

Why Publish an eZine?

On the Internet, it is very possible to make money without selling any product. One way of doing so is through starting your own eZine, also known as an electronic newsletter.

In a nutshell, you send out your eZine issues on a periodical basis to your subscribers. The good part is that you have a flexible choice in automating the process of sending out your eZine issues for you or manually sending them on a periodical basis.

As an eZine publisher, not only can you easily achieve the benefits a conventional newsletter publisher enjoys without having to chop down several trees in the process, you can easily and conveniently spread your marketing influence and expertise to your base of subscribers from the shoes of an ordinary individual.

In other words, you do not have to invest in expensive printing equipment, brick and mortar business, and hiring staff just to run your own newsletter publication, resulting in a lot of time, money and effort saved.

Basically, all you need to start your own eZine are an auto responder and broadcast feature to go with, enabling you to reach out to your massive subscribers whom you can regard as your prospects, too.

All in all, if you do not have the commitments of creating your own product for sale, then publishing your own online newsletter can be one of the wisest decisions you will ever make, given the benefits of impressive marketing power and influence it can offer to you.

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