

ELECTRONIC NEWSLETTERS OR E-ZINES

How To Turn the Wave of Newsletter Publishing To a Tide of Booming Success!

A Master Plan of Twelve Easy Steps to Take In Building an E-zine That Will Generate Thousands Of Dollars

How Did It All Start?

It wasn't too long ago that Tim Berner-Lee's radical dream of information-sharing through the World Wide Web will turn out to be a ground-breaking and world-shaking phenomena that will sweep and shape individuals and businesses alike in the unforeseen information highway era. The World Wide Web's promises of accessibility, connectivity and speed embraced with graphics, sounds and text reached reality since 1989 and continue to break through the barriers of the information sharing process.

This revolutionary phenomena deep-seatedly invited entrepreneurs from all walks of life to use the World Wide Web as the ground for the foundation of their business platforms and commercial concepts. Out of these far-reaching entrepreneurs is a group of professional individuals who tapped into the world of web information, electronic newsletters, online magazines, or simply called e-zines with a rooted notion of achieving success, just like their traditional supermarket and mail-order magazine and newsletter publishing counterparts.

How Much E-zines Are Out There?

There are currently over 95,000 e-zines available on the Internet with thousands of subjects varying from Health to Investments to Parenting. These e-zines attract many individuals from across the globe: men, women, seniors, teenagers, pre-teens and children because topics are vast and countless. Men's e-zines cover many subjects including Science, Sports and Fitness, Investments, Fatherhood, Humor and much more. Women e-zines also include Sports and Fitness, Motherhood, Financial Advice, Beauty Consultations, Literature, etc. Senior e-zines' topics range from Medicine, Fitness, and GrandParenting to Travel. Teens, pre-teens and children's topics include Videogames, PCgames, Sports, Music, TV, Movies and much more. The idea that news and other important and entertaining information can be reached with a click of a mouse brings out the essence of convenience in our fast-paced and high technology generation. There are also thousands of e-zines existing to accommodate each trade or industry in the ecommerce world such as Investments and Stocks, Insurance, B2B Strategies, Computer and Multimedia industries and Education. The list is endless when it comes to e-zines.

Swimming with the Sharks

Success in e-zines is a rare and precious commodity. Many e-zine providers face tremendous problems in conquering their competitions, budget limitations, subscription losses, lack of content and not to mention little or negative income per month. Thus, a new e-zine's lifespan range from 6-12 months. Starting an e-zine business can automatically drop you into a quicksand of disappointment which can weaken the limbs of your new but not-so-promising e-zine. If you're lucky, it can throw you out with zero earnings in the long run, or it can pull you into deep and ugly negative earnings reports. This is inevitable if you don't have the right elements, the right tools and the right formula to live by. Many e-zine providers find themselves invigorated by their first, second or even third issues just to see a sharp downturn or a decline in enthusiasm and revenues during their subsequent issues.

If You Read the Plan, They Will Come.

This marketing master plan you will follow will enable you to not only launch a successful e-zine and keep it alive (not just barely alive but very much alive!) but this plan can turn your e-zine into a booming success! Your subscribers' list could outrun your existing database program, leaving you breathless while taking in 10-20 subscriptions per day, amounting to approximately \$250 - \$350 per day, not to mention inviting in new subscribers daily! If you are a professional who thrives to be the best of the best, who is goal-oriented enough to pursue at least \$20,000 per month of subscription income in less than 12 months and who would never settle for less than 1000 subscribers, then this master plan is exactly what you need to achieve success and maintain success in the e-zine world!

They Sow What They Reap - Why Most E-zines Self-Destruct.

In order to succeed at something, one must know how others have failed. The Internet is a broad and widely used channel for all types of businesses and yet millions of Internet businesses around the world either miss the train or have completely fallen from it. The world of e-zine is a much more competitive and widely based medium for many businesses and corporations. Unfortunately, too many e-zine providers play the Russian roulette game, applying a hit or miss concept into their e-zine. It shouldn't be this way. Every e-zine must have a plan and the plan incorporated should be the most pivotal and crucial asset a business must hold. Not only do many e-zines collapse because they seem to be missing a plan, but they also fail to look at and analyze what failed e-zines have done in the past. Learning from other people's mistakes is one of the biggest steps you should take in order to avoid the same pitfalls and thereby succeed in your quest.

So Why Do Most E-zines Self-Destruct?

1.) *Many e-zines self-destruct because they are too dependent on advertisers.* They have mistakenly adapted the TV and radio agendas in making advertisers the source of their income. TV and radio are completely in a whole different type of ballgame when it comes to revenues. E-zines should never follow their formats or they'll be seeing themselves pack up their equipments way before their next month's lease is up. Even if you have found sufficient number of advertisers for your e-zine, it would be fairly hard to convince each advertiser to continue their advertising contracts with your e-zine when you only have less than 200 subscribers. And you can never guarantee that your subscribers will support or patronize your advertisers, so your advertisers will be looking at the clock on the wall, waiting to see if

their advertising costs with your e-zine is paying off. After your advertisers determine that there is no significant increase in their revenues from advertising in your electronic newsletter, get ready to be dropped. This master plan is informing you right now to throw away the old notion that your e-zine can survive through advertisers. From now on, you will not focus on advertising revenue but instead you will concentrate on the revenues directly from your own subscribers - your customers. You cater to your customers, make them your focal point and your e-zine will no longer take a nose-dive but an astonishing leap that would keep you awestruck!

2.) *Many e-zine businesses self-destruct because their revenues are not recurring.* Large corporations and banks never accept a one-time fee from their customers so why would an e-zine provider be any different? Many e-zines charge yearly dues or a one-time fee to draw subscribers in. What they don't realize is that there is a little excitement to be shown when you have a long list of subscribers who have paid you your fees but will continue to receive your news month after month after month, even for a lifetime. If you have this plan in your Business 101 class in college, you would have failed. The truth is large corporations and banks continue to flourish financially because they have recurring revenues, day in and day out. If you are working for someone, you wouldn't want your boss to just pay you an upfront one-time fee so that you could keep going back to work everyday for an unlimited time-right? So why would you set up your e-zine business in this same predicament? This master plan encourages you to set up your subscribers with recurring fees: monthly (e.g. \$19.95 per month), or quarterly (e.g. \$49.95), however you set it up, you are establishing not only a steady flow of income but an increasing one!

3.) *Many e-zines self destruct because they lack in content* when it comes to providing good reading material to their audience. Subscribers get disappointed with e-zines or newsletters that eventually do very little or nothing for them. With 80% of consumers as computer-literate and 95% of businesses are hooked on the Internet, it is not a surprise that most of America's population is bombarded with e-zines and newsletters that look and read the same from each other. In our culture especially, if you don't provide unique, informative and different articles in each issue of your e-zine then your subscribers will quickly drop you when its time to renew their subscriptions as fast as your competitions can swipe you off the market. This master plan will keep your e-zine fresh and new, stimulating and vigorous in the survival of the fittest land of e-zine.

On Your Way To A Successful E-zine

An e-zine requires far less expenses than print magazines and newsletters. For one thing, you can forget about the postage costs for your newsletter and the incurring costs of printing. But having an e-zine requires tactics and techniques. If you follow this master plan, you will definitely go a long way with your e-zine publishing business.

Step #1

To Succeed in the E-zine Business, Find Your Uncharted Waters

You never want to hear potential and existing subscribers say, " I already know this". Yet, it's this "been there, done that" mentality that e-zine providers go through leading them to collapse in the earliest phases of their business, this is the mentality you can conquer. One

top recommendation is to check the Internet and really see how many e-zines are just like yours. Are they completely similar? Even if you find an e-zine with a similar idea, chances are, an extra effort to be more informative, a lot different and far more unique can put you way on the top of the charts as subscribers look for substance, quality and specialty. You need to think with the subscriber's mindset. Ask yourself, "If people can get a similar, free e-zine, why would they want to pay for mine? Your answer should be "because my e-zine is better, my qualities are more professional and my services are unique - those of which subscribers cannot live without". Having these concepts can drive you to further question yourself, "How is it better? Does it offer tips, resources, etc.? Does it have articles that vary from issue to issue? How can my e-zine stand out and be different from the other e-zines out there? The name of the game is your **unique content**. Your subscribers should feel good about what they are paying for, mainly because they can't get it from somewhere else.

For example, there are over 15,000 fitness gyms and centers across America, from large commercialized fitness centers to a small town all-women's gym. During the first months of the year, from January to March, millions of Americans sign up for memberships in these gyms with high hopes of being stronger, leaner and slimmer. By May, hundreds of thousands of men and women cancel their memberships or simply drop out of any fitness program with sworn statements of never wanting to join again or they decide to join another fitness center. Why? What happened? The reason for this quick resignation on the part of the new members is because they did not find new and innovative ways to keep them in their fitness tracks. Maybe there weren't enough staff members who can personalize their fitness regimen or maybe there aren't enough sophisticated exercise equipment or invigorating exercise classes to give the new members reasons to keep coming back. Many needs and expectations were simply not met. The gym is simply looked upon by previous members as just another high paying place to sweat in. The members didn't have the needs to keep coming back because for some reason or another results aren't being met. Some members figured that they could get better results by buying their own equipment and exercise gear from the sporting goods stores. Members quickly decided that they can get better results with exercise programs on their own so they start their own walking, biking and running regimen. Most importantly, previous members of fitness centers didn't look at their gym as a "*special*" place to go to in order to achieve their fitness goals. And the key word here is *special*. Is your e-zine *special* enough for readers to pay for their subscriptions on a regular basis? If you still don't think the word "*special*" applies to your own e-zine, then I suggest that you research into further the type of e-zine you want to get into at this time. You need to come up with an e-zine that is special, unique and still quite uncharted.

Other Topics or Your Expertise

If you are an expert in something and would like to build an e-zine as a pro in your field, by all means - build it. Finding an expert in a certain field is always difficult for many people. Your knowledge, experience and professional advice can go a long way. Just remember to keep asking these questions: How can I be better than the rest, better yet - how can I be the best? What can I give to my subscribers that is of great value to them? Is it advice? professional resource center? life-changing tips? Who will be my subscribers? You need to start looking at similar e-zines or competitors to see your target audience. And to top it off, ask these questions: How am I special? How can I give my readers no other choice but to

read my e-zine as if their lives or careers depended on it?

More Topics - Where Do You Fit In?

Computers, Information, References:

Book Reviews

Computer Science

Internet

Journalism

Computer Programming

Publishing

Website Design

Desktop Publishing

History and Geography

Ancient Civilizations

Biography

Current Events

Global Events

Travel

Geography

Science and Mathematics

Animals

Astronomy

Biology

Physics and Chemistry

Paleontology

Arts and Recreation

Architecture

Fine Arts

Movies

Outdoor Recreation

Performing Arts

Photography

Television

Social Sciences

Education

Careers

E-Commerce

Literature and Writing

English and American Literature

Authorship

Fiction Reviews

Humor

Health Management

Fitness and Nutrition

Exercise

Vitamins, Minerals and Herbs

Food and Drinks

Winery

E-recipes

Camp and Outdoor Cooking

Restaurant Reviews

Family

Healthy Aging

Reading for Kids and Teens

Fatherhood; Motherhood

Family Travel

Gifted and Talented Kids and Teens

These are just a fraction of multitudes of topics out there. Don't get so caught up with the topic that you forget the emphases for your e-zine: "How can I be special and what can I offer that will make them wanting for more?"

Step#2

To Succeed in the E-zine Business, You Need To Show Them The Money

Potential electronic subscribers will be paying for e-zines that are unique, unheard of and can downright change their lives. They will always ask the question "What's in it for me?" when deciding if they should pay for your e-zine subscription.

The question "*What's in it for me?*" usually have *money* attached to it. There is one thing that is universal to all the cultures in the world - we all like to get money. "Accumulating money" should be the "American Dream", followed by "Owning Your Own House". Many Americans would rather make a good amount of money than live in a house with white picket fences but not having enough money. We all prioritize money over things because we know that only through money can we accumulate things. When you create your e-zine, make sure that you think about your readers who are paying for your subscriptions simply because they too want to accumulate money. E-zines that promise to help people make more money, achieve more freedom and attain more financial stability make up the 2% successful e-zines.

Everyday hundreds of infomercials enter our homes through cable television. And everyday many infomercials try to stage a script to reach into a buyer's palette and promise to improve a person's lifestyle. Does it work? Yes! Thousands of people call in the toll free numbers requesting for a kit of some sort, a book or a set of video tapes designed to help someone to either get rich or have a sound, financial freedom. People always prefer to increase their finances, or to say it straight-to-the-point, they love *money*. So knowing this important fact, your e-zine should focus on helping millions of Americans get, accumulate, increase or maintain financial independence.

TV news magazines like Dateline NBC or 48 Hours draw millions of viewers in every week because many of their topics are about people whose lives have changed from recent sufferings or losses or pains, those who have been schemed or connived by individuals or corporations. People like to watch these shows not because they enjoy watching people explain their recent tragedies but simply because they are alarmed and would do the necessary steps for these incidences to never happen to them. If you can advise to your subscribers how to avoid getting ripped off, how to prevent financial losses, personal tragedies or business failures, then your e-zine is on the right track. If you can help your subscribers to be aware of certain people, products or programs to avoid losses, pain, discomfort and frustrations and at the same time help them accumulate more money and achieve financial prosperity, then your e-zine is on its way to its own financial success!

Making Money and Investing Money

The top two topics that will get anyone's attention no matter what economic background one is from are topics pertaining to *making money* and *investing money*. People thrive to make money. Most people choose careers that will help them do just that. Unfortunately, once they get into their professions out there in the real world, money seems to be the item that they're scarce of.

Once a person is making money, he or she would like to improve the way money is earned. A person might get into freelance work or side jobs to supplement their regular income, or they might turn to investments.

Investing money is the next step a person takes once money is earned. Unfortunately, some investments turn sour due to scams or lack of education or knowledge - turning the person back to the goal of *making money*. As you can see, the cycle goes on - it's as inevitable as death and taxes. So if you are really serious about making money as an e-zine provider, you need to look into these two avenues. *Making money and investing money* are two of the most important interests people have and will never get tired of. If you aim for these interests, your e-zine will be in top demand.

Step#3

To Succeed in the E-zine Business, You Need to Go for 1000 and Aim for More!

In order to begin navigating in your uncharted waters, you need to conduct more research and studies about your e-zine. This shouldn't take long because we have the wonderful channel called the Internet. Christopher Columbus could have landed in America much earlier than he did. The reason he didn't get to America early enough is because he got lost! He went about the longer way to reach our land. Back then, it was hard for anyone to determine the types of waters that navigators will run into and where exactly they can land! Nowadays, navigators and travelers have sophisticated equipment and machines to determine what is ahead of them. Your sophisticated equipment should be your computer. Go ahead and research into your uncharted waters. See how many people are interested in your topics.

Knowledge Is Power. To Increase Knowledge, You Must Research & Participate.

Research

To search for a field that your e-zine will get into, surf away and look at the different types of websites out there catered to meet people's needs. In each field, determine what people are interested in, their background and their needs. For example, if you are interested in catering to our nation's Senior Citizens, look into senior sites. What are seniors interested in? What do they like to talk about? What would make them come to you and depend on you?

From a very basic research, I discovered that senior citizens actively participate in group travels. They are also interested in fitness and nutrition. Majority of the senior citizens enjoy traveling with the other seniors locally and internationally. They are very interested in how to get the best deals for their travel pleasures. Most of all, I discovered that senior citizens are well in tuned with money, and they like to learn more about protecting their assets and avoid being scammed. Just from this simple research, I have determined that there are multitudes of websites out there that cater to senior citizens but not one of them offer a package deal of information that will keep readers from subscribing into other e-zines.

There must be way over 100,000 senior citizens out there who are computer literate and are actively involved in the current senior sites. If you aim for even just 1% of these senior citizens and assist them in all their needs and aspirations, you get at least 1,000 subscribers. That's easy money! And the most important thing is that you are helping them avoid getting ripped off, helping them to enjoy their golden years and helping them to make money or make wise investments.

Participate

How did I learn all of the above information just from a basic research? Simple: I participated. Where? I participated in chat rooms, group discussions, online forum, etc. If you search for sites catered to senior citizens, you will find quite a number of them. Go into the popular sites and join a chat or discussion group. You'll be amazed at how much information you will get in less than an hour! You can review past message boards and see what topics are most subscribers interested in. Once you determine what they are interested in, then focus on the question "How can my site be more special than this?" When participating in the discussion groups, determine if the topics that are being asked are left unanswered or are answered vaguely. These are the topics you need to watch out for; these are "*hot topics*". Also, what topics are commonly and repeatedly asked? These are the topics that are high up in the "*in-demand*" list.

Most of the time, you will find that if you grab one or two of the most *hot topics* or *in-demand* topics from each site and consolidate them into one site, you got yourself not only a unique website but also a winning e-zine!

Step#4 To Succeed In The E-Zine Business, You Need Real Testimonials

Getting testimonials for one's products and services is easier than you think. Most TV commercials, infomercials and print commercials use testimonials not just because they work but simply because testimonials can always touch that nerve in a prospective subscriber. To get real testimonials, all you need to do is to again participate in chat rooms and discussion groups or forums. As you go about picking people's brains, you can then announce the launch of your e-zine, not in a straight sales roundabout way. Your announcement should be subtle and yet it should be very powerful in information, it must be inviting - with the right

words and tone, you can pretty much get a response from everyone. An example of this chat room announcement goes like this:

Good Evening to All,

My name is Mark Smith and I have just finished launching a bimonthly, nominal fee based e-zine called "Seniors Lookout". Its focus is on helping senior citizens increase their financial stability, protect their assets, find the best deals in travel, dining, etc. and avoid getting scammed. I am looking for 15-30 senior citizens to review my first four issues and to submit their feedback. I will post the best feedback as real testimonials on my web site. If you are interested in participating, please email me with your request. If you want to find ways to re-assess your finances, improve them and get an overview of things that concern you and at the same time avoid getting scammed, this is an outstanding site for you!

Mark Smith

Step#5 To Succeed In The E-Zine Business, You Have To Give A Little.

Your subscribers will pay for your fees if you have an excellent e-zine that they cannot live without. However, you would need to giveaway free subscriptions to the right people who will eventually be valuable assets to your sites. The right people include authors or writers related to your site, notable speakers and heads of reputable organizations. For example, for the "Seniors Lookout" e-zine, free subscriptions can be given to authors of books catered to senior citizens, the management and the marketing teams of AARP or some highly noted speakers on behalf of all senior citizens. These free subscriptions should be offered to reputable authorities by regular mail with a personalized touch - Do not send these offers by email as your email will be considered simply as a junk email and will automatically be tossed to the DELETE folder. When you send these personalized letters of invitation, it would really boost proactive responses if you include a password just for these special subscribers. Your e-zine information landing on an authoritative potential subscriber will give your e-zine a major boost!

Step#6 To Succeed In The E-Zine Business, You Need To Re-Assure Your Subscribers With A Security Transaction Page.

Security is one of those words that help people make instant decisions. If the building is secure, more people go in it. If a prospective real estate buyer sees a house for sale that has a security alarm, he will take note of it. This goes the same with cars and other products. In the world of information highway, security plays a very important role. In fact, people usually feel better leaving their credit card number in sites that have security pages than to a waiter walking off with their credit cards, out of their sight! In order to draw subscribers in and make them willing to pay for your e-zine online, make sure that your sign-up or payment page has a security feature, visible to all readers. Having a security page is easy - when you have a website hosting company that already has this service. This is one of the key things

that you need to seriously look into when choosing a website hosting company. It wouldn't be hard as many reputable hosting companies offer this feature more commonly these days.

Step#7 To Succeed In The E-Zine Business, Make Your Subscribers Feel Exclusive And Special....And Don't Keep Them Waiting.

Your subscribers should feel exclusive and special.

In order to make your subscribers feel that they are paying for something exclusive and something special, you need to give them a password to enter into your site and reap the benefits of being a member of your e-zine. These passwords can either be generated by you or your staff, or it can be picked out by your own subscribers, which is an easier approach. Whatever method you choose in providing your subscribers their passwords, make sure these passwords are easy for them to remember or to type in. Example: "RJ412" or "rickjoan" Ask your website hosting company for this feature. This key element is one other way for you to determine which website hosting company you should deal with.

No Waiting Here

Many websites have such heavy graphics or pictures that it takes forever for the end users to get into their e-zines. This problem can surely drive your subscribers and your potential subscribers away. When importing images onto your website, make sure you or your website designer optimize the images so that the loading time for your e-zine pages is put into a minimal time of at most 8 seconds.

Step#8 To Succeed In The E-Zine Business, Let Your Subscribers Play A Pivotal Role In Your E-Zine

Your e-zine should be able to let your subscribers participate in suggesting the topics that they are interested in. To effectively get these important feedback, have them submit their suggestions or special requests through your site and *personally* respond to them. Not only will they feel that they are indeed important, they are also giving you new and fresh ideas every time, ideas you can use in your future issues. Submitting suggestions or requests to your site should be easy and accessible, very visible to your subscribers and and the provider or author should be very responsive. If you keep your subscribers within reach and respond to them personally, your e-zine will be part of their households everyday.

Once you are established with your e-zine, it will benefit your subscribers to have a discussion board or a chat room where they can post their questions, concerns or recent testimonials. Subscribers enjoy discussion groups because these are additional channels for them to socialize in and learn from.

Step#9 To Succeed In The E-Zine Business, You Must Have A Good Price Tag and Good Looks.

Price Tags

Individuals and businesses are very similar when it comes to shopping. People will always look at price tags before making any type of decision. So in order to get subscribers and to

keep them, you need to determine a price that will not only make your customers happy because they are getting something invaluable for such a painless amount, but it will also make you happy because your e-zine will not be looked upon as an overpriced outfit.

In the psychology of price shopping, change is good. When I talk about change, I'm talking about *coin change*. Pricing items with cents will always invite potential subscribers because your subscribers will feel and believe that they are indeed getting a good deal. For example, isn't it more sensible to buy an item for 19.95, rather for \$20.00? I know that both prices have only 5 cents in difference but it's the stepping up to the next whole dollar that makes many people a little edgy. Also, it is much wiser for you to stay with month-to-month subscriptions priced between \$9.95 and \$19.95. People are always easy-going parting with less than \$20.00 for services that will do them so much good. If you have an e-zine subscription price of \$19.95 and you go for at least 1000 subscriptions per month, you will easily earn almost \$20,000 per month! And that's just your U.S. subscribers; think about how many subscribers you can attract in a global sense! Also, the \$20,000 you're getting per month only represents your existing subscribers. Your exceptional e-zine should be drawing in additional subscribers of at least 50 per week, if you stick with this master plan.

Looks

In the E-zine world, the looks of your newsletter differ than those looks from your print newsletter counterparts. For one thing, you don't need to worry about what type of paper you need to use, and the expense of having colored images. In the e-zine world, you're in a totally different ball game, but looks still matter.

Your colors and your format should match your audience. For example, you wouldn't want to put loud colors and sound bytes in an e-zine for a senior citizen's e-zine, much more than having mellow, soft music for a skateboarder's e-zine. Knowing your potential subscribers will help you determine the colors, styles and format of your e-zine.

Also, you need to make your e-zine easy to navigate in. Many websites are so confusing that people just don't bother to go into them anymore. Sometimes, viewers have to look really hard for the links and much harder to find the contact phone number, email and the editor's name in an e-zine. Make your e-zine inviting and easy to access to. When you design your website or when you hire your website designer, you need to be detail oriented and make sure you test the site to see how easy it is to explore in, or have honest feedback from your family or friends. See if they could find the home button or the links to the back issues easily. Creating an easy to navigate in web site will keep your subscribers in your e-zine comfortably.

Step#10 To Succeed In The E-Zine Business, Give Your Subscribers FREE Stuff.

How many people would avoid getting free stuff? We live in a society in which everything has a price tag, including water! So when people are offered to accept free materials that would help them along the way or will give them enjoyment or pleasure, then they are truly happy. Some of the free items you could give away are: e-books, seminars, e-cards, free downloads and coupons. With coupons, you may want to get a deal with other websites that can complement your e-zine to give out coupons. It will benefit them, it will benefit you and it will definitely benefit your subscribers - it's a win-win-win proposition. For example, a

senior citizens' website can have free investment seminars, free e-books on how to avoid scams and free senior coupons from a well-known diner. With free items given out to your subscribers, they know that they are getting their money's worth everywhere they turn in your e-zine, and they'll keep coming back for more!

Another thing you can do for your subscribers is to give them a free gift every quarter of the year. Why? Because everyone likes to be rewarded! Free gifts shouldn't cost too much. In fact, if you buy them in larger volumes, you would be able to get a pretty good chunk of the price off. Examples of free gifts to your subscribers include: books (from a wide array of author list that you will start creating right now); sample items from some of your complementing vendors and some downloadable files that your subscribers could use.

Also, your subscribers should have access to your back issues and this access should be easy to get into online. When reviewing the discussion board, it is always good to refer your subscribers to past issues that would be able to give them detailed answers to their questions.

Another free item you could provide is an excerpt of your next issue. E-zines work just like television shows. As in television shows, particularly daytime soaps, TV series or talk shows, showing what's coming up next week or the next day will remind viewers to tune in. Your e-zine's excerpts for next week's issue should do just that - it should excite your subscribers, get them on their feet and get them waiting for your next issue.

Step#11 To Succeed In The E-Zine Business, You Need To Work For Free.

I know what you're thinking, I've already given free stuff and now I really want to make some serious money - and you will! But you have to get your name out there, get your reputation to a top level and get people to really know you and know that you are indeed an expert. How do you do this? Simple. You can offer to write columns for other e-zines and electronic newsletters. You can pick out a few e-zines related to yours and offer to be a free contributing editor to their sites. To land the job of being a contributing editor you would need a letter just like this one:

Dear Senior Travel E-zine Editor:

How would you like to have a column for your site that will help senior citizens pick out the best hotels and restaurants in California, all year long.

My name is Mark Smith, and besides being one of your dedicated subscribers, I'm also the provider and author of a low-cost fee based e-zine called "Senior Lookout". <http://seniorlookout.com> The Lookout provides online help and recommendations to senior citizens to help them protect their finances, save their money and avoid getting scammed.

I'd like to contribute a column for Senior Travel called California Dreamin'. Each column will feature approximately 5 free resources in which your subscribers can benefit from when

it comes to saving their hard-earned money in travel, dining and investments. (Below is a sample).

I can be your contributing editor weekly, monthly, or even just for a one-time occasion. I think that Senior Travel subscribers will find the column and the resources that I provide as useful and informative and simply valuable.

If you are interested or have questions or comments, please contact me by email or call me at (800)123-4567

To start receiving a column, please send a blank email to marksmith@seniorlookout.com

My free service will surely benefit your e-zine. The only thing I ask from you is that you maintain the resource box containing my professional information at the end of each article.

I look forward to hearing from you soon.

Mark Smith
Senior Lookout

Include a sample e-zine issue here.

This technique will guarantee that your subscribers' list will continue to grow with your existing database, and your winning e-zine can become a household name.

Step #12 To Succeed In The E-Zine Business, You Must have Substantial Content and Expert Advice.

Experts in your field of e-zine are good add-ons for your subscribers. You can start writing down names of experts or reputable people in your field. The list can range from authors, organization leaders, a subscriber or a notable key speaker. For example, for the Senior Lookout e-zine, you may have ten people written down, whom you will interview for a featured article in your following issues. In the example of "Senior Lookout", these ten people may include: an author of a senior travel book, the editor of national senior's magazine, a speaker from AARP, a medical doctor who's expertise is in Geriatrics and an editor of a Grandparents e-zine. You can interview these experts by email, regular mail, by phone and tape recorder or you can conduct face-to-face interviews. After the interviews, you can transcribe the content into text or into an audio file for your subscribers to listen to online. To be able to post audio interviews in your website, visit the following sites:

<http://www.realaudio.com>

<http://www.zdnet.com>

List of web hosting companies you can work with. Make sure they have security pages feature:

<http://www.earthlink.com>

<http://www.att.com>

<http://www.covad.com>

List of discussion boards you can participate in as part of your research:

<http://www.onelist.com>

<http://www.topica.com>

<http://forumone.com>

List of e-commerce solutions for your online payments, providing security pages:

<http://www.netbilling.com>

<http://www.verisign.com>

<http://itransact.com>

List of search engines to submit your sites:

<http://www.webcrawler.com>

<http://www.mamma.com>

Parting Words

Now that you are fully equipped and truly informed about what it takes to have a very successful e-zine business, the one that can generate at least \$20,000 per month, the choice is yours to make. Are you going to apply each step of this master plan and see yourself take off? Or are you going to procrastinate, misplace this master plan and go about your life settling for average or less. The decision you make can change your entire life. An e-zine can be just what you need to achieve your "American Dream". And if that American dream is the type of dream mentioned here, the one that you need to focus on, which is making money and keeping money, then I suggest that you follow this master plan step-by-step, let no page be left unread. And when you are finished applying all these steps to your e-zine, you can look back in hindsight with all of your success and be glad this simple master plan convinced you to keep going.

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