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# The Dr.Mani Collection

## An Article Collection About Ezine Publishing



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## **ABOUT THE AUTHOR:**

Dr.Mani has been marketing with ezines for **over 5 years**. Join his **FREE 7 day Ezine Marketing Email Course** and **discover the #1 secret of ezine marketing**:  
<http://www.EzineMarketingCenter.com/ecourse/>

Also get his free **Ezine Launch Monthly** newsletter from  
<http://www.EzineMarketingCenter.com/ezm/>

Or just send any email to  
[freezine@ezinemarketingcenter.com](mailto:freezine@ezinemarketingcenter.com)

## **ABOUT THE ARTICLES:**

### **Seven Mistakes Newbie Ezine Publishers Make ... And How You Can Avoid Making Them**

Speed up your ezine publishing success by doing it right -- the first time. A close look at the common mistakes novice email newsletter publishers make lets you learn how to stay away from them.

### **Ten Good Reasons To Publish Ezines**

Wondering if you should spend time and energy creating an email newsletter? Here are ten good reasons you should...

### **Don't Get Grief From Ezine Readers ... Ten Reasons To Always Use A "Double Opt-In" Policy For Your Ezine**

Ezine marketing is most effective when it is permission based. See why requesting permission twice from ezine subscribers will pay off handsomely in the long-term.

### **Get Absolutely Magnetic Content For Your Ezine**

Great content is the life-blood of an ezine. Here are several innovative ideas to find - or create - magnetic content to churn out an ezine that sizzles.

### **Design A Beautiful Ezine ... That Gets Readers Signing Up In Droves**

Well-planned, nicely formatted and elegantly attractive email newsletters draw readers into the content -- and entuses them to spread the word about it. Learn how you too can design a beautiful ezine...

### **Your Roadmap To Ezine Publishing Success**

Would you construct a home without a plan? Why then would you launch an email newsletter without a blueprint? Here's how to map your ezine success strategy -- before you begin publishing the first issue!

### **Make Your Ezine Look Fabulous ... No Matter What**

Getting an email newsletter to look great on all email software is hard work. Armed with this vital knowledge, you can create a 'killer' ezine -- quickly and easily!

### **How To Publish The Perfect Ezine? ... Reflections Of An Expert E-publisher**

Years of e-publishing experience distilled into a fantastic concise article that details the elements going into creating the **perfect** email newsletter!

### **Crystal Ball Gazing Ezine Publishing Predictions To Profit From**

Looking into the future of e-publishing is a favorite pastime of an idle moment. Ten trends you can profit from...

### **Why Do You Need Email Newsletters? 10 Reasons for every small business to publish an ezine**

Fast, cheap, simple and professional -- an ezine is the ultimate marketing vehicle for your small business. See why you should get started **today!**

### **BONUS ARTICLE!**

### **Why Some People Will Never Succeed ... No Matter How Hard They Try - And How YOU Can!**

What's the secret ingredient of success on the Web? An insightful look at the factors that set apart the small group of winners from the rest of the pack of 'also-rans'.

## Seven Mistakes Newbie Ezine Publishers Make ... And How You Can Avoid Them

Today the incredible effectiveness of ezine marketing in promoting online business is an open secret. It has also become extremely easy to [publish an ezine](#). And so any self-respecting e-businessperson has one.

With literally thousands of email newsletters clamouring for readers' attention, it takes something [extra-special](#) to get your subscriber's interest - and retain it long enough to sell them your product or service. Mistakes won't be tolerated. And you won't often get a second chance to impress.

In this highly competitive online business environment, let's take a look at some common mistakes newbie ezine publishers make - and see how you can avoid falling into the same traps.

### **Mistake 1 - Not planning or setting goals**

It's a mad rush right from the start. After reading so much about how important an ezine was in promoting her new Internet business - and discovering that publishing one is a piece of cake - Jane 'went right out and did it'. But after a month or two, she is drifting aimlessly.

The reason - she doesn't have any way to assess the success of her e-publishing efforts. Is 20 new subscribers a week good? Or bad? With 15 sales last month from her 1250 ezine readers, is her conversion rate average? Below? Or above? More importantly, where does she go from here?

Solution - Stop and plan before surging ahead. Decide what your aim in publishing an ezine is. If your primary goal is to sell to your readers, the numbers that are important are your sales conversion rates, profitability and responsiveness of your ezine's audience. If you want to extend your brand awareness, subscriber growth is the parameter to watch.

**Lesson No.1 - Set goals and targets first.**

### **Mistake 2 - Not selecting the right publishing frequency**

In a fit of optimism John decided he would publish a weekly newsletter. It was fun and frolic for the first few issues. But then John

found he was falling behind. He had under-estimated the effort each ezine edition would involve.

Now that his business was growing, he couldn't devote as much time to his ezine. Soon he was forced to delay his weekly edition by a day or two. Or more.

**Solution** - Make a reasonable estimate of the time and effort you will put into your ezine. Try creating a few issues to get a feel for the process. Then choose a relaxing schedule. If you think you can publish a weekly ezine, go for a monthly or fortnightly one at first. If you think you're ready for daily editions, begin with a weekly.

**Lesson No.2 - Make reasonable estimates - and begin with a convenient schedule.**

### **Mistake 3 - Not insisting on double opt-in subscription methods**

Jane wanted more subscribers. And she wanted them quickly. Surfing the 'Net, she found a service that offered to 'sell' her 1000 ezine subscribers for just 30 cents each - guaranteed. Jane leaped at the deal before looking into the details.

And got bitten. The email addresses that she was sold had been 'harvested' from websites and newsgroups - without the knowledge of the owners. Furious at being 'spammed', many sent her nasty email complaints. And one even reported to her ISP, which threatened to shut down her email account! Jane had a lot of explaining and apologizing to do.

**Solution** - Always get your reader's permission before sending them your ezine. To make absolutely sure you don't get blamed, ask them TWICE. This process, called 'double opt-in' is standard practice with ethical ezine publishers. When potential new subscribers sign-up for your ezine, they are sent a confirmation message.

Only when they reply to this message - thereby accepting your offer - will their subscription commence. It is also good practice to keep a copy of this reply on record, in case of future problems.

See how we implement this concept on our monthly email newsletter, **Ezine Launch Monthly** at <http://www.EzineMarketingCenter.com/ezlmonthly/>

**Lesson No.3 - Insist on a 'double-opt in' subscribing process. Keep all requests on file.**

### **Mistake 4 - Publishing in 'HTML-only' format**

John liked flashy, colorful email. With his always-on Internet connection and latest email programs, HTML-email looked great. So he published his ezine in HTML format.

The problem was that many of his readers lived outside the U.S. They had slow dial-up connections and old email clients. John's ezine took them ages to download - and they could only see meaningless HTML code in their email viewer. Not surprisingly, they asked to be removed from his ezine list. Hundreds of potential customers were lost.

Solution - Know your audience, their capacity and requirements. If most of your readers don't need - or want - HTML ezines, publish a 'text-only' version for them. And give them the option of selecting one.

**Lesson No.4 - Publish in both 'text' and 'HTML' formats. Give customers a choice.**

### **Mistake 5 - Not planning for explosive growth**

A great ezine can grow very rapidly. Readers will recommend your ezine to friends. If you learn and follow even a few of the powerful strategies Paul Myers describes in his fantastic guide, **The Amazing List Machine** at <http://www.EzineMarketingCenter.com/listmachine/>, you will see explosive growth of your ezine list.

In an amazingly short time, you could have thousands of readers. By not planning for such growth, you will miss out on many opportunities.

Solution - Imagine a scenario where your ezine has 5000 readers. How will you market your business to them? Now imagine this number growing to 50,000 subscribers. What would you do differently? What tactics and strategies, offers and discounts, co-marketing and joint venture deals will you put together?

**Lesson No.5 - Set the substrate in place - so you can move fast when the time comes.**

### **Mistake 6 - Not automating everything**

When your ezine has a few hundred subscribers, handling administrative duties manually is easy. But once this number grows to thousands, you could get bogged down with these tasks. This leaves you with less time to do what matters - marketing and growing your business, launching new products.

Solution - Automate everything - right from the start. From the very first subscriber-contact (sign-up request) until the last (unsubscribe request), all administrative tasks can be set on auto-pilot using software and technology. Auto-responders, database mining, mail-merging and powerful software programs can leave you, the ezine publisher, free to concentrate on important issues.

## **Lesson No.6 - Take advantage of technology. Make things easier on yourself with automation.**

### **Mistake 7 - Not optimizing ezine profitability**

It is the rare ezine publisher who can look back a year after launching his/her ezine and say "There's nothing I would have done differently". And more often than not, the regrets are about not making the most profit out of their efforts.

Ezine publishing throws up numerous revenue streams. Advertising, sponsorships, direct and indirect sales, paid- subscriptions and joint venture partnerships are just a few of the ways ezine owners can make money. But in many cases, owners are unaware of the power of their ezine as a marketing and profiting tool.

Solution - Invest time and effort in learning about ezine promotion and profiting from the various online resources and books. Here is a short list of the very best ones:

- Yanik Silver's [33 Days to Online Profits](#)
- Lee Benson's [Ezine Tactics](#)
- Jim Daniel's [Make Your Living Online](#)
- Corey Rudl's [Insider Guide To Marketing Your Business On The Internet](#)

## **Lesson No.7 - The more you learn, the better your leverage.**

Make no mistake! Your ezine's profitability will skyrocket.

Good luck.

## Ten **Good** Reasons To Publish Ezines

**Ezines are Universally Accessible, Inexpensive, Instant and Interactive.**

1. Gain name and fame, become widely known as the expert on your subject or topic
2. Develop many contacts, make new friends and grow your network
3. Cultivate a relationship with readers and invite them to your website over and over, ultimately converting them into customers
4. Get permission to contact your clients and customers regularly by email
5. Expand your customer base much more widely than you can with only a website
6. Establish a route of communicating regularly directly with your customers, maintaining contact with them over time
7. Promote yourself and your business quickly and easily while saving money
8. Give your customers timely, up-to-the-minute information
9. Increase brand awareness using your ezine
10. Make money in many different ways with your ezine.

## 'Don't Get Grief From Ezine Readers'

### Ten Reasons To Always Use A "Double Opt-In" Policy For Your Ezine

My friend Joe was very angry. He has just launched his ezine. Last week, he called me in a panic.

"My ISP is threatening to shut me down" he cried.

"Why, what happened?" I asked.

Slowly, working through his agitation and angst, I gathered that one of his ezine 'subscribers' had accused Joe of 'spamming' - sending email (or in this case, an ezine) to someone who had NOT requested it. It took a week of repeated phone calls and emails to his ISP before he could get back to his ezine publishing tasks.

**It could happen to anyone. Even you!**

And this made me wonder - Why would any ezine publisher 'spam' readers? Or even open him/herself to such accusations?

The simple answer - Many just don't know how easy it is to avoid.

In my book ["Ezine Launch - Creating 'Killer' Ezines"](#), I strongly emphasize the importance of the subscribing process. And that's what this article will do too - give you TEN reasons to keep your ezine subscribers happy, enthusiastic about your writing, and ultimately make them your most valued customers.

Do it right and you can play them like a musical instrument, get them to sway to your tune, listen to what you're saying, believe you, respect you.

And presto, you have yourself a new customer.

Once this trusting relationship is established, you can name your own price and your readers will order from you. Your sales will explode, profits will skyrocket.

But only if you do it right!

Today [unforgiving subscribers](#) are less tolerant of poor ezine design and administration. They vote for bad ezines by hitting the "Unsubscribe" button. The margin of error in ezine publishing is small.

That is why a tutorial like [Ezine Launch](#) is an invaluable tool, a hand-holding guide to your initial ventures into publishing email newsletters, leading you step-by-step through the difficult first steps to e-publishing success.

And well begun is half-done. That's where **Double Opt-In** comes in. What does this mean?

With double opt-in, you don't send out your ezine to everyone who asks for it - **until they have confirmed their request** by either visiting a website or responding to an email message. This not only verifies that the ezine request is genuine, it also provides you - the ezine publisher - with proof of this request.

To see what I mean, visit our ezine sign-up page at [Ezine Launch Monthly](#)

Detractors claim that with double opt-in you lose readers. True, some people who ask for your ezine may not re-confirm. But think about it - how many of them are likely to become loyal customers or long-term readers? What you're losing are the tire-kickers, the freebie seekers who transiently flit from one thing to another.

And that is a good thing. Because those that remain are the serious prospects, people who are really interested in you, your product, your service. They are potential customers.

So here are **ten reasons to go down a double opt-in route**.

With double opt-in, you can:

1. Attract the **most interested, responsive** target audience as subscribers
2. **Gain respectability** and professionalism for your ezine by behaving responsibly
3. Quickly establish a **trusting** relationship with readers
4. Ensure most subscribers will actually **read your ezine**, since they asked for it - twice
5. Enhance the value of your ezine to **advertisers** who can now reach receptive opt-in audiences
6. Improve the **effectiveness** of your ezine as a marketing vehicle for your own product and services
7. Have documented **proof** that subscribers asked to be included on your mailing list
8. **Avoid** mischievous people signing up someone else's email addresses for your ezine
9. **Save** yourself time and money otherwise spent handling complaints from angry 'subscribers'
10. Spare yourself the **anxiety and anguish** of being shut down by your ISP, or worse, legal action

For all these reasons and more, a double opt-in subscribing process is today's 'gold standard' for ethical and responsible ezine publishing. Short cuts work in the short term. In the long run, however, quality and professionalism in your ezine publishing efforts will reap the greatest rewards.

Here are a few more resources that explain the most effective ways to grow your list quickly -- and ethically!

- Jason Potash's [Ezine Announcer](#)
- Paul Myers' [Amazing List Machine](#)
- Dr.Mani's [Ezine Marketing Tips](#)

Good luck and happy e-publishing!

# 'Get Absolutely Magnetic Content For Your Ezine'

It doesn't matter what your ezine is about.  
Or how well formatted it is  
Or that you're the world's top expert on your subject  
Or that you have thousands of subscribers.

The single most important thing about your ezine is its **CONTENT**.

Well-written, compelling, exciting and motivating content is what creating an ezine is all about. If you write with passion, that very enthusiasm will communicate itself to your readers, energizing them, mobilizing them to action. Your content will determine your ezine's success or failure online.

## 1. Decide what content you will use.

It will depend upon your audience, their tastes and desires, and the topic of your ezine. Here are some suggestions:

- ⇒ Editorials
- ⇒ Feature articles
- ⇒ News clips
- ⇒ Reviews
- ⇒ Aggregates of the best content
- ⇒ Announcements
- ⇒ Website updates
- ⇒ Interviews
- ⇒ Special offers and deals
- ⇒ Interactive features [Ezine Launch : Creating 'Killer' Ezines](#)

## 2. Who will create your ezine content?

Will you create all the content for your ezine? Or will you have others do it for you? Or will you buy readymade or custom tailored content from a professional service?

There are benefits and drawbacks to each approach. Choose the option that is best for you. For more discussion on the pros and cons of using other people's content versus doing it yourself, see [Ezine Launch](#). You'll also get valuable tips on creating or re-packaging content for your ezine. If you don't know to write well, don't worry. You can get others to write for your ezine - for free! And they'll even thank you for it!

Here's why. Many good writers do not have an audience to read their articles. By offering to distribute their content through your ezine, you create a win-win relationship. You get good content for your ezine, for free! The author gets exposure to your readers.

**Now here's a secret tip:** Even if you don't think you can write very well, you can still create killer sales letters that will increase your profits by up to 837% using a simple set of fill-in-the-blanks sales letters. Just plug in your content and go. To learn more about "**Killer Sales Letters**", [click here](#)

This way you can mix your sales copy with a guest article and create a profitable ezine issue!

### **3. Doing it yourself - armed with these essential tips and secrets to content creation.**

If you decide to do it yourself, don't miss out on the ideas, tips and suggestions in [Ezine Launch](#) about creating crisp, effective content.

Here are some ideas to get started:

- ⇒ Translate your personal expert opinions into attention grabbing editorials
- ⇒ Write short, yet informative and educational articles
- ⇒ Leverage news stories into evergreen ezine content
- ⇒ Gather valuable resources from various sources and present it as packaged content items for your readers
- ⇒ Write reviews of products or services of interest to your readership, that catch your reader's attention and motivates them to buy
- ⇒ Write copy that brings readers back to your website over and over
- ⇒ Offer incentives, gifts, bonuses, freebies and prizes to subscribers to dramatically increase response to your marketing message

For some excellent suggestions and tactics to help you create high quality ezine articles effortlessly, and then use them to boost your ezine's popularity, check out Michael Southon's wonderful new ebook, [Ezine Writer](#)

And finally, here's another...

#### **Power Tip:**

Yanik Silver is an impressive online marketer. In an absolutely stunning ebook tutorial called "**33 Days To Online Profits**", Yanik and co-author Jim Edwards emphasize the role of ezine articles as promotional tools. In an elegant step-by-step description about

writing an ezine article, Yanik shows how you can kickstart those creative juices and churn out an article that sizzles - and promotes your ezine or product in the process. This one lesson alone is worth the entire price of this value packed ebook, "[33 Days To Online Profits](#)" - it sells for an incredibly low \$29.00. A bargain if ever you've seen one!

# 'Design and Lay Out A Beautiful Ezine'

(That Gets Readers Signing Up In Doves!)

## 1. Choose a catchy name

You might wonder what's in a name. The short answer - Everything. A catchy, descriptive, short and memorable name can do wonders for your ezine's success.

The name you choose should be relevant, representative and add to your business' brand value. And an important point - the same domain name for a website must be available!

For detailed instructions on choosing the perfect title for your ezine - including important details on how search engines rank ezines based upon their name - see [Ezine Launch](#).

Important Note: As soon as you find the perfect name for your ezine, order the domain name right away. Don't wait - someone else might grab it. You don't have to build a website immediately, you can simply reserve the name for later use.

## 2. Develop a layout including the various elements of your ezine

Having a well designed, pleasing and consistent ezine format adds to its appeal.

Most ezines are made up of a header, table of contents, the actual content, a footer and advertisements.

a. Header: The header element is at the top and includes the ezine's name, issue number, date of publication, a slogan or descriptive phrase and the website URL for the ezine.

b. Table of contents: A table of contents shows the reader at a glance what is in this issue.

c. Content: This is followed by the actual content, presented in an easily readable and attractive layout.

d. Footer: The footer is a standard set of administrative trivia including details about subscribing or leaving the list, location of the archive of past issues, copyright notices, legal information, feedback requests, author/editor/owner details and any other relevant announcements.

### **3.Experiment with different arrangements of the various elements**

View the samples in different email clients to make sure they look good in all.

### **4. Creating HTML ezines**

If you intend publishing your ezine in HTML or Rich Text format, you'll have to organize your ezine elements in a different way to make it look more attractive.

In [Ezine Launch](#) you'll find a detailed breakdown of all the major steps of ezine layout and design you must follow to make sure your ezine is both user friendly and sells effectively to readers.

Here are some of the essentials:

- ⇒ Make that crucial first impression that takes your reader's breath away
- ⇒ Use your ezine layout for branding your business
- ⇒ Make sure each issue is easily identifiable by using numbering conventions
- ⇒ You must offer a table of contents
- ⇒ Use links to draw readers into 'Buy' mode
- ⇒ Insert advertisements cautiously
- ⇒ Make it easy for subscribers to contact you
- ⇒ Get more subscribers by simply asking them to sign up
- ⇒ Design links and email addresses to be clickable
- ⇒ Determine the correct way to offer back issues
- ⇒ Use personal information to build trusting relationships

**Keep This In Mind:** The longer you spend planning and laying out your ezine and its content, the fewer roadblocks you'll run into later on. Plan for the future, factor in growth and the related needs, make the best use of existing technology, especially to automate everything. And always have your USP as the guiding light when you make decisions and alterations.

**Your ezine is an extension of your goals and ambitions - keep them in sharp focus always..**

# 'Your **Roadmap** To Ezine Publishing Success'

## **1 - Decide What You Are Going To Write About**

What are you good at? Think about what interests you. What are you passionate about? Do you have expert knowledge or experience in a particular subject or topic? Do people ask you for help or assistance with things? What things? What kind of help?

Finding out what you are passionate about is the most important thing as you plan your ezine's topic. Great success is almost always bred by great passion.

Do what you love, and you won't have to work a single day in your life (Learn how to brainstorm for the ideal ezine topic in [Ezine Launch - Creating 'Killer' Ezines](#))

## **2 - Study the competition**

Is there a need or demand for the information you plan to provide? If you're teaching people about solving a common problem, or bringing happiness and money, or relieving pain or stress, you're sure to have an audience ready to look at your offer. Maybe even pay for it.

Look for other ezines on the topic you plan to write about. How crowded and competitive is the market?

Studying your competition is a very skilled task that takes specialized insider knowledge to do well. Corey Rudl is one of the experts who shows you exactly how to do it. See Corey's [Internet Marketing Course Version 3.0](#) for step-by-step instructions, resources, and tools for researching your competition.

## **3 - Find out what your readers want**

Who are your readers? Which group or population are you targeting with your ezine?

Ask your customers and contacts what they would like to learn about. Visit discussion groups, bulletin boards and online forums where they gather and observe the topics and issues being debated. (See [Ezine Launch](#) for instructions and ideas about determining what exactly your readers are looking for.).

#### **4 - Determine your ezine's purpose**

Why are you creating your ezine? Is it to instruct and educate? Entertain? Market your product or service? Sell directly to customers?

Try and define this as clearly as possible before you start. The entire process of planning and publishing your ezine will depend upon its purpose.

#### **5 - Do you want to make money from your ezine?**

Yes or No? How much? How fast?

You can choose between three methods of making money

- selling your content (paid-subscription model)
- advertising products and services (affiliate program model)
- selling advertising space and sponsorships (ad supported model)

Learn more about these models and how you can adopt them in your ezine creating strategy in Lesson #3 of my free "**7 Days To Ezine Marketing Success**" course. To sign up send any email to [emailcourse@ezinemarketingcenter.com](mailto:emailcourse@ezinemarketingcenter.com) or submit the online form at <http://www.EzineMarketingCenter.com/emailcourse.htm>

#### **6 - Write Your USP**

If you've followed the steps above, by now you should be able to write out a short statement (25 to 50 words) explaining your plans for your ezine. People are more likely to sign up for a newsletter with a clearly stated purpose.

# 'Make Your Ezine Look Fabulous'

(No Matter What!)

Did you know that up to 95% of your ezine subscribers may not read your ezine - *unless it is well formatted?*

Email clients or programs are much more variable than web browsers in the way they display messages. So getting your ezine to look great on every one of them is a forbidding task.

Far too many ezine publishers simply neglect this critical issue and put together an ezine that looks alright on their email program. By understanding the pitfalls (and by using the valuable lessons in [Ezine Launch](#)) you can work around most of them.

## 1. Learn all about elements of ezine formatting

The elements of ezine formatting that pose a challenge to you, the ezine publisher, include:

- ⇒ Choosing a line length that will not wrap awkwardly
- ⇒ Making Website URLs and email links clickable
- ⇒ Limiting file size
- ⇒ Using special formatting tags
- ⇒ Applying different fonts
- ⇒ Creating an aesthetically appealing format
- ⇒ Publishing in ASCII text as well as HTML or Rich Text formats

## 2. Create an ezine for the lowest common denominator:

Use a text-only editor like Notepad instead of word processing programs like MS Word or Lotus Notes. Limit line length to 64 characters, and hit the ENTER button at this limit. Don't exceed a file size of 20 KB. Try and avoid any special formatting tags or using different fonts.

Intelligently use white space and text-decorators as section dividers to design a visually attractive newsletter. HTML and Rich text email are becoming popular and have many advantages over plain vanilla text. However there are still many email programs that do not support HTML mail - so you should check whether your readers can handle it before publishing in HTML.

A very useful tool to format your ezine is [Ezine Assistant](#). By setting the line length limits, you can instantly clean up your draft into a

pretty ezine. Visit <http://www.ezinemarketingcenter.com/robot/> to download a copy - it's free !

### **3. Check your ezine on multiple email programs.**

There isn't a short-cut to this step. View your ezine on many platforms and on different email clients. The most popular are Outlook Express, Eudora, Pegasus, Netscape Messenger and the web-based email services, Hotmail and Yahoo Mail.

### **4. AOL Woes:**

The way AOL handles email gives gray hair to ezine publishers. You need to format links specially for AOL users or send the entire ezine as an email attachment.

### **5. Publishing in HTML:**

Though more appealing and glamorous, creating HTML ezines has many pitfalls and risks. To learn more about creating a HTML ezine, read an article on the subject at <http://www.EzineMarketingCenter.com/ezine-articles/> which covers all essential basics on the subject including:

- ⇒ Why you should never publish in HTML alone, always offer a text version
- ⇒ How HTML ezines can outshine their plain vanilla text cousins
- ⇒ Finding the pitfalls and dangers of dabbling in rich text
- ⇒ How to code your ezine so it shows up in HTML capable clients
- ⇒ Discovering the best software packages to help you publish in HTML
- ⇒ Saving time and energy by creating cut-and-paste ezine templates
- ⇒ Special issues related to distributing HTML ezines
- ⇒ Cutting bloated code to trim down files sizes
- ⇒ How to ensure maximum compatibility across different programs
- ⇒ Things to do; and those to avoid like the plague

You can also find more in-depth information about this topic in [Ezine Launch](#)

# 'How To Publish The Perfect Ezine?'

## ... Reflections Of An Expert E-publisher

Ezine marketing has come of age.

Beyond argument and controversy today, an ezine is accepted to be the most effective online marketing tool, one with the highest return on investment. In simple terms, **ezine marketing gives the biggest bang for your buck.**

Ezine publishing is also fairly straightforward. There are [many tools and services](#) that help you get started quickly with very little effort or expense. They let you:

- create an ezine e.g. [Ezine Launch](#)
- provide you with content e.g. [Ezine Writer](#)
- find you subscribers e.g. [The Amazing List Machine](#)
- even sell advertising space for you e.g. [The Directory of Ezines](#)

Not surprisingly, several hundred ezines are being launched every day. Anyone can do it - and many people do.

Therein lies the problem. Not all these ezines will be marketing successes.

Because too many ezines that are published today are worthless. I'm sure you've seen them too. Poorly designed and formatted, full of ads and marketing hype, with little useful content and - worst of all - totally lacking in focus, trying to be everything to everyone.

These are the ezines I would unsubscribe from after reading just one or two issues.

And I'm sure you would too.

The sheer number and variety of available ezines is forcing subscribers to be hypercritical and choosy about the ones they finally elect to keep. Limited time and interest spans add to the challenge faced by ezine publishers.

You now need to publish the perfect ezine, one that will capture and retain your reader's attention - at least until they can be converted into customers.

Which is why you have to learn to do it correctly, differently, better than anyone else.

And you need a guide to hold you by the hand and lead you step by step through the processes involved in ezine publishing - like [The Ezine Masters](#)

But the perfect ezine is not easy to create.  
Not impossible, not very difficult, just ... not easy.

You need to know what to do. And then, step by step, you'll move steadily towards that goal.

### **So where do you begin?**

There are four broad stages in ezine publishing:

- ⇒ **Process Planning:** creating a blueprint for your ezine including the topic you will write about, frequency of publishing, nature of content, proposed revenue streams, target audience, expected growth rates and more
- ⇒ **Designing:** deciding the layout, format and appearance of your ezine and preparing templates
- ⇒ **Creation:** getting down to the nuts and bolts of creating content and putting together each edition
- ⇒ **Distribution:** setting up a delivery system to sign up new readers, send them each issue of your ezine, handling feedback and list administration

And each of these major steps is made up of dozens and dozens of smaller action steps, each of which is equally important to your business success. It is a lot of work to get these different processes working together like well-oiled machinery.  
The upside, of course, is that the profits are high.

Sure, it's hard work to get started. You'll need to [plan your ezine](#), [create content](#), set up an ezine management process, and [grow your readership](#) with smart effective promotion. All of this can take two or three months.

But soon you'll have a large, devoted group of readers who trust you - and to whom you can market your business over and over, for a long time.

At no extra cost !

To help you get started, here are some useful ezine publishing resources:

### **Website Tutorials**

- ⇒ Brian Alt's [Email Publishing Digest](#)
- ⇒ Mark Brownlow's [Keeping The Key report](#)

⇒ Michael Green's [E-Z Ezine Toolkit](#)

⇒ [Create Email Newsletters](#)

### **Books and Courses**

⇒ Chris Pirillo's [Email Publishing](#)

⇒ Dr.Mani's [Ezine Launch](#)

⇒ [The Ezine Masters](#)

⇒ Michael Southon's [Ezine Writer](#)

Good luck and happy e-publishing!

## 'Crystal Ball Gazing'

### Ezine Publishing Predictions You Can Profit From In The Year Ahead

It's the time of the year when I take a break to reflect upon the year that's been - and wonder about the year ahead. Last year, ezine publishing took a quantum leap, evolving from being predominantly an amateur's hobby into the most powerful marketing tool for business online.

For an ezine publisher it has been an exciting and eventful year. A growing number of budding e-publishers have hopped aboard the ezine bandwagon. Just last quarter, the sales figures for my ezine creating and publishing tutorial - [Ezine Launch](#) - have shot up by **over 380%**

So what does the future hold in store for the ezine industry? I gaze into my crystal ball and I see....

#### 1. ... EZINES BECOME MORE COLORFUL, GLITZY, INTERACTIVE

.... and HUGE!

HTML email newsletters have come of age. Increasingly more ezines are going this route. Subscribers too prefer them to drab, lack-lustre text-only ezines.

In the coming year we'll see more ezines being published in HTML. But for a different reason.

HTML ezines allow advanced tracking of results from advertising and allow newer and more elaborate forms of marketing. That - more than user preference - will convince publishers to create their ezines in rich text format. Large file sizes will however continue to remain a concern.

Note: You can read my article about creating HTML ezines at <http://www.EzineMarketingCenter.com/ezine-articles/>

#### 2. ... DOUBLE OPT-IN AND PRIVACY ISSUES TAKING PRIORITY

The growing concern about privacy and the more aggressive activism against unsolicited bulk commercial emailers will guarantee that all responsible online marketers, especially ezine publishers, will take steps to avoid accusations of spamming.

Double opt-in subscription processes will become the norm. Privacy policies will become more stringent and will be implemented more seriously.

### **3. ... MORE EZINES MOVING TO PAYING-SUBSCRIBER MODELS**

... but they're continuing to offer free versions too!

It's no longer easy to publish a quality ezine at low cost. Expect to see most content-rich ezines move to a paying-subscriber model. To retain existing subscribers and attract new ones, ezine editors will continue to offer free versions. But they will be 'lite' forms with a little content packaged with a lot of advertising.

### **4. ... EZINE PUBLISHING SERVICES BECOMING FEE-BASED**

The larger free ezine services have merged into behemoths. Soon they'll start charging for their offerings. Topica has made the first foray into this arena. Soon others will follow. They will be worth the price for busy ezine publishers.

### **5. ... 'FULL-PACKAGE' EZINE CREATION SERVICES EMERGING**

It is a ripple that could become a wave. These are services offering to undertake the entire ezine creation process including generating subscribers, creating content, distributing the newsletter - even finding advertisers and tracking results.

One of my favorite ezine services, [The Directory of Ezines](#) - is offering a value-packed offer to create custom-ezines for a small fee. Many more will debut soon, maybe within the next few months. I'm not certain if they'll survive.

### **6. ... EZINE ADVERTISING EXPLODING**

Where all other forms of online advertising are losing impact, results from ezine marketing are exploding. If done correctly, an ezine marketing campaign can become the most effective - and least expensive - tool for any business.

I'm so convinced of this fact that I've even launched a new course called [Ezine Marketing Tips](#) that delivers a daily tip on intelligent ezine marketing to subscribers by email.

### **7. ... NEWER FORMS OF EZINE ADVERTISING EVOLVING**

From being vehicles for classified ads and sponsorship messages, ezines will morph into more sophisticated marketing media.

Advertorials, product placement ads (like those in Apple's ezine that get me drooling, and then ordering the cool new accessories for my Mac that I hadn't ever thought about buying), and with the move to Rich Text format, the web-style multimedia ads will all take ezine advertising to a new plane. Whether or not it will be more productive, we'll have to wait and see.

#### 8. ... **MANY EZINES USING THIRD-PARTY CONTENT**

Some already do. More will in the year to come. [Creating an ezine](#) from scratch is hard work. Content creation and aggregation services will find a niche to set up and grow. The move to a paid-subscription model will help finance this process.

#### 9. ... **HIGHER QUALITY ACROSS ALL EZINES**

Overall ezines will be more professionally created, contain useful content and be more valuable to readers. Only serious epubliishers will devote the time and money required to send out ezines - and they're willing to learn to do it right. Courses like my ebook [Ezine Launch](#), [The Ezine Masters](#) and wonderful discussion lists on ezine publishing have done their bit to help.

And that's where my crystal ball mists up and gets too cloudy to peer further. But there are two more things that I would like to see happen soon. One is as an ezine publisher, the other as a subscriber.

##### **==> EZINE AD NETWORKS GROW AND EXPAND**

Selling ad space on ezines is a bugbear for many ezine publishers. Ad networks exist for websites; they represent web advertising space across multiple sites and sell them to large advertisers.

It is time someone helps do this for ezines, especially the smaller ones that are not attractive to advertisers on their own. Ezine Ad Networks are needed badly - NOW !

##### **==> CREATE YOUR OWN EZINE SERVICES**

As a subscriber, I've often wished there was an ezine that would cover all my interest areas and include recent, relevant and essential content about each.

Why don't large content portals allow readers to create their own ezine - choose the type of content, frequency, interest areas and more?

The portal would then deliver the custom-made ezine on the user's preferred schedule. I'd be willing to pay a fee for this service.

Ok, ok, so I'm dreaming....

## 'Why Do You Need An Email Newsletter?'

### 10 Reasons for every small business to publish an ezine

Just as email is to the Internet, email newsletters are the 'killer' applications for small business, both online and off.

[Publishing an email newsletter](#) - or ezine - can help you, the owner of a small business by converting:

- visitors into **repeat** visitors
- repeat visitors into **new customers**
- customers into loyal **returning** customers
- loyal customers into **evangelists** for your business

Yes, creating an ezine for your business is as vital as any other promotion or marketing strategy. Indeed more so. Think about it.

Let's say you run a major advertising campaign that brings in 5000 new visitors to your business website. Five hundred may be interested in what you're selling. Fifty of them may order your product or service straight away.

But what about the **other 450** - or *even the other 4950* ?

How can you keep in touch with them, offer them other products, impress them with your excellent quality and tempt them to order something from you - now or in the future? The simple answer - **publish an email newsletter**.

Here's the trick to make it work. In your ezine you must offer something of value to your visitors. It may be:

- **detailed** information about your product or service
- **'insider'** information in your field of specialization
- special **discounts** or offers
- **free** samples or trial packs
- troubleshooting **tips** or user guidance
- **reviews** of related products

In short it should be something that

- is valuable to your potential customer
- is not easily available elsewhere
- is what your customer wants or is looking for

Then you tell your website visitor about your email newsletter and what you're offering in it. Invite them to sign up for it - for free. Once your visitors have accepted your offer and handed over their email address, you have **started establishing a relationship** with them. By providing them with useful information, you will gain their trust and respect. By making special offers, you will tempt them to try out your product or service. By reminding them about your business and website, you will get them to keep coming back again and again. And over time you will be able to convince them to order from you. To become your customer. One you *would have lost forever* if you didn't publish an ezine.

**Your relationship doesn't end there.** Indeed it's just beginning. As a business-person you're already aware that it is easier - and costs less -

- to retain an existing customer than to find a new one
- to sell again to someone who has bought once from you
- to market more profitable products and services to previous customers

An ezine can be vital to this process. Since you continue to [offer useful information](#) in it, customers will keep receiving your ezine. You will stay in their mind, retain their interest and attention. When you offer a new product or upgrade to your service, they will know about it - and rush to order from you. And as your relationship grows, you will easily be able to sell them your top-end, profitable items.

**It doesn't end there either!**

When you continue to over-deliver on your promises, offer your customers exceptional quality and support, they will respond in kind - by telling their friends, their customers, their contacts about YOU. Word of mouth promotion is the best kind ever. Wouldn't you rather take the word of a friend who has received excellent service from a business over an impersonal advertising brochure or website? **Truly satisfied, ecstatic customers** will become evangelists for your business, attracting new customers.

There are a few other ways an email newsletter can help your small business. Building brand awareness, delivering updates and announcements of new additions, creating opportunities for joint venture partnerships, attracting sponsors and advertisers - all can be done through your ezine.

But it requires repeated contact with customers over a period of time. A long time. It doesn't happen in a day or a week. As a small business working within a limited budget, you don't want to spend a fortune keeping in touch with your customer base.

**An email newsletter is the answer to your dreams.**

Fast, inexpensive, simple and professional, an ezine can act as the ultimate marketing vehicle for your small business. So if you don't already, go on and start publishing one today. And watch your business EXPLODE !

## **BONUS ARTICLE!**

### **'Why Some People Will Never Succeed'**

No Matter How Hard They Try - And How YOU Can Avoid The Same Mistakes!

After being an online marketer for over four years, the truth **finally** hit me. I'd absorbed so much hype, so many worthless marketing strategies and worst of all, I'd seen and heard way too many failures to count, that the powerful thought of realization conjured in my mind. I had what alcoholics would refer to as a "moment of clarity". And at the risk of sound enthraling, my "Internet Business Enlightenment" hit me like a brick.

What had happened?

My business buddies had come and gone in their bucket loads. My trusted friends who once spoke with raving ambition in their voices had died from the scene and left me with nothing more than the memories of the hopes and ambitions that had once powered their aura.

Metaphorically, the Internet appeared in my mind like a ghost town. The houses, that once provided shelter for the world's most motivated ambitions, had now been boarded up and a "For Sale" sign hangs outside.

In literal terms, I'd seen my "best net friends" drop from my ICQ contact list like flies. I was suddenly noticing returned mail errors when I tried to contact my business mates by email, and the worst feelings came when I received notifications of their intent to quit.

#### **WHAT WAS GOING ON? Why Did I Feel So Strongly?**

To put it bluntly, the ambitions that once were, died. My most regular contacts online had quit this Internet marketing 'lark'. Quite simply, they realized the hype.

They were sick and tired of spending endless amounts of cash on worthless marketing techniques, wasting hours of their life on pointless promotional junk, and getting ripped off by the "get rich quick" nature of the 'Net.

They had given Internet marketing "the finger", and in return it had given them a bad taste that would plague their mouth every time the phrase "make money online" was mentioned. The worst thing is, tens of thousands of folks that I don't even know go through the same thing EVERY year.

And honestly, is it at all surprising?

Every search I do for "Internet marketing" churns up 100s of worthless websites, plagued with affiliate links, bad site design and promises of millions. The limitations of off-line business has been removed, and so has given way to a world of hype, scams, lies and false hope and promises.

No wonder thousands of businesses are actually LOSING money online. It's like a mine field. Thousands walk through the field, thousands get blown up and disappear, and only a few people actually make it safely to the end. **WAKE UP EVERYONE!** You want to know **WHY** I'm still here after this time, owning a successful business that I run from the home office? Want to know **WHY** I haven't joined the rat-race that I see clog up the roads at 9am and 5pm every day? Want to know **WHY** I don't quit, throw in the towel and say goodbye to all of this **HYPE**?

The Answers:

1. **I don't listen to any of it!** Although I'm NEVER skeptical of life's possibilities, I am realistic. Sure, you CAN become a raving success online. But why take advice from the self-proclaimed gurus that haven't achieved it?
2. **I keep a VERY open mind to my own possibilities** and have confidence in my own judgements. I know that by thinking in a successful and positive frame of mind, I can achieve it.
3. **I DRIVE myself with a burning desire of true success**, and will absolutely stick to that at all costs. My tenacity (persistence) grows every day, I stay focused at ALL times.
4. **I work like heck and learn everything I can.** Over the past few years I've learned more than my entire school education taught me in terms of real-world practicalities and skills.
5. No matter what life throws at me, no matter how much the circumstances can hurt, I stand up and say "I'm not affected". **I NEVER give up. I NEVER quit. I keep striving for success.**

**So What Will You Become?**

I'm going to tell you something now that I wish I'd been told a long time ago. Internet success doesn't come from a few search engine submissions, worthless FFA postings and a site plagued with affiliate links. **It comes from unique ideas, with unique creations, fueled by an over-powering ambition to succeed.**

For instance, it took an inspirational suggestion from Paul Myers' fantastic book, [The Amazing List Machine](#), to get me revamp my entire ezine sign up process.

With the result, my free monthly email newsletter, [Ezine Launch Monthly](#) is earning me a healthy income even as new subscribers sign-up automatically!

Excited at this, I decided to teach others how they too could benefit from this invaluable information. What came out of this effort is my latest best-selling report, [How To Create A Profitable Ezine Sign Up Process](#)

So that's what it's all about...

You have two choices. Join the thousands that follow the hype, waste time and money, and die the Internet death.... **Or join the few who discover that the Internet (like so many things in life) is a fantastic opportunity, that takes hard work, smart thinking and a positive attitude for success.**

Those two paths await. Which route will YOU take?

With the right attitude, and the right knowledge, you will certainly succeed. It won't be fast, it won't be effortless. But it can become easy - **if you are willing to learn.**

The whole purpose of [this website](#) is to help you turbo-charge your e-business launch, and guide you in **harnessing the most powerful promotional tool ever developed - ezines**, also called email newsletters.

And recently I came across **the most fantastic course on ezine marketing that is guaranteed to skyrocket your profits.** Let me tell you about it.

My friend, Lee Benson, is an expert online marketer and has generated a [profit-spinning e-business](#) in just six months working out of a one-room office. His battle-tested promotional strategies have earned Lee up to **\$4000 EVERY DAY !**

And now Lee has decided to reveal the secrets of his awesome success. He has created a powerful package of [ezine marketing techniques](#) that will show you how to turn that failing pocket-drainer into a 24 hour a day cash cow using a collection of **ezine marketing techniques that could add THOUSANDS to your bottom line this year.**

Interested? To learn more about Lee Benson's program, **Ezine Tactics**, [click here](#)