

Before You Delete It, Read It

By Timothy Ward

Before You Delete It, Read It

Timothy Ward
wailinward@yahoo.com

Free Promotion Tips Ezine <http://www.tco2001.primetap.com>

If you ask any honest ezine publisher they will tell you that there is a difference between the number of subscribers an ezine has, and the number of people who actually regularly read the ezine. Of course the better the ezine, the more regular readers there will be. But even the best ezines get skimmed over, glanced at, and deleted by a certain number of subscribers.

This fact however, doesn't hurt the ezine publisher as much as it hurts the subscribers. You see, every time someone just glances over an ezine, or sends an ezine to the 'Trash' folder without reading it, they are missing out on some of the best information the internet has to offer. This information comes in the form of ezine articles.

Ezine articles are a great source of information for a number of reasons. For one, they're written by a wide variety of different men and women around the internet. This allows readers to get unique perspectives and viewpoints on a variety of subjects.

Secondly, ezine articles are written by people who want to share their knowledge with others. People don't write ezine articles to get rich, they write them to help others. True, they are allowed a resource box at the end of the article, but that's the only payment they will receive for all the time and effort that went into the article.

Additionally, any article you see published in an ezine has already been reviewed by the publisher. Publishers

only use articles that they feel will be of value to their subscribers. You don't have to sift through tons of reports and websites to find some useful information, it's delivered right into your inbox for you.

Another great feature of ezine articles is their length. Most are relatively short, somewhere between 500 and 700 words. This allows readers to be able to read them in their entirety in a manner of minutes.

Lastly, each ezine article leaves you with an added extra at the end: the resource box. Here you will find information about the author, as well as links to even more useful information. Some of the best programs and reports I've come across, were in the resource box at the end of an ezine article.

So before you skim over or delete that ezine that just arrived in your inbox, why not take a few moments to look it over and read the article(s) in it. You may be surprised at the information you find.

=====
Timothy Ward publishes the 'Free Promotion Tips' ezine, a weekly ezine that consists of articles, tips, and resources designed to help you find no-cost methods of online promotion. Visit:
<http://www.linkcounter.com/go.php?linkid=210240>
=====

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)