

# Spice up your E-zine with PERSONALITY.

By Aaron Colman

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So, you've got 5,000 solid E-zine subscribers yet the only record you've set recently is your credit card bill?

You're not alone. It's obviously not just enough to have a list of subscribers. A mailing-list doth not an Ezine make.

So what do we do?

Well, as a subscriber to many Ezines it's easy to get lost in the maze of ads and emails I get on a daily basis. Yet in the midst of that haze there's a small number that stand out in my mind. These are the ones I read first. They're the ones that have done more than just show in my mail box and they've done more than just given me useful information. There's something special to them...

Infact it takes more than just a solid product, good information and an audience. You have to build attention. You have to **BRAND YOURSELF**.

But how?

There's no secret to the way we meet people. First you're introduced. Then you learn a little about each other's history. You learn some of that person's likes and dislikes, where they came from and where they'd like to go. So naturally it all starts with an introduction. Would you like some tips?

\* Tip: Use first-person introductions. 3rd party intros like "He graduated from blah" don't belong in an ezine. They lack personality. Remember, you

have to learn how to build rapport and command an honest respect.

\* Tip: Show your likes and dislikes. Don't be afraid to show a weakness as long as it's offset by a strength. Some of the greatest Generals in history have become that way by earning the respect of their troops.

Second, each time you write to your audience you'll want to keep them up-to-date on current events. Recent updates, new stories, new frustrations in your daily life. New solutions to those problems, new explanations to those solutions and more.

\* Tip: Use stories. A story about recent events connects at a much deeper level than a simple description of events.

Finally you should conclude the E-zine with a firm close.

\* Tip: Be sure to include a "What's next" section. People want to know what's happening on the E-zine. This way you can build anticipation. It never hurts to include a sample if you have one.

\* Tip: Use polls, forums and chatlines to interact directly with your audience in a more personalized fashion. The more you include people in your E-zine's development, the more personal ownership they'll feel... the larger their emotional stake will be.

\* Tip: Don't sell. Don't tell. Ask. There's an old saying... "Telling's not selling." It couldn't be any more true than it is today. Rather than telling someone what they need to do, ask them if they agree with your assessment of things. By recognizing other people's opinions you insure a place in that person's life.

In conclusion, the better your bond is with your audience... and the more personal your connection, the more responsive they'll be. Rather than just being a bunch of news articles... your ezine will become a part of you.

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