

# WHY UNSUBSCRIBE?

By Vern Anderson

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Marketing News Newsletter <http://www.marketingnewsnewsletter.com>

I can understand people who subscribe to a persons newsletter and as soon as their ads run, they unsubscribe.

They are not interested in reading any newsletters, or being a part of a subscriber list.

Their only aim is to subscribe, send their ad and as soon as they see their ad listed, they unsubscribe and start all over.

Not very nice to the editor who spends time downloading, sorting and editing these ads.

They are the type of person who gets a kick out of thinking they pulled a fast one on the editor.

They are numb to the fact that most editors work very hard to publish a usefull newsletter.

They could also care less about it as long as they get their ad out.

Like I said, I understand those people, they are heartless and un-caring about anyone.

The thing I can't understand, is someone who subscribes to a newsletter and knows full well that a newsletter needs to send out paid ads in order to make enough money to exist.

Then when they start getting some of these paid ads, they get belligerent and send the

editor a nasty email.

Why would they ever sign up to anyones newsletter.

Another thing that amazes me is that no matter how many ways we have listed for anyone to unsubscribe, they send a nasty email to the editor.

If you like the newsletter, then why un-subscribe when you start getting paid ads sent to you. It is very easy to just hit delete, and a lot quicker and you will still receive the newsletter.

I am a subscriber to over 100 newsletters, and I have days when I receive 20 or 30 paid ads.

If I am busy, I just hit delete. I do not get all huffy and send the editor a nasty email saying Unsubscribe me now!

Wouldn't it be great if everyone just tried to be a nicer person.

OH well maybe in the next life.

May God go with you.

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