

Secrets of Ezine Publishing

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Ezine Publishing – How to Write an Effective Email Campaign

Whether you use ezine publishing as a means of marketing your website or product, or simply to pass on news to readers, you will get nowhere without knowing how to write an effective email campaign. No ezine will be effective if your emails are never opened, or if, once opened, they are shut again after a sentence or two of boring text.

Even in these days of spam filters, not all useless emails are caught. In fact it has become a game played by spammers to beat the filter and get their email through. The majority of emails most people get are worthless to them, and there is a psychology not to open anything that does not stand out. An effective email campaign must include a compelling subject line that draws the reader's eye and forces them to open the email.

You are going to earn zilch if your readership is nil! There some basic tips you should follow in order to maximize the potential for your email to be opened. First, you must get personal. Most people find seeing their own name in the subject line of an email to be exciting, and many are even driven to open such an email just on this alone. It is a psychologically proven fact that people love seeing their own name on emails, and it is easily achieved using an autoresponder.

When you capture a name and email address using an online form on your website, the software puts it into a database. When you make a mailing to everybody in that database, you refer the autoresponder to the name of the column containing the first names of the people in your list. Each autoresponder has a way of doing this, and an example is '&firstname'.

When the software sees this it directs the autoresponder to go to the column named 'firstname' and replace the text '&firstname' with whatever appears in that column for each email address associated with it. This can be done in the subject line or anywhere in the body of the text, so you may add the personal touch wherever you think it is appropriate to do so.

If you see an email with the subject "John, Here's an Amazing new Idea for You", or "How About Some Fast Cash, Angela?" and it's your name, wouldn't you feel like opening it – even if just out of curiosity? And when you do open it, would you keep reading if you read this:

"Hi John!

John, I've just had a great idea! It's just earned me a whole bundle of cash over the past few weeks, and I was wondering who could partner me to make more. It has to be somebody who can use some quick income, but also somebody I know, so I thought of you, John, because you contacted me a few weeks ago."

Another advantage of doing this, apart from immediately attracting the attention of the reader, is that people do not associate their name with being spam, so are again more likely to open the email.

If you really want to make it irresistible, use some powerful words that have been proved effective in attracting people's interest. Look at my examples above: Which is the more compelling? "How about some Fast Cash, Angela?" or "Learn How to Make Money on the Internet, Angela."

Words such as 'Free', 'Amazing', 'New', 'Guaranteed', 'Fast' and 'You' are practically guaranteed to make your potential reader stop and think. If you get them to stop their quick scan down the list on your email, then you have a great chance of persuading them to open it. The rest of the wording should be designed to achieve that. The combination of their own name plus one or more 'power' words, should get them to stop. You should then make the message compelling.

Once they have opened the email, there are no more powerful words than 'you' and 'because'. People like to be referred to, and love it when you explain something to them. "I am offering you this amazing software because . . ." has been shown to work. It is now up to you to retain your reader's interest by the use of more compelling vocabulary, but be truthful. Do not promise to make them millionaires overnight, for they will not believe you.

So, if want to know how to write an effective email campaign, the first and greatest obstacle is to get your email opened. Once that has been achieved you have almost won the battle. Finish it by writing to the reader as an individual, explaining why you are writing to them and telling them honestly what their expectations are if they put in some hard work.

Your ezine publishing campaign should begin with an offer or a promise, and you will find that if you follow these rules you will soon have a long list of subscribers eagerly awaiting the information that will enable them to better themselves. For that is why they opened your original email.

How to Get Started With Ezine Publishing

Ezine publishing is now considered an important part of most, if not all, online businesses. It is also a crucial tool in article marketing. By learning the correct techniques, you, too, can make more money with ezine publishing. Here are eight key ways on how to do it:

1. Learn everything about the business. You should first educate yourself with the ins and outs of ezine publishing so that you will know what's what and the how-to's.
2. Do market research. Learn how ezine publishing is faring in the marketplace and who the players are. This way, you will know how and where you will position yourself and your ezine publishing business. Market research can also help you get helpful contacts.
3. Plan whether you want your ezine to go big or not. This way, you can consider the needed manpower, equipment and expenses.

4. Maintain good levels of standards in terms of content. Make sure that the contents that you publish in your ezine are all of very good quality.
5. Develop a great design for your ezine. You need to catch the attention of your intended readers with your ezine's design, hence, make sure that it's attractive and easy on the eyes.
6. Develop a solid marketing plan. Make sure that it's doable as well.
7. Follow a reasonable budget. Ezine publishing can be quite a challenge especially in terms of budgetary requirements so you need to come up with reasonable costs, fees and possible expenses.
8. Develop a good, user friendly website for your ezine. First of all, the domain name of your website should be keyword rich and should as much as possible have the word "ezine" in it. Secondly, the website should be easy to navigate and could accommodate a lot of content.

Tips and Tricks for Ezine Publishing

Publishing an ezine is one of the most wonderful ways to promote the products and services that you offer and in time, it will surely deliver satisfactory results. It is considered as one of the cheapest and easiest techniques that one should adapt to stay connected with consumers online. This is reason why small business owners, entrepreneurs and independent professionals that ventured on ecommerce have an ezine these days.

Ezines function in a form of newsletter that will help you in disseminating information, and updates to your customers. It is recommended to send ezines to your designated recipients regularly; once a week is ideal. However, the content of the ezine varies and will depend on your target market. To get started with ezine publishing, here are some key concepts that you can adapt.

1. To maintain a good and lasting impression with your prospects, start by sending out short pieces of literature called articles. Articles are interesting reading materials and associating its content with the products and services that you offer will surely help you reach your goals.
2. Have some space for freebies. Your subscribers will be definitely pleased if you include helpful links and great deals on your ezine.
3. While you are focusing on what to include on your ezine, it would be best to seek the help of automated programs called autoresponders to manage your subscribers' additional inquiries and questions.
4. Publish your ezines in html format. Html ezines includes images and graphics, making it more striking than conventional plain text.

5. Though html ezines are more colorful and remarkable, there are still some who blocks these kinds of messages. To make sure that your ezine does not land in your recipient's spam folder, make use of a program that has MIME capabilities.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made in ezine publishing online.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize