

Looking For Profits

By Trevis Kelley

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Trevis Kelley
fred_can_fly@yahoo.com

Money Making Info <http://interneted.50megs.com>

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Writing e-zines to boost online profits by Trevis Kelley

Tired of searching for the “secret” to making online profits? Are you feeling like your efforts are going no where? You see several “gurus” saying several different things? Can’t find the “magic pill” for making tons of money online? I have some of the answers for you.

In my last newsletter (BTW – you can pick it up at <http://interneted.50megs.com/custom.html>), I focused on the traffic building efforts that can produce real results. I also showed that free traffic generators can produce results, and that there is no one guaranteed way to create traffic. The difficulty is spending the time, money, and effort to make those traffic generators last. So, now you have traffic to your site.... Great! Problem: a lot of hits, very little profits. Well, hold on to your seat, because we are delving into a world of turning those hits into profits.

E-zine publishing is the best way to get repeat customers (if you have a content rich e-zine with good information). Now, I know that you are thinking that this is an impossible task, and will take much of your most valuable asset – time. Not true. A good e-zine can be written in a matter of minutes and could wield you the power to turn a cash-deficient site into a cash cow. If you can follow a few simple steps... you can be off and running to a great way to pull in those much needed profits.

The first thing that you should know about e-zine publishing is the KISS principle. KISS stands for keep it simple, stupid. And I can tell you, if you don’t make it simple, it won’t last. People are getting tired of internet hype and money-making “gurus”. They want straight answers and a formula that works. This is where you step in. What did you do to pull in those visitors? What kinds of things do you recommend that they sell? They are now looking to you for the answers, and you’d better be giving them. Well, that’s not hard. Just tell them exactly what you did to build your site from the ground up! It’s just that simple. Every week, give them a new nugget of information. Show them how they can profit by signing up for the affiliate program that now makes you big bucks. Show them how to set-up a website on a shoestring budget. Show them everything they need to know to make a website that can make them a solid part-time income. They will listen... after all, they signed up, didn’t they?

The second thing you should know is that for every newsletter there is a chance to find a new business partner. DO NOT, I repeat do not write an e-zine just to sell your product. I am not saying that you shouldn’t use it to make sales. I am just saying that if there is no content, the e-zine will go

absolutely no where. Give the subscriber what they want. Give them the tips and tricks that you currently employ. Every subscriber has the potential to make it big, and if they use your newsletter to do it, then they will eventually be able to help you make it big, too! Don't think of your subscribers as money. Just remember: if you cannot show them the respect they deserve, then you have an e-zine that gets deleted. How does that make you profits? Also remember that it took some time (not a lot, but hey....) your e-zine for that week. If you're going to put time into something, do it right. If you would like to become one of the biggest names on the net, then you have to run a respectable operation.

The third thing you should know is that you should keep it personal. Every respectable newsletter I subscribe to not only has good information, but has wit, humor, and character. This e-zine is a reflection of YOU. If people feel your e-zine is good and they trust what it says, then it will earn their trust in YOU. If you have a dry, boring newsletter or e-zine, then you will end up with a subscriber base that may think you have good ideas, but they won't TRUST you. You have to develop that personality in your e-zine to really gain sales. If you can't gain trust, it's almost impossible to gain sales.

I hope this helps in your quest to gain solid profits from your online business. I wish all of you much luck in your endeavors. And remember, you can always contact me mailto:fred_can_fly@yahoo.com for any questions or comments you have. You are an important person who has thoughts and ideas. Share them with me. I would love to hear them.

Kindest Regards,
Trevis Kelley
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