

10 Ways to Know What Article to Feature in Your Ezine.

By Oluwafisayo Akinlolu

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One challenge the ezine publisher faces is the creation of good content. Every issue must contain something of interest, something useful to the reader.

Here are ten tips which will help you choose the right article to feature in your ezine weekly.

1. THE 30SECONDS TEST.

If the article does not sustain your interest (attention) for the first 30seconds (or maximally 60seconds) forget it. Find another article.

You want to sustain your reader's interest so watch out!

2. WRITE ARTICLES.

Write articles and use article announce groups to publicize your new articles. Make it clear in your article that it may be published freely. Those who publish the article will send you a courtesy reply.

Articles that get published by great numbers of people are good. Simply use them in your ezine. Remember to add a little more spice to them.

3. FOLLOW TREND.

Tastes and values change progressively with time. You should also follow trend. Constantly look out for what is new. While retaining the focus of your ezine, add dynamism by following trend.

Use articles that provide dynamism.

4. PARTICIPATE IN DISCUSSION FORUMS.

Discussion forums are helpful in helping you choose the right article

for your ezine each week. Visit these forums and watch the questions asked. Watch also the answers posted. You will be able to determine what topics are hot.

Go out, search for articles on these topics or write on them and you will have great content.

5. TITLE, CONTENT AND AD HARMONY.

Articles that you publish must harmonize with your ezine content for each issue. So should the title. There should also be harmony with the ads you place.

If the focus of your article for the week is how to turn prospects into customers, an ad selling cleaning agents would not be effective.

Work on the harmony of your content. Choose articles that go along with every other thing.

5. PRACTICALITY.

Articles that tell "how" have an effect on readers. It puts them in a mood that will get you really started. I must say it aloud. The reason why you are giving content is to make sales.

"How to" articles make the reader want to click your ads once it harmonizes with the article.

6. DEMOGRAPHIC.

If your ezine has an effective feedback mechanism, you should know who your readers are.

Choose only articles that harmonious with your reader's interest.

7. DETAIL.

I don't know about you, but I like detail. Articles that give information would do just fine.

8. AUTHENTICITY.

Always determine the authenticity of articles you intend to publish. What I mean is try and think on it. Are the principles and logic stated in the article sound?

Articles which pass this test are good enough for your ezine.

9. ASK YOUR READERS.

Ask your readers what they love most and what they dislike. Give a bonus for answers you receive. You can decide to give a bonus to the

first 50 to tell you what you want. This is an effective way to know what article to feature.

10. LANGUAGE.

Look for articles that are written in plain easy to understand language. The last thing you want is to get your reader confused.

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