

5 Amazing Reasons Your eZine Doesn't Get Read

By Codrut Turcanu

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Biz Marketing Secrets.com <http://BizMarketingSecrets.com>

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Have you tried to serve your subscribers with the best jam-packed content eZine AND they still don't read it?!

One of the main reasons that it doesn't get read could be that you simply don't provide what they expected to receive when they joined your list.

If you say you deliver daily tips on web site traffic, then stick to it. If you don't have time to publish on a daily basis then do it weekly.

Here's Why Your eZine doesn't get read...

#1 - It's Because No One Opens It

Yesterday I received 89 emails in my inbox. Why didn't I open yours? Because "Marketing Newsletter - Vol 2, Issue #40" doesn't make me want to read it.

Next time, focus on creating a killer headline for your email that catches my attention and makes me want to read it.

You can find a very good tool for writing killer headlines and sales letters at:
<http://salesletter.bizmarketingresources.com>

#2 - It's Overloaded with Advertising

I find it pretty boring to read an eZine specially when is filled 80% with co-op ads, don't you?

Usually the subscribers you get through co-ops aren't that 'loyal' as they seem. They might purchase some Solo ads from you... then a few days later you discover their emails are bouncing. You've lost them FOREVER. Is that what you want?

#3 - It's Not Funny

You should entertain me somehow to make me read your eZine issue after issue. A brief joke always pulls interest, don't you think?

#4 - It's Not Useful At All

If every thing you deliver can't help me in any way, why I should keep reading your eZine? Maybe I do it because you provide FREE Ads?!

Try to solve readers problems by helping readers with what they want and when they want it.

You should be always available for support.

#5 - There Is No Exclusive Content

I received Joe's eZine today. Let's see what I found in it... Hmm... there are 2 great articles on web site traffic, 1 quick tip on submitting my site to search engines, 20 co-ops ads, the disclaimer/privacy policy, PLUS the subscribe/unsubscribe info. Joe has a GREAT eZine!

Yeah... I have just seen the same content in 4 other eZines yesterday.

If you want your eZine to get read every time you send it, you should provide at least one article or tip of your own that catches your audience's interest.

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