

Make MONEY Now

Using Online Newsletters!

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YOU did not get here by accident!

Many people have realized the potential of getting profits online. And one of the easiest ways to do this is through newsletters.

YOU'VE come to the right place!

Read this informative ebook on how to make money using online newsletters, and you've already made the first step!

Join the THOUSANDS of people who made significant earnings through online newsletters!

It's EASY!

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Just follow the **tips and tricks** outlined in this ebook. Here's what you'll learn as you go along:

What EXACTLY Are Newsletters? And Can You Really Make Money Out of Them?

Learn the basics behind newsletters and **make \$\$\$**

YOU can create your own newsletter

Experience the benefits of setting up a newsletter

It's Time to MAKE Your Own Newsletters!

Reach your target readers through your **mailing list**

Come up with **high quality content** for your newsletter

Get the attention of your readers

Get help from Yahoo! Groups

What if you don't want to use Yahoo! Groups? Are there still other options?

What's the deal behind Landing and Squeeze Pages?

Direct people to your landing or squeeze page

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Optimize Your Online Marketing through Your Newsletter!

Take advantage of **affiliate program benefits!**

Before you go...

What EXACTLY are newsletters? And can you REALLY MAKE MONEY out of them?

One way or another, you've encountered online newsletters, such as that of Yahoo! Groups. You might have been invited by a friend to join a newsletter group for people with common interests, or you must have landed on its pages when searching for online information. With the Internet boom, there's no escaping an online phenomenon as big and as popular as online newsletters.

The good news is that YES, YOU CAN ACTUALLY EARN SOME \$\$\$ off these newsletter services! There are several strategies that you can use to maximize the commercial possibilities of these free online services. All you need is a little know-how, some patience, and consistent

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Internet connection. **This e-book offers you ALL THAT YOU WILL NEED TO KNOW about online newsletters.**

Learn the basics behind newsletters and make \$\$\$

Online newsletters are often **FREE** online services by different marketing companies. These newsletters refer to emails that are sent regularly to a list of recipients. They are managed and sent by the newsletter group's creator (called the administrator) and the assigned moderators. The administrator is the one who initially configures how the newsletter will function, when it's sent out, how it deals with those who unsubscribed, how the landing pages will work, and more.

YOU can create your own newsletter

ANYONE can create a newsletter group and send out newsletters. All you need to do is find a service provider online. There are free services, such as the newsletter features of **Yahoo! Groups**. The great thing with this service of Yahoo! Groups is that you won't have to set up landing pages, unsubscribe links, and the like. The service has this all for you. When you set out to create your own newsletter group with a free or paid service, remember to take these

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factors into consideration: newsletter content, mailing lists, landing pages, subscribe links, and unsubscribe links.

Experience the benefits of setting up a newsletter

Think of the online newsletter as the modern version of those tiny leaflets given out to people off the streets or in informal meet-ups. These leaflets were once the best ways to touch base with old and new clients, as well as prospective business partners. These are used to update people of new activities, products, and services, and keep them in the loop. They let them know that you are still around, doing business. The only difference is that, now, you can do this all online. Not only does it save the earth a forest or two, online newsletters also save you money as well.

Seriously consider having your own newsletter group if you need to do any of these:

- 1. You need to promote or sell a product or service.**
- 2. You signed up for online referral or affiliate programs.**
- 3. Your business relies on increasing the size of your network.**

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Having an online newsletter helps you with all these. Through your newsletter group, you can market your product or service, or push your referral program. You are also likely to meet people in the same industry, or those interested in what you have to offer. This puts your networking work on hyper drive.

The one thing that you should be very aware of, though, is the boundary between marketing and spamming. **You should not risk being accused of spamming because this is against basic computer ethics.** As much as possible, limit your email blasts to once a week, or whenever there are special offers. As an alternative, *market subtly*. You can always include details about your services as signature to your posts. You can also upload links and files that can be accessed anytime by members and non-members.

It's Time to MAKE Your Own Newsletters!

Reach your target readers through your mailing list

One of the primary necessities when you make your own newsletter is your mailing list. There is absolutely little point in making your own newsletter if no one is going to receive and read it.

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That's why you need subscribers, or a mailing list for that. Fortunately, there are several ways to get a mailing list.

You can buy mailing lists, **just beware of dubious online entities**. The rates for these depend on the geographic location of the list, age range, and other parameters. The downside of doing this is that you will be sending to a group of people who did not subscribe to your newsletter. Hence, you are sending blindly to people who may or may not be interested in what you have to say. At the same time, you risk being labeled as a spammer. Some entities that sell mailing lists gather the list by scouring the Net for addresses, without the permission of the address owner.

A better way to gather up a mailing list is to have an online version of your newsletter, with a ['Subscribe Now'](#) option. On the assumption that your online newsletter is well marketed and search engine optimized, your page will be found by people interested in your topic. If you get them interested enough—and wanting to hear more of what you have to say—they can just click on the 'Subscribe' link and receive your newsletters via their email, whenever you send out one.

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This is a safer approach to gathering an email list and marketing online via newsletters. The idea is to filter the recipients, focusing only on your target group, and avoiding being labeled as a spammer.

Come up with high quality content for your newsletter

Now, here comes one of the harder and more important issues: **writing your newsletter**. When you write a newsletter, remember your ultimate goal, that is, your newsletter's content must sell. When you say sell, you don't just sell ideas and information. You also sell your products and services. Of course, you should do this in a subtle way. You certainly don't want your newsletter to sound like a straightforward advertisement. People may get turned off by that.

IMPORTANT! You must be able to write effective newsletters!

One of the golden rules here is to **NOT BE BORING**. Remember that boring newsletters are unreadable. These are the sort of newsletters where you won't even finish the first paragraph. Most of the time, the texts are long and rambling. Product pitches– if any– aren't constructed to

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interest the reader, while photos are lacking, or of low quality. Formatting is bad and looks like words lumped together carelessly. What's more, the narrative does not flow, and there are grammatical and spelling errors everywhere.

A more effective newsletter, on the other hand, has content that is **crisp** and **concise**. The lines flow, and they're easy to read. Organization is also optimal, such that thoughts are broken down in paragraphs and bullets. Your reader will then be able to scan through the newsletter and quickly decide which part to read and which part is interesting. Additional non-text content also helps liven up a typical newsletter. You may embed images and videos to your content, or at least have links that lead to your images and videos.

Remember that, on the Net, people's attention span is fleeting, so you need to constantly infuse interesting tidbits into your newsletter content.

This could be in the form of a video of an expert interview regarding your topic, or it could be photos of the new product you are talking about in your narrative. **The main goal is to always keep your readers INTERESTED.**

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Another thing that you'd want your readers to do is to **click on your links**. This may be referral links that go to landing pages, 'Buy Now' links, or just plain links that go to your product pages. Your newsletter's main content is merely a way for you to reel interested people in. Your links are what would eventually start making money for you.

When you begin to do this, remember one thing: **do not trick your readers into clicking your links**. Nothing backfires as sure as trickery when it comes to online links and newsletters. You either lose your subscribers, or you get reported as a spammer.

In order for your links to get some clickthrus, they should be relevant to your topic. When people read your newsletter and they like it, it's natural for them to further explore what's in your newsletter. Therefore, make the 'call to action' of your links interesting. Encourage your readers to click on your links with headlines about what's in store for them when they do (just make sure your landing page or product delivers).

Get the attention of your readers

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Like the actual content, your newsletter's title should also be **catchy** and **interesting**. This is the first thing that your readers will read whenever they find you in their inbox. They can always choose to open or ignore your email. The latter option, of course, is better.

Having millions of subscribers is MEANINGLESS

if no one would ever open an email from you.

A catchy title is one that engages your readers. For example, if you are emailing about dog food, you can't just have a title that says "About Dog Food." That's dull and might just encourage a "So what?" reply from your readers. However, if your title says something like "The Top Dog Foods that Make Your Pets Healthier," then you might encourage some pet lovers to open your email and read what you have to say.

Remember to ENGAGE your readers.

SPEAK to them and **ADDRESS** what you think is **IMPORTANT** to them.

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Get Help from Yahoo! Groups

Yahoo! Groups may be one of the best things that ever happened to online marketers, bringing together people with similar interests. It allows the moderators of each group to organize activities, start discussions, and the like.

When you are beginning to market your newsletter, whether this is within Yahoo! Groups or using other newsletter platforms, **it is a good idea to START LOOKING FOR INTERESTED READERS within Yahoo! Groups.** Search the Yahoo! Groups website for groups that are within your newsletter's topic. Members of these groups will most likely be interested to hear more about the topic. If you offer organized and interesting content through your newsletter, then these people may sign up to this service.

To begin recruiting them, **become a member** of these groups. As a member, you can reply to posts and even begin discussions. While it might be tempting to use the groups as venues to mass market your product, services, or newsletter, **DON'T**. Yahoo! Groups is a place for discussion, and marketing should only be secondary; or at least, should appear secondary.

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To get to your ultimate goal of building your subscriber base and getting people to click on your links, reply to posts. Give **INFORMATIVE** and **INTELLIGENT** replies, and try to come off as knowledgeable about the topic. This is the way to impress people and encourage them to take you and your newsletter seriously.

Do NOT hawk your newsletter like it's your main purpose for signing up with the group.

Remember to always come off as someone concerned about the issues being discussed. You are merely offering your newsletter as an option for those who would want to know more. Include links to your subscription page or the newsletter's online version in your signature. If replying to a topic you've already discussed in your newsletter, include your link within the contents of your reply or post. Do not overdo this and only include your links if it is relevant to the topic discussed.

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What if You Don't Want to Use Yahoo! Groups? Are There Still Other Options?

Of course, Yahoo! Groups is not the be-all when it comes to online newsletters. There are platforms out there that can help you build and maintain your own newsletter group. Aweber.com is one such company. This well-regarded online entity has been around since 1998 and has offered above par online marketing campaign features, such as newsletters, subscription forms, blog feeds, autoresponders, and more. One of the advantages of Aweber is that it has formed an alliance with several Internet companies, allowing email campaigns coming from its servers to pass spam filters. When you use reputable companies such as Aweber, you can be sure that your email campaign is part of most ISPs' whitelist.

Aweber and other similar companies offer paid services. Hence, you get **several more features** than the free ones provided by Yahoo! Groups. The platform you select really depends on your needs. Each has incomparable services and its own unique advantages.

If you're just starting out and have no formal website nor a reliable mailing list yet, then Yahoo! Groups is probably the best place to start.

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Build your list here, and form alliances with like-minded people. But if you already have a database of recipients and experience a steady growth in this aspect, from your landing pages to squeeze pages, then you might want to consider a service that's more power-packed.

Aweber has extra features, such as email tracking, autoresponders, and the like. These may prove to be very useful for more in-depth online newsletter needs.

What's the Deal behind Landing and Squeeze Pages?

One of the concepts that you would have to deal with when coming up with your own online newsletter is that of the landing pages and squeeze pages. Landing pages and squeeze pages are two different things.

A LANDING PAGE is like the home page. When your reader clicks on your link, they will be directed to landing pages. Hence, it is important for your landing pages to **include all relevant information for you to make a sale.** As said earlier, it's all about keeping your readers

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interested. When they're interested enough to click on your link, don't lose them with bad landing pages.

An effective landing page has to have **CONCISE INFORMATION** as well as **APPROPRIATE GRAPHICS**. If you want your reader to buy a product or service, then your landing page should capture their interest enough to click on the 'Buy' link.

Organize your information such that only the **RELEVANT** items are on the page, such as the price, packages (with price), and main features. The rest will have to go to an FAQ (frequently asked questions) section. If your prospect is interested enough, he or she will dig into your website for further details.

The main goal of the landing page is to keep the reader interested and encouraged to click on the 'Buy' link.

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Remember to always address a need when you write down the contents of the landing page. Talk about your audience's reality. Put yourself in their shoes and try to realize what they'd want to hear from someone trying to sell them something.

The **SQUEEZE PAGE** is very different from the landing page such that the **main goal of squeeze pages is to gather information and confirmation for follow-up marketing**. You will often encounter squeeze pages when you sign up for a service or two (either free or paid). A typical squeeze page would appear right before you submit your sign-up information. This page will contain other offers by associated services. It asks for permission from you to send you follow up marketing emails or newsletters.

You can sign up to be in a well-placed company's squeeze page if you are still building a mailing list. However, there are innate risks in squeeze pages. One is that search engines consider these pages as **useless** and **spam**. They do not have any connection at all to the relevant content of the site. Hence, it may affect your ranking if you are associated with a squeeze page. Likewise, people also tend to ignore these pages. They would normally just go ahead with submitting their sign-up information and just skip this step.

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When you set up a newsletter account, make sure you also have a landing site prepared. Take time to draft the content of this landing page. And when this is done, consider marketing your newsletter via third party squeeze pages.

Direct people to your landing or squeeze page

Landing and squeeze pages are ways for you to build your newsletter group's subscriber base, and there is more to just setting up these pages. You will need to go heavy on your online marketing using several proven techniques. Here are some of them:

1. **Search engine optimized website** - If your website is optimized for the search engines, then there's a better likelihood for people to find your site and get to your landing and squeeze pages.
2. **Pay per click advertising** - If you have some cash to spare, you can get some traffic by advertising on websites. One of the best programs for advertisers is Google's AdSense.
3. **Squidoo** - Squidoo is a member-updated website that features lenses. Lenses are what they call articles that talk about one main topic. This is a good way to get relevant content (along with your credentials and links) out there.

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4. **Online articles** - Today, there are so many article websites that permit users to upload or use articles on the sites. The perks for writers comes from putting their name, description, and links on their articles. This information is retained throughout its use and is generally regarded a good way to get your information all over the Net.
5. **USFreeAds** - This is a free ad service website. Premium members can upload photos, while basic members can have simple text ads. It's practically a free link with description directory that can be very useful in getting traffic onto your landing and squeeze pages.
6. **Social networking websites** - Social networking sites allow you to publish updates, links, and content as feed on your friends' homepages. This gets your information out, that is, as long as you have a good number of online friends.
7. **YouTube** - Viral is the magic word for this. If your video is optimized for certain keywords, then you can hope for people to find it and send it wherever they want.
8. **Craigslist** - As another free ad website, Craigslist can help get you traffic from your target geographic areas.
9. **Blogs** - With several free blog websites around, you have several 'online real estate' where you can place your content and link relevant items to your landing and squeeze pages.

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Optimize Your Online Marketing through Your Newsletter!

The most obvious way to market your product, service, or affiliate program is to **MAKE A PITCH** about it through your newsletter group. Your newsletter can be composed in rich text and sent as an HTML email to make the sales pitch more attractive to readers.

But then again, if you are going to send out the newsletter once a week, you might want to come up with something different each time. You can only send so much of those hard-sell newsletters before you get dismissed as a spammer.

Spamming is actually something you should be really careful about. The abuse done by dubious online entities has brought about stricter standards in online marketing and email marketing. You can't just blindly send emails to people. They would need to sign up for your email or newsletter first. And even then, if you email too persistently, they can opt to blacklist you from their computers, or worse, with their Internet service providers. This will ban your IP address and email address from sending to the mail servers of the complainant. And if you're unlucky enough, you can even be banned from the other mail servers if your IP and address get added to the global list of spammers.

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So, the better solution is to send **USEFUL** newsletters to your members.

To market your product, service or affiliate link through these types of emails, you can opt to do several things.

You can use your signature to attach your website or affiliate link. This way, your information is always on the emails you send out. The best strategy comes from having a masked marketing. Your product, service, or affiliate program should logically come after your name as designation, which is expected in business correspondence.

When you come up with topics for your newsletter, keep the topics within your field of expertise (and presumably, within the field where your product, service, or affiliate program falls into). The assumption here is that members are interested in your field and expect to get information about it. **Give them updates about current trends and issues as well as discuss the history**

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and the progress. Likewise, throw in a humorous tongue-in-cheek article or two. The key here is to always keep your readers more interested.

There is a way to make these informative emails work for YOU. You can embed your website or affiliate link within the text of your email. How?

Every now and then, within your newsletter's content, you will encounter keywords that pertain to your product. What you should do is use HTML codes to **link these keywords to your website or affiliate link**. You will need a bit of website coding here, but it is really simple. The only piece of code that you need to remember is: ``your keywords here``. And, that's it. Should your readers become curious about knowing more, they can just click on the link.

Of course, it will also help to populate your newsletter group's file or post archives and database with relevant content. **Keep files in readable format, such as text or HTML.** This way, search engine spiders can scan the content and increase your homepage, newsletter page, and landing pages relevance. Include documentation about what your product, service, and affiliate

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program are about. For your database, include useful fields, such as a website link and description. As much as possible, include an acceptable number of keywords (about 5 to 10 percent).

Increasing your website's landing page's or affiliate link's search engine ranking can only help you in your venture into online marketing. Consider this as a building block to increasing your network and online visibility.

You will see \$\$\$ roll in when people begin to curiously click on your affiliate links.

Most affiliate programs reward members for referred sign-ups or purchases. Hence, your newsletters, file, archives, links, and database information should build up the benefits and rewards of the products and services that you are pushing. If you are selling actual products or services, you can expect increased client referrals from your group.

If you position yourself correctly, you can never go wrong with Yahoo! Groups.

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Take advantage of affiliate program benefits!

Affiliate programs mushroomed once it became apparent to online entrepreneurs that the more online real estate you have, the more market you reach. Online real estate comes in the form of websites, profiles pages, and even agents, or online denizens who market their product and service for them. To encourage people to join as affiliates, they offer referral fees in the form of free products or services, or cash. This is, in essence, good for the average Joe and Jill. But then again, not all affiliate programs are created equal. In some cases, affiliates have risked their good standing online for affiliate programs that do not really pay up. This has gotten people banned as spammers, or worse.

When you join an affiliate program, it is tantamount to attaching your name to that affiliate program. Hence, you need to be sure that you are joining a reputable one. Here are some tips:

1. **Check out the online profile of the affiliate company.** There are several forums for online marketers where they discuss “worthy” programs to join in. Here, you will also find feedback from other affiliates. Find out if the affiliate program does rightfully reward their affiliates.
2. **It is always ideal to market a product or service that you actually use.** Your usage of the product or service is the best testament of its worthiness. If you will join a program, it might be

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best to start with online companies that you know and use. Remember that your name is attached to the affiliate program that you are pushing. If you refer people to crappy products or services, your online reputation will suffer.

3. **A basic component of affiliate programs is their tracking system.** It seems useless to refer a product or service and not get credit for it. It is then important for you to test the affiliate program's tracking system first. Have friends click on your link and monitor your affiliate account. If you see their clicks credited to your account, then you are good to go.

A Final Word

In this day and age, when digital information travels faster than actual word of mouth, newsletter groups can help you get 'the most bang for the buck.' All industries and marketing fields need to have a solid ground online, and newsletters can be this solid ground that brings people together. At the same time, newsletters also offer you several venues that you can explore in order for you to get your information out there, faster.

The key to your newsletter group's success is **PATIENCE** and **CONSISTENT** work. However, this does not mean that you should take basic computer ethics for granted. Online

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information dissemination is always welcome as long as you do not flood your recipients. There is a tolerable level of email marketing, and your newsletter can be your partner in this.

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