

## **E-ZINE PUBLISHING MASTERY**

**Master the Art of Publishing Your Very Own Online  
Newsletter for Fame and Profits!**

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# **E-ZINE PUBLISHING MASTERY**

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**Chapter 1:  
E-zine Publishing Exposed!**



## Chapter 1: E-zine Publishing Exposed!

### 1.1 What is E-zine Publishing?

E-zine publishing is an **online magazine**. Much like in real life, it is simply a magazine that is delivered in a digital form. Most of the E-zines today are targeted towards Internet distribution and is meant to promote a website.

Normally, an E-zine usually caters to a particular niche or topic. It could be anything from 'How to make money online' to 'How to train your pet'.

E-zines are distributed to their subscribers normally through e-mail. Normally people send E-zines to be published on a consistent, pre-planned basis. For example, an e-mail will be sent out everyday, every 3 days, weekly, biweekly or monthly.

These E-zines are distributed using an autoresponder. An autoresponder is programmed for every subscriber to receive the e-mails in a chronological format in a sequential order.

This is the biggest difference between an E-zine and it's offline counterpart – an E-zine can send back issues anytime regardless of when the subscriber has opted in to the E-zine, the autoresponder will do its job of follow-up from the day the subscriber has opted in and will follow through until it's 'run' is exhausted.

Today, the majority of E-zines are website driven. It would be a surprising fact to know that the first E-zines were delivered on an electronic format such as CD-ROM and delivered to the subscriber's house by mail.

That was in the ‘stone age’ when the power of e-mails and autoresponders were not realized yet. But now, the majority of the formats stick with e-mails or they send out notifications (or updates) in conjunction with websites or blogs.

The e-mail usually contains the issue itself or a summarized format that ultimately links back to the original website for the main cheese.

There are two kinds of models related to E-zines – the free model and the paid model.

Many general interest E-zine publishers offer free access to all aspects of their online content while other publishers have opted to require a subscription fee to access premium articles or audio and video content (depending on the niche).

This does not mean that those free E-zines are not out there to make a profit. You can make a lot of money when you collect enough subscribers and you can sell them other online products. But the most important aspect of all is to collect targeted leads and compile them into your list.

There are other various sources of online profits that can be squeezed from E-zines such as promoting affiliate programs, building a relationship with your customers and gaining their trust.

Because you can’t talk face to face with a subscriber and neither can you have a cup of tea or a beer with them to build a relationship, therefore E-zines usually reflect the publisher’s offline personality in some way or another through the publication.

With millions and millions of websites and E-zines screaming for the attention of the reader, it is very crucial to structure your E-zine with good content. You don’t want your e-mails to wind up in their trash box so you have to be vigilant.



## 1.2 Why Publish an E-zine Today?

E-zines are one of the most popular Internet marketing methods available on the Internet. It is highly profitable and millions and millions of dollars in advertising space are sold on E-zines each year.

According to online research done by the IAB and PwC, the year of 2006 saw a huge rise in online advertising spending. They recorded a record breaking high of up to \$16.8 billion, and that is only counting the U.S. alone.

Furthermore, there are an increasing number of merchants moving their businesses online from their offline versions. Apparently, the competition offline requires them to have a paradigm shift and to move their businesses to a different medium. More and more of them are conquering different niche markets everyday.

So where does that leave us?

It is no secret that there are thousands of individuals out there making millions of dollars sitting around their computers in their casual clothes. They don't have to go through the rush hour traffic or fighting their way up buses and trains.

You can start a business at home and create a list of customers without meeting even a single one of them. In fact, you can build your relationship with them without even talking to a single one of them on MSN or Skype. Your autoresponder will do the job for you once your marketing system is in place.

And of course, who can forget the juicy profits? Once you have your loyal subscribers/readers eyeballs glued to your websites, it would be the best time for you to sell them your products or your services.

The list of online profits is endless. By promoting affiliate programs, you don't have to set up a single website if you wish not to. You don't even need to get a merchant account. Affiliate marketing is one of the biggest industries online. All you need to do is scout around for a profitable affiliate program before you start promoting to your list.

If your subscribers are patient enough to read your newsletter after 5 issues, you can be sure they are interested in the affiliate programs you have to offer.

Do you have a blog? You can earn thousands of dollars every month in your pajamas when you bring enough traffic and subscribers and what better way to convert them as one of your loyal readers through a well-crafted E-zine. Blogs are the in-thing online.

As a matter of fact, an Internet marketer without a blog would be viewed in the same light as an Internet marketer without an e-mail address. So E-zines combined with blogs will provide the magic formula of a loyal reader base.

You can even build a name for yourself as an online merchant. People rarely spend their money buying something from someone without credibility. Therefore, if you want to gain credibility in the eyes of your customers, get them to subscribe to your E-zine! Building the relationship with them is the key.

Your online profit funnels are endless. There are more than enough reasons why you should start to publish an E-zine. In fact, the right question should be 'How should I start my E-zine NOW?'

## **1.3 How Profitable is E-zine Publishing?**

Before we dive in on how much profits you can make, think about how much profits you can SAVE by starting your own E-zine.

Firstly, the only investment you will need is a domain name, web hosting, and an autoresponder account. Depending on your selection, your total cost will be somewhere between \$30 - \$100 a month.

Can you say, “DIRT CHEAP?”

I'm not kidding. You get your own shop (your website), your own unique house address (domain name), and your very own customer relationship manager (your autoresponder) all online working for you 24 hours a day 7 days a week.

Offline business owners drool when they are given such a figure (cost) and value! Sending an e-mail is literally free. You don't need to worry about postage costs, licking envelopes and paying the mailman to deliver your 'letters'. This is direct marketing heaven!

You are literally saving thousands of dollars if you were to compare the cost of starting a conventional business.

**Now let us talk about profits.**

How much can one make from E-zine publishing? Well, the answer is, as much as you want it to be and as little as you want it to be!

There is no technical figure that one can assign as to how profitable an E-zine can be. But there is one thing for sure; the income potential of an E-zine is UNLIMITED. Imagine having a subscriber list of hundreds of thousands of people. If you were to sell half of that very list a product worth a measly \$20, you could make more than A MILLION DOLLARS by sending one e-mail.

I'm not kidding. There are many top tier Internet marketers that have done it already and are making a consistent 6 figure income monthly while others have successfully launched 7 figure launches every few months.

This is not insane – in fact more and more people are jumping on the band wagon everyday.

Many individuals also claim to make about \$10,000 per month through online marketing (using E-zines and other Internet marketing techniques). However, we must bear in mind that this figure is meant for those who have put in the hard work and research and it is not something that can be done out of thin air – especially for those who are first starting out.

Regardless, E-zine marketing is a relatively low cost way to start out your Internet business. The only failures in this industry are those who quit. I don't guarantee that you might see money coming in during the first three to six months. Some even take a year to break even or worse – make their first buck.

However, this shouldn't discourage you because the profitability and low risk of E-zine marketing is something worth investing your time and money in.

The only thing you will lose is your time. Time spent in learning a new skill and building relationships with people online. Make sure you persevere and work hard without expecting to be spoon fed like a baby. The world would be your oyster!

## **1.4 E-zine Publishing: The Pros**

E-zine is definitely a gold mine for you to tap into. I will list down a few reasons why E-zine is the choice of marketing for many Internet marketers out there.

### ***E-zine is inexpensive to distribute***

How much does it cost to send an e-mail? Literally nothing! Compared to direct mailing, you are saving hundreds even thousands of dollars mailing free samples to people's houses. But the greatest value you will every find in E-zine marketing is this:

### ***The power of leverage!***

Unlike e-mail marketing (although both are closely related), you need to sit down and assign each e-mail manually, (not to every single subscriber – that would be suicidal! But to use your autoresponder each time you want to send out a unique mail), an E-zine is something you plan way ahead of time.

Your sequential autoresponder sends out e-mails even when you are not sitting in front of the computer in a pre-set sequence. That is one of the main differences between e-mail marketing and E-zine marketing. The power of leveraging is even stronger when it comes to E-zine publishing – you don't have to send the e-mail manually when a new subscriber opts in to your mailing list.

### ***E-zines can be constructed as an E-course***

Another powerful feature of E-zines is the fact that you can structure your sequential autoresponder to look like a powerful E-course. That is one feature that has earned many Internet marketers thousands of dollars.

You can write your own E-course – for example: sales strategies for newbies E-course (5 part E-course daily) or how to arrange the perfect date (8 part E-course emailed to you every three days to give you time to try out your newly learnt techniques on your date assuming you have a few girlfriends or boyfriends!)

### ***Used as a Pre-sell tool***

Another powerful feature of E-courses is the fact that you can build a strong relationship with a new prospect and educate them about the product that you are trying to sell to them. The E-course can be used as a pre-sell and it is very effective to get the job done. People who are pre-sold do not need much convincing when you pitch your sales letter to them.

### ***Customization***

You can easily customize your E-course. Just do the editing to your e-mails. You don't have to deal with any website or HTML at all if you want to amend the contents featured in your E-zine. You don't need to be a technical genius in order to operate your own E-zine.

### ***Short and to the point***

Not everybody has the time all day to read long articles. An E-course a day or every three days is enough food for a busy person – especially other Internet marketers who are already making money online.

Other marketers would rather get the gist of what you are selling to them and make their purchases immediately if they feel that your product will help them save time or make more money.

You will discover many other advantages when you actually sit down and customize your own E-zine.

## **1.5 E-zine Publishing: The Cons**

Just like any businesses out there, a newsletter or an E-zine is not immune to weaknesses. There are many benefits but many disadvantages as well.

One of the biggest problems with writing an E-zine is actually sitting down and writing it!

If you are not familiar with writing, you might take twice as long to put one together because of the research, writing time and grammar mistakes and typos you have to deal with.

It gets worse. If you don't have a clue to what you want to write about (or if you are not familiar with the niche and the jargon), you might even spend more than triple the time to create your own E-zine.

The worst thing that can possibly happen is if you were to publish an E-zine with bad grammar, you will lose credibility in the eyes of your subscribers. (They will think you are a weird person because your bad English will give them funny impressions on you)

And not to mention the fact that one day you might run out of ideas as well. Then, what will you do next?

## **DON'T WORRY!**

I am not trying to scare you away. In fact I'm preparing you for the dangers you might face so that you will have a very clear idea what you will be dealing with and once you have overcome them, mastering E-zines will be 'E-zy'!

One of the ways of taking care of this problem is to write your E-zine way in advance. If you can't write well, don't worry – you can outsource to ghostwriters and pay a one-time fee (it is a small investment considering that you are building your assets.) Just go to <http://www.elance.com/> or <http://www.rentacoder.com/> and you are ready to pick and choose your ghostwriter.

The best thing is, you get to take credit for the work these ghostwriters produce for you (even if you can't speak proper English at all).

You can always search for new content on the Internet. Don't worry about plagiarism. There is this saying that goes – **if you get your content form one source, you are plagiarizing. But, if you collect from MANY sources, you are doing RESEARCH!**

At the worst case, all you need to do is either quote the source, or re-word everything and you will have your E-zine ready.

At the end of the day, the only real problem you will have is to overcome the learning curve. But in reality, there is no challenge that the human mind cannot overcome. Just take your time to sit down and study your subject matter and create your marketing system. It is only one-off and your hard work will pay off.



## **Chapter 2: The Starter's Guide to E-zine Publishing**



## Chapter 2: The Starter's Guide to E-zine Publishing

### 2.1 The Tools You Need To Start an E-zine

This may sound like a no-brainer but you need to have a very CLEAR intention why you need to setup an E-zine. Many start an Internet business without knowing what or why they are heading into it (like holding a small candle walking around in a dark room). Therefore the most important tool you will need more than any machine or software – is the sheer desire to succeed at all costs.

The next thing you will definitely need is a business plan. Knowing the reason why isn't enough. Your business plan will be your blueprint that you will use to build your business around it.

Remember, those who fail to plan, plan to fail. If you don't have an idea what sort of market you are going to target, for example, a hot hungry market where people are willing to part with their money for your product and services, your E-zine would be pointless.

After you have your business plan cleared out, you need to have the basic computer tools that you will need to start off the right foot.

You will need a domain name, web hosting, a good autoresponder and list management software.

In addition to that, you need content. So that means lots and lots of content to get started. Why is relevant content important? Because you need to spend hours of

research when you start out on your first E-zine campaign. You must have content that you can use to play around with, tweak your E-zine and cross reference with or else you don't stand a chance against the competition outside.

Learn to separate your content into manageable chunks. Don't try and dump all your content in one e-mail – it is quite stupid because people generally hate reading long e-mails and the purpose of the e-mail is to pre-sell, not SELL!

With a domain name and web hosting, you are ready to start your website. Decide the theme for your website that provides a synergy that works well with your business plan and you need to get to work immediately.

**NOTE:**

You will be surprised to find out that a website is actually an optional component. Although websites increases one's credibility, there are tons of affiliate marketers out there who run E-zines without websites and are doing quite well actually!

Still, a website will get ranked on the search engines and will still provide you with an invaluable platform to get more and more subscribers.

## **2.2 Why Getting an Autoresponder Is the Best Asset**

An autoresponder is your salesman, customer relationship manager and your support manager all rolled into one. (Best of all, you are 'hiring' all of them without paying them even a small fraction of that salary!) Autoresponders work 24 hours a day and they don't go on lunch breaks like humans do.

If you spend your time trying to respond to all your customers' e-mails you will be in for a great shock! Not only will you have little time for product creation and marketing, your customers will become a very angry bunch because you are taking far too long to reply their emails! Customers can get really edgy at times and you must make sure you attend to each of their every need.

Therefore it is imperative that you invest as much money as possible into your autoresponder. It is your chief asset and your life will be much simpler with one.

There are many different types of autoresponders however. Some merely runs software that works with your e-mail program while other autoresponders work through the web host's server. Regardless of your specifications, the basic e-mail tasks remain the key feature.

Auto responders are great for your customers as well. In this NOW and INSTANT generation, everyone hopes quick responses to even their dumbest questions. A simple pre-set email can handle everything.

You can leverage the 'administrative' work to your autoresponder to send out the newsletter to your subscribers without doing anything extra,

Not only do auto responders cut down mundane work like basic e-mail chores and subscription responses, but they can also be very useful in sending batches of other information to a select group of people.

You can even customize the autoresponder to send out customized e-mail. For example, if your name is Kenny, the e-mail that is received on the other side will be titled – 'Dear Kenny', instead of a generic dear friend.

Remember that the sweetest sound in the world to a person's ear is their own name. A personalized touch will help you build a stronger relationship with your subscriber.

You can even do the same for a company name, group or any other criteria.

The most important thing about autoresponders is because you save lots of time and lots of money. How much is your time really worth? With more time, you can look for more business and get more autoresponders to do the job for you and help you make more money!

Either way, the choice of getting an autoresponder or not is VERY obvious.

## 2.3 E-zine Publishing Success Mindset

What is the most important success mindset you will need? Is it the motivation to get rich? Is it the goal to become the most famous person on the Internet? How about trying to corner the Internet marketing niche blocking everyone from sharing the pie with you?

Regardless of your goals (no matter how noble or how twisted it may be), there is one very important principle you must never forget.

If you read the book *'how to win friends and influence people'* by Dale Carnegie, you will find that **no one cares how much you know unless they know how much you care!**

This is a principle that touches deep at the core of each and every human being. It doesn't change when you go online!

Because the person on the other side of YOUR newsletter is a human being who reads your newsletter because he or she is thinking, "What's in it for ME?" If your

newsletter doesn't cater to their needs they will unsubscribe from your newsletter as quickly as they switch channels from a lousy television show.

You have to put yourselves in the shoes of your subscribers – **What's in it for them?**

The more you give, the more you will get back. Therefore, you must start by giving away free information that is actually HELPFUL for your subscribers. Try giving them a special report or information that will help them **SAVE MONEY, SAVE TIME, MAKE MONEY** or **SAVE EFFORT**.

Remember, it's not about you, it's about them. There are thousands of E-zines available on the Internet. As a matter of fact, there are people online who probably subscribe to 10-30 of these E-zines and are receiving 10 e-mails from all these people AT ONCE!

What makes yours different from the rest? People will only open your e-mail once you have gained their trust and established your credibility.

Once more success mindset you must always adopt besides helping others is to rule your business based on **creating value**. It might sound the same like what I've mentioned above, but look at it this way:

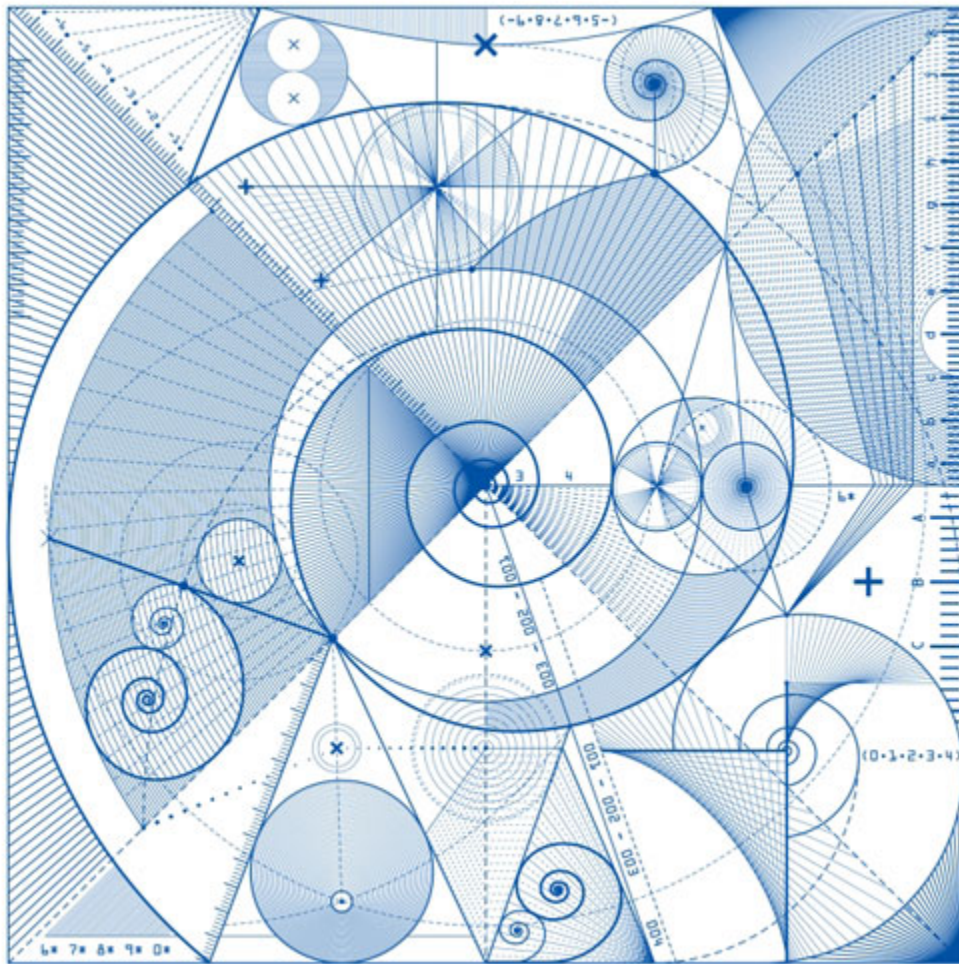
A good business is a business that provides value for others to the point that they are willing to pay ANY amount for it.

Good value benefits MANY parties at once:

- **The merchant** – you make money and gain satisfaction of course
- **The subscriber** – you educate them and help them

- **Your suppliers** – these are probably your ghostwriters or graphic designers. The ones who do the grunt work and help you build your business. When your products create value, you create more opportunities for THEM and they grow together with you.
- **Your subscribers' customers** – it helps your subscribers to help them
- **Your COMPETITORS** – yes you help them but in a way that benefits YOU because YOU become the benchmark that they will have to match up to and your raving fans will worship you for being No.1

# Chapter 3: Deciding and Planning Your E-zine Theme





## Chapter 3: Deciding and Planning Your E-zine Theme

### 3.1 Choosing a Profitable Theme with High Demand

#### *Deciding on which niche market to focus on*

When choosing a topic or a theme to publish your E-zine on, you must consider some important success factors that can determine how successful your E-zine will be.

Firstly, you must focus on a relevant, in-demand topic. Topic-wise, you will do well to cater to a starving market that will always want content on that topic. This topic doesn't necessarily need to be a generic topic.

Sometimes a niche topic with very few customers can turn out to be very good quality customers that will happily part with their money to buy the products (plus there are less competition in highly specific niches, you just need to search for it.)

Try to focus on writing non-time sensitive topics. In other words, topics such as relationships and dating are timeless compared to a topic such as 'Web 2.0' because the web is constantly changing and you won't know when 'Web 3.0' will be out any moment.

Information regarding the Internet changes every 18 months so what may seem like hot news will become yesterday's news within the blink of an eye.

### ***Timeless Niches***

Religion and love are niches that have been on Earth long before the Internet even came into existence. You can talk about those niche markets and they will never change. You can also try the food niche (There will always be people around who need to eat food therefore there will always be chefs around cooking for anyone with a stomach to fill)

Do a search on Google or Overture keyword search to find hot markets.

### ***Niche Potential Analysis***

If you used Good Keywords to mine for keyword phrases, you will get an idea how many times this keyword was searched during the past month.

The next thing you need to do take this number and start comparing them with other search engine traffic. It is like matching the demand with the supply to see if there are too many people fishing in the same pond.

Start by taking the keyword phrases and search them on Google (in "quotes") to conduct this test.

You don't even need to be an expert in those niches or used their products before. Have you ever seen an excellent salesman sell *women's* shoes to other *women* before? He doesn't need to wear them to sell them (unless he is a weird cross-dresser).

Try and find out what sort of affiliate programs are there for that special niche as well and try and structure your E-zine around it. If you are lucky enough to find the right niche with high demand and low supply, that means you are on the right track.

## 3.2 Getting a Domain Name with Hosting

### *A domain name*

A domain name is the web-address or the URL for your website e.g.  
<http://www.yourniche.com>

In other words, a domain name is like the **street address** for your house or the location that makes it easy for others to locate it (through the URL).

Remember that when choosing a good domain name, make sure that it is highly relevant to your niche and if you don't have a clear idea yet what domain name to get, make sure you spend a few hours researching on your domain name (some even take days to figure one out)

### *What is hosting*

Websites are stored on servers. These servers are called hosts. In order for others to retrieve information from your website, the hosts upload the information so you can see it on your browsers.

If a domain is the street address of your house, then hosting is the **land**, the physical location that your house is sitting on.

## ***Starting Your Website***

These are important tools to form your website. When you create your website, you must choose a GOOD domain name related to the niche you are focusing on and finding affordable hosting.

I will list a few examples on where you can find the best domain names, hosting packages as well as autoresponders.

### **[SOLOBIS](#)**

SOLOBIS is a fantastic 'all-in-one' package. They provide a personalized service for their customers in such a way that you don't need ANY technical skills at all to get your own website.

It provides a one-stop solution for all the tools you need above, and more. It comes with a website generator, 500 selections of templates, sales letter generator, opt-in form generator, pop-up opt-in form generator, Google AdSense creator, autoresponder, domain name and unlimited hosting package.

This is the best place to get started here because you will need is in one place. You don't need to look everywhere for domain names, hosting and autoresponders as it helps you to get started even if you are a total newbie to the Internet

### **[GoDaddy](#)**

GoDaddy is an Internet domain registrar and provides web hosting as well. They are one of the largest domain registrars in the world. You can purchase your own domain name here.

### [HostGator](#)

You can register your hosting here. Choose the best plan that you can afford after you purchase your domain name.

### [DreamHost](#)

Another hosting company that gives you fantastic hosting and some of their plans actually come with domain names included as part of their package.

## **3.3 Setting up Your Website and Autoresponder**

Here are instructions on how to set up your website and autoresponder for the first time. One of the best autoresponders available is [AWeber.com](#)

- **Decide on a theme**

Stick to a single theme, or a group of related themes. Don't mix and match everything and try to be as targeted to ONE niche as you can.

- **Match your theme with your chosen domain name**

Make sure you keep it short, simple to remember and include the keywords

- **Brand your website**

Make sure your website stands out from the crowd. The average person sees an average website and browses off somewhere else.

- **Optimize your theme for Google search**

Make sure your title for your website is a keyword that will get ranked easily on Google and people will want to search for it.

- **Further optimize your articles or blog posts for Google search**

Do the same for the articles you are writing on your website or blog post if the website you have created is a blog. As long as you have content lying around, Google's spiders will pick it up and lead traffic to your website.

Bear in mind, it's important that you write articles and information that contain your relevant keywords.

- **Selling Products on Your Site**

Make sure you have a killer sales letter ready. Your main product you plan to sell should be there once your subscribers have gone through enough pre-selling in the E-zine so that they are ready to purchase your product.

- **Advertising**

Get as many people to subscribe to your newsletter as possible, even if it means using Google AdWords to bring in traffic.

Now when it comes to the autoresponder, make sure you read the manual or the help file and really sit down and try and understand every single feature of it.

Different autoresponders have very different features and you owe it to yourself to know it inside out because it will make or break your E-zine.

Once you have completed the sign up process, load one email address into the autoresponders mailing list. That would definitely be your OWN e-mail address.

Make sure you put yourself in the shoes of a common reader. You don't want to screw up and have all your subscribers read all your mistakes like mailing the E-course out of the proper sequence or having the formatting come out wrongly. You have to work with it, until you know your autoresponder service inside and out!

I know this may take a little time, but believe me; it is far worth it than setting up your E-zine with all the costly mistakes. Doing so may also help you to tweak your autoresponder so you will gain and retain more and more subscribers!

### **3.4 Should You Offer a Bonus For Subscribing?**

A bonus is something you offer to new subscribers when they opt in to your mailing list. This bonus could be something like a special report to an audio interview or video tutorial. Basically a bonus could be anything digital that you think would benefit your subscribers greatly.

Whether you decide to give one or not, is entirely up to you. There is no hard and fast rule as to whether you should offer a bonus for subscribing or not because there are many different types of niches out there and it will be hard to determine what bonuses to give and whether giving one at all will help you and your subscribers.

Take for example:

Suppose you are building a niche around the network marketing industry. What kind of bonus can you give that will entice someone to stay on your mailing list? A free report on how to generate more leads? How to sponsor more downlines? A training call on how to prospect over the phone? Maybe even a video with a personal message from you on how to help them grow their business?

These are powerful examples that will entice people to opt in to your list while you try and position yourself as an expert in their eyes.

How about teaching them how to make money through investments? This could be a tricky topic because what stocks to invest in usually fluctuates over time. It is no point putting a special report telling people what stocks to buy if it is going to be obsolete after a period of time.

Unless you are giving tips on the CONCEPT of investing and the mindset and attitude of an investor (unchangeable principles), it would be rather pointless to create a special report on a niche that fluctuates a lot.

How about the dating niche? Dating niches are always full of tips on the Internet. However this niche requires you to give tips that are really practical because you are dealing with the feelings of humans. What makes your bonus so compelling that you would gain the attention of your would-be subscribers?

How about house cleaning tips? Do you think it is better to put those tips in your up-front bonuses or within your newsletter or E-zine?

Either way, these are important issues to think about that only you would know whether offering a bonus is feasible or not. Building your business requires planning and once you plan which is the most feasible route, you must act on it.



Bear in mind one thing; never offer your best information upfront unless you have something really good installed for your subscribers. You would want to save your best information for your flagship product and not to put them as a bonus.

If you give everything away, you will have nothing left and the subscriber usually doesn't appreciate it as much because they were given away 'free'. Customers usually value something they paid money for. So make sure you know how to structure your products well to bring in the right crowd.

### **3.5 Suggestions – Profitable E-zine Themes**

Here are some tips on how to create an E-zine theme in a profitable niche:

#### ***Internet Marketing related niches:***

- **Product or content creation**

There is always a shortage of good content within the Internet marketing niche. Content is king and good content will always be in demand. If you are a good writer or graphics designer, you can structure your E-zine around this theme. You can teach them how to write E-books or create special reports.

You can also teach them how to write sales letters to sell the products they have just created.

You can even create a bunch of ready made graphics for your subscribers as an incentive for them to opt in to your list.

- **List building**

Most people swear by this rule – the money is in the list.

You can teach your subscribers how to make use marketing techniques to opt-in to your list. Techniques like joining giveaway events, doing ad swaps and joint ventures are all some examples on what you can teach your subscribers.

- **Resell Rights**

Resell rights is one of the hottest Internet marketing niches. By teaching people how to make money with resell rights, you can pre-sell them so that when they are ready to become a reseller, you have ready made products for your subscribers.

You can structure your resell rights E-zine and package around other hot Internet marketing niches so it will create an irresistible offer for your people.

### ***Sales and Marketing Related Niches:***

- **Techniques on sales training**

Sales training is a lucrative niche. Millions of salesmen and women struggle daily with rejection, lack of motivation and closing sales. Of course, there are other sales people who are making LOTS of money in sales and would pay good money to take their sales skills to the next level.

If you are an experienced sales person, you can write an E-course on how to improve your sales and structure them within your E-zine.

- **How to grow your network marketing business**

A close cousin of sales and marketing is the intimidating network marketing industry. Network marketing is one of the TOUGHEST yet at the same time, one of the most LUCRATIVE industries out there.

There are millions of distributors who spend thousands of dollars on tapes, training and seminars on motivation and product training. In fact, some distributors are totally brainwashed by their teams that they would do ANYTHING to improve their business.

Therefore, an E-zine on network marketing tips would be a very good idea.

### ***Relationships and Dating:***

If you have your own unique content that is highly applicable, you can create your own dating E-zine. Relationship and dating is one of the oldest and timeless niches in the world. If your E-zine caters to DESPERATE people – people who are unlucky when it comes to love, those who don't have a boyfriend or a girlfriend or even those who wish to save their marriage (e.g. how to stop a divorce), you will make a lot of money.

### ***Money and Investment:***

You can write an E-course about financial planning. Build an E-course that teaches people how to invest in stocks and bonds, mutual funds, insurance and

---

real estate properties. These niches are always in demand and if you have experience in investments, you can come out with a good investing E-course.

### **3.6 Examples of Highly Profitable E-zines**

One of the most profitable E-zines around the Internet marketing niche is **the resell rights E-zine**:

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

This E-zine is very generous in the sense that they give away a very useful free report that gives really detailed insights on the resell rights industry and the marketing crisis faced when going against thousands of other desperate and cut throat resellers.

The report also teaches how you - or anybody - can stay on top of your competitors when it comes to reselling regardless of how low they sell their products.

There are also many tips that teach you where to get highly profitable resell rights products and how to start your business.

There is another E-zine that is highly profitable.

**The 9 Great Lies of Sales and Marketing:**

<http://www.perrymarshall.com/marketing/9lies2.htm>

This is a powerful E-zine by Perry Marshall. It is a highly controversial E-course that tears apart the fundamental teachings of marketing 101 and goes against the grain of conventional sales and marketing training.

Not for the faint hearted – this E-course leads you step by step to discover the obsolete methods used by sales people during the 80's. Techniques such as cold calling and driving out for miles just to meet up with your customers (who probably aren't anxious to see a sales person like you in the first place) are discussed and the viable alternatives such as finding ways to utilize the Internet.

He also talks about how sheer determination and hard work just isn't enough when the marketing system is flawed to begin with.

The way the E-zine is structured keeps you on the edge of your seats waiting for the next issue to arrive so if you want to create E-zines that sell, this would be a good model to follow.

One more E-zine that is highly profitable.

**The 10 Day Magnetic Sponsoring Boot Camp:**

<http://10days.magneticsponsoringonline.com>

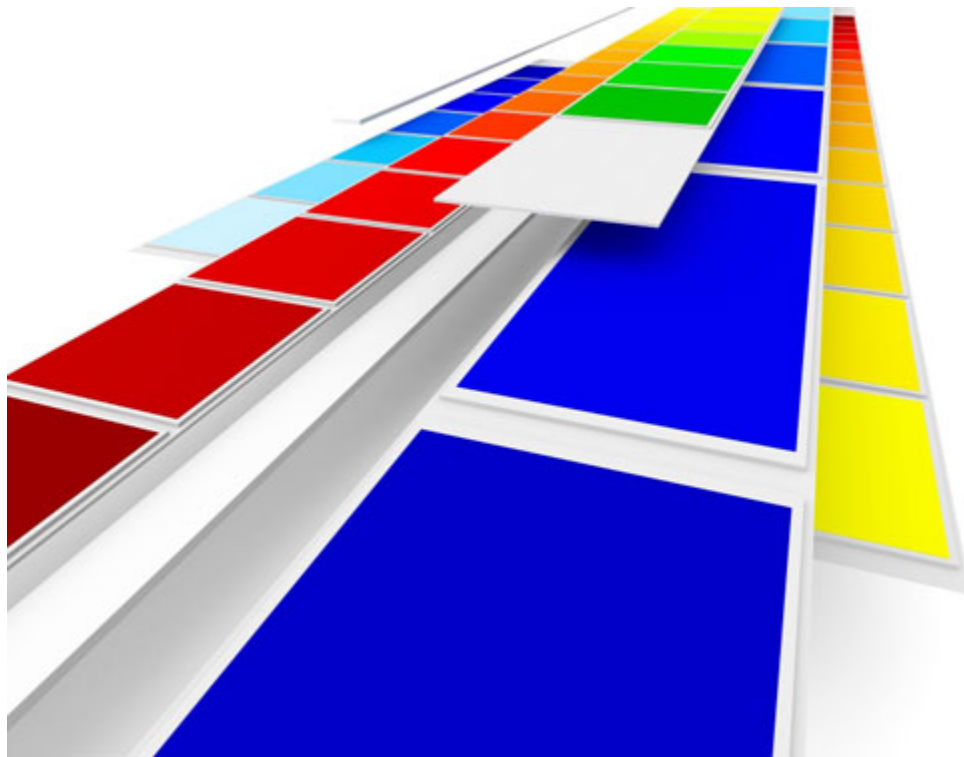
No matter what business you are in, without customers coming to you, you don't stand a chance.

This free 10 day boot camp is one E-zine that teaches the customer step by step how to increase the number of leads they get for their business (especially those with a home business), how to become the hunted instead of the hunter, and have customers and prospects literally calling you, with credit card in hand, ready to join.

This E-zine also teaches you how not to waste money on questionable leads about how to create laser targeted, endless free leads to whatever you are selling.

The structure of this E-zine is also quite similar to an E-course. It is also a highly profitable model to emulate as long as you know how to setup your content for daily reading. You don't need to reinvent the wheel, just follow the structure with your own content and your online riches will not be far away.

# **Chapter 4: Getting Content for Your E-zine**



## Chapter 4: Getting Content for Your E-zine

### 4.1 The Importance of Gathering Content In Advance

If you don't have content for your E-zine then what value are you offering to your subscribers?

Content is king. We have heard this term often enough, but the problem with people is that they try to take the easy way out. They don't take this principle seriously enough that is why the Internet at times is full of unwanted junk and spam sites.

Too many people are obsessed with getting traffic, getting their sites optimized for Search Engine (SEO) and flashing their affiliate links all over the Internet through 'spam' comments and worthless self-promotion. This is only a short term solution and you can't get long term results at all.

Did you know that good content gets ranked on search engines like Google because they now read the WHOLE web page and use it to generate matches? This is very important. As long as you write a lot more ORIGINAL content, you have a higher chance of getting ranked on the search engine.

Basically, you don't have to worry too much about traffic if your content is good. Your target audiences are humans, people who read and understand your work, not search engine spiders. In the Web 2.0 generation now, HUMANS represent the web and they are the ones who teach the web how to think.

Similarly, if you have good content, other websites may link to your content and



this will bring in even more visitors to your site. Links to your pages will also boost your PAGE RANK on Google and we all know how valuable a high page rank means to the webmaster in terms of search listing...

People hate reading an E-book without good content anyway therefore you must realize the importance of gathering content in advance.

The main reason for having good content remains, and it is an unchangeable fact – that it will make your website popular with your visitors and will give it a good chance of surviving and doing well.

When you get content in advance, you have many options. You can estimate the trends of the time and sort through what is considered obsolete information and what is considered flaming HOT in the market.

The next thing you can do is to divide your content into readable chunks. You don't want to dump all your information into one e-mail. That is very, very bad because you will confuse the reader and they will most likely have little interest in waiting for the next installment.

It is very important for you to put yourself in the shoes of your subscriber because they probably don't know the subject or the topic as well as you do (that is why they have subscribed to your E-zine in the first place).

Bear in mind, good content doesn't always need to be in the form of writing, pictures, audio interviews and YouTube videos are all good sources of content and you can be sure that using a combination of these will guarantee good readership.

## 4.2 What Type of Content should you be giving?

When choosing what type of content you want to publish on your E-zine on, you must consider some important success factors that can determine the flow and goal of your E-zine.

First you must consider the format that you want to publish for your E-zine. Publishers today use any one or more of these 3 most commonly used E-zine formats:

- Text E-zine
- HTML E-zine
- PDF E-zine

Each of these formats has its pros and cons and ultimately, it is up to you how you want to use them for your advantage.

If you decide to use text E-zine, make sure your E-zines are short and concise. Don't try and put too many words in a text E-zine because an e-mail should be short and sweet. Don't try and be long winded and try and sell your subscribers something over the Internet – it is very ineffective.

The good thing about text E-zine is that you don't have to spend too much time compiling e-reports or edit HTML to get people to read what you are trying to tell them. Remember, always use text E-zine to pre-sell an idea or a product. Lead them to your webpage or your sales letter to do the job. All you need to do is worry about the text.

The bad thing about text is that you can't put any pictures and unless your headline is a really powerful headline, it would be very hard to increase your

open rate (the ratio between those who open the e-mail you sent to them and those who don't)

HTML E-zine format requires a certain degree of HTML skills on your part, you can add more refined features to your E-zine issues, making them more appealing to your subscriber eyes. This will definitely increase your readership value, something that text E-zines do not have because you can't insert pictures into your e-mails (actually you can but pictures will cause e-mails to wind up in the spam folder if the file size is too large).

Even if you are not good at HTML, you can always use blogs. Blogs allow you to create the content without worrying about the form (in other words all the technical stuff). All you need to do is set your blog template and you can start blogging away.

What you can do is to use a combination of e-mails to lead your subscribers to your blogs or websites. You can decorate your E-zine format, change your fonts, include pictures, and more.

The last format I will discuss about is a format that is rarely used by others – it is the PDF E-zine. Publishing your E-zine in PDF format can consume a lot of time and effort on your part but it increases the perceived value of your E-zine by a lot!

Once you are done with all the formats, then you can decide what type of content you are going to put in regards to the format you have chosen.

## **4.3 Time Sensitive Content versus Static Content**

What does time sensitive content mean? It means that your information can be obsolete after a while – especially content on the Internet. It changes every 18 months or even earlier! Of course in any niche you are focusing on (whether they are time sensitive or not) you have to do your due diligence when it comes to market research.

There is no right or wrong on how you choose to apply your choices on this topic, what I am offering here are merely suggestions and ultimately, it will come down to you how to want to plot out your strategy.

If you are just starting out and you are producing your very first E-zine, you are encouraged to write static (or evergreen) contents such as short tips, mini stories and interviews.

The reason why this is more feasible is because it enables you to create content in advance so that you can conveniently dispense to your subscribers at a later schedule. You can rehash the content without making too many changes saving you valuable time.

If you produce time sensitive, you might have to throw away your content because obsolete content reflects badly on you especially to the keen eye. Publishing obsolete content will also affect your reputation with other joint venture partners.

Relationships and dating are niches that are non-time sensitive and always in hot demand (imagine the lonely souls out there). As long as your tips are applicable, you will never run out of subscribers.

If you decide to tackle time sensitive content head on, then you will do well to cater to a starving market that will always be on demand for the kind of content you offer. By searching through forums and blogs, you will easily find what

people are looking for. Do a search on Google for affiliate programs and check out what people are selling.

Don't worry if your information is not too unique. If you know something that 5% of the Internet population doesn't know, you are already targeting a hot market where the fish are biting! The Internet is so wide and if you play your cards right, you will know how to milk every cent from your subscribers even though not many people are interested in your niche.

The Internet marketing niche is also a place where there is hot demand even though the content is time-sensitive. This is also the reason why the Internet Marketing niche will remain one of the hottest niches there is, as products and services are created almost around the clock. There will always be resellers and more and more customers hungry for products and content to be sold.

As long as there is someone out there getting on the Internet and sick and tired of his 9-5 job, Internet Businesses cropping out like a mushroom and there will always be needs to be fulfilled.

Just do your research and you will uncover many untapped gold mines and new income sources.

## **4.4 How to Source For Content Legally without Creating your Own**

Creating your own content can be quite a challenge if you publish your own online newsletter or E-zine for the first time. It is even harder for those who don't have a flare for writing or those who don't know where to look for content in advance.

**Don't fret** – here are a few techniques on how to get your content in advance as you prepare your E-zine.

Besides writing your own content, you can get your own unique content by doing it the quick and easy way: by organizing an interview with an expert or leader regarding the theme of your E-zine.

As a matter of fact, you can do all these for free and since all the expert needs to do is share his experiences with you over lunch or a cup of tea. This can be easily arranged as long as you agree not to give them too much trouble or if you want to buy them lunch. (After all, you are the one writing most of the content, not the expert)

Another good method that you can use to gather all your content in advance is to get them via public domains. If you are not familiar with the term "public domain", "public domain" simply means any content that is no longer protected under US copyright law.

This includes ALL works published before 1923 and, under certain conditions, works published up to 1978. And in this case, we are referring "works" to written materials such as reports, articles and books.

You get to save lots of time and money by republishing and repackaging public domain information. You will be more prepared to start your E-zine with lots of content in your hand.

On top of that, you do not have to pay royalties or copyright fees on that work.

When all else fails, you can always turn to private label rights content. Private label rights means that you are given total access to the content. Depending on the terms and conditions, you can make amendments to the content.

You can change the title, change the authors name (and brand yourself in the process), sell them for profits and cut them up into articles or even compile them into one BIG book!

You can either purchase the private label rights on hot topics on the Internet or you can scout around for free membership sites that offer a lot of free private label rights E-books or articles you can download and call your own.

[NicheEmpires.com](http://NicheEmpires.com) is one such website where you can grab lots of quality content online and use them to help you further your business.

Once you get your hands on all the 'legal' products, you won't need to start writing from scratch. You can easily start your E-zine by chopping up some of the content and putting them proportionately into each issue. Later on, you can compile some of the information into an E-book and sell them to maximize your profits!

# **Chapter 5: Getting Subscribers for Your E-zine**





# Chapter 5: Getting Subscribers for Your E-zine

## 5.1 Submitting your E-zine to E-zine Directories

Once you have completed the structure and the content for your E-zine, then it is time for marketing! This step is very important.

In order to be profitable when it comes to marketing your E-zine, you have to gain lots of traffic. But not just any traffic, targeted traffic. You want the reader or potential subscriber to seek you out instead of you seeking them. Because you may not know what the user wants – you want them to make the first move.

Therefore, the best way is to submit your E-zine to E-zine directories starting with the free ones. You need to make sure you know how to gain as much exposure as you can therefore by starting out with the free ones first, you will have little risk.

Here are a few steps on how to get started submitting E-zines to their directories:

1. Do a search for "E-zine directories" on Google (remember to put in the "quotes") and go to all their websites.
2. Look for their application form and fill out each and every single one of them. Basically most E-zine submission request forms will look the same and differs only in terms of the basic information such as the name of E-zine, frequency of publication, publisher's name and contact information

- and opt-in procedures. Some may ask if you accept advertising or not. Just make sure you fill out all the information.
3. Some directories may have a waiting period. This period will usually take some time ranging from a few hours to a few days because the E-zine directory will want to review your content and approve it.
  4. Go to the submission page of the E-zine directory and list your E-zine. This will include a basic description of what your E-zine is about and who your targeted audiences are. Make sure you list everything in detail because you want the subscribers to know exactly what your E-zine is about and you will be able to assist them to see if your E-zine is highly targeted for their needs. After all, if you wrote an E-zine about training your dogs, you won't want people with cats to be in the E-zine (unless it is very generic about all pets – you must be very niche specific).
  5. Make sure you check your e-mail for an e-mail confirmation after filling out your initial application. Sometimes, you might have to search your SPAM Inbox and check if the confirmation link got caught by the spam filters. There are people who sit around all week waiting for the confirmation e-mail even though it is sitting in your SPAM or BULK folder for days. Only after you have clicked on your confirmation link will you be able to proceed to the next step.
  6. Keep checking back at the E-zine directory from time to time for news and updates (you can check out your competitors as well because their E-zines will probably be listed under the same category as yours)

## **5.2 Buying Advertising Spaces in Other E-zines**

Advertising on email E-zines, is becoming one of the most popular forms of online marketing. Many online marketing experts swear that most of their revenues come from a massive influx of subscribers from OTHER E-zines through advertising spaces located strategically.

One of the strongest reasons why people invest their money here is because they are relatively low in cost and highly targeted towards what you are trying to promote. By advertising on other related E-zines, you are drawing traffic from a similar crowd who are equally interested in what you have to offer.

The few key advantages of E-zine advertising is that they offer a strong factor that is unique to this form of marketing only in terms of life-Span, transferability, faster response rates and cost effectiveness.

### ***Life-Span:***

E-zines tend to keep in touch with their subscribers. Unlike e-mail marketing, you only send out ONE e-mail (and possibly another follow up or post launch e-mail), E-zine advertising sends out their current issue to all of their new subscribers in-between issues, giving your advertisement additional exposure.

But the main cheese is that these ads are never removed because people tend to send out archived E-zine issues every now and then with your ads stuck to them – therefore your ads have a very long lifespan.

### ***Transferability:***

Did you know that an E-zine is easily transferable? Many of the E-zine publishers

encourage their subscribers to pass around the E-zine to their friends, business associates, subscribers and mailing list for viral marketing effect.

The best thing is, your ads piggy-back on these E-zines and they are passed all around as well! Talk about riding on the shoulders of giants!

### ***Faster Response Rates:***

You will increase your response rates of your own E-zines when you advertise on specific E-zines who are in your target market.

Subscribers on OTHER E-zines of the related topic are usually people who are genuinely interested in those topics and are henceforth more interested in your ad.

Generally, increase of response rates of 10% to 30% have been reported using the right E-zine.

### ***Cost Effectiveness:***

If you wish to advertise on an E-zine, you can do it for a very small charge or even for free. Many E-zine publishers are very willing to offer free advertisements and sponsorships on their E-zines because they're very much like newspapers, magazines, radio and television and are more than willing to fill up those empty spaces.

### ***Word of caution:***

**Don't pick the wrong E-zine that contains 80-90% of ads and the remainder as content. There is nothing that people hate more than picking up a magazine full of ads!**

Here are a few points you must do your research on before you invest your time and money in buying advertising spaces.

Check out the Ads On the E-zine Before Advertising:

Check Out The Advertising Rates & Run Time:

Reply to a Couple of the Advertisers:

Communicate With the E-zine Publisher:

**And ALWAYS – double check your link (or affiliate link) to see if it works well or not.**

## **5.3 Swapping Ads – Get More Subscribers with Subscriber**

An Ad Swap is basically getting another list owner to mail YOUR advertisement to their mailing list while you mail THEIR advertisement to yours. This is normally done between people who have a similar mailing list size (or in this case, subscriber count to their respective E-zines).

Why this is also one of the best and most cost effective techniques is because you are not coming out with ANY money for this. You are basically swapping ads with each other and you are using subscribers to make subscribers!

You are actually cross endorsing or cross promoting each others offer to each of your mailing list.

The main goal of an Ad Swap is to rope in as many subscribers possible from the other E-zine publisher's mailing list to sign up for yours. You have to give some to get some so make sure you don't pick an Ad swap partner that promotes a product that is made of JUNK! You don't want to lose credibility in the eyes of your subscribers.

And the best thing of all, you don't have to repeated follow-ups with the same person, because You only have to do this with one E-zine publisher at least once, because his subscribers who are also now YOUR subscribers can now be followed up within the boundaries of your mailing list (they are YOUR people now and you can do whatever you want with them).

The main key is to be as aggressive as possible by performing as many ad swaps as possible. Build relationships with as many E-zine publishers as possible and soon, you will have a very huge subscriber list of your own – built free.

There are a few types of ad swaps you can attempt.

A simple e-mail will do, with a brief description on what your ad swap's partner is about and what you can find if you were to click on the link.

You can also do E-zine swaps at this website – <http://www.swapE-zineads.com/>. They are one of the first E-zine swap sites.

Another very good example of an ad swap is a blog swap. Normally it appears in the form of reviewing one another. When a blogger offers a 'Review My Blog' opportunity, all you need to do is write an informative write up on that person's blog and link him using a selected keyword.

In return, he will do the same for you by reviewing you and you will get traffic sent over from his website as well as each other's page rank on Google increased due to reciprocal linking.

Later on, you can link your E-zine to your blog and you can start funneling all the traffic from their blog into your E-zine.

There are many ways you can do this – the most important thing of all is also to use it as a platform to build relationships with other Internet marketers so that next time if you come out with any new products or E-zines, you can easily do another ad swap with them.

## **5.4 Tips on Increasing Your Subscriber Count**

Everyone wants more subscribers. There are many ways on how to increase your subscriber count. I will list them one by one:

### ***Use simple language and make subscription areas obvious***

If you want people to subscribe to your e-mail list, make sure you make it very EASY for them to subscribe. If your subscription area is very congested, you will make it very difficult for the subscriber to sign up and they will most likely browse to another page that grabs their attention.

You can try adding in the footer of every page of your website or blog a very large subscription area or link that people can navigate to. The subscription area

could be something like this: “To be notified by email when the blog updates, enter your email address here” or “subscribe to this blog via RSS using this feed”

The second thing you need to do is to make sure your subscription area is on EVERY single page of your website. Use eye catching headlines to get people to read it. It will drastically increase your subscriber count (a bit of copywriting skill is necessary here).

### ***Make sure your website has an ergonomic design***

Remember also that the layout of your blog must be ergonomic enough for the reader to navigate through it. Sometimes a reader does not subscribe due to the headline alone. You have to make sure they LIKE your website and you will have an additional chance to score with another subscriber if your website is user friendly enough.

Don't make them click here and here and there and everywhere else for them to grab your special report when they subscribe to your E-zine. If your design is not straight forward enough, you will turn away all your potential customers.

### ***Use a Squeeze Page as your homepage***

This model has certain advantages and disadvantages. If you put a squeeze page or a landing page as your main page, your subscribers have no choice but to subscribe to your E-zine before they can access your main page.

The good news is your leads are all quality leads that are interested prospects before they proceed into your main website (and you can sell them stuff because they are highly targeted).



This MAY turn people off because they are there to check out your stuff and not to get on another mailing list (they are probably on 20 other lists and receiving stuff on a daily basis). And another problem with this model is that many joint venture partners do not like having a squeeze page when they are your affiliate.

Your squeeze page doesn't guarantee that they will make sales if they send their subscribers to you and they will lose their subscribers to you as well so you have to be very selective with the model you choose.

### ***Make sure your website is optimized for SEO***

I won't cover in detail how to get your site to appear on the 1<sup>st</sup> page of Google (the discussion is too long), but as a general rule of thumb, make sure your E-zine's title is the same as the keyword a potential subscriber is looking for.

## **5.5 How to Reduce Your Un-subscription Rates**

You will have subscribers and you will have subscribers who unfortunately unsubscribe as well. Whatever their reasons may be, you must try and keep your un-subscription rates as low as possible (unless they are not in your target market or they are trying to give you a hard time and you owe it to yourself to kick all these useless people out of your mailing list)

If people are unsubscribing, there has got to be a reason. Could it be that your content is not interesting enough? Maybe they have lost interest in your E-zine? You have to find out why or else you are throwing away money.

Here are a few tips on how to maintain a good quality subscription list:

Scan through your database and look for phony e-mails. They may cause many problems for your list. You don't want to get an inflated sense of pride when you think you have a big fat list but all of them are ASDF@hotmail.com type of junk e-mails where nobody is at the other end.

If you don't delete them, you may also overload your autoresponder as you will be sending out tons of e-mails to useless people.

When someone unsubscribes from aWeber, they have an automated feature that collects comments from people who unsubscribe. You can see why they unsubscribe and how you can improve your services in the future (they might come back in the future – you will never know)

Remember to always send relevant content to your subscribers. Don't focus too much on your personal problems. You can talk a bit about your day, your struggles at the beginning but you must always remember to get to the point. Stick to your core purpose.

Also, do write in a tone that is favorable to everyone on the list. Of course, you can't please everyone but you can still keep a majority of them. Don't offend them if you can.

Also, you must have some respect and regards towards your loyal subscribers. They are human beings after all and your e-mails must be as personalized as possible. Don't try and sell too many things to them at once.

There are people who send out at least 3 e-mails a week but try not to go overboard because people don't like being sold to all the time and will most likely ignore your e-mail in the future.

There are a lot of other things you can do with your subscribers. You can have subscriber content with them. Give them more incentive to join your E-zine and

your list. You can also offer them many bonuses as well. Just take a look around the Internet and compare with others if you don't have an idea how to have a subscriber contest.

The most important thing of all is to involve them. Once you involve them and get them going, you will be able to retain most of your subscribers and reduce your unsubscription rates.

# Chapter 6: Making Money off Your E-zine



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### 6.1 Do what newspaper Companies Do – Advertisements

We have talked about advertisements before, but there is one thing you can also do is collect revenue – set up your E-zine and have your own advertising column, just like newspapers.

If you would observe how the newspaper companies do it, you will come to learn that the newspaper publisher hires reporters, writers and other important staff to create the contents and deliver the papers to their readers.

And not only that, the publisher himself has to invest regularly in heavy duty machineries and tons of papers in printing tons of newspapers on a daily basis. So they have to do their best to milk every cent of profit out of the paper.

And in order to ensure that the newspapers are delivered on time, the publisher appoints agents at every part of the covered territory.

I hazard a guess that there isn't a person on earth that can make a fortune selling the newspaper at a dollar or a few cents (some even do it for free). It doesn't even cover the cost of their operations and the maintenance of their machinery the staff or the rent!

So what happens? You guessed it! Selling advertising spaces! You have definitely seen lots of advertisements in the newspaper. The publisher simply sells advertising space in the papers to advertisers who want to leverage their

advertising efforts on the paper's high readership. Most of the time, they do this in order to beef up the number of pages so it looks like a 'solid' newspaper.

But there is one additional advantage for E-zine publishers; your production cost is not even 0.1% of a newspaper publisher (assuming that you don't spend a fortune paying ghostwriters to write the E-zine for you). And furthermore, you are dealing with a digital copy, not a physical copy. You don't need any paper at all. You don't even need to count the pages on your newspaper or make sure that every corner of the classified ads are filled with words or ads (you won't find any blank spaces in normal newspapers).

On the same note, you can make money the exact way from your newsletter: simply by selling advertising space to prospective advertisers!

If your mailing list size exceeds 1,000 (5,000 is recommended) subscribers and beyond, you can start selling advertising space for say, \$10.00 or \$20.00 per sponsor ad.

In this manner, you turn every issue you send out to your subscribers into a profit-pulling device. And since there is virtually no end to the stream of advertisers as products, services and businesses are cropping every single day in every industry imaginable, so are your money making opportunities.

The most important thing you need to do to find advertisers is to advertise on your website, your blog or even your E-zine itself. Make sure you build relationships with joint venture partners online and watch your profits fly!

## **6.2 Make Money as an Authority Figure**

In order to become an authority figure, you **MUST** stand out among the crowd! People usually trust an expert. So if you brand yourself as an authority figure, you will be able to make a lot of money.

Nowadays, it is very hard to sell something to someone when you're a nobody. Human beings will always look out for someone better, faster, stronger and more influential than they are.

***You HAVE to brand yourself as an expert in the eyes of your prospects.***

By branding yourself as an expert, you will be able to accomplish much more in less time compared to being a nobody.

The good news is that you can brand yourself as an expert in the eyes of others. Remember the 5% rule among of the Internet population and you **HAVE A MARKET!**

When you are online, make sure to get lots and lots of testimonials from others and that will further enhance your role as an authority figure. You can also solicit testimonials from your existing customers.

Here is a simple example on how a cat owner can become an 'expert cat owner' in the eyes of his or her subscribers.

Imagine that if you are a cat owner and you have your own special method to train your pet, you can compile this information into a book. You can create an E-zine with this title – "10 ways to train your cat" or "Discover the strategies to overcome your cat problems". Once you have sold enough copies, you can build on that success and brand yourself further.

You can decide if you want to create a special report (about 10-15 pages) for your book and give it away to others for free through E-zine advertising or forums that are related.

Always remember to strive to build relationships with your subscribers.

***By publishing your own E-zine, you are ALREADY building your credibility online and establishing yourself as an authority figure.***

You can publish your own E-zine even if you don't have a list yet. Just like there are article directories on the Internet, there are also E-zine directories on the Internet. You can write your own E-zine and submit them to E-zine directories where other website owners and E-zine publishers have access to them.

You can publish your E-zine to your website for your website visitors to peruse or download from your site while you build your list.

Even top Internet marketers make use of the E-zine directories. They are very busy people and don't always have the time to invest in writing their own E-zines. They do know, however, just how important it is for them to stay in contact with the members of their lists and that is where you come in.

Basically the most important thing you must do is to have first-hand exposure in order to effectively build your online credibility and paid advertising is one of the best ways to gain that exposure. Get started today!



## 6.3 Push Your Own Brand into the Marketplace

If you are new, you don't stand a chance when you are fighting against thousands of other merchants in the market place.

Most of the time, many people who struggle to make money online wind up going for AdSense or affiliate marketing because of the fear of being a merchant. They fear the support issues and they don't brand themselves well enough that's why they feel that they are better off promoting the products of others.

Let me be brutally honest here, even if you are an affiliate or an AdSense publisher, without pushing a brand into the marketplace, you will still face with issues of lack of targeted traffic and poor conversion (especially when you fail to build a relationship with your people).

You must take the market head on. You have to brand yourself and get noticed by others. Think of the millions on websites on the World Wide Web screaming for the attention of your subscribers.

The first thing you must do is to brand yourself as someone special. Brand yourself as someone OUTRAGEOUS. Your branding must be something unique so that people will remember you.

You must also have a PERSONAL domain name. <http://www.yourname.com>. If you don't have a personal domain name, you will not be able to push your brand into the market place without people remembering you.

Do you remember the popularity of the Numa Numa dance parody on YouTube? The reason why the first guy who did it was so popular was because he IS the first guy to parody the song and he was 'unique' enough to be noticed by

everyone. Everyone else tried to follow him and replicate the parody, but at the end of the day, who was the one remembered? Only the original one of course.

Therefore, you must be the first when it comes to everything. If you are in the Dog training niche, maybe you can call yourself 'The Crazy Dog Trainer' or 'Outrageous Dog Trainer Extraordinaire'. It may sound silly at times, but as long as people remember your name, you can easily push your brand into a saturated marketplace.

As an E-zine publisher what can you do? Start with a controversial headline. Perry Marshall got many eyeballs to subscribe to his 9 great lies of sales and marketing E-course all because his headline said "Most of the stuff they teach in Marketing 101 is nothing but a PILE OF CRAP!"

Does this kind of headline get your attention? If he had reworded the headline into something soft and not outstanding at all, you can be sure that his subscription rates will not be as high.

Get as much exposure as you can. Go out there and try not to be afraid of making mistakes. Sometimes, people can even remember you for your mistakes but you can still use it to your advantage somehow (think of America's funniest home videos – their blunders make them famous)

And most important of all, never give up pushing your brand into the market place, it may be difficult, but once your brand and your name is established, it will become very profitable.

## **6.4 Want to Start Charging For Paid Subscriptions?**

There may come a time where you would want to upgrade your free E-zine subscribers to paid subscribers. Getting Paid subscribers is a very good way for E-zine publishers to make loads of money.

If you have really good quality content, you can start charging people just to be a subscriber there. But you have to have a lot of groundwork put in for a paid E-zine. I will just list some basic principles on when to start charging for paid subscriptions:

### ***When you have built a good relationship with your subscribers***

Try not to ask people for their money if you haven't built the trust with them. Start with the free model first to gain their trust. You have to start off by selling them on your knowledge and credibility. You have to build your trust within the first 3 emails before you can attempt to upgrade them to a paid subscription.

### ***Use your free E-zine as a teaser***

Once you have built your trust and established your credibility with them you can start pitching your paid E-zine to them. In the free E-zine make sure you write content that is enticing but not giving away your best content there.

Keep your subscribers at the edge of their seats reading your free E-zine. After a few days (maybe a few issues later), announce to them the closely guarded top secrets of the niche are waiting for them once they subscribe to your paid E-zine. It is like a television drama, you want them to follow the series all the way to the end except that you keep the explosive finale behind a pay-to-enter curtain.

I am very sure you will be able to increase your conversion rates this way.

### ***Use a killer sales letter***

One other thing you can do is to put a link in your Free E-zine and get them to check out your paid subscription immediately. A well written sales copy will sell them on the idea of what a paid E-zine will offer to your subscribers.

#### **Build a paid list and sell them subscription to your E-zine as a bonus**

Not all the people on your list are paying candidates. Most are freeloaders and would not even fork out a dime for your best wares. There is a way around it. You can try building a different list and sell them low-ticket items. Once you have identified who your paid customers are, you can easily up-sell your E-zine to them in the form of an OTO (one time offer). Remember, part of the process of identifying who is within your target market – those who want your product and those who have money to pay for it.

**The most important rule to remember is to make sure that your content is top notch.** Don't try and offer information that is easily available on the Internet for free or it will defeat the purpose of writing a 'paid' E-zine in the first place.

# Chapter 7: Summary



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### 7.1 Is E-zine Publishing For Anyone and Everyone?

On the Internet, it is very possible to make money without selling any product. You don't need to be a marketing expert or a super sales person to succeed in E-zine publishing. You don't need to get a PHD or a doctorate so regardless of your education level; you can say almost everyone stands a chance when it comes to E-zine publishing.

At the end of the day, it is all about you. How badly do you want it? How far are you willing to go to make it work for you? Will you quit when you are faced with customer support issues or when your autoresponder isn't working (or when your website is down?)

All this will determine whether E-zine publishing is for you or not. Don't be a fool to think that without hard work and the right attitude, you will go very far in life.

As an E-zine publisher, not only can you easily achieve the benefits a conventional newsletter publisher enjoys without having to chop down several trees in the process, you can easily and conveniently spread your marketing influence and expertise to your base of subscribers from the shoes of an ordinary individual. You can brand yourself as the BOSS!

You don't need to invest a fortune to build your own publishing house. You don't need to hire any staff (except perhaps some ghostwriters and copywriters) and have any major expenses (besides your Internet connection).

You do not have to invest in expensive printing equipment, brick and mortar business, and hiring staff just to run your own newsletter publication, resulting in a lot of time, money and effort saved. So what could be better?

E-zine publishing is a dream business for anyone and if everyone knew how profitable E-zine publishing can be, they will jump on the band wagon immediately.

However, just like any other business, you must put in a lot of effort. Lots and lots of effort and clever marketing techniques are your bare requirements of publishing an E-zine.

The basic principles in an offline business will always apply in an online business. Principles such as good customer service, anticipating your subscriber's needs and helping THEM to achieve their goals. These are all part and parcel of any successful business that provides value.

Ask yourself if you can accomplish this? The only problem is with us. The 80-20 rule will always apply no matter you are in conventional business, network marketing, direct marketing or Internet marketing. Only a few will succeed and the rest are merely purchasing 'hope'. Hope that their measly effort put into their business will give them success. When they fail, they will whine about how difficult the industry is, how competitive it is but they will never take a good look at themselves.

If you have no love for the computer or the Internet, then don't bother – E-zine publishing is most probably not for you.

Having that said, only you will know the answer whether E-zine publishing is truly for you or not.

## 7.2 How to Grow Your E-zine and Profits

Just like a conventional business, an E-zine takes time to grow as well as it takes time to see profits. Rome wasn't built in a day and you will not see an apple tree sprout with a short period of planting it.

Those that have achieved massive profits come only after one has acquired a skill and the experience of operating a home business.

An E-zine is more like a recurring income. Just like a niche website – It is much more reasonable to expect an income from a niche site once you have been working for months to build internet traffic while signing up with good marketing affiliates to be somewhere between \$500-\$1,000 per month.

The income may not be a lot but bear in mind that this is a recurring income, this means you will make that much money off the effort you put into that one particular website.

It is the same with an E-zine because earning money with an E-zine is not like a one night stand. But once you have built up your subscribers, laid out your products to sell and create enough viral marketing effect, you can be sure that your E-zine is a set and forget deal. That is true residual income.

The most important thing for you is to work hard at the beginning. You have to sit down and write your material, arrange your content and setup your autoresponder. These are just the technical details and we haven't even got into marketing.

You need to use only one or two methods when it comes to getting traffic. Don't try and get everything. Most of the time, building traffic is like an airplane taking



off, you need a certain speed or momentum before the plane starts taking off. Anything slower than that and the plane will still remain on the ground.

Trying too many methods is like investing in 10 planes but all of them are traveling slowly on the runway. You would rather work on one method that will take off before moving on to the next one.

Once you have developed traction, you can start selling ad space while aggressively doing ad swaps at the same time. You can also scout around for important affiliate programs or sell your own products.

If you have a product that is highly targeted, something that your subscribers are interested in and will help them save lots of time, money and effort, then you will be able to see lots of profits in your bank account.

Once again, all this takes time.

You may expect to tweak your information from time to time. Be careful of time sensitive topics. You don't want to publish obsolete content. With proper pruning, you can expect to build a solid business after awhile.

All in all, E-zine publishing involves very little risks and the rewards for growing your E-zine is something priceless. You will gain fortune and a lot of satisfaction from helping your subscribers.

## **7.3 The Most Important Advice in E-zine Publishing**

There are many crucial success factors to publish a successful E-zine. Your attitude, your business plan, your target market and your PR skills are all very

important. But if I were to place my finger on the most important thing when publishing an E-zine, it would have to be this:

## ***STAYING FOCUSED***

Sometimes, hard work and determination alone isn't enough. You can work hard on your business but without focus, you will be busy like the ants (ants are all busy but what are they TRULY accomplishing? You don't want to be like the ants – being merely busy).

Staying focused helps you align your attitude. Staying focus will keep your eye on the target.

Staying focused will also help you when you are considering the Internet marketing strategies to apply to your E-zine. You cannot focus on doing everything at once. It doesn't work at way. When you are staying focused, doing only one thing at a time, that is when you will see the results.

Take for example – building traffic through joint ventures. If you like dealing with other people rather than search engines, you can focus on one technique and take it all the way.

Only a fool would try EVERYTHING (for example, building blog traffic while dabbling with SEO, AdWords, joint ventures, forums, article marketing, MySpace marketing and everything else all at once – it doesn't work this way!)

Staying focused will also help you when you are structuring the theme for your E-zine. Don't try to talk about too many things in your E-zine. You must focus on your target audience.

For example, if you are writing an E-zine about traffic generation on the Internet, don't try and diverge by talking about things that do not help you get more traffic or worse, something totally not related to Internet marketing.

You must remain consistent throughout the entire theme and you can only achieve true consistency when you are focused on what you are doing.

Also, when you are a focused person, you will be able to glue yourself to the task at hand when you are working on the net. Often times, there is a tendency for people with short attention spans to wonder off to other websites clicking on link after link wasting time surfing sites instead of focusing on their work.

This may seem like something trivial but in reality; it is also another reason why some wannabe Internet marketers fail – distractions (due to lack of focus).

If you are not a focused person, don't fret. Strong focus does not develop overnight. When you are new to a topic especially, you might lack interest in what you are doing but as you continue to develop your knowledge and your skills, you will learn more and become more and more interested in the topics at hand.

Building an online empire takes time. Never let your attention sidetrack while you are building your E-zine. Always keep your eye on the target and remain focus. You can't go wrong.