

# Get `em to Read With Your Opinion

By Jeff Neil

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Editor`s Column <http://www.editorscolumn.com>

Keep `em Reading with Your Opinion.

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Remember your first ezine issue? Crossing your toes, hoping and praying no one unsubscribes? You probably made it. You got through that first issue unscathed. No bumps and bruises here kid. Pretty easy, huh?

But as your subscriber list grew you lost them. People began to unsubscribe. You lost your confidence. You tried something different. Yet they still unsubscribed. Know what you did wrong? You wrote.

Not writing is the only way to not have people unsubscribe. People unsubscribe for a variety of reasons. Often it`s not even because of you. Their inbox is too full, not enough time, or they just had a bad hair day.

But maybe they don`t like your opinion. "Opinion"? Why would you voice your opinion? Opinions are like.... Well you`ve heard the saying. We all have them. Not good ones. Not bad ones. Just our own opinions. Opinions that get read.

Yes, opinions get read. And readers will disagree. Some will even unsubscribe. But for every person you lose, you gain. Other readers will agree with your thoughts and provide feedback.

Print it. They`ll be looking for it. We enjoy recognition from our peers and will come back for more.

Ever listen to talk radio? More than once? A talk radio show is based on opinions. Opinions of the host backed by

statements of fact. At least as they see it.

A lot can be learned from a talk show. Talk shows such as Howie Carr's "the Howie Carr Show" [http://delta.wrko.com/station\\_pages/talkingHowie.jhtml](http://delta.wrko.com/station_pages/talkingHowie.jhtml) keep loyal listeners returning for more. Howie Carr voices his opinion and gladly shares it with his listeners. His loyal listeners call to voice their opinions. They want to be heard. They provide the feedback. Feedback. We all want more feedback.

Popular website "Epinions" <http://www.epinions.com> is based on opinions. Valued opinions based on personal experiences. Writers give reviews of products they have used. Sharing their opinions with readers to help make a buying decision.

Epinion visitors keep going back for more. They learn to respect and trust the opinions of certain writers. Isn't that what we want? Our readers to trust our opinions when we recommend a service or product?

Do you participate in forums? The discussions are based on opinions. Opinions backed by facts. Facts that the poster has experienced. By posting on forums you earn trust and respect. Trust that leads to traffic. Traffic that leads to subscribers. Subscribers that lead to readers. Do you see a pattern here?

By letting your opinions be known, your readers will get to know you. They will learn to trust you. And they will buy from you. Or they will stop reading and unsubscribe.

But don't confuse an opinion with a theory. Opinions are based on facts. Facts that you have experienced. Theories are nothing but guesses. Who wants to hear your guesses?

Voice your opinions as they relate to your topic. And Keep unrelated opinions to yourself. Your readers may value your opinion about marketing. But may not like your opinions about anything else. It is impossible to keep everyone reading. Don't give them more reason not too.

Opinions keep readers reading. Readers give feedback. Printed feedback creates more feedback. More feedback creates more readers. Readers create income. Ain't it an awesome circle?

Well that's my opinion. What's yours?

You may publish this article in your ezine and/or web site as long as this resource box is left intact.

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