

10 MOST COMMON E-ZINE PUBLISHING MISTAKES YOU MUST AVOID



**A Must Read for All
Seasoned E-zine Publishers
and Those in the Making!**

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Introduction

Publishing an Ezine is a lucrative business. More and more people are jumping on the Ezine publishing band wagon. Anyone can get an autoresponder and compile their own newsletters and e-courses to their subscribers at the cost of pennies. It is no surprise that Ezines are the choice of medium for list building and selling ad spaces.

However, there are a lot of mistakes made by newbies. Mistakes such as unsolicited e-mailing and not focusing on their core business are common mistakes committed daily. These must be addressed so that the profits are not wasted.

Therefore, I've written this guide on how to overcome these common mistakes.

Sending Ezines from their Yahoo! or Gmail

Part of the temptation for newbies is to collect a group of e-mails and start mailing out from their own personal e-mails.

At first this may seem quite harmless when you have about 10-20 people in your list, but once your subscriber count exceeds 50 people, you are going to have a very big problem on your hand.

Firstly, you will have to handle people who newly sign up on your list manually. People who wish to unsubscribe needs to be manually removed as well – causing you massive administration problems.

The worst thing is most Internet service providers refuse to let you send bulk e-mails to many people at once. Of course, they set their own limits so that spammers won't prey on the unsuspecting through their networks.

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