

Basics of Publishing Your Own Newsletter

By JC Anderl

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Publishing your own newsletter is one of the greatest ways to keep in touch with your visitors. The basic idea is that once you have taken the time and/or money to direct a person to your website, you want to get their name and email address so that you can keep in contact with them.

Marketing experts agree that it takes an average of seven exposures to an offer before they buy. Without a net to catch email addresses many surfers will soon find their way to another one of the millions of sites on the web, leaving it up to them to remember to come back. Getting them to sign up for your newsletter puts you more in control of further contact.

Sending newsletters through the mail can cost hundreds or thousands of dollars. Sending a newsletter over email, however, is easy, and costs virtually nothing. You can keep in contact with your list as often as you want if you give them valuable information. Remember to give something in return for their time spent reading your mailing.

Getting Your Mailing List Setup

You can start adding an email snare to your website almost immediately. Here are the things that you need to set up

1. List Manager

You can pick either a paid service or free service to mail your list.

Host4Proft Hosting - As part of the hosting package, which you need anyway, they also have an easy setup for sending newsletters. It's inexpensive too.

Coolist.com offers an easy to use service that costs nothing but the inclusion of an ad.

Web Business Wizard offers an opt-in email list signup form as well as a powerful shopping cart and a web interface where you can contact all who opt-in to your lists. Its \$39 a month to get setup.

More on Host4Profit at:

<http://www.redlionbooks.com/zlinks/host4profit.htm>

More on Web Business Wizard at:

<http://www.redlionbooks.com/zlinks/webbizwiz.htm>

2. Newsletter Content

I recommend that you give your subscribers valuable information in return for their time spent reading your newsletter. You can offer original articles, reprint articles, a tip of the week, or anything else that you can think of. You could even just offer to send out your special offers when they come up if you don't have the time to find articles.

3. Web Forms and Sign Up

You might need to setup a form for people to sign up on. Your listing host should give you the specifics, but basically you just add some code to you HTML. You can then elaborate with graphics or any text you want.

Another option is to have potential subscribers send a blank email to your list, which will automatically sign them up. For example, to subscribe to my newsletter, you would just send a blank email to:

<mailto:essentials-subscribe@redlionbooks.com>.

Your newsletter is one of the most important parts of your online business. Start focusing on building a large subscriber base as soon as possible.

Check out 4 Secrets of Publishing Your Own Newsletter at:

<http://www.redlionbooks.com/1emailmark/nwsltrsecrets22.htm>

Best of luck to you,

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