



eZine Marketing A-to-Z

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Introduction

On the Internet, it is very possible to make money without selling any product. One way of doing so is through starting your own eZine, also known as an electronic newsletter.

In a nutshell, you send out your eZine issues on a periodical basis to your subscribers. The good part is that you have a flexible choice in automating the process of sending out your eZine issues for you or manually sending them on a periodical basis.

As an eZine 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.

In other words, 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.

Basically, all you need to start your own eZine are an auto responder and broadcast feature to go with, enabling you to reach out to your massive subscribers whom you can regard as your prospects, too.

All in all, if you do not have the commitments of creating your own product for sale, then publishing your own online newsletter can be one of the wisest decisions you will ever make, given the benefits of impressive marketing power and influence it can offer to you.

Making Money from Selling Advertising Space

If you would observe the company that delivers the daily paper to your doorstep for a business case study, 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.

In addition to the above mention, the publisher has to invest regularly in heavy duty machineries and tons of papers in printing tons of newspapers on a daily basis.

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

So, how does the newspaper company make money? It is obvious that selling a copy of the papers at less than a dollar would not even be able to even fund the operations.

The answer? 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.

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

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

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