

Publishing Your eZine - the Pros

There are several advantages publishing your own eZine can offer to you. Thus if the pros appeal to you, then publishing your own paperless newsletter can be ideal for you.

The most obvious reason publishing an eZine can be the most ideal business to you is that it is so easy to start that any individual can do. There is no need to invest in starting a brick and mortar business or even staff and heavy machines for that matter.

In fact, you can do this from the comfort of your home as the most important thing you will need is an auto responder equipped with broadcast feature. Auto responders such as GetResponse.com and aWeber.com are highly recommended when it comes to publishing your own eZine.

In spite of the low start up cost and monthly fees, you can make money from several profit centers within the spaces of your eZine issues. You can make money from selling advertising space, just to name one.

Most importantly, you get to build your own personal media and spread your marketing influence, making you more valuable to product and service owners thus do not be surprised if you receive Joint Venture proposals every so often.

Given some of the best reasons in the world of Internet Marketing, publishing your own periodical eZine can one of the best money vehicles you will ever acquire or even build.

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