

# Should I Publish An Ezine?

By Tim Bossie

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"Should I Publish An Ezine?"

Once upon a time, when Internet Marketing was but a wee little lad, one of the better ways of obtaining quality information for starting up an online business of your own, was to subscribe to, and read, an ezine. A handful of already successful business owners had started writing and publishing their own ezines, or electronic newsletters, in an effort to reach more people and, ultimately, to sell more products.

In essence that's the sole purpose of any kind of publication, to make money.

But, there is also another side of that coin. In order to expect to make any money you first need to build a substantial subscriber base with content that is

Informative  
Original  
Up To Date  
Relevant To Subscriber Needs  
Energetic and Fun to Read

And most importantly it must Teach.

That's what keeps people coming back and more people subscribing. You build a name for yourself, and your

publication, that will keep tens of thousands of subscribers happy and make you money.

Now that Internet Marketing has taken off as a great way to make an income, every website has a form for you to sign up and receive their weekly newsletter. And for good reason.

Publishing an ezine can substantially increase the amount of money you make from your online business. There is no question. But is it for you? Will publishing your own ezine help you, or hurt you?

If you don't do it right, trying to publish an ezine will stop you dead in the water where any kind of online success is concerned. Instead of positive name recognition, providing poor quality will do the reverse.

As an ezine owner you owe it to the people who subscribe, to provide them with the information they initially subscribed for. It doesn't matter if you are publishing an ezine that deals with marketing, flower arranging or rock collecting. If your content is sub-par, out of date, or worse, found in a hundred other ezines, you lose.

Publishing ezines is more than trying to sell ad space or products from affiliate programs. You need to make your ezine come alive and "talk" to the subscriber. Your personality must show through your writing, like you're sitting there with the subscriber, one on one, and having a conversation, a debate, telling jokes or teaching him/her about your ezine's topic.

A winning ezine should take the complete week, or month, to put together, not a few hours the morning of your publishing date.

Do not underestimate the power of an ezine as a tool to build a successful online business. It's an important part of your marketing toolbox and should be treated as such.

What should you do to make sure you are publishing an ezine that will keep your subscriber base growing?

1. Inject your personality into the ezine.
2. Provide at least one original article written by you.

3. Ask for feedback so you are providing exactly what the subscribers want.
4. Always be thinking of ways to improve your ezine with new content and features.
5. Be honorable.
6. Have fun.

Ezine publishing is a great way to market your website, just make sure you do it right, or it can also be a great way to destroy your website.

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Article written by Tim Bossie. Tim is a veteran Internet Marketer who specializes in copy writing and consulting. He is the owner of Glimmers Marketing Services, a full service advertising, publishing, consulting and copy writing company that will help you find a lifetime of personal and business success! Check out the website at <http://www.glimmersmarketing.com> or call 1-207-551-7107 to find out how you can have your own ezine published for you!

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