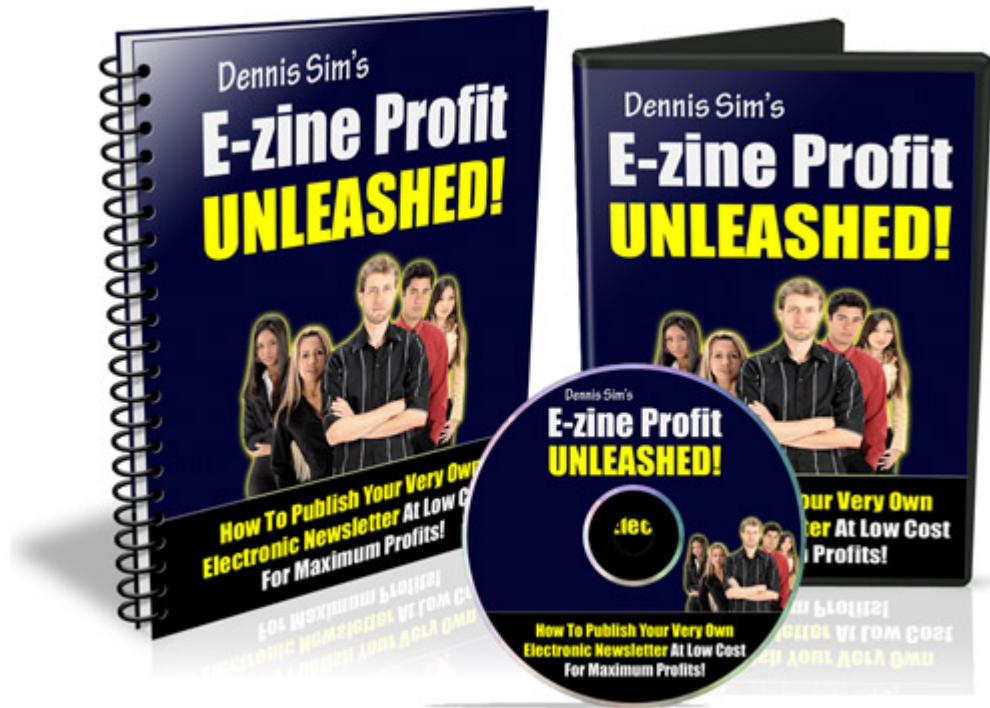


E-Zine Profit Unleashed Complete Transcript



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Introduction

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 every day, 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.

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.

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 in between \$30 - \$100 a month.

Can you say, "**DIRT CHEAP?**"

I'm not kidding. You get your own shop which is your website, your own unique house address which is your domain name, and your very own customer relationship manager which is 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 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 bandwagon every day.

Many individuals also claim to make about \$10,000 per month through online marketing. 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 Advantages of E-zine Publishing

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).

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 newbie E-course or how to arrange the perfect date.

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.

The Disadvantages E-zine Publishing

Just like any businesses out there, a newsletter or an E-zine is not immune to weaknesses. There are many benefits but a few 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**. Because 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 easy!

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.

Just go to <http://www.elance.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.

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 Overture Keywords Tool 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.

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.

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 Related Niches:

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, you will make a lot of money.

Money and Investment Related Niches:

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.

The Importance of Gathering Good 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 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 quality 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.

When choosing what type of content you want to publish on your E-zine, 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 to 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.

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 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.

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 you 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 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 and saving your valuable time.

If you produce time sensitive content, 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. 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.

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.

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!**

Killer Tactics To Get Unlimited Of Subscribers For Your E-zine

Tactic #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 you will 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).

Tactic #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 you advertise.**
- ✓ **Check Out The Advertising Rates and Run Time.**
- ✓ **Reply to a Couple of the Advertisers.**
- ✓ **Communicate With the E-zine Publisher.**

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

Tactic #3: Swapping Ads with List Owners

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 as 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 repeat follow-ups with the same person, 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.

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.swapezineads.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.

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 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.

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 layout 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 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.

Optimize your website for SEO:

I won't cover in detail how to get your site to appear on the 1st page of Google, 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.**

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.

Write down the reason 'Why':

When someone unsubscribe 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).

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.

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.

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 contest 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 un-subscription rates.

Top 3 Methods to Make Money with Your E-zine

Method #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 is filled with words or ads.

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 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 is to **find advertisers 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!

Method #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 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 as 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) and give it away to others for free through E-zine advertising or forums that are related.

Always remember 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!

Method #3: Starting Your Own Paid E-zine Subscription

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 a **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.

✓ **Make sure that your content is top notch:**

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.

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.

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.

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. Oftentimes, 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.

RECOMMENDED RESOURCES:

[Firesale Exposed](#) – A complete system that you can use to launch and make a ton of cash quickly with your own firesale.

[31-Day eS3 Internet Marketing eCourse](#) – Four content packed report, with a collection of Internet Marketing MP3 by 47 wealthy entrepreneurs that will turn you into A \$2,000 per month Internet marketer in 31 days.

[CBAuthority](#) – A complete ClickBank® affiliate and customer management tool designed to increase your income and time and makes affiliate and customer management much easier.

[Secret Article Code](#) – This is a step-by-step multimedia course that takes your by the hand and shows you how to make serious cash with your articles and skyrocket your affiliate commission overnight.

[Info Products Made Easy](#) – This amazing six part course breaks down the creation and selling process of information products in to an easily understandable format that anyone can follow.

[Secret Google Tactics](#) – You'll discover how you can use the power of Adwords and Adsense using a sly and sneaky formula to crush the gurus and create an autopilot income for life.

[Urgency Offer Manager](#) – The most comprehensive script in the market that specializes in creating urgency so that customer will buy now instead of delaying and being a fence sitter.

[Super Affiliate Blogger](#) – A proven system that allows you to make money from PPC, CPA and affiliate programs with nothing but a WordPress blog.

[Secret Google Tactic](#) – The blueprint you need to master and dominate both Adwords and Adsense using a sly and sneaky formula to crush the gurus and create an autopilot income for life.

[Three Pillars Help Desk](#) – 'Three Pillars' is a web based application that helping you to automate and centralize your entire customer support duties.