

Those Little Things For Big Results

By Jeff Neil

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

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Sometimes it`s the little things that matter most. My wife often tells me that about our marriage. I`m not exactly sure what she means but I`m guessing that I`m doing something right.

Now if what she says is true than marriage and publishing an ezine have more in common than I thought. And sure, why not?

They both take work and they both require a special relationship. In a marriage it`s things like an unexpected hug or a simple phone call to say I love you. Those types of little things really bring success.

But what about your ezine? Are you doing all those little things to make it a success? The simple but often overlooked things?

If you use your imagination I`m sure you can come up with a huge list of "little things". But let`s just stick with a few. You don`t have 30 minutes for the whole story do you?

What`s your name? Now that`s a strange question.

Well... You really want your ezine to stick out and be remembered. Sort of like your memory of the last time you ate liver. But only in a good way. Maybe your grandmother`s home made donuts would have been a better example. I`ll let

you decide.

Ok. It may be too late to change your ezine name now. But if you have just started think about this.

Short is Better. Something that can be remembered. One or two words is great. Once you start getting into the three or more word names you start to blend with every one else.

Making Money Online
Profiting From Home
Internet Cash Waiting
Online Money Machine
Internet Marketing Secrets

I just made those up. But they might be real names. Once all those ezines are in your inbox it gets hard to tell them apart. Minimize this and take a look.....

See?

One or two word titles stand out.

Web Gold - Terry Dean
Talk Biz - Paul Myers
Always Marketing - Jeff Neil
PlanetGram - Frank Garon
Trafficology - Wayne Yeager

These are real ezines with easy to remember names. No need to beat a dead horse here.

So let me repeat that question. What`s "your" name? What do your parents call you? safer yet, What`s on your birth certificate? I`m not going to share what my parents call me so I won`t ask you to.

But believe it or not there`s a surprising amount of ezines that never mention a name. No, you don`t have to write your own articles to be remembered. But at least take the credit for your hard work.

Let your readers know who you are. Who gave them that great advice. Who told them where to find what they were looking for. That`s your job. Get the pat on the back for it.

And yes, there is still one more "little thing" about your name. The FROM block. What is your name? It`s not really webmaster is it? Personally I`ve never met anyone named webmaster. But they send me email every day.

Is it all from the same person? Or are there several? It`s

not easy to tell without opening the message. So I`m afraid
Mr. or Mrs. Webmaster, your email may not get read.

Yup, it`s the little things. In a marriage or an ezine.
Those things we take for granted can make a huge difference.
Make a difference. Let us know your name.

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