

Online Business Focus

THE BEST MARKETING TOOL EVER INVENTED ... AND IT'S FREE

In a sense, Internet Success is very simple. It is just one thing - get qualified traffic to your web site. (The idea that "If you build it they will come" worked once in a movie - but it will not work online).

Knowing this "secret", relatively new online marketers with limited budgets will spend weeks at the free classified sites and newsgroups. The results? Very often disappointing.

There IS a way to get your message out effectively, yet at a very low cost, and sometimes even free! I am talking about the best free marketing tool ever invented ... EMAIL.

Just do not abuse this tool by sending unsolicited email, or SPAM. Bulk Email can put you out of business in a hurry!

If you want better results without the risk, consider using TARGETED email marketing. Targeted email means getting your message to people that actually WANT to hear from you.

So how is that possible? Publishing your own newsletter to a strictly opt-in list can be both fun and profitable. And best of all - it can be done free, or at a very low cost. Here is how.

First, you must be able to easily send your newsletters to your subscribers.

For those of you who want to do everything yourself, several very good email programs are available at no cost:

(Pegasus)	http://www.pegasus.usa.com/
(Eudora Lite)	http://www.eudora.com/
(Aureate Group Mail)	http://www.group-mail.com/

However, sooner or later you will want to use a List Server to send your newsletters and postings. Why? Because when your list of members or subscribers becomes large, you will have difficulty doing even simple things - such as deleting someone from your list. A good List Server will provide that automatically and save you tons of time and trouble.

Plus, when your list grows large, you will be spending more and more time just emailing your postings or newsletters. Besides, what if you lose your Internet connection right in the middle of a large mailing? Oops.

Two FREE services that will send your newsletter to your subscribers without cost are:
<http://www.listbot.com> and <http://www.egroups.com/info/infopgs/clubs.html>.

Two services that are very low in price (but not free) are:
<http://www.onelist.com> and <http://listhost.net/>

We haven't talked about content yet. Whatever the subject matter of your ezine or newsletter, you should be writing about something that interests you greatly. Get started and let the words begin to flow.

If you feel you need help, use this very excellent FREE article distribution service that will email you the best articles by the Net's top writers. Already edited, proofed and formatted for your email newsletter on whatever subject in which you are interested - <http://www.ezinez.com/>

When formatting your email, keep all lines to no more than 60 - 65 characters, including spaces. The reason for this is that some email programs automatically wrap text lines at 65 to 70 characters. If your lines are too long, they will appear jumbled. Like this.

Keeping lines to 60 - 65 characters also makes for much easier reading. How can you expect anyone to buy your products or services when they have to work hard just to read your email?

Setting your outgoing email to break at 65 - 70 characters will also allow enough room to insert the ">" character when your message is forwarded (or replied to) without forcing those confusing line breaks.

Two good programs that will easily allow you to format your articles can be downloaded at no cost:
<http://www.ultraedit.com> and <http://www.textpad.com>

And, always ... always ... use a "Signature File".
... use a "Signature File".

*Ernest Seger is CEO of Internet Business Marketing. His site includes advanced Internet marketing techniques including how to get hundreds of opt-in subscribers and thousands of visitors to your web site.
<http://www.netnetmoney.net>*