



Brought To You
By YOUR NAME

- Introduction

Hello and welcome to my Easy Ezine Profits.

In this report I am going to outline a simple system that you can follow to start, grow and profit from your own ezine (or online newsletter, e-letter, whatever you want to call it).

I think that no matter what you are promoting or selling online, you should be building a list of some sort as well.

In this report, I am going to go over why you should be building one, what types of different ezines you can build, How to get subscribers, and how to make those subscribers ultra responsive to the offers you send them!

If anything, you will at least learn a few things about email marketing even if you choose not to start publishing your own ezine.

Let me also state that this is easy stuff. No techie experience is needed to start your own ezine.

And guess what, you don't have to be a good writer either!
Nor is this going to take much of your time to do or much money.

The key here is consistency. You won't be able to build a huge responsive list in a week. That just won't happen.

This is a true business building block that can certainly be the cornerstone of your entire online profit system.

So if you truly want to be successful online, I suggest you start building a list of some sort, and this guide will give you some good options on what is easily possible.

So let's get to it!

Why Start An Ezine?

Let the truth be told, out of all of the elements of my entire online business for the last 10 years there is one that has consistently put the most money in my pocket, my ezine.

Even though there are probably too many lists to opt in to as it is (especially in the Internet marketing niche), I still have to recommend people start one up and start generating subscribers, as I think for the amount of time you put in to run an online list (very little), the return is well worth it.

But, here is the thing- People online are starting to unsubscribe from many lists lately because of lack of quality. You need to be creating quality.

If you aren't producing quality content, then subscribers to your list, no matter what topic you are covering, are going to start unsubscribing in droves.

It is not only incredibly important to succeed online to build a list, but it is now more important than ever to start building a real relationship with that list, and nurturing it by offering serious value.

The people who grasp that concept are going to be the ones making a lot of money with email marketing in the future. So far, people have gotten away with low or no content, but that will surely change soon.

Put yourself in your subscribers' shoes. Why would you stay subscribed if you just get bombarded with offer after offer and get no benefit?

You need to make your ezine a worthwhile read for people to want to read it! If you do that, the profits will follow.

What Types Of Ezines Can You Create?

There are many different types and formats that you can run with, and of course there is also scheduling and the choice of selling advertising in your issues as well to think about.

First, you must pick a market. If you have your own product already, then start an ezine in that market to help promote your product and future products.

If you do not have a market to publish in yet, don't worry, you don't need a product to start an ezine.

But you must still pick a market. After that, you just need to set up a publishing schedule of some sort and pick a format.

Here are the setups that I know work!

- Schedule

I suggest you send out an ezine with a 3-5 page article of good information about once or twice per month at the least with once per week being the most.

That is all you need to send. When I was heavily involved in building my list and marketing to it, my formula was to send out one week with a 3-5 page article, and the next week was a solo advertisement for something I wanted to promote.

Then the week after that was another 3-5 page article on something my subscribers wanted to know about, etc

So I just alternated between content and an ad and it was very successful. I have since slacked off with my ezine a bit as I have been involved in other things, but am going back to this same schedule in 2009 as people will be fine with the ads as long as the weeks that have content are informative.

I do not suggest sending out 2 ads per week (unless you are launching a product that week, so you very rarely do more than one ad per week) or even lots of content a few times a week.

Simply emailing your list more than once per week is normally too much.

The only way this works is if your ezine is actually built around a daily schedule.

For instance, "A Joke-A-Day" style ezines are actually quite popular with office workers as they get a new joke (or funny picture or whatever) everyday and may actually be looking forward to it!

But I'm not really talking about those types of ezines in this report. I want you to focus on a content driven ezine that can help build your business and be a reliable source of income for you.

- Format

There are three different types of formats that you can use when publishing your ezine that work.

- Put the entire ezine in an email

This is the way I have done it the entire time I have published an ezine.

I just put the introduction, short ad blurb and article all in one email and send it out to all of my subscribers.

This is the easiest way to do things as it doesn't require much editing.

I also always send it out as text and not an HTML page as those can still cause problems with some email readers.

- PDF File

Another popular option is put your article in a PDF downloadable file and then send an email to your list telling them where they can download the file.

This has the added benefit of people being able to save it to their computer and view it later (more views means more people will click on the links in your ezine which means more traffic for you)

This also has an added benefit of a viral effect. You can put at the bottom (or top if you really want to stress it) of your ezine that they can pass the PDF file to their friends or make it downloadable on their web site or blog.

This can help introduce your ezine to people who are not yet subscribed to it. And of course, if your content is good and they like your ezine, they can go subscribe!

A PDF file format is certainly a decent option if you like the ideas above, and you can create PDF file for free with something like:
www.pdf995.com

- HTML Page

The last option is an HTML page where you put your ezine issue on your web site as a regular HTML page, then email your subscribers and give them the link to the latest issue.

This has the same benefit as the PDF file where people can refer their friends, or link to it from their own web site or blog which can generate more subscribers for you.

And it has an additional benefit of being able to use HTML in your ezine if you wanted to do more interactive content like pictures, flash animations or even video.

Which brings me to my next point, video and audio.

If you can add these to your free ezine to explain your articles/ideas, I cannot see why it wouldn't attract subscribers.

People are drawn to entertaining videos (just look at youtube.com's success) so adding these to your free ezine could certainly help its success!

- How to structure your ezine

There is a certain format that I like to follow that accomplished quite a few things.

Here it is:

- Greeting with a short introduction on what this issues article will be about..
- A short ad on a product that I am recommending
- The article
- My resource box
- A list of helpful links
- Subscriber information

Let me just give you an example of an one of my old issues of my newsletter to give you an idea of a working format.

Hi –firstname–

Today's article focuses on a killer conversion tactic!

Before I get to that, I want to remind you of some good deals still going...

The 4 Week Profit Blueprint offer that'll show you how to create your own successful web site in just 4 weeks is red hot!

C'lick here:

<http://www.wesblaylock.com/recommends/blueprint>

And of course the deal I told you about the other day where you can get some very professional graphics to help increase your responses is getting good reviews.

Check it out at:

<http://www.wesblaylock.com/recommends/collection>

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Today's article is a snippet right out of my 'Convert More Visitors' product that people love..

You can see what it's all about at:

----- link removed as product has been discontinued----

Enjoy today's article!

Wes Blaylock

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MAIN ARTICLE

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Note: You can use the article below in your own newsletter or on your web site as long as it remains completely intact, with resource box and copyright included.

Use "Relation" And Skyrocket Conversions!

(c) 2008 by Wes Blaylock

Out of all of the copywriting techniques that I have used to boost sales, one stands out above the rest when used correctly.

This technique is what I like to call "relation". It usually comes in the form of directly relating to the reader to build a rapport and a sort of credibility with them.

If you have read up on copywriting, you know that credibility in a sales letter can be the ultimate element for increasing sales ratios.

For building that credibility and rapport, I like to use relation techniques to compel the reader to not just read my letter, but to comprehend it and take action.

Relation is most commonly used in the fashion of a passionate story. I am sure you have heard from copywriters that telling a passionate story about your product or the people who use your product can explode your sales.

This is often done by putting the reader in a certain scenario in which he/she can achieve by purchasing your product. Like how their life would be if they lost that 50 pounds(if you are selling a weight loss product), or maybe how much better they could live if they made an extra \$2,000 per month, you get the point.

I call this future relation as you are relating to what their life would be like in the future (after they have bought and used your product). This is much easier to do, and the route most copywriters will take.

A more effective but harder example of relation is when you relate to the reader's current situation, and then trigger their emotions about the future with other components of the sales letter (like bullet points, benefits, etc...)

I find this harder to do because not all products are direct solutions. Now don't get me wrong, most successful products are in fact solutions to a problem, but the problem isn't always relatable to the reader's current situation.

I am sure you have seen the rags to riches stories in the Internet marketing world. This is an example of relation (although a bit overused these days).

I have been testing different forms of relation on just about all of my sites, and the orders are certainly increasing with each new direct relation technique I can employ on my sales letters.

Another way to relate is very simple. Actually, you have most likely already heard about it. Almost every copywriting book that I have bought brushes on it, but I figure I would tell you since we are on the subject.

It is relating the price of your product, to something that the reader is very familiar with. No doubt you have seen this before.

For instance, Jimmy D. Brown does a good job of this on his List and Traffic membership. He relates the price to a pizza. Check out: <http://www.wesblaylock.com/recommends/listandtraffic/>

That is a good example of this form of relation. Everybody is familiar with buying a pizza.

It is an easy way to show the reader that they spend that kind of money on other things like cheap food all the time, why not buy something that can give back and is guaranteed.

So you see, relating with your readers in any way is an excellent and very profitable way to boost sales.

See you at the bank,
Wes Blaylock

Wes Blaylock is a 10 year veteran of online marketing who has helped thousands of online marketers grow very profitable business. For more information on how to escape the rat race, subscribe to his newsletter at: <http://www.wesblaylock.com/> ← Free Bonuses For Subscribing!

-- End of Article --

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Link Of Interest!

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Add your links here

To unsubscribe or change subscriber options visit:

----- unsubscribe link goes here -----

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Notice this part:

Note: You can use the article below in your own newsletter or on your web site as long as it remains completely intact, with resource box and copyright included.

I allow any of my readers to use my article on their site or in their ezine as long as they keep the little box below the article that has my link in it.

I suggest you do these same as that one little "note" has generated a ton of free exposure for me and made me many profits.

I have seen my articles show up everywhere because of that one sentence. And of course they all have my link at the bottom going back to my site so that I get even more subscribers!

This format also allows me to advertise a little bit while still providing the content.

I think it's a good mixture without overdoing it.

You can copy this format if you wish, or test out your ideas.

The important thing is the good fresh content delivered to your readers on a regular basis.

## **- Building a strong relationship with your readers.**

I must admit, I haven't had the time lately to do this with my list, and the declining response shows it. But, the relationship you build with your list is where the real gold is.

Sure, just having a list is better than nothing, but the people making money hand over fist with their list are the people who have built a relationship with them.

How do you do this? Get personal, but not too personal- Make sure it is still interesting to somebody who would subscribe to your list.

For instance, let's say you have a list of golfers because you sell golf products. Tell them about experiences on the golf course, funny, stupid, or educational-stuff they can relate to as they are golfers and have probably done things very similar.

Try to relate to them as best you can. People want to know that there are others out there just like them. When they find out that you are just another person out in the world with the same experiences they are having, it becomes a lot easier for them to trust you.

It's all about getting each subscriber into your life.

This should be a huge focus of your list.

And if you really want to have an incredibly responsive list, then do these three things, in this order:

- 1) Build a relationship with them.
- 2) Educate them with quality content.
- 3) Promote good quality products that you believe in to them.

Doing this is a win-win for everybody.

## **-Using Bad or Overused Content**

There isn't anything good that can come from using bad content.

One of the big reasons to get on the Internet is to research information in some way or another. Who wants to go looking for something and read garbage?

If you waste a visitors' time, annoy them, or confuse them with bad content, they are certainly not going to buy from you. It is pointless.

Furthermore, the search engines are not going to like you much either. Especially if your information is the same thing that everybody else is using (Private label rights articles).

Article directories don't take kindly to bad or overused content either.

That's why I always suggest to take PLR content and delete from, add to and modify it to make it your own unique article/report.

Don't just use it stock, make it unique if you are going to use PLR stuff for your content, make it your own!

If you don't and just use the same content everybody else is then the whole idea is completely pointless.

Your information has to be good to make it big online. It has always been this way, and it always will be, so start producing good information now!

"But I'm not a writer"

Then become a "rewriter".

Take private label content, and rewrite it, make it better, repackage it. You don't have to come up with anything new, just make it unique.

But, you can only do that with content that is already at least decent. If it is bad, trash it and move on.

It is too time consuming to try and turn bad content into good. It is much easier to start fresh.

Look at your content from a visitor's perspective. If you were looking for information on that specific topic, would you be happy with the content that you are presenting?

Get used to stepping inside your visitor's/customer's shoes and looking at your business through their eyes.

It is a surefire way to improve your web sites and business overall.

## - Building Your List

Building a list is as simple as setting up a page where people can subscribe to, and sending traffic to it.

That is basically it. I've built 90% of my lists simply with some sort of subscriber page (like a squeeze page) and sending traffic to it.

Before I go further let me also remind you that you get my Profit Funnel Secret for free with this course.

That report details a way to build a list in any market with little start up (\$20 or so), and once you get it going, you basically generate tons of subscribers for free.

Let me just be clear, that system works very well and is very easy to set up and put together.

Here is the basic concept of my Profit Funnel Secret system.

- 1) Setup a squeeze page.
- 2) When somebody subscribes, they are redirected to either your own product, or an affiliate product you are promoting.
- 3) Generate traffic with pay-per-click ads (Google, Yahoo, MSN, or any other PPC you can find and target online)

So, let's say you are generating traffic from MSN.com PPC advertising. They go to the squeeze page, subscribe, and are sent to the affiliate product you are promoting.

The affiliate product just needs to convert well enough to pay for your PPC advertising. The more it converts, the more you can spend on PPC ads.

So the basic concept is, once you spend the initial \$20 (or however much you start with), the sales made from the affiliate product you promoted should replenish that, so all of the subscribers you generated in the process were virtually free.

You then just keep repeating the process.

The fact that you are not really looking to make an upfront profit from PPC ads makes it easier. You are just looking to break even. All of the subscribers that you generate as a result of breaking even will make you plenty of money down the road.

I lay out this whole system in detail in the report. Make sure to read it!

## **- Set up a viral list builder**

There are a few ways to do this. One of them is free ebooks. Even though free ebooks seem to have taken a back seat to other techniques these days, they are still very powerful if they are done right, especially in markets outside of Internet marketing.

Create a free ebook with your subscriber form on each page and valuable content. Encourage people to pass it on to their friends. Nothing new with that..

But, to make this more powerful, here is another idea. Create a product or short report and sell it for cheap. Then find other businesses in your niche and sell them the resell rights for cheap.

When people open your ebook, they will have to register it first by filling in their name and email. You kindly explain to them that this way, they will get free updates and other special news from you- Customers only of course.

This way, whoever bought the rights to your book will sell it, and all of those customers will have to register before accessing the product, which means opt-in paying customers to add to your list.

Another viral idea is contests or giveaways. This can work in any market as well (although I am sure you have seen these in action in the Internet marketing market).

Create a free giveaway where you give away things (reports, ebooks, etc..) of value to your niche market. Bring in other businesses like yours (your competitors) to also give away things for free.

Then everybody involved promotes it to their list and on their site. The people go to the giveaway site and have to register before they download any of the freebies.

This stuff isn't brain surgery :) And these ideas should definitely get you going with a list.

Other than that, link to your squeeze page anywhere you can. In discussion forums, on blogs, etc..

You can also use the articles that you write for your ezine as promotional tools.

List those articles in all of the article directories with your resource box linking back to your squeeze page, etc..

Also, you can create HTML pages out of those articles and list them in the search engines as well..

The fact that just running an ezine means you will have content that you can give away for free to promote your ezine makes it a bit easier to get new subscribers!



## - Getting Your Ezine Read - The Power Of Questions

Just because you are publishing a few ezine doesn't mean everybody is going to open up your email and read it.

You still have to use some marketing to get your message read, and you want as much of your list as possible to open up your email and read the whole thing everytime you send out a new issue!

The first line in an email can make or break the whole thing.

This line is just like a headline on a sales letter. If it stinks, then it doesn't really matter how well the rest of the email is written as people will not be reading it.

It is very important that you start off an email well for it to succeed.

One of the easiest and best ways to grab the attention of the reader and to keep them reading your email ad is to ask a question.

This involves them in the email.

When you first learned to talk, you were basically trained to answer a question when you are asked one. It is, more or less, hard-wired into your brain to come up with an answer.

So when you start off an email with a question, it immediately gets the reader involved in your email.

What kind of questions do you ask? "Yes!" questions. What I mean is, questions where the reader would respond enthusiastically with a "YES!".

Here are a few examples:

- Wouldn't it be great to lose weight without dieting?
- Would you like to join the rare few making a fortune online?
- Do you want to be debt free?

You don't have to ask a "Yes" question to get this to work. I mention them because they are one of the easier styles of questions that have proven to be very effective.

I've had whole email ads be nothing but a bunch of questions and then a call to action to get them to click on my link, and have been very successful with them.

If you don't use a question, then a powerful teaser style headline will work as well.

To do this, you can just take the main benefit of the article of your ezine and turn it into a question..

So let's say your ezine is about golf and your new issue is on how to improve your golf swing on drives.

Then the question could be:

"Would you like to learn how to hit the golf ball as straight as an arrow?!"

...and then you lead them to the article, etc..

In my example ezine above, I used a question in the subject line of the email, instead of in the email itself.

The subject line for that issue was:

"-firstname- Need More Sales?"

It's a simple "Yes" question that will get more people to open up and read.

## **- Use shorter emails**

In this fast pace world where nearly everybody gets too much email, you need to get your point across, and be done with it.

This is why I suggest 3-5 page articles.

Who wants to, or has the time to read a 15-25 page email?

And when you're writing an email ad, such as a solo ad where there is no content, this holds true even more so.

There is no point in trying to sell your product in the email. That will just cost you visitors.

Most of my emails don't even state that I have a product or am selling one. I let the sales letter handle the selling.

I have found that short teaser email ads generate the most visitors, sales and subscribers.

Here is a quick format for when writing solo ads that I use:

- Teaser question/headline
- Short paragraph describing a main benefit
- Link to the web site with call to action
- Another short paragraph expressing a limit of some sort (like "This information will not be available for long")
- Link to the web site with call to action
- My name
- Post script

That format is very simple to follow and works well.

## **- Conclusion**

Now you know how to start and successfully publish your own ezine.

Like I said at the beginning, my ezine has been my best and most consistent profit generator for 10 straight years.

In fact, I know people who do nothing but run 1 ezine published once per week and make 5 figures monthly from it.

The only thing left for you to do is to get started!