

# E-zine Publishing Mastery



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Discover how you can quickly and easily your own virtual gold mine that can ram in never-ending streams of income... through sending e-mails! If you have always wanted to build your own media of influence and own the license to print money at will without incurring high expenses in the process, this is going to be the most important letter you will ever read! How would you like to: Have the ability to print money at will? Have your own circle of "fans" or people who would listen to you, whether it's your golden tips or the next top recommendation? Make money from as many cash points as possible doing only ONE thing? And do all of the above at a very low startup and monthly cost? If your answer is YES to any one of the above, then I've got a great advice for you: publish your own online newsletter! Why The Gold Is Found In

Publishing Your Own Online E-zine Today... For many years, naysayers speculated that E-zine publishing in Internet marketing was going to die slow, gradually and then eventually. Yet surprisingly, it has only become more popular, as people realized that building and marketing to a mailing list is by far the most effective way to close sales and then - to get repeat sales. E-zine publishing in Internet marketing today is very similar to what it was in the past. The general purpose of publishing an E-zine is to collect a list of email addresses and names of people generally interested in the product or service niche to which you market. You then use the E-zine as a means to pre-sell to your subscribers. Easy concept, right? But when you factor in the amount of REAL money marketers today are making, that's the excellent part to be at awe at. And take the following into account: Publishing your own E-zine requires at the least, a working auto responder and maybe a web site. Your monthly cost is very minimal and can be as low as a dinner for two - that's anytime better than running a newspaper company. And your return of investment can be close to infinite in some cases! There Are Problems, Though. Now, the above mention are TRUE only if you know what to do and do it right. On the other hand, if you don't know what it takes to publish a successful online newsletter let alone build a responsive opt-in mailing list, not only will it be very costly to you in terms of money but time, effort and energy as well. Which explains why many aspiring marketers who dream of making it big online someday are still... well, aspiring marketers who are dreaming of making it big online someday. But as long as you stay at that level or keep doing things that DON'T work, you can almost say "goodbye" to your virtual gold mine which now seems further than you can reach. I'm not saying this to discourage you but tell you something: I don't write those rules, either - they've been carved on stone even before I myself came online. Now for the good news: after years of trial and error, I know what the rules of successfully E-zine publishing and list building are. :-) And I'm going to offer to help you eliminate your guesswork, reveal to you ingenious concepts in running a cutting edge E-zine - in your name! Your mind will boggle. Your jaw will drop.

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