

How to Start A Fee Based Newsletter

By Jerry Robertson

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Jerry Robertson
robertsonelrob@aol.com

Starting a New Business <http://www.elrob.com>

Why would anyone subscribe to a fee based newsletter with so many free ones out there? The internet contains many sites that allow you to get free stuff. If you have valuable knowledge and can save time, you can have a successful fee base newsletter.

People may tell you that they would never pay for anything over the internet. Television used to be free also, but cable and satellite companies have made small fortunes.

People will subscribe to your pay newsletter, if you have the right subject and fee. The first thing you need to do is select a high demand subject. Do not make your subject too general. Online Marketing and pets are a good example of being too general. Search Engines and dogs would be more specific subjects.

Once you select a subject, decide on your format. With your newsletter, you will need a password protected web site.

On this web site, you will have information on your subject, plus your old newsletters. Other things on your site could be resources, reviews, and helpful articles.

Update your web site weekly, at least. Also, send out your newsletter at least bi-weekly. Weekly is preferable.

How are you going to get all of this material? Ask people who have written articles for permission. Spending about 10-15 hours per week researching your subject is a good way to help you locate your information for your newsletter. The objective is to keep your content fresh and up to date.

What should you charge for your newsletter? The fee depends on the subject, but I would recommend having monthly, 6 months, and yearly prices. The 6 month and

yearly price should be at a discounted rate. The monthly rate will be the most popular. If you need help pricing, locate a pay newsletter in your field to get an idea of what to charge. Also, send out surveys to see what people are willing to pay.

There are many companies out there that will handle your credit card sales and your password protected web site, following is one of the companies that will handle all of your membership needs:
<http://www.globill-systems.com>

They can even handle credit card sales outside the United States and Canada, which could increase your sales by 20%. Also, they can run an affiliate program for you.

You need to promote your site. A good sales letter with testimonials can help your site be successful. Advertise and promote your affiliate program. Your affiliates can make more sales than you.

This is a quick guide to starting your fee based newsletter. With just 1,000 subscribers, you can make a considerable amount of money.

With a little work and some terrific marketing, you can make a great income with your fee base newsletter.

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