

Why Start An Ezine?

By BB Lee

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Reaching Out:

Are you searching for a great home business idea or a way to get your product out to a large market on the Internet? Starting an ezine is a great way to reach a large consumer base. You can ultimately reach thousands of interested individuals who have specifically requested your publication. This is known as an "opt in list". A very valuable commodity for the online business. Since they have previously requested information and are part of your subscriber list, contacting them about specific products cannot be considered spamming(unsolicited email). If the subscriber is dissatisfied at this promotion deal they can simply "opt out" of your list by requesting removal.

What is your passion:

You might also consider starting an ezine to instruct, inform, entertain, or just sound off, on any given subject. Are you a closet comedian? Why not start a joke a day ezine with your vast reserve of jokes. Concerned with single parenting issues. Start an ezine for single moms, or single moms looking for work at home jobs. Hooked on soaps? Start an e-zine that is a daily review of the events on your favorite soap opera. Concerned about the environment? Why not start an ezine on ways to protect the environment.

Consider this:

Starting an e-zine is a great introduction to marketing basics from the ground up while you learn to build your subscriber list through advertising, networking, building subscriber relationships.

The Payoff:

If you deliver what the people want on time, in an attractive, convenient, informative, relevant, package, you will be a success.

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BB Lee Is Editor/Publisher Of SmallBizBits Home Biz Newsletter.
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