

The Wonders of a Newsletter

By Windsong

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As I learned more about internet marketing, I kept hearing that I needed my own 'in house' mailing list. This is a list of visitors who are interested in what my site has to offer. I could try to capture information on my visitors (ie: email address) but somehow this just didn't seem ethical to my way of thinking.

I decided the way to build a list was to publish a newsletter. The advantages of publishing a newsletter are many. It is a great way to help establish your internet presence. It helps to build your credibility online. It's also a terrific way to get to meet a lot of people. Once your readers have become comfortable with your presence, and gain confidence in your knowledge and abilities, they are very likely to become life long customers at your website.

I thought about this for a long time before I actually did it. I knew it was going to be a lot of work, and I wanted to be able to do a good job. So I thought about what makes an ezine (newsletter) worth reading. I determined that its the same thing that makes a website worthwhile. Content! I needed to have content that people wanted. I knew I could find plenty of content on the internet. But I also knew that I would have to create some original content of my own. So I started writing articles.

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