

Insider Guide To Creating A **Killer Ezine**

Every Masterpiece Needs A Blueprint

This Is Your Ezine's Blueprint

Go On, Create Your Masterpiece !

A Ten Step Roadmap To Ezine Success ... 100% Guaranteed

By Dr.Mani Sivasubramanian

www.EzineLaunch.com

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First Edition, November 2001**

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Introduction – Making The Most Of This Guide

Greetings and welcome to the **Insider Guide To Creating A Killer Ezine**

In case you're wondering what I'm going to do here, it's very simple. I'm **sharing with you my roadmap to ezine publishing success**. This is the distillation of years of experience I have gained from creating and publishing email newsletters, marketing it to explosive growth and profiting enormously from them.

Now I'm sharing these powerful insider secrets with a **very select group** of people – including you. This means that you are **among the first** to have the opportunity to benefit from these unique strategies – and create your own potent, powerful and profitable ezine.

In the Insider Guide, you'll get **an overview of the whole ezine creation process**. You'll learn how to build an ezine starting with little more than an idea. By following the sequence I describe, you'll soon have a high quality, high impact ezine.

Throughout this Guide, I will refer to my comprehensive course on ezine creation

“Ezine Launch – Tips, Tricks And Secrets For Creating Killer Ezines”

Ezine Launch is a complete blueprint to ezine creation, compiled of the latest, newest, most effective tips, secrets and strategies that hundreds of ezine publishers – myself included - are using every day to publish 'killer' ezines.

To make it easier for those of you who own **Ezine Launch**, I have quoted chapter (and page number, where relevant) so that you can directly skip to the topic being discussed. In addition, I also point you to some other helpful resources that provide extremely valuable information that you can benefit from while publishing your ezine.

Because this Insider Guide is only an outline, it deals with just **the major steps and concepts**. But as you know, each major step is made up of dozens and dozens of smaller action steps. It is only by executing each of these little things perfectly that one ends up with the ideal ezine.

So let me next tell you what this Insider Guide is **NOT!**

This Guide is not meant to give you the exact details of how each small step is executed. That's the job of a more comprehensive course like [Ezine Launch](#), which is composed of 140+ pages of tightly written lessons, covering in careful detail every imaginable facet of the ezine planning, design and creation process.

Even without reading [Ezine Launch](#), you'll find this detailed Insider Guide helpful. In addition to clearly seeing the big picture, you will grasp the basics of the **individual steps in the ezine creation system**. This will serve as a starting point to launch your ezine.

And when you decide that you want to learn in greater detail about creating a killer ezine, I have some good news guaranteed to delight you.

I am **drastically slashing the price** of Ezine Launch only for readers of this Insider Guide because I realize that you are serious about ezine creation and marketing. Listen, I want to give you a chance to learn from my lessons and tips – and create your own killer ezine.

And that isn't all. I'm also throwing in a **free one month trial subscription** to my paid-newsletter, **Ezine Marketing Tips**. This will help you exploit your ezine by marketing it effectively. When you [claim your copy of Ezine Launch](#), I'll register you for the free trial.

Remember, this offer is **limited to users** of this Insider Guide – and it will not last forever. [Click here now](#) to learn more about this **special time-sensitive offer**.

However you choose to use this roadmap, I guarantee you're going to be overwhelmed by the content within this Insider Guide. I have taken the vast experience I've gained from publishing over 15 ezines and distilled it into 10 simple lessons that remove all hurdles, and **make creating an ezine as easy as falling off a log**.

All you have to do is follow the plan, one step at a time, and before you know you'll be the proud owner of your own killer ezine – I guarantee that.

Be prepared – you're going to **taste success beyond your wildest dreams**.

Enjoy the journey.

Mani Sivasubramanian

The Ezine Marketing Center

<http://www.EzineMarketingCenter.com>

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Top Ten Reasons To Publish An Ezine

Ezines are Universally Accessible, Inexpensive, Instant and Interactive.

- Gain **name and fame**, become widely known as the expert on your subject or topic
- **Develop many contacts**, make new friends and grow your network
- **Cultivate a relationship** with readers and invite them to your website over and over, ultimately converting them into customers
- **Get permission** to contact your clients and customers regularly by email
- **Expand your customer base** much more widely than you can with only a website
- Establish a route of **communicating regularly directly** with your customers, maintaining contact with them over time
- **Promote yourself** and your business quickly and easily while saving money
- Give your customers **timely, up-to-the-minute information**
- Increase **brand awareness** using your ezine
- **Make money** in many different ways with your ezine

Step #1 : Develop A Road Map To Ezine Success

1 – Decide What You Are Going To Write About

What are you good at? Think about what interests you. What are you passionate about? Do you have expert knowledge or experience in a particular subject or topic? Do people ask you for help or assistance with things? What things? What kind of help?

Finding out what you are passionate about is the most important thing as you plan your ezine's topic. Great success is almost always bred by great passion.

Do what you love, and you won't have to work a single day in your life

(Learn how to brainstorm for the ideal ezine topic in [Lesson 3.1.1 of Ezine Launch, pg.14](#))

2 – Study the competition

Is there a need or demand for the information you plan to provide? If you're teaching people about solving a common problem, or bringing happiness and money, or relieving pain or stress, you're sure to have an audience ready to look at your offer. Maybe even pay for it.

Look for other ezines on the topic you plan to write about. How crowded and competitive is the market?

Studying your competition is a very skilled task that takes specialized insider knowledge to do well. Corey Rudl is one of the experts who shows you exactly how to do it. [See Lesson 21 of Corey's Internet Marketing Course Version 3.0](#) for step-by-step instructions, resources, and tools for researching your competition.

3 – Find out what your readers want

Who are your readers? Which group or population are you targeting with your ezine?

Ask your customers and contacts what they would like to learn about. Visit discussion groups, bulletin boards and online forums where they gather and observe the topics and issues being debated.

(See [Lesson 3.1.3, pg.17 of Ezine Launch](#) for instructions and ideas about determining what exactly your readers are looking for.)

4 – Determine your ezine's purpose

Why are you creating your ezine? Is it to instruct and educate? Entertain? Market your product or service? Sell directly to customers?

Try and define this as clearly as possible before you start. The entire process of planning and publishing your ezine will depend upon its purpose.

5 – Do you want to make money from your ezine?

Yes or No? How much? How fast?

You can choose between three methods of making money

- selling your content (paid-subscription model)
- advertising products and services (affiliate program model)
- selling advertising space and sponsorships (ad supported model)

Learn more about these models and how you can adopt them in your ezine creating strategy in Lesson #3 of my [free "7 Days To Ezine Marketing Success"](#) course. To sign up send any email to EzineMarketingCourse@fetchreply.com or submit the online form at <http://www.EzineMarketingCenter.com/emailcourse.htm>

6 – Write Your USP

If you've followed the steps above, by now you should be able to write out a short statement (25 to 50 words) explaining your plans for your ezine. People are more likely to sign up for a newsletter with a clearly stated purpose.

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