

Ezine Publishers:Your Best Friends!

By Peg Bastin

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What do you need? Information on website building, a good article, a new resource, exposure for your business? Ask a publisher! Chances are, they have what you need, or can get it for you.

Publishers are your friends and most importantly, your link to content and ideas to help your business. If you take the time to read the ezines you subscribe to, you can learn the latest information to help yourself promote your products.

Need to know how to do something? Build a website, create a book cover, write an ad, download a book, start your own ezine, or just about anything - you can find the information you need in an ezine. The editors do the research, and you reap the benefits.

No matter if the publisher is brand new, or a seasoned veteran, they all have good ideas, and can offer you encouragement, motivation, help and advice.

They supply valuable services such as ad writing, website reviews, free and paid advertising. You'll find resources to help protect against hackers, viruses, and scams. They publish your articles, ads, feedback, profiles, answer questions, hold contests where you win free products, advertising or other valuable products.

We benefit from their alerting us to scams and viruses. We learn how to avoid the dangers to our PC's, how to repair the damage caused by these viruses. They also share other subscribers recommendations or warnings of scams so we can be aware of these predators who try to take advantage of us.

Publishers have many personalities and cultures. Another learning tool! The Internet gives us friends all over the world that we would never meet otherwise. They have families, jobs, and problems like the rest of us.

Now their job is even more difficult with the spam filters. All their hard work ends up floating in cyberspace instead of your mailbox. They've had to learn new ways to fool these filters and get this valuable information that you've asked for into your email box.

I am thankful that these editors haven't given up trying to publish their ezines. If they did we'd have a much harder time learning and marketing our businesses. Where else could we find so many benefits in one place?

We can help. Publishers need our help as much as we need theirs. We can contribute our feedback, and offer our input when requested, so they know what to put in their ezines. Our interaction gives the publishers the encouragement and motivation to keep on providing us with the best information they can find.

Let's say 'Thank You' and make their day! Someday you may be an ezine publisher yourself!

Written by Peg Bastin
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