

Special Report

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**MOST COMMON  
E-ZINE PUBLISHING  
MISTAKES YOU MUST AVOID**

**A Must Read for All  
Seasoned E-zine Publishers  
and Those in the Making!**

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## Introduction

Publishing an e-zine is a lucrative business. More and more people are jumping on the e-zine publishing band wagon – and for good reason! E-zines are powerful marketing methods, and it's oh-so-easy to get started - anyone can get an autoresponder and compile their own newsletters and e-courses for their subscribers at insanely low costs. It is no surprise, then, that e-zines are the choice of medium for growing a business online.

However, there are a lot of mistakes made by newbies. Mistakes such as unsolicited e-mailing and not focusing on their core business are common pitfalls committed daily. These must be addressed so that the profits are not wasted.

Therefore, I've written this guide on how to overcome these common mistakes.

Let's get started, shall we?

### **Mistake #1: Sending e-zines from your Yahoo! or Gmail account**

Part of the temptation for newbies is to collect a group of e-mails and start sending mail from their own personal e-mail accounts.

At first, this may seem quite harmless – especially when you have only 10-20 people in your list, but once your subscriber count exceeds 50 people, you are going to have a very big problem on your hand.

First, you will have to handle new subscribers manually – by sending them the free giveaway and entering their name onto your newsletter list. People who wish to unsubscribe need to be manually removed as well – causing you massive

administration problems as your list grows. Before you knew it, you'd be spending all of your time managing your newsletter list!

The worst thing is that most Internet service providers refuse to let you send bulk e-mails to many people at once. Of course, they set their own limits – and keep them secret – so that spammers won't be able to prey on the unsuspecting through their networks.

If you are not careful, you might even lose your subscriber list as well, if your entire list sits within your computer's hard drive. If you do not backup your computer, you might wind up losing hundreds or thousands of subscribers that you spent countless hours of time and effort attracting onto your list.

Be smart – make sure you get a reliable autoresponder program, such as [iContact](#), to handle all of the work for you.

## **Mistake #2: Signing people up without getting them to opt-in**

One of the biggest newbie mistakes when it comes to e-zines is signing people up on your other mailing lists without their permission. You may think that just because they are on one of your lists, you automatically have permission to sign them up on some other list.

Trust me – unsolicited sign-ups are a big no-no on the 'net, and they will get you in deep trouble! In the worst cast scenarios, you will be accused of spamming and you will get your IP blacklisted on the ISPs – leaving you unable to utilize the power of email marketing for your business.

You must do things the proper way. When you want to build a new list or invite people to subscribe to your existing list, make sure you mail them a proper invitation form (or send them to an opt-in page) so that when they manually opt-in, you will have their permission to contact them. Bear in mind that if you're building a new list, you must once again 'convince' them to opt-in to your new list – never ever take any shortcuts!

### **Mistake #3: Not giving good or useful content**

Some publishers are so obsessed with getting traffic and selling things that all they ever do in their e-zines is sell products/services and talk all about themselves. They use their e-zines to boast about how great they are and how good their JV partners are doing - to the point where they bore (or annoy!) their subscribers to death.

Another common problem is that some e-zine publishers load their e-zines with so many ads that it disrupts the reading pleasure of their readers.

How would you like it if you were to buy the latest small business magazine and had to dig through a haystack of ads just to find one or two pages of useful CONTENT? You would cancel your subscription in a heartbeat, right? Don't do that to your subscribers, or you'll find them unsubscribing in droves!

Always remember that content is king – never diverge from that. But even more important is the fact that your content should be interesting and relevant for your subscribers.

Here's the formula for a successful e-zine: Fill your e-zine with 80% content, and 20% paid advertising and other promotional materials.

## **Mistake #4: Not focusing on your business**

On the other side of the coin, there are many publishers who serve powerful and useful content to their readers but they forget about the most important thing – making MONEY for themselves.

Unless you're publishing an e-zine for fun in your spare time, ultimately, publishing an e-zine is about making money. You can't do it without promoting yourself or your business. In any business, remember that branding is highly important, and you can help create a strong brand by using your e-zine to provide great content in your subject of expertise.

If you're going to use affiliate marketing as a way to earn extra cash, use strategically-placed affiliate links so that your prospects don't feel as though they are being 'sold to.' Talk about them first, and then talk about YOUR solution for them – whether that solution is one of your products/services or an affiliate program. End everything you write with a call to action.

And don't think of it as sleazy selling – remember that the people on your newsletter list *want to know* about your subject, or they wouldn't be subscribed – so not sharing everything that you have to offer, in both free and paid content, is actually doing them a disservice.

## **Mistake #5: Publishing whenever you feel like it or get around to it**

Do you know that you should keep in touch with your subscribers on a regular schedule?

There are millions of people on the Internet. If you don't keep in touch with them, they will most likely forget all about you and your e-zine. Don't ever let this happen to your business! It is easier to keep an existing customer or subscriber than it is to get a brand new one!

Publishing regularly suggests to your readers that you are organized and able to meet deadlines and commitments – definitely someone they'll want to do business with. Especially if you're a service professional – potential clients will not be eager to trust their sensitive projects with you if they think you're flaky and unreliable.

So, set a publishing schedule – whether it's the last Thursday of every month or every single Tuesday – and then **STICK TO IT** as closely as you possibly can! If you're just getting started, try publishing once a month to avoid overwhelming yourself and your subscribers. You can always ease into more issues as you become comfortable with the publishing process (trust me, it will happen – it used to take me an entire day to write, polish, and publish my e-zine, and now I can get one out in 1-2 hours!).

## **Mistake #6: Neglecting the older archived issues**

As you progress with your e-zine publishing, you will find that you start to accrue many back issues on your hard drive or autoresponder program. Often, publishers neglect the past issues as something outdated or useless – or they just don't know that they should be leveraging that information.

Unless your information is completely obsolete, there are many things you can do with a back issue. For example, you can offer your archived issue as a sample issue to prospective subscribers on your website or your blog.

People do read older issues and follow your journey. You'll be able to get more of your visitors that are "on the fence" to join your e-zine, giving you a bigger list to market your products to.

## **Mistake #7: Forgetting to publish your e-zine in RSS**

RSS is one of the many ways people can use to access your content without having them come directly to your website or your blog. Most of the time, e-zine publishers want their subscribers to subscribe directly through their e-mails or autoresponders because they can keep track of the size of their list.

However, neglecting RSS can be detrimental to your success. Although you can't cater to every single subscriber's needs, enabling RSS is a way to get your readership across many different platforms. There are people out there who would rather read everything through their feeds. Try your best to meet their needs.

Another advantage of publishing by RSS is that you can increase your readership and sales by bypassing all the email filters. If an e-mail for your e-zine is titled "Make Money Online," you can be sure that the word "money" would be captured and thrown into recipients' SPAM or JUNK folders as fast as you can say "spam magnet!"

Therefore, you'll also be able to make your e-zine's copy and headlines more effective because you'll be able to use powerful "taboo" words without worrying about your e-zine getting blocked.



## **Mistake #8: Neglecting the ‘subscriber only’ privilege**

There is a tendency for people to treat a subscriber just like any regular Joe off the street.

If you truly believe that “the money is in the list” (as I do!), you’ll understand that e-zine subscribers can potentially be the most important people in your business. They are people who are genuinely interested in your work and spend time reading your writing. You should pamper them and treat them with care because they are likely – or at least have the potential to – completely supporting your business!

Therefore, it’s a great idea to give them exclusive rewards and discounts. For example, I just recently launched a new product for \$39, but my subscribers got an exclusive 50% discount for the first week of the launch. My subscribers were thrilled to get such a “steal of a deal,” as one subscriber wrote in a thank-you email! 😊

## **Mistake #9: Neglecting the personal touch**

One of the problems of bulk mailing to many people at once is that we often forget to be human. If I’m on the newsletter list of a friend who is an active email marketer and we also happen to correspond on e-mail a lot, I can often tell at a glance whether the email is personally written to me or an autoresponder message to a whole group of people.

If you don’t know how to add the personal touch to your e-mail headlines, you could be missing out on a lot of readers. One simple suggestion is to write the first draft as if you are writing to a friend (minus any inappropriate or course

language, of course – you still want to keep things somewhat professional 😊), and then you can go back and make any necessary edits later. Your e-zine will still have a personal touch, which your subscribers will enjoy.

The bottom line is to always write in a personal tone, and you won't come off as a sleazy salesperson who's just trying to sell your products all the time – you'll be seen as a trusted friend who is providing useful resources (because that's what you are, after all! 😊).

## **Mistake #10: Never offering any bonuses**

Sometimes people forget to offer bonuses to their subscribers. They forget that once in a while, they should offer free gifts to entice subscribers to stay on their newsletter lists. Of course, you can (and should!) also use bonuses to entice people to join as a new subscriber as well.

Try writing a free report about the latest developments and offer it as a bonus. Tell readers how much the report is worth, therefore increasing the value your visitors place on your bonus.

For example, you could say:

“I would normally charge \$27 for this special report, but I am giving it away free to my loyal subscribers...”

You would increase the perceived value of your bonus and make your subscribers feel pampered at the same time.

Recently, I released a new report as my free giveaway for new subscribers, and I sent my current subscribers the no-strings-attached download link so that they

could read the new report if they wanted to. I can't even tell you how many emails I received back from subscribers, thanking me for the kind gesture and the great information. It was a nice feeling for me, knowing that I was helping people, and they truly appreciated it – making them even more eager to stay on my list and continue reading my e-zine.

Never neglect this powerful method!

## **Conclusion**

There are many mistakes committed by newbies and veteran e-zine publishers alike, but the worst mistake that can ever happen is to repeat your mistakes over and over again. Don't take this for granted. If you keep on making these common mistakes, you will lose credibility in the eyes of your subscribers and joint venture partners – and you will likely see your list dwindle rather than grow over time.

Always be vigilant and keep an eye out for blind spots that you may have missed. Keep on refining your work, and you can be sure that business success will be heading your way.

Good luck!