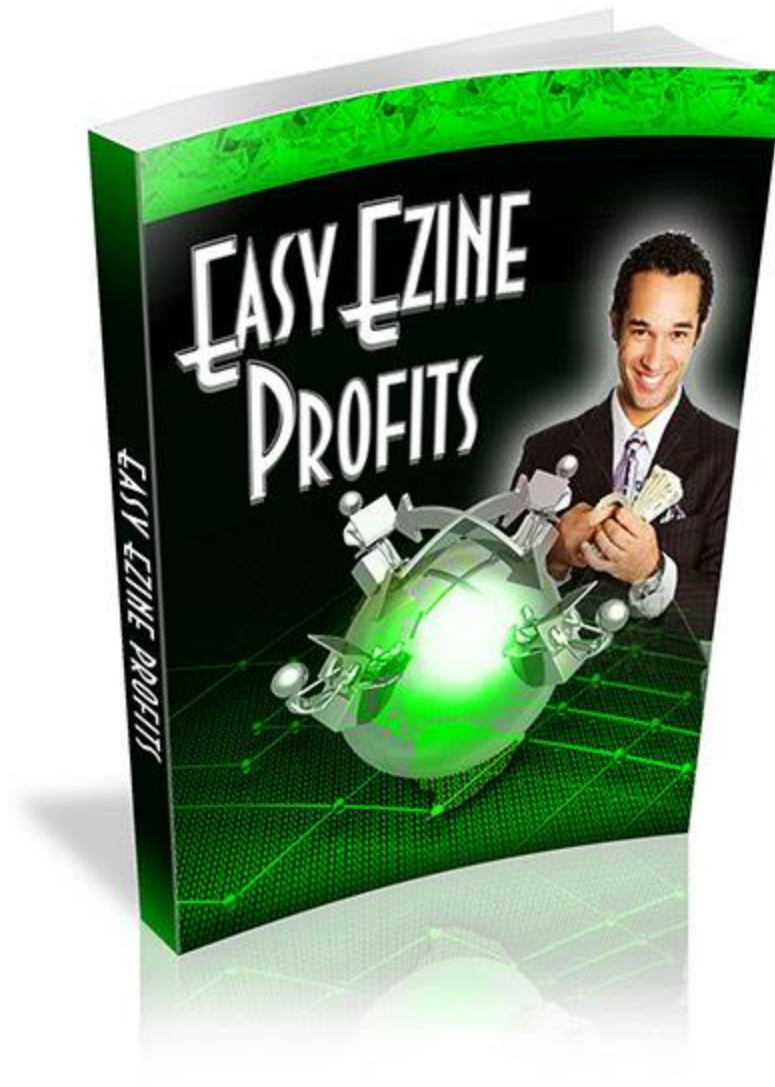




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- Introduction

Hello and welcome to my Easy Ezine Profits.

In this report I am going to outline a simple system that you can follow to start, grow and profit from your own ezine (or online newsletter, e-letter, whatever you want to call it).

I think that no matter what you are promoting or selling online, you should be building a list of some sort as well.

In this report, I am going to go over why you should be building one, what types of different ezines you can build, How to get subscribers, and how to make those subscribers ultra responsive to the offers you send them!

If anything, you will at least learn a few things about email marketing even if you choose not to start publishing your own ezine.

Let me also state that this is easy stuff. No techie experience is needed to start your own ezine.

And guess what, you don't have to be a good writer either!
Nor is this going to take much of your time to do or much money.

The key here is consistency. You won't be able to build a huge responsive list in a week. That just won't happen.

This is a true business building block that can certainly be the cornerstone of your entire online profit system.

So if you truly want to be successful online, I suggest you start building a list of some sort, and this guide will give you some good options on what is easily possible.

So let's get to it!

Why Start An Ezine?

Let the truth be told, out of all of the elements of my entire online business for the last 10 years there is one that has consistently put the most money in my pocket, my ezine.

Even though there are probably too many lists to opt in to as it is (especially in the Internet marketing niche), I still have to recommend people start one up and start generating subscribers, as I think for the amount of time you put in to run an online list (very little), the return is well worth it.

But, here is the thing- People online are starting to unsubscribe from many lists lately because of lack of quality. You need to be creating quality.

If you aren't producing quality content, then subscribers to your list, no matter what topic you are covering, are going to start unsubscribing in droves.

It is not only incredibly important to succeed online to build a list, but it is now more important than ever to start building a real relationship with that list, and nurturing it by offering serious value.

The people who grasp that concept are going to be the ones making a lot of money with email marketing in the future. So far, people have gotten away with low or no content, but that will surely change soon.

Put yourself in your subscribers' shoes. Why would you stay subscribed if you just get bombarded with offer after offer and get no benefit?

You need to make your ezine a worthwhile read for people to want to read it! If you do that, the profits will follow.

What Types Of Ezines Can You Create?

There are many different types and formats that you can run with, and of course there is also scheduling and the choice of selling advertising in your issues as well to think about.

First, you must pick a market. If you have your own product already, then start an ezine in that market to help promote your product and future products.

If you do not have a market to publish in yet, don't worry, you don't need a product to start an ezine.

But you must still pick a market. After that, you just need to set up a publishing schedule of some sort and pick a format.

Here are the setups that I know work!

- Schedule

I suggest you send out an ezine with a 3-5 page article of good information about once or twice per month at the least with once per week being the most.

That is all you need to send. When I was heavily involved in building my list and marketing to it, my formula was to send out one week with a 3-5 page article, and the next week was a solo advertisement for something I wanted to promote.

Then the week after that was another 3-5 page article on something my subscribers wanted to know about, etc

So I just alternated between content and an ad and it was very successful. I have since slacked off with my ezine a bit as I have been involved in other things, but am going back to this same schedule in 2009 as people will be fine with the ads as long as the weeks that have content are informative.

I do not suggest sending out 2 ads per week (unless you are launching a product that week, so you very rarely do more than one ad per week) or even lots of content a few times a week.

Simply emailing your list more than once per week is normally too much.

The only way this works is if your ezine is actually built around a daily schedule.

For instance, "A Joke-A-Day" style ezines are actually quite popular with office workers as they get a new joke (or funny picture or whatever) everyday and may actually be looking forward to it!

Easy Ezine Profits

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