

# How-To 'Bond Like Super-Glue' With Your Subscribers!

By Michael Green

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Every successful Ezine editor knows one thing that all failing editors have yet to learn...

"If you're going to make 'real' money from your Ezine newsletter, by earning cash every time you hit the 'Send' key to dispatch your latest edition; then first you need to gain the undying trust and devotion of your list of subscribers in fact, you've got to 'Bond like Super-Glue' to each and every one of your readers!"

**SOLD OUT!**

But where does the average Ezine owner get their hands on that kind of 'Subscriber Bonding-Substance?'

The answer is that an Ezine editor has to make their own glue and it takes a little time, perseverance and effort!

You see people buy products once trust has been developed (not before) and too many list owners make the basic mistake of trying to put the kart before the horse. They attempt to 'hard-sell' products that they are affiliated to, right from issue number #1 of their Ezine. But unfortunately - they fail to realize that trust has yet to be built-up between

the newsletter and its readers. And that is fatal!

## GETTING IN CLOSER

Nobody wants to be hard-sold to by a virtual or complete stranger, and that's in the real offline world. You can multiply that old maxim by a hundred in the scam-rich online environment.

Now Ezine list owners who forget that they promised their readership quality, useful and informative information - when they first signed up - are then the exact same people who are most surprised when they discover that they're not making a decent return from their online efforts.

## SHOCKED BY HIS OWN FAILURE

Recently an Ezine owner contacted me anxious to discover why his own Ezine (with a 5,000 subscriber base) was failing to make profits.

I asked to see a copy and when I did, the answer was shockingly obvious...

1. There was no original content of benefit to the reader.
2. EVERY link was an affiliate program he was signed up to.
3. The editor made no attempt to befriend the reader.
4. No sense of which angle the Ezine was coming from.
5. There was nothing to indicate who it was aimed at either.

The answer to why this list owner was disappointed by his Ezine income was very clear...

He had failed to 'bond' with his readership. In fact, he had forgotten to apply any glue at all!

So how do you insert glue between you and your subscribers?

It's easy -- follow these 4 SUPER-GLUE STEPS:

### 1. GIVE THEM QUALITY CONTENT

You have to make certain that there are benefits to the reader in subscribing and this means bringing them fresh interesting articles and perspectives on the subject that your Ezine tackles.

### 2. BE CLEAR WHERE YOU ARE COMING FROM

If you told new subscribers your Ezine was about how to "better work from home", then at least roughly stick to your subject matter. If you don't your Ezine will become completely defocused, confusing your reader.

### 3. BE CERTAIN YOUR READER KNOWS ABOUT YOU

Your task is to build trust. The only way we come to trust each other is to get to know one another first. So you've got to be bringing your reader up to speed about yourself as editor. Your likes, dislikes and views are all important. Don't hide them.

#### 4. PROMISE AN ONGOING RELATIONSHIP

The glue dries stronger, if your readers believe that you will still be around next week, month or year. You can't develop a powerful relationship with your reader if they believe that you are a fly-by-night newsletter editor.

Do all this and guess what?

The next time you happen to mention the latest, greatest, hottest new product on the block and then proceed to give it your personal seal of approval, your readers will follow you to purchase that item - as if they were actually stuck to you.

That will be because you've taken the time to 'Bond like Super-Glue' With Your Subscribers before trying to sell them anything that moves.

Good luck with your Ezine,

Michael Green  
Ezine Guru.

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The author, Michael Green, is an accomplished Ezine editor and well-known newsletter guru. He has recently launched an Easy Ezine Toolkit which can provide you with a whole host of invaluable 'insider' secrets on generating income and profits from your own Ezine. Well worth getting your hands on. Pick up your copy today at <http://www.EasyEzineToolkit.com>  
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