

# Ezine Publishers - Your Best Friends

By Robert Taylor

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Most of us never realize ezine publishers are a remarkable source of information. Nor do we understand that corresponding with them can lead to great friendships.

Only a few of them have failed to respond to my requests for help and advice. They are the greatest source of free and invaluable information in today's world. They keep you informed about all the latest scams, rip-offs, viruses, best sources of information and software, and many other things that affect you on a daily basis.

Many of us subscribe to a number of ezines and benefit from the articles, information and advertising presented in them. We seldom correspond with the publishers, thereby overlooking a resource of tremendous value.

Most of them have been on the Internet for goodly amounts of time and have learned through experience (sometimes brutal) and a considerable investment of their time and money what they so freely impart to us.

There are those subscribers who object to advertising of any sort in these ezines. How else can these publishers recoup a portion of their investment in publishing the ezines? Additionally, quite a few people enjoy the benefit of placing free ads in some of the ezines to which they subscribe. This is a large amount of additional work for the publishers which produces no immediate benefit for them.

Agreed, the publisher gains subscribers by offering free ads. However, how many of you would like to have subscribers who are only there for the free ads, and not for the content of your ezine?

The amount of abuse some publishers receive is unbelievable. There have been tales of obscene emails sent to them, they

have been accused of spamming, people refuse to follow their guidelines for free ads and send rude emails when they are corrected, and several other such instances.

Publishers are human and will err. Remember the wise old saying that to err is human, to forgive is divine. Very few people make mistakes on purpose.

In view of what has been stated here you may wish to take another look at your relationship with the publishers of the ezines to which you subscribe. Consider them as friends and great sources of valuable information. Correspond with them and give them your feelings and opinions on their ezines and the content published in them.

Another benefit to corresponding with ezine publishers is that you will gain some truly great friends and become acquainted with some remarkable people.

Where the ezine covers an area of particular interest to you and you have questions, send them to the publisher of that ezine. You may well be surprised at the quality and usefulness of the information you are given.

In summary, mine the gold available through questioning ezine publishers!

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