so one of the major decisions you should take before starting an ezine is whether you will have ads.

Build A Profit Pulling Ezine In 1/2 The Time

How important do you think it is to have an ezine?

Successful ezine owners will tell you that 'the money is in the list'. Once you build up a following who trust your judgment and advice you can then recommend affiliate products for example and earn substantial commissions. This is probably the number one reason why people produce ezines.

What are things that have successfully helped to build your ezine?

Nowadays I tend mainly to gain subscribers by mentioning my ezine in my books, but if I were to make a concerted effort these are the methods I would use.

- * Ensure there is a link to the sign-up form on every page of my sites
- * Include the link in the signature file of postings to discussion groups and online forums
- * Create an archive of past issues which gets submitted to the search engines
- * Promote via solo ads in other newsletters – which seems one of the best methods of advertising

What are things you do to get people to actually read your ezine?

There's three places where you need to grab the attention of your reader who may well be inundated all day with other Emails.

- * In the subject of the Email you can add a note indicating a key topic of that issue
- * At the start of the issue the reader does not want to be faced with a long section explaining about subscription options, disclaimers, etc. That can come at the end. Have the merest of information (date, issue number, publisher) then get started

If it is a long issue then a table of contents may be useful

What are things you do to keep your readers from unsubscribing?

The obvious answer is to provide good content and not appear to constantly plug products. But a useful tip is to end each issue with a tantalizing glimpse of what to expect in the next.

Advice you have for someone who is trying to start a new ezine?

- * Ask yourself why you want an ezine. If it is ultimately to make money consider how you will make it profitable. Will you have ads, will it be published to a schedule.
- * Try to base it on a niche area rather than a wide field where there may be more competition. Be clear who your target market is.

Build A Profit Pulling Ezine In 1/2 The Time

Example: if starting again I would not have a general Internet marketing site like my first, [SuperTips](#), or a matching ezine. But I now have ezines for ClickBank merchants and affiliates and for users of ad tracking programs.

- * Until you think your ezine will become successful you may want to start with a free mailing list provider such as Yahoo Groups but eventually you need to move to a professional service or product.
- * On the sign up page you should offer a clear benefit of why your reader should join up, rather than a basic 'subscribe here'. A link to any archives could help persuade them to join.
- * Keep the sign up as simple as possible. Just ask for name (or first name) and the mailing address. Don't forget to have a thank you page, first to assure the visitor that the subscription worked and then to offer any further follow up information.
- * Good style and layout are crucial. Regardless of the content your readers won't bother to struggle with huge blocks of text spanning the width of the screen, with no paragraphs, no breaks, no indenting.
- * Email each issue to yourself before publishing to check how it will appear.
- * A personal style of writing is very effective. If you are going to announce a product try to weave it into the content and flow of your narrative.
- * Here's a mistake I've seen even in top publications. The publisher provides unsubscribe information but not the subscribe information thinking that the reader does not need it if he already has a copy. But of course it is needed if you want to recommend it to someone else and also if you need to change your subscriber address.

Build A Profit Pulling Ezine In 1/2 The Time

Gunnar Berglund

Tell me about your ezine:

My Oldest ezine is a little over seven years old and I started it to tell about various opportunities, one of the things I get to do for clients is to join this or that mlm or other business opportunity and write a report to my client, in those cases that the job isn't confidential I tell my subscribers about it, how it works and the outcome, if I make money from it or not.

That has been interesting for my Swedish subscribers, since this kind of business hasn't been so well known in Sweden until the last 1 – 2 years or so.

Approx # of subscribers:

The “old” Swedish has 340,000

How long did it take you to gain that many subscribers?

7 years

If you were to start over now, how long would it take to gain that many subscribers?

I don't really know, I started my other ezine one year ago and it has only 4,300 subscribers on the other hand I never put that much effort in to making it big.

How important do you think it is to have an ezine?

The opinion varies, one of the points of having a ezine for most people is that they think they can send them solo ads several times a day and various offers.

What are things that have successfully helped to build your ezine?

In the beginning, I offered free ads to all new subscribers, I publish courses, the kind other people use a separate responder for as series in my ezines, and article-series, to keep the interest up.

Build A Profit Pulling Ezine In 1/2 The Time

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps? (This is the most important question – Please spend some time on it and let me know exactly what steps you would take – What are things that you would do that others might not do?)

Most people on the net think they have to grow a large ezine to have any success in their emarketing, but I think it will be easier to grow and achieve a good reputation so people want to read what you have to say, along with good courses.

What are things you do to get people to actually read your ezine?

Fresh (max one week old) articles and web promotion/ marketing tips and sometimes I publish things all people use to get email-addresses in the ezines (courses, reports and so on).

What have you found to be the best ways to advertise your ezine?

To write something that interest people and tell them where to subscribe and read more.

Advice you have for someone who is trying to start a new ezine?

Find something you are really good at and write articles in which your ezine will always be mentioned along with your name and where to subscribe.

Gunnar Berglund
The Meonit Gazette
<http://www.gazette.meonit.com>

Build A Profit Pulling Ezine In 1/2 The Time

Lynn Toler

I have been working online for almost 5 years now in the network marketing and the direct sales field.

Currently, I am a Marketing and Business Consultant and I represent different online companies who I have thoroughly investigated and done my due diligence to determine their level of support, honesty and integrity.

I am also a founding partner of the Online Consulting & Investigations LLC <http://www.spamattorney.biz> and am a committee member of Allied Ezines Power List Group , with that, I bring to you my knowledge, training, experience and love for my work.

As a member of the Online Consulting & Investigations LLC, I can offer you a 15-minute consultation in either Marketing, Business, or consult with you on the basic concerns regarding FTC regulations and disclaimers. Call me for your free 15-minute consultation - 813-814-1886

Tell me about your ezine:

Total Marketing News <http://lynntoler.com/nl/index.html> The latest in home business news both free and paid resources and business opportunities. Our goal is to help you succeed online by weeding through all of the hype and broken promises out there on the net and delivering to your inbox only profitable and informative content for your business. I have one GOAL "To Help You Succeed Online" I look forward to working for you.

Approx # of subscribers:

5000

How long did it take you to gain that many subscribers?

6 months

If you were to start over now, how long would it take to gain that many subscribers?

2 months

Build A Profit Pulling Ezine In 1/2 The Time

How important do you think it is to have an ezine?

I think it is of utmost importance. You MUST have a list in order to succeed online and a newsletter is the best way for people to get to know you and what you are all about. Before I had my own newsletter, it was such a struggle to succeed with my affiliate programs and business opportunities. I wish that I would have started my ezine the very first day in this business.

What are things that have successfully helped to build your ezine?

Buying leads and or subscribers and inviting them to become part of your newsletter has been the best way for me.

What are things that you have tried that have not helped?

I have tried the ezine directories and they did not work for me. However, that was in the beginning and I may not have done it correctly. I think I will try it again to see if things have changed at all.

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps?

Well, I think that you need to write like you would want to read. Write to people like you are talking to them and always provide good professional content. I would not procrastinate getting started. That was the hardest thing for me. I was so afraid of someone not liking it or one of my colleagues reading it and not liking it that I was scared to get started.

You have to start somewhere and the time to get started is always now. You can and will get better as you go along. You will learn as you go and can apply what you learn to make your newsletter better. You will not get any better at it by putting it off. I would also advertise my newsletter more than I did and do now.

What are things you do to get people to read your ezine?

I think catchy headlines that pull are very important and the obvious is to put great content. I also offer free ads to my first time subscribers. I have also added some things more recently that I enjoy reading in newsletters, like the funny side (we all love to laugh) and am going to add some contests here in the near future.

What have you found to be the best ways to advertise your ezine?

Safelists is a good place to advertise your newsletter, other people's newsletter especially if they will put you in their recommended reading section.

Build A Profit Pulling Ezine In 1/2 The Time

Advice you have for someone who is trying to start a new ezine?

Just jump in and get started, period. And read the tips above too :-)
To Our Success!

Lynn Toler
CEO/Publisher
Online Consulting & Investigations, LLC
<http://www.spamattorney.biz>

Build A Profit Pulling Ezine In 1/2 The Time

Stephan Bourget

Tell me about your ezine:

My eZine, BMI's *Internet Marketing Reporter*, helps people to succeed on the Internet. It doesn't matter whether they are new to Internet Marketing or a seasoned Pro, the tips, reports, and marketing advice they will find here will be a great asset to their online business.

Approx # of subscribers:

27,400

How long did it take you to gain that many subscribers?

2¼ years

If you were to start over now, how long would it take to gain that many subscribers?

8 months or so, less if I was willing to put more money. But I want to keep in mind the newbie who doesn't necessarily have much resources to invest other than time, and who'd want to auto finance his operations with advertising.

How important do you think it is to have an ezine?

I strongly believe it is of vital importance. It doesn't have to be an ezine absolutely, but you must build your list(s) and stay in touch with people on your list(s). I feel an eZine is a great way to do it while providing valuable content and building credibility and name recognition. Give and you shall receive. People buy from people they know, like and trust. Build the relationship and as long as you provide value, your subscribers will gladly buy from you.

What are things that have successfully helped to build your ezine?

Programs offering subscribers in exchange of the publication of their free ad and purchased leads are what helped me the most to increase my subscriber base. Much of them have stayed subscribers instead of opting out.

To learn about some of those sources of subscribers, you can visit <http://cc.bourget-marketing-international.com/advertisers.html>, especially under the sections titled eZine Advertising and Mailing List Builders.

Build A Profit Pulling Ezine In 1/2 The Time

If you were going to start a new ezine, what would you do to make it as large and successful as the one you have now? What would be your fundamental steps?

- 1) I'd get a good autoresponder and broadcasting service such as WCL's Autoresponder, available at <http://club.bourget-marketing-international.com> Why this one?
 - First, I prefer to use an online service instead of mailing through my own computer and using my resources.
 - Second, I get multiple autoresponders with unlimited number of messages all for the same low investment.
 - Third, WCL's Autoresponder includes a lead management system and a task manager, which are very useful as I'm going to incorporate my promotional campaigns all at the same place.
 - Fourth, I get much more than this system for my money, including access to a library of articles and resources on Internet marketing for which I'd be glad to pay a lot more just to get access to it. You can get an overview of it at <http://mlmmarketingcenter.bourget-marketing-international.com>
- 2) I'd prepare my first few eZine issues in advance, and create a template for future issues to make the process faster the next time.
- 3) I'd setup my autoresponder appropriately to automate subscriptions whenever possible.
- 4) I'd add my subscription box to my website.
- 5) I'd register for programs where I can get subscribers in exchange of publishing their ads.

See <http://cc.bourget-marketing-international.com/advertisers.html> for a selection of such programs (under eZine Advertising). The best one I found in terms of results is the Averdell Free Ezine Ad Co-Op at <http://snurl.com/averdell>.
- 6) I'd get subscribers from Vision Edition at <http://www.visionedition.com/inTraffic.php?Aff=532>

Build A Profit Pulling Ezine In 1/2 The Time

- 7) I'd get leads from Web Cash Leads (<http://wcl.bourget-marketing-international.com>) to whom I can both promote my business and/or send my eZine (as it is related to Internet marketing & making money online).
- 8) I'd continue to promote my eZine through ad swaps, bought ads in other targeted eZines, eZine directories, published articles, etc. I'd give an incentive like a free ebook or something else of value for subscribing.
- 9) In my eZine, I'd offer incentives to promote active reading: free ads, contests, etc.
- 10) I'd sell advertising space to auto finance my operations at first, then to make some profit.

What are things you do to get people to read your ezine?

Presently, I'm mainly giving away free ads.

What are things you do to keep your readers from unsubscribing?

Good content, free ad giveaways, special offers exclusive to my readership.

What have you found to be the best ways to advertise your ezine?

At this time, I've mainly purchased my subscribers or got them through my free ad offer (in association with programs mentioned previously). The best ones: WCL, Averdell & Vision Edition.

Advice you have for someone who is trying to start a new ezine?

Managing an ezine can be time consuming. Choose a frequency you can deal with. Automate as much as possible, and use a few programs to get a fast start with some significant subscriber base.

Build A Profit Pulling Ezine In 1/2 The Time

Steve Johnson

Tell me about your ezine:

I have an ezine I call residual income truth. I spend a lot of time exploring, testing, brainstorming and developing viral recruiting tools and I share what I find on my ezine.

Approx # of subscribers:

300

How long did it take you to gain that many subscribers?

About 6 months.

I spend a lot more time on the TOOLS AND MECHANISMS THAT ARE NEEDED TO BUILD THE EZINE THAN ON BUILDING THE EZINE ITSELF. Allow me to elaborate. It is my view that anyone can build an ezine, but once you have the ezine, all you have are its subscribers. Sure, you have begun building rapport and trust with them. Yes, as you grow, you will make sales.

That is the ultimate goal. But what about the NEXT 1,000 or 10,000 ezine members? How are you going to build those? If you simply spend your time and money building an ezine, you must spend that same time and money to build it to double (perhaps a bit more efficiently, of course but a lot of work)

So I set out to discover methods of building the ezine that would work even in my absence, and work indefinitely, and bring in vastly more people to my subscriber base a year or two from now than they ever could today.

What sort of tools are you referring to?

I am referring to viral tools, tools where you have not one person (yourself) or a few, but hundreds, or even thousands of people all actively building your list on your behalf.

Can you give us some examples?

There are several categories:

VLB's (Viral List Builders)

This type of viral tool is a site or web community designed to recruit an organization of people who all work towards one goal - to build a larger and larger downline that you (and they) have the opportunity to recruit into your primary ezine or mailing list). It is most often a free tool. www.ListGenesis.com, which I personally founded, is a good example.

Build A Profit Pulling Ezine In 1/2 The Time

Co-registration Communities:

These are sites that vary in their quality and internal tools, but essentially do one thing - they use a multi-tier approach to provide their members with a large degree of exposure (usually via popups) to ads for their ezine. A 1:1 ad ratio is common. This is also a completely free service in most cases.

EzineFire is a classic example of a co-registration community.

Brandible E-books:

These are small "how-to" manuals or informational products about timely topics of interest to Internet marketers and listbuilders that someone can "brand" with their own affiliate information, and re-release to the next group of people, who then sign up under their affiliate ID's, rebrand the book, and the process repeats, hence the alias for this type of book - a viral e-book. This is an extremely powerful technique. Also free to deploy.

Web site Accessories:

This is something of a catch-all category of tool that I would use when discussing tools like toolbar generators, generic instant messaging client/servers, web rings, and other "technical gadgetry"

Ezine article submission:

This one was missed, and isn't for everyone as it involves a certain degree of thought (or at least research) and a bit of writing skill. But there is an extremely viral nature to the process of submitting a hot article about something current to a variety of ezines, complete with links (usually allowed) back to your own ezine.

Build A Profit Pulling Ezine In 1/2 The Time

Make Money AND Build Your Ezine With This Ebook!

This ebook comes with full resale rights.

You may sell this ebook anyway you wish, either as a stand-alone item or packaged with other ebooks.

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You can also get a branded copy of this ebook, and you will be able to set up multiple residual income streams while you are building your ezine!

It won't cost you anything to brand this ebook! Just follow the simple steps below.

There are links for 5 affiliate programs in this ebook. 3 of these 5 are free to sign up for.

- EzineFire.com
- ListGenesis.com
- PushButtonPublishing.com
- PushButtonLeads.com *
- WealthySecrets.net *

* These 2 programs charge a small monthly fee to sign up. It is not necessary to join these programs to brand the ebook, but they are HIGHLY recommended.

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2. Download the file brandingebook.zip

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To brand the PDF file with your own affiliate link, simply double-click PDFBrand.exe and open your buildaprofit.pdf with it.

Once PDFBrand.exe processed and opened the PDF, you'll see a list of "tags" and empty fields.

Simply enter the appropriate affiliate IDs into the fields right next to each tag.

name = Enter your name or your website's name

url = Enter your URL without the http://www.

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fire = Enter your "Ezine Fire" Associate Number

listgenesis = Enter your "ListGenesis" Associate Number

pushpub = Enter your "Push Button Publishing" Associate Number

Note: Push Button Publishing has a separate sign up page.

pushpubsign = Enter your "Push Button Publishing" Associate Number

pushlead = Enter your "Push Button Leads" Associate Number

wealthy = Enter your "Wealthy Secrets" Associate Number

Once you're finished entering your IDs, click the "Brand!" button. The brander will then come up with a dialog box, asking you to automatically save the PDF under the name 'buildaprofit_branded.pdf' in the same location as the original file.

Click 'OK' to automatically save the PDF, 'Cancel' if you want to save it under a different name or in a different location.

If you have any questions, or are having problems branding the ebook don't hesitate to email me at dolores@dpcomputerproducts.com

Sincerely,

Dolores Pepper

<http://www.dpcomputerproducts.com>

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Now this ebook has your information in it. Whenever you give this ebook to anyone, they will be put automatically into your down-line for all of these 5 programs. This ebook will be a very powerful tool for you. Sell it, or give it away and start earning residual income and building your ezine!