

eZine Marketing Magic



By Aurelius Tjin
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About Aurelius Tjin



Aurelius Tjin is a '*takes action only*' orientated marketer who produces **unstoppable results**.

He has helped new marketers start, grow & profit with their online business since 2003 with his simple, step-by-step strategies and has created over an **astounding 10 successful products** in less than a year.

He will go the extra mile & over deliver in everything he does. This is why he's well respected and well known for getting marketers to *take action*.

One of the most successful projects completed was the [Underground Giveaway](#) which generated over a staggering **\$24,257** and attracted more than **10,257 subscribers in less than 60 days**.

When he's not working, Aurelius enjoys playing his guitar, going to the gym & spending time with his friends and family.

Aurelius writes & publishes his 'Unstoppable Marketing' [video](#) newsletter twice a month where he's purely dedicated to sharing his latest insider tips, tricks & techniques to those who need a sure-fire guidance to success online.

Other products & services from Aurelius:

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Why Publish an eZine?

On the Internet, it is very possible to make money without selling any product. One way of doing so is through starting your own eZine, also known as an electronic newsletter.

In a nutshell, you send out your eZine issues on a periodical basis to your subscribers. The good part is that you have a flexible choice in automating the process of sending out your eZine issues for you or manually sending them on a periodical basis.

As an eZine publisher, not only can you easily achieve the benefits a conventional newsletter publisher enjoys without having to chop down several trees in the process, you can easily and conveniently spread your marketing influence and expertise to your base of subscribers from the shoes of an ordinary individual.

In other words, 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.

Basically, all you need to start your own eZine are an auto responder and broadcast feature to go with, enabling you to reach out to your massive subscribers whom you can regard as your prospects, too.

All in all, if you do not have the commitments of creating your own product for sale, then publishing your own online newsletter can be one of the wisest decisions you will ever make, given the benefits of impressive marketing power and influence it can offer to you.

Publishing Your eZine – the Pros

There are several advantages publishing your own eZine can offer to you. Thus if the pros appeal to you, then publishing your own paperless newsletter can be ideal for you.

The most obvious reason publishing an eZine can be the most ideal business to you is that it is so easy to start that any individual can do. There is no need to invest in starting a brick and mortar business or even staff and heavy machines for that matter.

In fact, you can do this from the comfort of your home as the most important thing you will need is an auto responder equipped with broadcast feature. Auto responders such as GetResponse.com and aWeber.com are highly recommended when it comes to publishing your own eZine.

In spite of the low start up cost and monthly fees, you can make money from several profit centers within the spaces of your eZine issues. You can make money from selling advertising space, just to name one.

Most importantly, you get to build your own personal media and spread your marketing influence, making you more valuable to product and service owners thus do not be surprised if you receive Joint Venture proposals every so often.

Given some of the best reasons in the world of Internet Marketing, publishing your own periodical eZine can one of the best money vehicles you will ever acquire or even build.

Publishing Your eZine – the Cons

As with any other types of businesses, publishing your own online newsletter a.k.a. eZine has its share of drawbacks, in spite of the several benefits it offer.

The purpose of this article is not to scare you away with the disadvantages of publishing your own eZine, as the benefits are often more attractive. However, I will also show you how you can easily tackle the cons.

One obvious challenge most beginning eZine publishers face is the creation of eZine content. Creating your own content can be tiresome, especially if you are not a gifted writer and that you run out of ideas every so often that your publishing schedule is threatening you.

A way of taking care of this problem is to create your content in advance. You can compile 30 days worth of content in one day, for example. If you are not blessed with writing skills, you can broker the writing task to capable freelance writers which you can find at places such as <http://www.elance.com> or <http://www.rentacoder.com>. While you need to pay for such services, you are at liberty to take the credit for written articles.

Alternatively, you can republish articles from article directories such as <http://ezinearticles.com>. This is a free method you can use in making content, provided you include the resource box of the original author and that the article has republishing rights conveyed.

In conclusion, you can easily tackle the content creation challenge using the mentioned methods that do not require writing on your part, free or paid.

Deciding the Nature of Your eZine

When choosing a topic to publish your eZine on, you must consider some important success factors that can determine the flow and goal of your eZine.

You are encouraged to write non-time sensitive contents such as short tips, mini stories and interviews. Doing so enables you to create content in advance so that you can conveniently dispense to your subscribers at a later schedule.

Topic-wise, you will do well to cater to a starving market that will always be on demand for the kind of content you offer. And by this, I mean that you should zero in onto a demand that has been, is and will always be there.

Relationships and dating are niches that have been on Earth long before the World Wide Web came up, for example. The food niche will always be there as long as there are chefs cooking for anyone with a stomach to fill.

Having said that, you also want to have a steady stream of products or services of your own or an affiliate for you can endorse to your mailing list and make even more money.

This is also the reason why the Internet Marketing niche will remain one of the hottest niches there is, as products and services are created almost around the clock. As long as there Internet Businesses cropping out, there will always be needs to be fulfilled.

Which One is More Important – Product or Mailing List?

If you would ask this question, “Which one is more important – the mailing list or the product?” any savvy marketer would answer you, “The mailing list”.

Principally, any wise business person puts the importance of hungry demand (and not just any demand) in front of the product. In other words, there is no product if there is no demand! And a mailing list represents the demand or your business if you would like to call it.

If you frequent the Joint Venture forums and membership sites of any kind, you will find that product and service owners need mailing list owners more than the other way round. This is because the mailing list owners have the prospects that the other type of partner is looking for to sell to.

And if you are a mailing list owner, you do not have to necessarily make money from selling your own product. You can sell advertising space or craft a Joint Venture with product owners in return of commissions, recurring or not.

Most of the biggest success web businesses on the Internet today often establish the mailing list (or subscribers) first before the product. One fine example is Friendster.com.

Friendster.com, in the nutshell, is a website that connects friends and potential friends from around the world through a free membership access.

While Friendster.com does not make money from the number of members who join the site, the business makes money from selling advertising space and partnering with other big time merchants and businesses, owing to the established number of members Friendster.com has recruited.

This business is perfect example that demonstrates why every business should establish a need or demand before the product itself, and why you should do the same, whether you run a friends site or not.

Churning out eZine Content

Creating your own content can be a challenge if you publish your own online newsletter or eZine.

However, regardless of any topic you are publishing on, types of contents can be generally divided into four categories, namely factual content, short tips, mini stories and case studies.

Other than writing your own content, you can get your own unique content the quick and easy way by organizing an interview with an expert or leader in the topic.

Very often, this can be done for free and since the interviewee is writing out most of the content, there is nothing else for you to do other than giving the interviewee something valuable in exchange (maybe a meal!).

Now if you have money to spare, you can hire a ghostwriter to write your content for you without taking any credit. Recommended professional marketplaces where you can seek ghostwriters include <http://www.elance.com> and <http://www.rentacoder.com>.

Another little known and underused method in getting your own content is via public domains. If you are not familiar with the term "public domain", "public domain" simply means anything that is NOT protected under US copyright law.

This includes ALL works published before 1923 and, under certain conditions, works published up to 1978. And in this case, we are referring "works" to written materials such as reports, articles and books.

Republishing and repackaging public domain information can help you save time and effort from creating new ideas and content as they are readily available. On top of that, you do not have to pay royalties or copyright fees on that work.

If you fancy the idea of publishing content without any writing on your part, this method is for you.

The 3 Best eZine Formats

eZine publishers today use any one or more of the 3 most commonly used eZine formats which I am about to describe to you in this article.

Ultimately, you can decide which format is the best choice for you, though each winning format has its pros and cons.

The text eZine is the most commonly published. The advantage of this format is that other than writing, you do not require any special skill to use a Word or Notepad program.

While the HTML eZine format requires a certain degree of HTML skills on your part, you can add more sophisticated features to your eZine issues, making them more appealing to your subscriber thus increases your readership value, something that text eZines do not have.

You can decorate your eZine format, change your fonts, include pictures, and more. However, the drawback often faced by HTML eZines is that they often get trapped into spam filters before they reach their subscribers' inboxes.

The third and least used among the 3 formats is the PDF eZine. Publishing your eZine in PDF format can consume a lot of time and effort on your part but often make up in quality readership

Due to the commitment, PDF eZines are usually published on a monthly basis. The great part, though, is that you can put in your affiliate links in your PDF eZine issue and allow your subscribers to pass the eZine issue around.

Given the choices, however, you do not have to necessarily choose strictly one eZine format, as some eZine publishers today do publish in more than one format.

Mailing List for Affiliate Marketers

If you are an affiliate marketer who wants to make a comfortable living from referring your prospects to other people's product or service for decent commissions, then you must consider building your own mailing list.

Building your mailing list of hungry prospects can be one of the best investments you will ever make, as it is time and effort worth spending on. When you strike on a Joint Venture and have a new product or service to endorse, you can look no further than your own mailing list.

Granted, that most affiliates, as in more than 90 percent of them, are not making money from affiliate programs, but this often results from the same amount of effort focused on least effective methods.

While having your own mailing list is, by a long mile, not the only effective affiliate marketing method, you can make affiliate sales very quickly even in the next few hours after sending a sales message, provided that your mailing list is huge and responsive.

This is often true, because owning your own mailing list for you to endorse products and services to is one of the fastest-producing results, beating other affiliate marketing methods imaginable.

In a nutshell, the affiliate marketer who gets ahead of the pack is the one who owns a huge and responsive mailing list of prospects.

BONUS Section

A Popular Auto Responder Marketing Technique

Marketing through auto responder series is a popular strategy to increase repeat website visits and sales. Here is a popular strategy.

EZINE EBOOK

Instead of trying to publish a small daily or weekly eZines, try publishing one large monthly eZine (similar to a monthly magazine) as an e-book format delivered via auto responder, preferably an Adobe .pdf file. You could have it made up of a large number of articles per issue and insert regularly featured areas throughout like inspirational quotes, industry tips, favorite sites and advice from the pros. You could also insert full-color graphics, multimedia components like audio / video file links and ads. Then you can charge a monthly rate, with an annual discounted package purchase, and sell advertising spots to sprinkle in your auto responder announcements for each issue and with an informational series to announce your monthly eZine to new prospects.

In summary, by using customized marketing techniques like an eZine eBook, tailored to fit your own products and services, you can reach out and increase your website traffic and sales opportunities. Internet marketing can mean more ways to grow your business.

Auto Responder Marketing Techniques

The Internet offers many means of affordable marketing with auto responders. Here are a couple of popular ways of using them.

DIRECTORY

Some webmasters set up link or article directories on their sites. They create a directory on a specific industry topic, placing their own ad or banner along the top. Then they invite others to add their website links via a link exchange program, listing themselves in your directory. Or they invite articles to be submitted that include a resource box at the

bottom of each with a link to the author's website. This results on increased traffic as sites link up across the World Wide Web. Enter "link exchange software" or "article directory software" into a favorite search engine for help with each.

TEACH A COURSE

Some marketers write up a simple step-by-step instructional class in their area of expertise. Then they break it up into smaller portions or messages and set them up in an auto responder as email messages, including short ads within each message to invite sales & website visits. Then they invite website visitors to sign up through an online form or email subscription address offered through the auto responder service. As people sign up, they will learn more about the products and services through the teaching series.

This is Aurelius Tjin from AureliusTjin.com and UndergroundGiveaway.com.

Don't forget to signup for my 'Unstoppable Marketing Video Newsletter' **FREE** if you haven't done so, here:

<http://www.UnstoppableMarketingNewsletter.com>

