

Juicy Ezine Riches

A Simple Marketing Strategy to Market Your Business



By Ann Liu

www.marketingbyann.com

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By

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“He that controls others may be powerful, but he who has mastered himself is mightier still.” - Lao Tsu

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About Ann Liu



A Graduate of The College of Management Mahidol University Thailand, Ann Liu holds a bachelor's degree in Business Administration from Bradford Institute Technology UK.

She has worked in various management positions in marketing, business development, human resources, operations and other related business areas.

She is a certified Internet marketing consultant and coach, the owner and Managing Director of MarketingbyAnn Co., Ltd at

<http://www.marketingbyann.net>.

Since learned how relatively simple to make money online, she has been writing about affiliate and Internet marketing to encourage friends, colleagues and anyone that interested to use of the Internet medium to generate extra income and profits.

Ann's expertise is in helping ordinary people to start their own profitable Internet business by using a proprietary and easy to understand step-by-step system (<http://www.iwanttomakemoneyonthenet.com>). She also provides consultancy service to the SMEs toward how to enhance their business to next level through using Internet technology.

Ann provides free information in the area of Internet marketing at MarketingbyAnn.com. You will find a lot of helpful tips and high quality information there. Her weekly Marketingbyann digest is a valuable resource that available at <http://www.marketingbyann.com>.

By her natural honesty and sincerity style, Ann is often called upon for her powerful and ingenious marketing and business advice, especially in the areas of online marketing.

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Introduction

With the expansion and diversity of businesses and hobbyists into more and more specialized areas of endeavor, there is an increasing need for more information.

There are many ways to gather information. However, for get specialized information, newsletters are the high profit method to use, which can help you cash in quickly to a particular market.

A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers.

There are many newsletters published by clubs, churches, societies, associations, and businesses, especially companies - providing information of interest to their members, customers or employees. Some newsletters are created as money-making ventures and sold directly to subscribers.

In general, the attributes of newsletters include news and upcoming events of interest to the organization, as well as, contact information for general inquiries.

The most important aspect of creating a successful newsletter is the market. You need to research who will most likely subscribe first. Then testing the market so you are sure to come out ahead and establish yourself in the field.

Newsletters can be delivered in printed format or electronically via email (e-newsletters)The e-version hasgained rapid acceptance for the same reason that email is more popular than printed correspondence .

In this report, I will focus on how to use e-newsletters to market your business.

Why E-Newsletter?

An E-newsletter plays a major role in your entire Internet marketing strategy. It helps to attract more people to your website, increase customer activity for your business, and enhances company branding. It is a proven method and tactic that you can use online to increase your conversion rate and get that prospect to become a customer or client.

If you are an entrepreneur, a small business owner, a part-time affiliate marketer, or a working at home dad/mom, you can create, write and produce your own e-newsletter creating a potential for high returns. This marketing method applies to enterprises as well.

E-newsletters are inexpensive to produce and deliver. Using tools like **iContact** (<http://www.anrdoezrs.net/click-3099822-10528634>) or **Aweber** (<http://www.marketingbyann.com/recommends/aweber.html>).

By using this tool, you can easily and affordably manage your e-newsletters. You do not even need to invest any money in design, if you are able to use their templates or have some basic HTML skills. Your monthly cost to deliver your e-newsletter to several thousand recipients can be as low as a few hundred dollars.

By using the e-newsletter method not only helps you save marketing cost in the long term, it can also enhance your information deliver speed. With just a mouse click, your subscribers, customers, members, employees will receive your e-newsletter within seconds. Sending e-newsletters to customers and prospects is a common online marketing strategy.

There are no tried and true methods for creating a successful e-newsletter. If you are cautious and thorough when investigating the market, you can dramatically increase your monthly revenue. Believe it or not, a thousand subscribers can yield impressive earnings.

One of the best aspects of producing an e-newsletter is that you don't have to be a famous business consultant or an insider on the stock market. There are many opportunities catering to all types of different niche market, such as accessories, art/photo/music, automotive, business, commerce, clothing/apparel, books/media, food & drinks, gifts & flowers, sports & fitness, crafts, education, health & beauty, computer & electronics, entertainment, family, financial services, pets, games & toys, legal, travel, housing, dating, careers, marketing, home & garden, insurance, medical, web services or money making and so forth.

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If you have a special interest that has a broad following, you might find that an e-newsletter will be readily accepted and will flourish.

For example, if your interests/hobbies/passion is wine or wine making, running, diving, Asian cooking, golf, Internet marketing, motivational methods, cats or yoga, you can use e-newsletter to help you achieve your marketing objectives.

On the other hand, if you aren't delivering a regular e-newsletter to build your business, you should ask yourself "Why". You are missing the biggest and best opportunity to communicate in a consistent and meaningful way with your customers, prospects and subscribers. E-newsletter should become an integral part of your marketing arsenal.

An e-newsletter enables you to connect regularly and reliably with your customers, prospects and subscribers. It's essential for you to stay in touch with current and potential customers. It is a way to help you to communicate with them. An effective e-newsletter can be as a regular and positive touch point between you and your customers, prospects and subscribers.

In addition, an e-newsletter helps avoid the problems of interruption marketing because your customers and prospects have requested your e-newsletter. They signed up by themselves, so it is not an irritating intrusion like junk mail, flashy ads, or an unwanted phone call, because they have requested and been confirmed to receive information. Therefore, a high percentage of your e-newsletters will be opened and read. Conversely, a much higher percentage of your unrequested direct marketing will be lost or tossed.

An e-newsletter is much more efficient than a sales staff with wildly varying communication skills. Just think about this – can you control or monitor what they say or present to the customer or prospect? No, you can't. You cannot control exactly what they say in the field but you can completely control what's said in your e-newsletter.

As long as you can provide relevant, valuable content and information to your customers and prospects, your e-newsletter will remind them that you are a trusted provider of solutions to their problems or to their needs. Your e-newsletter demonstrates your knowledge and understanding of the biggest challenges that your customers and prospects face, so they know that they can count on you to fix what is broken, or get your help to guide them to the right direction.

See, if you carefully consider your market, there is no reason why you can't get into the e-newsletter business?

Okay, let's go to next chapter - **Elements of an Excellent E-Newsletter.**

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Elements of an Excellent E-Newsletter

An e-newsletter is one of the most effective methods of delivering content to your customers, prospects and subscribers. An **excellent** e-newsletter is a special timely report on a single subject; with high-quality content and a useful resource box at the end.

It is a personalized, concise statement from an expert or person thoroughly familiar with a specialized field. High quality, content-rich material with virtually no advertising is the key.

The specialized information in e-newsletters has to be current, and unique, ideally cannot be found elsewhere. They are a logical extension to a trade or hobby, which aimed at a select group, they often contain inside information in the field, hot tips, humorous anecdotes or news scoops.

Your e-newsletters are not meant for the mass market but a select focus group. In fact, the average number of potential readers of e-newsletters in any one field is relatively small.

Well, with all the print media and visual communications in the world, you might think the market would be saturated. It is true in some cases especially when it comes to general interest mass market publications.

However, the need for **specific information** in highly specialized interests or fields is constantly **increasing**.

The focus of a good e-newsletter is the key to:

- > Success in business;
- > Success in whatever you do;
- > Success in health and happiness...

When you create the content for your e-newsletter, the information contained in it should **enthusiastically** motivate readers to follow your advice.

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Since there is a high standard of competition within every aspect of our modern life; people search for ways to be in the “know”, in return, they can enjoy using that information effectively. This is also why you have loyal subscribers, prospects and customers.

Speaking of that, one of the reasons they remain loyal is because they are receiving **superior** knowledge and what can be gained from it. If your e-newsletter saves a subscriber, prospect or a customer thousands of dollars via excellent advice, then it is well worth it for them to continue to purchase from you.

People tend to go with what they know. So if you can win the **trust** of your subscribers, prospects and customers by constantly delivering outstanding value information, they will *naturally* equate that to your offerings and business ethics as well.

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What You Need and What It Takes

As I mentioned in the introduction, starting an e-newsletter is really simple, if you are working from home, what you need is a desk, a computer, and an Internet connection. Your Internet connection options may include telephone or cable modem, or DSL.

The latter two are preferable because they are faster connections. Cut costs if you must, but get the very fastest connection service that you can afford because the slower your Internet connection, the slower you can work. It takes longer to download your email, and longer to upload pages and content to your site, remember - time *is* money.

If a high speed Internet connection is not available in your area, you must then connect to the Internet using a modem and your telephone line. So to have a telephone service is necessary as well.

In addition, if you use a broadband connection like a cable modem or DSL, you need a router. Routers are much like firewalls, it protects your PC(s) from outside intruders. It can be found at any of the big computer/electronic stores.

You don't need to invest a lot of money to begin a simple e-newsletter. You may need to put a *little* out of your pocket for using **web hosting and autoreponder services** (<http://www.marketingbyann.com/web-hosting-email-autoresponder>), as well as some budget for advertising to introduce your product.

An impressive amount of exposure can be had by deftly Joint Venturing with other complimentary publishers.

If your e-newsletter is truly quality information and your subscription list builds properly; you'll be able to earn back your initial investments quickly- *with plenty left over - Everything beyond that is pure profit!*

What to Write About

Your topic absolutely must be your ultimate interest. You'll be living with it day in and day out for years, so you need to be **passionately devoted** to the subject.

Usually it's not hard. You probably already have a chosen field of endeavor, or have developed a keen interest in a special hobby or sport. Writing an e-newsletter is only one more way to *demonstrate* your vast knowledge and interest.

To learn what to write, you can study newsletters within your interest area. You can find material from both offline and online resources. You might want to talk to the publishers of a few of the sources to find out how they got started, what were their start up experiences?

You can also consider joint venturing with them or paying them a consulting fee to help you get on your way. Spend a bit of your time study, research and take a look at all the trade magazines in your selected topic. you'd like to work with can really help you in generating ideas what to write.

For instance, keep up with the current trends in health, money, sports, or social events and styles, learn and understand what's new with young people, the elderly, families and society. There are many retired people actively pursuing hundreds of various interests. Think about how can you tap into that market?

Studying different publications and writing styles will inspire you in designing your own e-newsletter content. Using strong, direct statements with an active voice are a good way to go but keep in mind your content must be useful to your readers.

Regarding writing style, you don't need to be a polished writer, however, your copy must be easy to read and understand, use a personal approach and write it in the way you speak.

The success of an e-newsletter lies with the quality of information - the information itself.

Design Considerations

The title of your e-newsletter is the most visual aspect of the publication. It reflects the content and it reflects you. So the best name for your e-newsletter is your domain [U.R.L.] name.

You can make up a few titles of your own first to see whether they fit with your objectives or not. You need to make sure that your title is original and it doesn't duplicate with other publications currently on the market. The title actually is your trademark [logo].

Since your e-newsletter is vitally important as a means to generate on-going income, it would be worthwhile to have it designated an ISSN, it is absolutely free, which is the electronic equivalent of an ISBN for a hard copy document.

Not only does this legally protect your e-newsletter with the Library of Congress, it also adds a very professional touch!

You can download the PDF form at <http://lcweb.loc.gov/issn/>

Your e-newsletter logo, on the other hand, can be very simple.

Another aspect of the title at the top of the publication is the date and the issue number. These should be consolidated into your original design as well.

Start out with one color and keep it as homespun and fresh as the news you'll publish. Avoid fancy type styles or those that are hard to read. And don't go overboard with a clever or a cute design.

Personally, I like something simple and clear, it is what you're after. If you use an elaborate logo, it may make your e-newsletter look out of the place. Since an e-newsletter has timely information, so the date of the issue should be easy to find.

If you want to use graphics, the graphics should be simple, but don't be afraid to use subheads, as well as liberal use of bullets to break up the copy.

Keeping capitalized and highlighted text to a minimum will make for easier reading. You also need to keep enough white space in your e-newsletter to encourage reading. However, you need to fill the pages to make the the subscriber feel your e-newsletter fulfills its promises.

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What to Include in Your E-Newsletter

Consider a copy format that is divided by types of information.

For example, you may have a section labeled profiles, another section on upcoming events. Perhaps you have a calendar of shows, conventions, or seminars that you want to put into your e-newsletter for their consideration.

Good fillers are sections on various industry policies or unwritten rules, past events and history.

Although your e-newsletter is serious with potent information; it is a good idea if you can show the light side by including some of your emotions. There is no field of endeavor without a light side. So make your e-newsletter more livable, let it have its own personality, and let your readers have a feeling of your personal touch. ☺

Don't lock yourself into a format you can't always fulfill.

Whether to have these above sections available in your e-newsletter or not depends on each issue you have written. Always include a section with subscription information. Keep in mind, that eventually your own e-newsletter is the best way to help you sell more.

Where to finding Content

First test your e-newsletter with your friends, family members, associates and colleagues. Ask them what do they think about your ideas? The target you're aiming at this stage is quite simple, you want to target anyone who will benefit from your information.

Not only are people in a specific profession hungry for news, there are also all sorts of people with of hobbies seeking specialized knowledge. Almost everyone is interested in making or saving money especially in the economic downturn period.

Topics that related to new trends, hard to find information will become extremely successful. Manufacturers, advertisers, businessmen and entrepreneurs are all searching for new areas to exploit. What are the topics you want to focus on will depend on the subject you choose. Once this is done, you can start to tap into those potential subscribers.

Your first few issues probably won't lack for information. But after that, you'll need renewable sources and content for future issues. What's new in the industry, what's new in the field you are doing, etc? Your associates, colleagues or fellow hobbyists are the prime source of undercurrents in the field you write about.

Freelance writers can help you too. So make contact with them. There is a myriad of folks who will gladly allow you to use their material for free. However, keep in mind high quality skills and expert knowledge usually will cost you.

You can also work out a JV deal, such as a profit-sharing financial arrangement with insiders who have the important information that you want to include in your e-newsletters.

Interviews are important ways to get vital information as well.

If you can't contact the people in high positions, such as presidents or directors, you can contact their assistants, they can be just as – if not more so – valuable in acquiring new information.

Generally, new trends are found by talking to the workers, friends, or the participants. You might hear from an employee who describes the wonders of a new machine; an athlete who praises some new equipment. You don't have to travel to see these people. A good phone conversation or well thought out e-mail can unlock many doors.

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In addition, people in the public relations field have a lot of information to dispense. Creating a good rapport with a PR person can get you constant timely advice and specialized information that you can put into your next e-newsletter issue.

Talk to people who have nothing to hide.

Believe it or not, secretaries often times know more about their business than their bosses. They usually aren't told to keep projects secret. What they know can fill pages, if not volumes of your e-newsletters.

Follow up on the articles presented in the **trade publication** (<http://marketingbyann.tradepub.com>). You might be able to use some in-depth aspects of the same topics they have published.

As I mentioned earlier about using interview as a channel of new information and resource, so can you talk to the people that you interviewed and asked them to have a follow-up interview with you?

Perhaps you can critique some controversial subject and allow folks to present their opinion. The e-newsletter can be used as a *personal* forum, which means you can give your personal comments and opinions on the subjects you write about. However, they can't be egotistical or narrow-minded, or you'll quickly lose subscribers, prospects and customers.

Trade shows and conventions are goldmines for finding new information and content. Every person who displays or attends the show is interested in the subject as you are. So you could virtually interview everyone and get a complete overview of the industry.

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How Often to Publish Your E-Newsletter

Published regularly, a good e-newsletter will bring visitors back to your site over and over again, exposing them to all the wonderful products and services you have to offer.

Use your e-newsletter to notify your subscribers, prospects and customers about special promotions and sales that you currently offer. It's best to link from your e-newsletter to a special 'sales' page on your site. This way you can test the effectiveness of your offers by keeping track of the number of visitors who visit that page via your e-newsletter.

I personally have my mailing lists set up to deliver a set number of messages after someone subscribes to my list(s). The 'pre-programmed messages' are a series of autoresponder (<http://www.marketingbyann.com/recommends/aweber.html>) messages sent to subscribers at specific intervals.

For example, my '**Online Profiting**' (<http://www.onlineprofiting.com>) opt-in list delivers a series of pre-programmed messages related to the Internet business. The first is delivered immediately after sign-up, and then another message in the series gets sent to the subscriber every five days for the following fifty days.

Whatever the production schedule you've decide to, commit to it.

Conclusion

So, you've made it this far. Well let me just say – Congratulations! ☺

Writing and publishing an e-newsletter is challenging and **exciting**. You now know and have the knowledge for your very own e-newsletter. The only thing you need to do now is ACT – start to **TAKE ACTION**, create and produce your first e-newsletter, start one with virtually no overhead and a small amount of capital.

Everything I have share with you in this report come from my own experience. I truly wish you all the best in your new marketing strategy implementation.

Personally I truly believe that, ultimately, YOU can do anything you set your mind to, want to do, and commit **Action** doing.

You can be anything you want to be, and go anywhere you want to go.

All you need is the confidence in yourself, exercising some self-disciplines, and **focus** on the things that are important to get you where you want to go.

And now you have the insight, method and tools with which to just do it ... So get out there and **Get It Done!**

I wish you success.

Sincerely,

Ann Liu

<http://www.marketingbyann.com>

<http://www.onlineprofiting.com>

Final Words

I hope you find this report useful and if you wish to print out as a reference copy, you may do so, but you are not allow to sell it for profit or use the content for your own commercial use.

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