

# What Can You Learn From Ezines?

By Peg Bastin

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Gosh! Where do I start? You can find ezines on any topic you can imagine. Advertising, marketing, crafts, children, pets, Christian, humor, computer tips, nostalgia, and thousands of other subjects.

Publishing an ezine is a lot of work. An ezine is not just a place for free ads, it is an information center for our benefit. The publishers have done the research for us, you just have to read it and use the information they provide. Ezines are a must-have tool in your marketing plan.

What kind of information can you expect to find in ezines?

Advertising

You can learn the proper formatting of ads, where you can place free ads, submit solos, or sponsor ads for better exposure of your product or service. Coops will send your ads to many ezines for a small fee.

Marketing

Ezines are a great help in allowing you to increase your exposure and branding your name or product. It also allows you to interact with the publisher and fellow subscribers. Other than ads, you can submit feedback, articles to help other subscribers learn, and you can also get to know one another through profiles/bios. You can get free website reviews to help you improve your website.

There are contests to win free advertising, ebooks, software, or services. Some have question and answer columns where you can get and give answers to questions

that others have.

You will find how-to articles and computer tips for Newbies and pros. You can learn which programs work and which ones to stay away from and save your time and money.

## Resources

Ezine resources include a multitude of items from email courses on almost any topic, traffic building sources, website creation and hosting, scam reporting links, tools and software they've tried and use themselves.

## Motivation

Publishers provide great motivation. They've been where you are and have learned from their mistakes and are willing to show you the best way to do things. They've 'been there, done that' and can smooth out some of the bumps in the road to make your experience easier. They love to encourage you and share their knowledge. Just ask them and see!

Publishers are people with personalities, problems, and families. You should get to know them, and how people live in other countries. Together, we can go far! You can even learn how to start your own ezine!

And best of all, the ezines are free! That's free information, free advertising, free resources and free friendship!

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Written by Peg Bastin 2002

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