

PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

Achieve Remarkable Business Results

The Step-by-Step Marketing System
to Help Grow Your Natural Therapy Business

Step 03
Create Your Marketing System

Module 03F
Creating Your Own Ezine

Table of Contents

Introduction	3
Definition	4
Benefits of Having an Ezine	4
How to Launch Your Ezine.....	5
Step 1 – Determine the Frequency	5
Step 2 – Determine Your Content.....	6
Step 3 – Decide on HTML or Plain Text	10
Step 4 – Determine Ezine Sending and List Management.....	11
SPAM Laws.....	13
List Providers.....	14
Promoting Your Ezine	15
Ask Your Readers to Forward Your Ezine	15
Have a Sign-Up at Speaking Engagements	15
Recommendation in Another Ezine	16
Publish Articles.....	16
Promote Your Ezine in Your Email Signature	16
Use Your Website	16
Generating Business from Your Ezine	17
Include a Description of Your Products/Services.....	17
Occasional “Calls to Action”	17
Ezine/Direct Mail Marketing Statistics	17
Additional Resource	17
Plan Your Ezine Strategy	18
Gratitude Sheets	20

Copyright © 2007 by Margaret Gill. All rights reserved.
 This E-Book is part of the curriculum of Abundant Private Practices and is non-transferable. It may only be used if you have purchased the Practice Building Success System or have enrolled in a paid teleclass or seminar.

Introduction

Dear Therapist,

Have you ever seen that bumper sticker, “the person who dies with the most toys wins?” Well, in marketing, the person with the biggest database wins!

Building and maintaining your database is key to the success of your business and one of the best ways to build your business is by sending out a regular electronic newsletter (often called an Ezine – an electronic magazine).

While it may seem daunting at first, producing an Ezine is probably not as difficult or time-consuming as you may think. Especially once you get in the flow of writing and sending your Ezine on a regular basis.

In this class you will learn:

- The secrets of an effective Ezine.
- How to determine the best format and frequency for your Ezine.
- How to manage and automate your mailing list.
- How to get started.
- How to determine your content.
- How to overcome writers block.
- How to have an effective Ezine even if you hate writing.
- How to best promote your services in your Ezine.
- How to use your Ezine to increase your business.
- How to increase your subscriber base.

Your Ezine is an important part of your long-term marketing system. I encourage you to take what you learn in this class and get started. Don't worry about making your Ezine perfect. It can and WILL improve over time. What's important is getting it started!

Be Remarkable



abz change x x

Definition

In this class I use the term Ezine to refer to a regular electronic communication that you send to your group of subscribers. For example, a monthly electronic newsletter, a weekly tips sheet, a fun fact message. It can be plain text or html. It can be monthly, biweekly, weekly or even daily. We'll get into frequency and format issues in a little bit! The purpose of your Ezine is to share your knowledge, provide value and build a relationship with your readers. Having an Ezine is a highly effective way to build your database. And if done well, it will keep you in the minds of your readers, so when they (or someone they know) needs a therapist, they will automatically think of you.

Benefits of Having an Ezine

Build Your Database

Your database is GOLD and if you treat it that way you will become GOLDEN! Far too many therapists ignore this! The fact is you are missing a HUGE opportunity if you don't have a way to keep in contact with the people you meet and the clients who have already used your services. In addition, your Ezine subscriber base will grow steadily through word of mouth when you provide value to your readers. While very few therapists can solely rely on the proliferation of their Ezine as their primary marketing vehicle, it is an effective way to allow other people to market for you while you sit back and watch the size of your database grow!

Credibility

Chances are, when people first subscribe to your Ezine they won't know much about you or your profession. Publishing a regular Ezine allows you to build credibility with your readers. When you provide value and share useful information with your readers, they will see you as a professional and as an expert. Natural therapies, like most professional services, requires a level of trust. An Ezine is an excellent way to build the necessary trust and credibility.

Enables Relationship Building

Perhaps you've heard the term relationship marketing. In essence, relationship marketing is the process of allowing people to get to know you and your services over time. Having an Ezine is an excellent way to build relationships with potential clients. Let's face it, people are most comfortable (and willing) to hire a therapist whom they already know. An Ezine is one of the most effective and efficient ways to build relationships with tens, hundreds and even thousands of people. There are no geographic limitations and the costs are minimal.

Increase Your Knowledge

When you write articles for your Ezine your own knowledge and confidence will increase. As you know, the best way to learn something is to teach it! So when you publish an Ezine and invest the time and energy to research topics and write about them, your own skills, proficiency and knowledge increase.

How to Launch Your Ezine

In this section I outline the steps for creating an Ezine. Before you launch your Ezine you need to decide 4 main things:

- Frequency
- Content
- Format (HTML or plain text)
- Delivery method/mailling list management

Step 1 – Determine the Frequency

I start here because the frequency of your Ezine will impact what you write about. There are two common choices, with pros and cons for each choice:

	Pros	Cons
Weekly	<p>Consistent, regular contact.</p> <p>You develop the habit of writing weekly.</p> <p>Your readers become accustomed to hearing from you weekly.</p>	<p>The time and energy required for most people to write and send weekly!</p> <p>Greater likelihood of occasional deleting.</p> <p>Overloading inboxes.</p>
Monthly	<p>Even if you don't love to write, you can likely manage a once/month publication.</p> <p>Decreased likelihood of deleting.</p>	<p>Requires significantly more time to build the relationship.</p>

Points to Consider:

How much do you enjoy writing?

Ultimately, this is the key factor to consider when determining the frequency of your Ezine. Unless you love writing, choose monthly. End of subject. While there are definite marketing benefits of weekly or bi-weekly Ezines, these benefits do not outweigh the cost of it becoming a toleration, you not enjoying it, you not doing it well or the risk that you will stop doing it all together!

Is your Ezine going to be a significant part of your marketing strategy?

There are a few therapists who consider their Ezine one of their active marketing strategies, or "Engine Activities." This can be done and if this appeals to you, go for it! Just remember that this strategy takes time to produce results. If you are using your Ezine as one of your main Engine Activities (vs. a Conductors Van keep-in-touch strategy) you need to consider your target market and niche and the lifecycle of your reader, in addition to your own desire and preference.

For example, let's say you treat women who are building their self esteem after divorce and you are thinking about starting an Ezine called "Life On Your Terms." Your ideal subscribers are obviously recently divorced women. If you love to write and want to use your Ezine as one of your primary marketing strategies, I would recommend you make it a weekly publication.

I make this recommendation due to the nature of this target market and niche: Women rebuilding their life after divorce are (hopefully!) not going to be in that rebuilding stage for an extended period of time. With a weekly Ezine you have a better opportunity of building the relationship quickly and offering your services when they need it most.

Another example might be a natural therapy practice that helps people eat more healthily and produces a weekly Ezine that offers recipes with shopping tips and tricks for healthy eating. A short weekly newsletter will be great in this instance because people will use the tips and tricks each week when they go off and do their weekly food shopping. If perhaps the practice had a newsletter that just had articles then a monthly Ezine might be a better option. A weekly Ezine must be highly content rich and useful to the reader or they will unsubscribe very quickly.

A Final Thought on Frequency...

Ultimately, you must choose the frequency that works best for you! In general, unless you are using your Ezine as one of your active marketing strategies, I have found that monthly works best. And if you are on the fence, you can always split the difference and do it bi-weekly!

Step 2 – Determine Your Content

When thinking about what you want to write about in your Ezine keep these guidelines in mind:

Relevancy to Your Target Market and Niche

One of the foundational principles of the Abundant Private Practices, Practice Building Success System is having a specific WHO and WHAT and targeting your marketing to those people. Your Ezine should be written for your target market and the content should be related to what you treat people on. The more specific the better!

Keep in mind the things I discussed with regard to determining your WHO and WHAT. The same applies to your Ezine. Your Ezine will be most effective if it is highly relevant to your readers, if it really "speaks" to them. When you do this you need far fewer subscribers in order to start seeing results.

Topic Ideas

While you can write about anything that is relevant to your Who and What, a good place to start is with your HOW. Virtually every component of your HOW, or your service methodology, can be a topic for an issue of your Ezine.

Provide Value

Each issue of your Ezine should provide value. Have one topic or theme for each newsletter and focus on it.

Be Concise

We live in a world where we are bombarded by information and our time is extremely valuable. You not only need to write something interesting, valuable and relevant to your readers, you need to do it with as few words as possible! Your mantra should be shorter is better, especially for weekly or bi-weekly Ezines. The trend now is that Ezines are becoming very short, almost just like bite-sized chunks of information that can be read quickly and then deleted. People don't seem to have time for long articles any more. Although in saying that, one of my newsletters The Margzville Star seemed to break every rule on length and consistent content and people still read it. You know they are reading it when they starting quoting things from your Ezines!

Be Personal

Remember, you want to build a relationship with your readers. As a therapist, your clients are essentially buying you. Not only do you want your Ezine to build credibility, you want to build trust. People hire therapists they know, like and trust. Let your personality come through! If done well, your readers will enjoy getting to know you through your newsletter.

Look at the popularity of reality TV shows. People keep tuning in each week because they feel like they knew the Idol wanna-be's and house members. Be a real person. Share a little about your life. This will increase your overall number of subscribers and the percentage of people who actually read what you write! In the early days of my move to Daylesford I used to talk about the chooks, that was before the fox got them all, but I still get people asking me how the chooks are. People like people and like to feel part of your world. This only occurs if you are willing to share things about yourself and your world. In saying that of course people don't want to know your every detail, but they do like to feel like they know you.

Other Content Ideas

While the main content should be an article on a single topic, there are other things you can add to your newsletter to make it more interesting and valuable to your readers.

1. Begin with a summary or 60 second tip. Put this right up top so people are compelled to read the entire Ezine.

2. Include a reader question. This can be a separate section or the format for your main article. People love the Q&A format. And it's a great way to find out what is most relevant to your readers.

Hint: When introducing this feature you might need to create a reader question or two to get started. Once your readers are used to seeing your Q&A they will send some to you, assuming you ask them to. You might just need to prime the pump in the beginning!

3. Include a quote or book recommendation that is relevant to the topic.
4. Include something fun, such as a movie review or a joke. This is especially effective in monthly publications but only do it if it is part of your natural way of being. For instance you will never see me do movie reviews because I am not a movie buff.

And If Writing Isn't Your Thing

Most people who claim to hate writing have not given it a fair shot. Writing is an important skill worth learning (or fine tuning). Being a competent writer will greatly benefit you as you grow and maintain your natural therapy practice. However, if it really isn't your thing you can still utilise an Ezine as part of your long term marketing system. Here are some ideas:

- Co-author your Ezine with another therapist or aligned business. Have the other therapist be primarily responsible for the writing and you can be responsible for promoting it.
- Hire someone to write it for you.
- Use existing content or an article bank. Content can often be re-printed as long as the proper attribution is included.
- Have your Ezine deliver a quote or a tip instead of full-fledge articles.

Writing Hints

Getting Started

If you are concerned that you don't know what to write about, do this exercise: Sit down and challenge yourself to come up with 10 possible topics. Think about the different components of your HOW. I virtually guarantee that you will be able to identify at least 10 different topics! You may not even use all the topics on this initial list, but doing this exercise will give you the confidence to know that you do have plenty of things to write about. When I first got started I just used to look out my windows and there would be ideas for a story. I found some of the most commented on Ezines were the ones that were closest to home or were dealing with an issue that everyone deals with.

Don't be afraid to share your bad times as well as the good. People love things they can relate to and have been through themselves. So if you are having some challenges in your life, don't be afraid to share them or the outcomes of the challenges.

Have an Idea Folder

Keep a folder or journal (paper or electronic) to store ideas. Anytime you come across something that might be an idea for your Ezine put it in your Idea Folder. Also, whenever you have an idea for your Ezine, type or write it out and put it in your Idea Folder. When it is time to write your Ezine pull out your idea folder for inspiration.

Your Voice

Your Ezine is a reflection of you. While your Ezine should be well written and professional, don't hide your personality. Let who you are shine through in your Ezine! If you are funny, include humour (and the best humour are real life stories about yourself). If you are philosophical, write from that perspective.

Speak to the Reader

Write as if you are having a conversation with someone in your target market. Use the word "you" and make it personal.

Writing Each Article

Some people write best by having an idea, sitting down and writing whatever comes out. (This is a Mz Margz type of approach – shake the tree and see what falls out!) Others prefer to create an outline first. There is no right or wrong way. Whatever works for you is the right way!

Regardless of whether you like to just sit down and write or if you prefer to do an outline first, when you are ready to get to the writing, try and bang out your first draft as quickly as possible. Don't worry about grammar or writing the perfect sentence. It is much more effective to get all your ideas and thoughts down first and then go back and edit. In fact my grammar is so appalling that I have my newsletters professionally proofed because if there is one thing that will get people writing in it is bad grammar.

Hint: Take a day or two off between your first draft and the editing. Give your brain a chance to mull over the topic and let it do its creative magic. It also gives the gremlins time to work on your masterpiece. You will be amazed how many typos and spelling mistakes you find after your work has been sitting in the draw for a couple of days. You'll be amazed at how much easier editing and finalising the article is when you've taken some time off.

Use Stories

Use stories or examples whenever possible. People remember stories. The best and most relevant stories are about you or people around you. In certain instances telling stories of client successes can help people understand why they need to work with you.

Hint: When using client stories be sure to protect the identity and confidentiality of your client.

Article Structure

Virtually all well written articles follow this format:

- Introduction
- Main Body
- Conclusion

Final Thoughts

I recommend you subscribe to a bunch of Ezines to get ideas. You will of course want to develop your own style and format, but there are a lot of examples out there. See what resonates with you and then go for it!

Don't let your Ezine make you crazy! It is important and can be an incredibly effective marketing tool, but don't stress about it. Especially when you are first getting started. And please know that the more you write, the better you will get!

Step 3 – Decide on HTML or Plain Text

Ah, the debate. Which is better and which should you do: an HTML newsletter or a plain text newsletter? (Definition: an HTML newsletter looks like a web page that you see in your email – it includes links & photos). Plain text newsletters are just that, plain text – the motivators for the 90 Day Challenge are plain text and the Abundant Private Practices “powerful practice-building tips” Newsletter is html.

	Pros	Cons
HTML	<p>You can use graphics, different fonts, colors, pictures and control the layout.</p> <p>Studies show that well designed HTML newsletter, assuming it is opened and read in the format it was meant to be received, is more effective than a plain text Ezine. (ie: Higher click-through rate, more thorough reading.)</p> <p>You can track what sites the reader visits and it will give you some idea of the popularity of certain topics.</p>	<p>Aol users with older versions may have challenges receiving html newsletters.</p> <p>Some HTML newsletters do not read well offline. So if your readers download their email and then disconnect from the internet they may not be able to read your ezine.</p> <p>While there are many great tools out there for creating HTML newsletters, creating an HTML Ezine will require more time upfront to create & learn how to use the template & HTML tools.</p> <p>HTML is getting much harder to get through spam filters these days. You have to be very careful what you include and often the HTML code itself will be rejected even before the spam filter starts reading the content.</p>

Plain Text	<p>In general, easier to write and create.</p> <p>By using white space and caps you can have some formatting.</p> <p>People are used to receiving plain text email. If your Ezine is compelling, plain text can definitely work.</p> <p>People can read it as intended without needing to be online.</p>	<p>Less room for creativity and formatting.</p> <p>Plain text newsletters just aren't as cool as HTML Ezines 😊.</p>
-------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------

Go with what works for you. If you are in the beginning stages you can start with a plain text Ezine and switch to an HTML newsletter in the future. Also, over time more and more people are switching to broadband and can always be online, which reduces the problem of needing to be on line when reading your Ezine.

Finally, consider your target market. You might even want to do an informal survey of people in your target market. Ask if they receive Ezines and if so, do they prefer the plain text or the HTML. Be sure to also ask WHY! (And if you do this let me know what you find out!)

Step 4 – Determine Ezine Sending and List Management

Self-Run

When you first launch your Ezine many therapists opt to manage the mailing list and distribution on their own. This is fine when you are getting started. And, I encourage you to consider using a paid service and setting up your newsletter system the way you want it to be from the outset. Of course, it is far better to manage it yourself in the beginning, than to not have an Ezine at all. However, if you are committed to using an Ezine as part of your long term marketing system, why not start off with a manageable, long term system in place?

If you decide to initially manage it yourself I recommend you create a “group” in your email program for your subscribers. When you send out your newsletter, send it to yourself and put your subscriber group in the bcc (blind carbon copy) field. The reason for doing it this way is to maintain the privacy and confidentiality of your subscribers.

Be aware there are stringent rules around sending Ezines these days and your Ezine should become spam compliant as quickly as you possibly can. To be fully compliant you need to be able to allow people to automatically unsubscribe to your mailing list. The only way you can do this is by using a list service.

You must also include your name and postal address on the bottom of your newsletters.

Using a Service

As mentioned above, I recommend using a “list service” or mailing list service to manage your subscriber list and distribution of your Ezine. Using a service automates the subscribe/unsubscribe process, which can become a headache if you do it on your own as your list grows. In addition, many ISPs (internet service providers) limit the number of people you can send a message to as a way of preventing spam. This makes it harder to self-manage your Ezine as your subscriber base increases. Spam is a big problem in the industry now and it is stopping many newsletters getting through ISP's. The more Spam compliant your newsletter is, the more chance it has of getting through servers.

Once you choose to use a “list service” to deliver your newsletters you come across new terminology that is exclusive to the industry.

Autoresponders

An autoresponder is what it says it is an automatic response to a specific request. We love autoresponders because they take the hard work out of our job. Technology can help us sometimes other times I feel it exists to frustrate us.

One type of autoresponder is the type that sends out “out of office” messages. It triggers when you set up the autoresponder function that generally lives on your website and it stops when you turn it off. Every time an email lands in the inbox on your server, the autoresponder automatically replies with the message you have set up earlier.

Another type of autoresponder is part of the service provided by a list service. These autoresponders send out an email or newsletter you have set up previously at instructed intervals. The 90 Day Challenge is a grand example of autoresponders working well. Every 7 days my autoresponder at my list service sends out the emails I set up in 2005 and they just keep on sending them and I don't have to do anything. My autoresponders also sends out the emails you get when you sign up for anything on my website. That is why they appear so quickly in your inbox. We love autoresponders because they guarantee great customer service even while we sleep!

Autoresponders also deliver my Abundance Cheque service. I set up the Abundance Cheque reminders once a year and go through and make sure I have all the dates correct throughout the year and sure enough, they deliver them at the exact time I set them up to deliver – gotta love that! So you can see how a list service is really helpful in developing products you can set and forget.

Opt-in vs Double Opt-in

“Opting” or “Opting in” is a really important concept for you to get your head around.

Opting was developed to stop malicious people signing others up to your newsletter. This was an early form of identity theft. If you didn't like someone you could just go on and subscribe them to every electronic newsletter you could find which would result in their inbox becoming overloaded.

Then hackers got clever and worked out they could automate programs that would run through and sign people up to newsletters that they hadn't asked to be signed to. The porn industry was the main player at this trick.

To overcome these problems, list services introduced the concept of opting in, which meant that when someone subscribed to a newsletter on a website, the list service sent an email to the subscribed email address and asked the person to click on a link to confirm they wanted to subscribe. This became known in the industry as "double opt in" – the subscriber "opts" at your website to get the newsletter and then "double opts" by clicking the link in the email that automatically gets generated by the list service.

Opting has become a bit of a nightmare because often the automatically generated email can end up not getting confirmed in three different ways:

1. A spam filter somewhere on the emails journey may knock it back before it gets to the clients internet service provider or it just runs out of steam on the journey.
2. The internet service provider of the client (bigpond, yahoo, hotmail etc) frequently knocks back anything that it considers might be spam (except actual spam of course)
3. The idiot factor – the person who has requested to get the email doesn't click on the link or deletes the email or in some cases doesn't white list you and your confirmation email lives in their black list folder forever.

What most people don't realise about email is that it is not always instant, sometimes taking up to 5 days to deliver "normally". It is also not heavily reliable with hundreds of thousands of emails getting lost and never delivered everyday. Also 80% of email out in cyberspace is now spam and ISP's are knocking back anything slightly suspicious these days. So help the process by not forwarding all those cute emails you get with angels and butterflies and heart wrenching stories and virus reports because sadly most of them have been written by hackers who delight in clogging up the email airwaves. Sad but true and good people are the ones who are making this problem so prolific by forwarding on cute loving emails.

So I recommend you use a service that has a double opt in feature because it is considered best practice at this time, and it also protects you. If anyone ever accuses you of sending them a newsletter they didn't subscribe to, you just point out that your list server double opts in everything and someone must have signed them up by clicking the link in the second email.

SPAM Laws

Just about every country has introduced SPAM laws with varying degrees of success. Still really blatant forms of spam hit my inbox each day but the law

can't seem to catch these people. Because the laws are hard to control doesn't mean you don't have to adhere to them.

I strongly recommend you find the relevant law in your country and become familiar with the requirements to make your email compliant.

Information about Spam Laws for many countries is provided at this link: <http://remarkablebusinesssolutions.blogspot.com/2008/07/make-sure-you-are-spam-compliant.html>

List Providers

There are free and fee services for managing your mailing list:

Free

In general, I do not recommend using free mailing list services. They often include advertisements or require that your readers visit a website to read your newsletters, which very few people will do. However if you decide to use a free service here are some resources:

Smart groups

Yahoo groups (There are ads at the top of your message, which isn't very professional. Also, rumour has it that subscribers to yahoo groups receive spam messages unless they specifically opt out.)

Ezine This service is ad free and I used this service for a long time and found it to be excellent. These days though you cannot manually add people to the database, it is totally opt in. <http://www.ezine.com/>

Fee

For as little as \$10 or \$20 per month you can use a professional mailing list and distribution service to manage your Ezine. I strongly recommend this option if you are serious about building your business and using an Ezine as part of your long term marketing system. The investment is minimal compared to the benefits it provides.

Here are some resources:

1ShoppingCart - This is the service I use. I started out just using their list and autoresponder feature for my 90 Day Challenge. The cost for that is around \$40 per month. I choose 1shoppingcart because it has the option to upgrade to the full cart at the push of a button. These days with so many services insisting on a full double opt in subscriber service, once you have someone opted into your database you never want to have to resubscribe them again. I found this out the hard way as I lost over 2/3 of my database when I resubscribed the new system. It is not because people don't like my Ezine, it is just that they are too busy or have missed the email or deleted the email or the dog ate it. Your database is gold and you need a long term strategy when setting up your first newsletter and my best advice is to get the best

possible solution you can at the time you set up your list. Visit this link to find out more:

<http://www.1shoppingcart.com/app/?pr=1&id=81707>

Webvalence (This service is very easy and has good customer service. The fee is around US\$25/month.)

<http://webvalence.com/>

Constantcontact.com (US\$17/month. Allows you to see the percentage of people who click on links in Ezine. Also automatically stores the newsletter.)

<http://www.constantcontact.com/>

Topica (You have to go to the website to read full newsletter – not recommended!) <http://www.topica.com/>

www.aweber.com and www.icontact.com are two more resources

Promoting Your Ezine

Remember, your database is GOLD. The size of your Ezine list will greatly impact the success of your business. Therefore, you will want to actively promote your Ezine to increase your subscriber base. Below are several ways to grow your mailing list.

Ask Your Readers to Forward Your Ezine

In every issue of your Ezine request that your readers forward your Ezine to others, without spamming of course. Below is the language used in the Abundant Private Practices “powerful practice-building tips” Newsletter.

Support Your Fellow Therapists!

If you've enjoyed this article and learned a valuable business-building tip, please forward this newsletter to your friends and colleagues! Click here to subscribe

Have a Sign-Up at Speaking Engagements

As you know, speaking is one of the most effective marketing strategies for building and maintaining a thriving natural therapy practice. Whenever you speak, in addition to offering Two for One Assessment Consultations, you should give people an opportunity to sign up for your Ezine. You can have a bowl in the back for people to place their business cards, use a clipboard with a sign up sheet or have everyone complete an evaluation which has a box they can check to sign up for your free Ezine. I recommend testing these various methods to determine what works best for the types of talks you do and the types of audiences you typically speak to.

In addition, to increase sign-ups for your Ezine at a talk, I recommend offering something for free if they subscribe. For example, give away a free treatment

and indicate on your sign up sheet that as a special bonus, everyone who signs up will also receive your free Ezine.

Recommendation in Another Ezine

Find someone who has an Ezine on a complimentary topic that caters to your target market and have them recommend your Ezine in their publication. You can sometimes buy space in other peoples Ezines too, although a personal plug is always more powerful than advertising space.

Publish Articles

Have one of your articles published in someone else's Ezine or on a website. Make sure you include subscription information for your Ezine and your website address. This option is hugely powerful and every time I have done this I have received sign ups.

Promote Your Ezine in Your Email Signature

Create an email signature that promotes your Ezine or free product.

Use Your Website

Assuming you have a website, you want to make it easy for people to sign up for your Ezine. In addition to making it easy (ie: by putting a subscription box/form/link on the home page or ideally so it shows on every page) make sure you give them a compelling reason to subscribe! Let your potential subscribers know what they will get from your free Ezine. Explain why your Ezine is of interest to them!

Another great tactic is to offer something for free (such as a free report, top ten list, article, etc) and with your "free thing" they also get a complimentary subscription to your electronic newsletter. As an example, this is what I did with the 90 Day Challenge. Whenever anyone signs up to get the 90 Day Challenge Free Report they also get a complimentary subscription to my newsletter. This works great and as long as you include the appropriate language, it is fine to do this. Here is what I use on my website:

Sign Up NOW!

Along with the book you will be subscribed to my monthly ezine and you will also get 13 weekly motivators via email for 90 days to ensure you are sticking with the program and to inspire you to keep doing what it takes to make your business successful. (Please know I never rent, trade or share your information and you can unsubscribe automatically any time you choose)

Generating Business from Your Ezine

So far I have talked about the structure, format and content of an effective Ezine. We've also identified numerous ways to build your mailing list (the size of your database is king!) So, the final piece of the Ezine strategy is using it to generate business. Below are some general guidelines that will help you turn your Ezine into dollars!

Include a Description of Your Products/Services

In each issue have a section that informs your subscribers of your products and services. If you have a wide array of products and services choose something specific to highlight in each issue. If, however, you are primarily focused on attracting individual clients, remind your readers that you offer Two for One Sessions. Be sure to tailor your offer to your specific WHO and WHAT!

Occasional "Calls to Action"

In addition to the regular reminder about your services, you want to have occasional "calls to action." A "call to action" is something that compels your readers to take action immediately. The most common is a time-sensitive special offer. One of the keys to successful "calls to action" is to not overuse them! Once every 2-4 months is typically appropriate, depending on the range of products and services you offer.

Ezine/Direct Mail Marketing Statistics

- It takes between 3-7 marketing messages before someone is interested in purchasing your product or service.
- Your number of subscribers does not directly correlate with the number of people who are reading your Ezine. In general, people delete every other or every third issue. Use the guidelines provided here to increase your readership. And, realise that people are busy and get overwhelmed with email. In fact since I've been able to see how many people open my newsletters it is consistently about 1/3 of the database. I've stopped crying now!
- 10% or more of Ezines aren't received by subscribers due to spam filters. Unfortunately this is a fact we have to live with. As spam filters get more aggressive the number of emails getting through becomes even less.

Additional Resource

In this class I have provided you with the key Ezine basics so you can get started right away. If you are looking for more detailed information on Ezine strategies I highly recommend Ali Brown's "How To Boost Your Business With Your Own Ezine Tutorial." For more info go to: www.ezinequeen.com

Plan Your Ezine Strategy

Hopefully you see the benefit of having an Ezine as the Guards Van of your Marketing Train. Use the following page to plan out your next steps and then get to work!

My objectives or goals for creating an Ezine are:

10 ideas I have for my Ezine articles are:

The frequency of my Ezine will be:

My Ezine will be either plain text or HTML (select one!)

I am going to do the following for managing my mailing list/Ezine distribution:

My next steps are:

The concerns or challenges I have about launching my Ezine are:

My strategies to overcome any concerns or challenges are:

Gratitude Sheets

This week I am grateful for:

92.

93.

94.

95.

96.

97.

98.