

# Pick A Topic

By BB Lee

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You've decided to enter the fantastic world of ezine or newsletter publishing. But, you are genuinely stuck on what kind of topic would interest potential subscribers. This is probably very true unless you have a business to promote. Of course, starting an ezine to promote your business, is one way to choose a topic. But, if you are a Newbie, there are other things to consider.

## What Drives You:

Pick a topic you have a great interest in or a growing passion. Ask yourself: what are your hobbies, what drives you, motivates you, makes you angry, what do you want to tell the world about, what do you want to teach others. Are you a techie and want to write about Java Scripts, designing web-sites, or programming software. Are you into small business and want to explore marketing on the Internet. Maybe you are a writer and want to share your writing experience with anyone thinking of starting a free-lance writing career.

## Topical Situations:

Choose a topic that you'd pay others to let you write about. You say you don't know how to write or put it together. You are not an expert. Nonsense! You don't have to be an expert. Just share a passion for the topic. You don't have to be a literary genius to publish an ezine. Just have something to say. And say it in a genuine way, that burst with your enthusiasm for the topic. This will be appealing and sure to attract many subscribers.

## Add it up:

Pick your topic, narrow down the focus, zero in on a subject that fills you with passion.

## One more step:

Subscribe to a dozen or so ezines on your topic, study how they put it all together. Examine the content, sections, articles, even the classifieds, to see what kind of advertisers they attract.

Questions to ask yourself. What did you find interesting about their ezines. Was the ezine topic too narrowly focused? Or too broad?

Was the ezine too long or too short? Did you like the different sections. Which one's would you remove or keep? What was their writing style? Conversational or Authoritative? Which did you feel comfortable with?

Note: Write down all your findings in a little notebook. Analyze these important notes later to help you focus your topic and content.

## Links:

Quick Newsletters

Ten Step Guide To Creating Your Own Newsletter.

[">http://www.angelfire.com/zine/smallbiz/NewEbook.html](http://www.angelfire.com/zine/smallbiz/NewEbook.html)

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