

Should You Start An Ezine?

By Jerry Robertson

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

The answer is definately yes. First of all, you can make money from selling ads. However, the main purpose is to build a large opt in list. You will be able to sell your products at a much higher conversion rate with your ezine subscribers.

You should publish your ezine at least monthly, but preferably weekly or bi-weekly. You also need to include original fresh useful content. Many ezines are full of ads, many of them free to new subscribers. In many cases the results from these ads are marginal. I believe that newbies would be better off subscribing to ezines with more content and less ads. With fewer ads, the ads have much more impact anyway.

Here are some things you can do to build up your base of subscribers:

1. Pop Up Forms are really effective to get new subscribers. They are best used when a visitor is exiting your site.
2. Visitors need to be able to subscribe to every page of your website. Near the top of the page would be best.
3. Have newsletter archives on your website.
4. Contact other ezines to have subscription forms on their websites and vice-versa.
5. Use all announcement lists possible.
6. Give bonuses to new subscribers.
7. Trade ads with other ezine publishers.

8. Use email sig file to promote newsletter on all correspondence.

9. Write Articles to other Ezines.

10. Post to discussion boards

11. Use paid subscriber lists

Building up your ezine will help your online business grow. Your best customers are often your ezine subscribers.

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