

# WHY START AN E-ZINE?



Now Even an Average  
Joe Can Claim His Fame to  
Internet Marketing Stardom!

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## **Make Money Online TODAY!**

E-zine publishing is one of the most lucrative Internet Marketing models on the Internet today!

There are billions of dollars transacted online yearly. As a matter of fact, the Internet population is expanding at such an alarming rate, more and more businesses are considering a migration towards the online world (and abandoning their offline counterparts at the same time).

But the main question is how much of that share do you want out of it? How big (or small) of the pie do you want to claim as your very own?

Part of the struggles of the 21<sup>st</sup> century is to find a business model that is not only scalable (that means you don't have to work harder for the same amount of profits) but at the same time easy to setup and low-risk. Brick and mortar businesses have very high overheads and not to mention physical restrictions as well – it is no wonder why people are turning towards the Internet.

Part of the joys of starting an Internet business is the fact that you can operate it at home. You don't have to get stuck in rush-hour traffic, squeeze your way through a congested train or run after a bus. You can do everything from the comfort of your home, in your pajamas, with toast, eggs and coffee next to your computer at 11am in the morning.

It is true that making money online is one of the most lucrative markets people are getting into.

The best thing is, you don't have to worry about customers paying you late (cash and credit card business), collection problems (the 3<sup>rd</sup> party merchant accounts will bank the money into your bank account), and piling up on stock and inventory

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(all the products are in digital format). This is truly an online utopia at our fingertips.

But, even among Internet businesses, there are many challenges as well. So, why E-zines?

## **A Super Hot Marketing Method**

Why E-zines and not other methods? There are tons of methods of making money online like AdSense publishing, playing the AdWords game, affiliate marketing and many others, but E-zine publishing is one of the most lucrative methods online.

Take for example E-zine advertising:

Advertising on email E-zines, is becoming one of the most popular forms of online marketing. Many experts are making lots of money selling ad space on their E-zines while at the same time buying ad space on other E-zine ads as well.

The cost of buying ad space on E-zines is also much cheaper compared to Google AdWords (result may vary depending on the targeted keyword and the market).

Did you know that ads are never removed because people tend to send out archived E-zine issues every now and then with your ads stuck to them? E-zine ads have a very long life span compared to e-mail marketing which is one time only.

You can also transfer an E-zine easily. Many of the E-zine publishers encourage their subscribers to pass around the E-zine to their friends, business associates, subscribers and mailing list for viral marketing effect. One guy even told this E-

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zine publisher for network marketing tips whether he can pass his E-zine to ALL his downlines (can you imagine the joy on the face of the E-zine publisher?)

E-zines are also HIGHLY targeted. The subscribers there are generally more responsive to your product.

Plus the fact that you can place ads on E-zines for free sometimes because many E-zine publishers are willing to offer free ad space because they want to beef up their E-zines with pages!

Basically, E-zine publishing offers many angles of marketing and income and many other Internet marketing models don't have.

## **Low-Cost, High-Profit**

Can you imagine the infrastructure needed for setting up your own publishing house the conventional way? It is common knowledge that a brick and mortar business is full of risks and costs a lot of time and money to setup. You need to have lots of paid-staff like editors, news reporters and even the cleaning ladies!

As an E-zine publisher, you gain the benefits of a conventional newsletter publisher enjoys without worrying about paper at all! You can easily and conveniently spread your marketing influence and expertise to all your subscribers even if you are just an ordinary individual. Basically, you're the boss!

You do not have to invest in expensive printing equipment, brick and mortar business, and hiring staff just to run your own newsletter publication, resulting in a lot of time, money and effort saved. So what could be better?

The goal of every business is low-cost, high profit!

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Having big buildings and many staff at your disposal may make you feel powerful, but in reality, all this cost lots of money. Every staff and building is just additional overheads. You may earn a lot of money but you are spending a lot at the same time! Operating your E-zine at the comfort of your on home is much more cost effective. Remember that every penny saved is a penny earned!

Do you know that an autoresponder will also double as your salesperson, customer relations manager and support clerk? An autoresponder works round the clock and doesn't go for lunch breaks (and they cost about \$15 a month to operate!)

The business of E-zine publishing is also highly scalable because the more subscribers you have will not burden you as much compared to servicing your customers in the real world as a sales person. When you have your online business setup, it can even run on autopilot – a set-and-forget model!

## **Multiple Profit Funnels**

Experts have claimed that it is suicidal for anyone to have only ONE source of income. If you have only one source of income, you are in a risky position. Even in an online business, if you are focusing on selling one product to many different markets, your income potential is very limited and you are not maximizing your resources.

The beauty of an online business is this – you can create a business model or a website and build traffic, build relationships with your customers and sell them products. Once your website has developed enough traction, you can start focusing on the profits.

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Maybe you might not make so much money if you are just starting out, but if one website can bring in \$500 to \$1,000 every single month on autopilot, I am very sure you won't mind creating multiple profit funnels.

The same applies to an E-zine. You can build your E-zine business just like any niche marketing websites. You drive traffic, get them to subscribe to your newsletter or E-zine, build relationships through a daily newsletter or an e-course and sell them your own products or promote affiliate programs.

Once your E-zine is on autopilot, you can create ANOTHER E-zine and create another profit funnel for yourself! You can create one after another and soon, you will have many online businesses operating for you each giving you residual income.

The best thing about E-zines is that you can build them with any other Internet business models out there. Let's say you are into AdSense publishing, a newsletter will turn a common subscriber into one of your loyal blog readers. How about Google AdWords? If you have a powerful newsletter linked to a well written sales copy, you can even use AdWords to draw traffic into your newsletter.

How about with affiliate programs? You can create many different E-zines all with recommended resources to all sorts of affiliate programs out there. The possibilities are endless. All you need to do is source for the ones that pay the highest commissions and which programs are most suitable for your subscribers.

## **Anyone Can Do It!**

Almost anyone can write an E-zine. This business model is so simple that any layman with the right attitude and basic aptitude for computers will be able to succeed as an E-zine publisher. (Of course you must work very hard at it, just like any offline business)

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Just put yourself in the shoes of a well known publisher and imagine yourself with all the facilities without the overheads or headaches.

E-zine publishing is a dream business for anyone and if everyone knew how profitable E-zine publishing can be, they will jump on the band wagon immediately.

Are you prepared to think like a marketer? Do you have any sales experience? These assets are also very valuable when it comes to E-zine publishing.

Always remember that the basic principles in an offline business will always apply in an online business. You will need to have a service oriented attitude. You must be able to anticipate your subscriber's needs. People don't care how much you know until they know how much you care. These are all part and parcel of any successful business that provides value.

Are you up to the task? The only problem is with us. The 80-20 rule will always apply no matter you are in conventional business, network marketing, direct marketing or Internet marketing.

Many people think that all they need to do is purchase a 'business' or an 'opportunity' and all they have to do is sit around and wait for their money tree to sprout money. Don't be naïve – you have to put in a lot of hard work when it comes to E-zine publishing and you have to stand out among the crowd.

If you have no love for the computer or the Internet, then don't bother – E-zine publishing is most probably not for you.

The good news is that this business model isn't as technically challenging as programming languages. Even if you can't write, you can always outsource to ghostwriters who will help you get the job done for a fee.

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## The Process of Getting Started

You will need basic tools such as a domain name, web hosting and an autoresponder. Purchase a domain name that is related to the niche you are targeting. Find a reliable web host to host your website.

But, among these three basic tools, the most important one of all is the autoresponder. Some people even run newsletters without a website (although owning a website will increase your credibility and profit funnels).

An autoresponder will do the work of your sales force, manage your customer and subscribers for you and help you build relationships with your subscribers and support them with any issues all while you are asleep.

Autoresponders are also very important for customization. You can address the subscriber by his first name and give it a very personalized touch.

If you spend your time trying to respond to all your customers' e-mails you will feel like quitting because of the sheer amount of support work!

Not only will you have little time for product creation and marketing, your customers will become a very angry bunch because you are taking far too long to reply their emails! Customers can get really edgy at times and you must make sure you attend to each of their every need.

In addition to that, you need content. Lots and lots of content royalty free content will help you to get started. Why is relevant content important? It's because you need to spend hours of research when you start out on your first E-zine campaign. You must have content that you can use to play around with, tweak your E-zine and cross reference with or else you don't stand a chance against the competition outside.

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Remember to do a lot of market research on your chosen niche. At the end of the day, you have many options ahead of you, all that is needed for you now is to take action and get your business started as fast as possible!