

Publishers Are Standing in Line to Publish You

By Raymond Johnston Jr

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As a publisher, one of the hardest things to find is fresh material for your ezine. There is a lot of material out there and it would make it very easy to just grab something and call it good. In fact, there are many ezines and newsletters that do just that.

The number of ezines popping up is staggering, yet quality material to fill them is still quite limited. It's certainly not a lack of quantity.

I spend hours each day reading to find good information to pass on to my subscribers.

It's not an easy task.

Why? Well, most of the quality work gets published in every decent publication around.

The quantity of "good" material available is very hard to find.

Too many people writing articles are trying to write about subjects they are not qualified to write about.

Everyone wants to act the part of an expert.

You don't need to be an expert to write articles. Everyone has an opinion. Everyone has experiences. Everyone can do a little research and find a few facts. Heck, today you don't even have to know how to spell.

Publishers like to give their subscribers various views. Yours doesn't have to be the same as everyone else's.

You want to improve your business? You want to increase traffic to your website? You want to brand your name?

Take the time and start writing some articles. The first few may not even get published but the more you write the better those articles will get.

Please write. Publishers are standing in line to publish you.

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