

Subject: **What Kind of List or Ezine is Best for You?**

List Building Lesson #5

Hello again, Titus Hoskins here.

In the last lesson we looked at a system or structure for building a list or ezine. You need a Management System, an Advertising Program and a Prospecting Website.

Now your next step is to decide what **type** or **kind** of list or ezine that you want to produce.

If you already have a website - your ezine will usually cover the **same topic** as your site. You want targeted readers - people who are interested in your topic or area of interest.

This also deals with the issue of **'building credibility'** - if you have constructed a well designed content rich 2000 page site on say 'Needlepoint Patterns' - chances are when you publish an ezine on this subject you'll know what you're talking about.

An ezine will add to your credibility and pretty soon people will be seeking you out as the **'expert'** on Needlepoint!

Or whatever the topic of your website or special area of interest is.

One piece of advice - the internet is **'keyword driven'!** Put your main topic or subject area in the Title of Your Ezine.

Now that you have the subject matter for your ezine or list; your next step is to decide what type of ezine you want to produce.

There is a whole range of styles or kinds of lists from which to choose. Perhaps; it would help if you really examined some ezines closely.

Don't know if it's my training as a teacher or an artist which tells me you will only learn how to produce a **'good'** ezine by reading and studying 'actual' ezines or lists.

So let's look at some examples!

The following are my own personal reviews or critiques of some well-known lists or ezines.

These reviews are based on my **own opinions** - they come firsthand - from having been subscribed to these lists for a while - most of them for years.

The first list or ezine I subscribed to was 'Robert Genn Twice Weekly Letter'. An Artist Newsletter from well known artist Robert Genn.
<http://www.painterskeys.com>

His Newsletters usually consists of a two or three paragraph email on the problems, issues, and concerns of visual artists.

Over the years, having read his Newsletters each week, I feel like I have gotten to know Robert Genn the artist and Robert Genn the person. This weekly (email) contact is **directly** responsible for this attitude.

This attitude wasn't formed overnight - it was very gradual - it happened over a long period of time. So prepare yourself for the long haul!

It takes time to build a good responsive list.

Still, list building is about making that connection, building that relationship, getting to know the ezine

or list owner. More importantly, it's getting to **trust** and **value** that owner's views and opinions.

And it's not one-sided; a really good responsive list will be a two-way street, with plenty of feedback and communication between you and your subscribers.

It does take some commitment. It does take some work.

But the rewards are worth it!

Over the years, I have subscribed to hundreds of ezines and lists. Most of them are on 'internet marketing' and 'list building'.

Most lists/ezines can be broken down into two groups - **formal** and **informal**.

Your list or ezine does not have to be a complicated creature - some marketers just send out early notifications of new marketing opportunities. Subscribers only get one or two 'early notifications' each month of new programs hitting the market.

This kind of list is about as **simple** as they come. Just short emails introducing a new product or opportunity.

But don't let the simplicity fool you - these short informal notice/type lists can be very lucrative to say the least.

One such list is run by David Vallieres. David is a very savvy marketer and is a valuable source for new programs and new marketing techniques. <http://www.infoproductlab.com>

Phil Wiley's Newsletter is also extremely good. Direct, practical 'niche' marketing advice. <http://www.ozemedia.com>

Still another ezine of this informal nature is TalkbizNews run by Paul Myers. Although Paul's newsletter is slanted more to the ezine format than a list format.

Regardless, it's one of the best ezines on the web
- in my opinion - Paul's ezine is approaching an art form!
The caliber of writing is without equal on the net.
If you are not already subscribed to Paul's ezine -
subscribe now by clicking this link.
<http://www.talkbiznews.com>

If you really want to know how to build an opt in list
or ezine; I would suggest you subscribe to some of the other
newsletters mentioned here. But make sure Paul's TalkbizNews
is your number #1 pick - he's tops!

You Should Also Notice how all of these ezines or lists are attached to a website.

Other ezines are more formal in nature.

Some good examples that I read regularly:

Dr. Ralph Wilson's Web Marketing Today®
Free Weekly newsletter is worth having if
interested in internet marketing.
<http://www.wilsonweb.com/>

Michel Fortin's The Profit Pill is another
very good choice if you're interested in
copy writing. The writing here is again - top notch.
<http://SuccessDoctor.com/>

Dr.Mani Sivasubramanian's Ezine Launch Monthly is
another great resource if you're trying to get
list or ezine off the ground.
<http://www.EzineMarketingCenter.com>

Webpronews on search engines is another good
example of a 'magazine' format. Still, the key to
getting and keeping subscribers is delivering
valuable information.
<http://www.webpronews.com>

Other ezines are tied in with affiliate programs.
Ken Evoy puts out an excellent ezine for his
5Pillar Affiliates.
<http://www.sitesell.com>

So does Neil Shearing for his Scamfreezone associates - good informative marketing content that you can use for your own marketing.
<http://www.scamfreezone.com>

Marlon Sanders also has an excellent affiliate program. He's also (my opinion) one of the better copywriters on the web. You can't go wrong by studying his 'copy' or 'ezine'.
<http://www.amazingformula.com>

No matter the **format** - you have to choose the one that you're comfortable with producing. Match it to your own personality, if you're a friendly, outgoing person - maybe an informal style is right for you. Write your ezine as if sitting down over a cup of coffee in your kitchen chatting with a good friend.

If you're more on the conservative side - maybe a more formal 'magazine' style would be better. It really doesn't matter as long as you're giving your subscribers good, quality information that they can use. Write it as if you're giving a presentation to your neighborhood group - with the cameras rolling!

How **often** you publish to your list will also depend on your ability and work schedule. Just do what you feel comfortable with.

What day you sent your ezine will also depend on your schedule. Tuesdays and Wednesday are said to be the best days to publish but I like Fridays the best.

But I have received ezines on all days of the week so it's up to you when publish your ezine. Actually, it's probably a better idea to survey your subscribers and see when they want to receive your ezine and how often.

Put your subscribers first.

Did I mention - we're building relationships here.

Now all that's left - is the actual writing of your ezine. See the next lesson for some helpful hints on this topic.

Best Regards,

Titus

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'List Blitz' Bonus Gift and List Booster!

Paul Myers - Key to Conversion Report - Paul Myers of 'The Amazing List Machine' Fame gives a viral case study of How one publisher increased his subscriber rate by 1500% - Literally Overnight!

[Paul's Report](#)
