

Interviews With Successful Ezine Publishers - Paul Becker

By Ken Hill

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Paul Becker is publisher of the FREE Weekly Fitness Tips Newsletter at <http://www.trulyhuge.com> . Paul's newsletter provides weekly e-mail tips on bodybuilding, health, and fitness. When you sign up for Paul's free newsletter, you will be automatically entered in his monthly drawing to win free supplements and other great prizes.

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KH: How important has publishing an ezine been to your business?

PB: First of all, let me establish the fact that building a list is critical to your success online. It's a very inexpensive means of developing a relationship with people who are interested in your product, service, or opportunity - potential customers or clients!

KH: How long have you been running an ezine and how many subscribers do you have?

PB: I started my email newsletter almost three years ago. I currently have 120,000 subscribers and growing.

KH: Do you submit your ezine to directories and/or announcement lists and if so how effective has this been in gaining new subscribers to your publication?

PB: I have done this on a very limited basis and got limited results.

KH: Do you write and use your own articles to promote your ezine? How valuable has writing articles been in promoting your ezine?

PB: Yes, I write my own articles and use articles by other authors, I think my subscribers like to get different

viewpoints on things.

KH: What methods do you use to promote your products or services within your ezine?

PB: Ads in the newsletter, and articles such as interviews with the person who developed the product or product reviews.

KH: How do you go about preparing your ezine for publication?

PB: I simply write and edit it in MSWord.

KH: Any advice to future ezine publishers? Things to look out for or things to concentrate on when publishing an ezine?

PB: Getting new subscribers should be the focus of your web site. I think many people mistakenly believe that people will return to their site on a regular basis. So, if they won't keep coming back to you, you've got to go to them - by email!

Probably the most important thing you can do is to have subscribe information on your homepage (the first page of your site). And don't make it hard for them to figure out how to subscribe!

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