

# **Enterprises & Entrepreneurs ®**

**Juicy 'Zine Riches**

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**Hone Your Skills Without Losing Your Shorts!™**

**"He that controls others may be powerful,  
but he who has mastered himself is mightier still."**

- Lao Tsu

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## **Introduction-**

With the expansion and diversity of businesses and hobbyists into more and more specialized areas of endeavor, there is an increasing need for more information.

And newsletters are the high profit way to cash in on that market for specialized information.

You can write and produce your own newsletter with a potential for high returns.

Even a thousand subscribers can bring in impressive earnings.

There are no tried and true methods of making a newsletter successful, but if you investigate the market thoroughly, and are cautious in your moves, you can increase abundance month after month.

You don't have to be a famous business consultant or an insider on the stock market to produce a newsletter. There are many that cater to all types of sports, crafts, health, housing or money making.

The most important aspect of creating a successful newsletter is the market. You need to research who will most likely subscribe. There are sound methods of testing the market so you can be sure to come out ahead and establish yourself in the field.

If you have a special interest that has a broad following, you might find that a newsletter will be readily accepted and flourish.

What interests or hobbies have you been involved with that can make a lively income for you?

If you follow these steps and carefully consider your market, there is no reason why you can't get into the newsletter business too!

## **Elements of a Good Newsletter-**

A good newsletter is a special timely report on a single subject; with high-quality content and a humble resource box at the end.

It is a personalized, concise statement from an expert or person thoroughly familiar with a specialized field. High quality, content-rich material with virtually no advertising is the key.

The specialized information in newsletters is current, and ideally cannot be found elsewhere. They are a logical extension to a trade or hobby.

Aimed at a select group, they often contain inside information in the

field, hot tips, humorous anecdotes or news scoops.

Newsletters are not meant for the mass market. In fact, the average number of potential readers of newsletters in any one field is relatively small.

With all the print media and visual communications in this country, you might think there is a saturated market. And that is true when it comes to general interest mass market publications.

However, the need for *specific information* in highly specialized interests or fields is constantly increasing.

The focus of a good newsletter is success:

- Success in business;
- Success in hobbies;
- Success in health and happiness...

The information contained in the newsletters should **enthusiastically** motivate readers to follow the advice.

Since there is a high standard of competition within every aspect of our modern life; people search for ways to be in the know, and use enjoy using that information effectively.

One of the reasons subscribers remain loyal is because they are receiving superior knowledge and what can be gained by it. If a newsletter saves a subscriber thousands of dollars via excellent advice, then it is well worth the subscriber to purchase from you!

People tend to go with what they know.

So if you win the trust of your subscribers by constantly delivering outstanding value, they will *naturally* equate that to your offerings and business ethics, as well.

### **What It Takes-**

You can start a newsletter by yourself; A desk at home, a computer, [Open Office](#) and a good list manager or autoresponder program/service are all the basic tools you need.

You don't need to invest a lot of money to begin a simple newsletter. You may need to put a *little* out for Web hosting and advertising to introduce your product.

An impressive amount of exposure can be had by deftly JV'ing with other complimentary publishers/List Masters.

If your 'zine is truly quality information and your subscription list builds properly; you'll be able to earn back your initial investments quickly- *with plenty left over-*

*Everything beyond that is pure profit!*

### **What To Write About-**

The topic you choose absolutely must be your ultimate interest.

You'll be living with it day in and day out for years, so you need to be **passionately devoted** to the subject.

Usually, it's not hard. You probably already have a chosen field of endeavor, or have developed a keen interest in a special hobby or sport. Writing a newsletter is only one more way to *demonstrate* your vast knowledge and interest.

Study any newsletters within your interest you can find. You might want to talk to the publishers of a few to find out how they started and what troubles they encountered.

Consider JV'ing with them or paying them a consulting fee to help you get on your way. Take a look at all the trade magazines of the topic you'd like to work with.

Keep up with the current trends in health, money, sports, or social events and styles. What's new with the young people? Or the elderly? There are many retired people actively pursuing hundreds of various interests. How can you tap into that market?

Studying different publications and writing styles will inspire you in designing your own content.

### **Getting Input-**

The first place to test your newsletter is with associates and colleagues. What do they think about your ideas? The target you're aiming at is simply, anyone who will benefit from the information you have.

Not only are people in a specific profession hungry for news, but there are people in all sorts of hobbies seeking specialized knowledge. Everyone is interested in making or saving money.

Extremely successful topics are new trends where people can't get

enough information. Manufacturers, advertisers and entrepreneurs are all searching for the new to exploit. Depending on the subject you choose, tap into those potential subscribers.

### **Design Considerations-**

The title at the top of the newsletter is the most visual aspect of the publication. It reflects the content and it reflects you. The best name for your newsletter is the same as your domain [U.R.L.] name.

Make up a few titles of your own:

- How do they compare with the titles of other newsletters?
- Which rings true for your enterprise?

Check at the library to be sure your title is original and doesn't duplicate other publications currently on the market. The title is your trademark [logo].

Since your newsletter is vitally important as a means to generate on-going income, it would be worthwhile to have it designated a ISSN- absolutely free- which is the electronic equivalent of an ISBN for a hard copy document.

Not only does this legally protect your news-letter with the Library of Congress, it also ads a very professional touch!

You can download the PDF form at <http://lcweb.loc.gov/issn/>

The logo can be very simple.

Another aspect of the title at the top of the publication is the date and the issue number. These should be considered in the original design.

Start out with one color and keep it as homespun and fresh as the news you'll publish. Avoid fancy type styles or those that are hard to read. And don't go overboard with a clever or cute design.

Something simple and clear is what you're after, so an elaborate logo may look out of place. Since a newsletter has timely information, the date of the issue should be easy to find.

A superb example of a content rich, topic-centric newsletter, with an ultra-crisp layout:

Johnn Four's Role Playing Tips Weekly at <http://www.roleplayingtips.com>

This man knows how to put a consistently excellent quality e-zine out!

Any graphics should be kept minimal and simple, but don't be afraid to use subheads- as well as liberal use of bullets- to break up the copy.

A few words capitalized or in a larger or darker print help the reader identify the information, and make it easier to read.

Keep enough white space to encourage reading, but fill the pages to make the subscriber feel the newsletter fulfills its promises.

### **What To Include-**

Consider a copy format that is divided by types of information.

For example, you can have a section labeled profiles, another on upcoming events. Perhaps you have a calendar of shows, conventions, or seminars that would concern readers.

There might be sections on various industry policies or unwritten rules. Past events and history are always good fillers. And don't forget humor.

Although your newsletter is serious, potent information; no field of endeavor is without its light side.

Don't lock yourself into a format you can't always fulfill.

Rather, have these sections available for you to use or not as each issue is written. And always include subscription information. Your own news-letter is the best way to sell more.

Also, if your 'zine is going to be e-mailed out resist the temptation to use html; straight-text only.

That is- if you want a **100% consistency, 100% of the time; regardless** of the reader's e-mail client.

One more thing-

Do not let your lines extend past 60 characters. Use a guideline, such as this, and hit enter after each line {turn word wrap OFF}:

-----1-----2-----3-----4-----5-----\*\*\*6

## **Finding the News-**

Your first few issues probably won't lack for information. But after that, you'll need renewable sources of copy. What's new in the industry or hobby? Your associates, colleagues or fellow hobbyists are the prime source of undercurrents in the field you write about.

Make contacts with freelance writers-

There is a myriad of folks who will gladly allow you to use their material- free of charge- for kudos. They'll be invaluable for constantly acquiring new information.

But keep in mind that high quality skills and expert knowledge usually cost.

Perhaps you can work out a JV deal [sch as a profit-sharing financial arrangement] with insiders for important information you want to include.

Interviews are important ways to get vital information.

If you can't contact the people in the high places, such as presidents or directors-

Their assistants can be just as- if not more than- valuable in acquiring information.

New trends are found by talking to the workers, or the participants.

An employee might describe the wonders of a new machine; an athlete may praise some new equipment. And you don't have to travel to see these people. A good phone voice or well thought out e-mail can unlock many doors.

## **Don't Overlook The Obvious-**

Public relations people have a lot of information to disperse. Creating a good rapport with a P.R. person can get you constant timely advice and specialized information.

Talk to people who have nothing to hide.

Secretaries often know more details than their bosses. And they usually aren't told to keep projects secret. What they know can fill pages- if not volumes- of newsletters.

Follow up on the articles presented in the trade publications. You might be able to use some more in-depth aspects of the same topics

they publish.

Can you talk to the people they interview [i.e. A follow-up interview]?

Perhaps you can critique some controversial subject and allow folks to present an agreeing/opposite opinion [superb blog/forum tactic for driving phat Web traffic].

The newsletter is a *personal* forum, which means that you can give your personal comments and opinions on anything. However, they can't be egotistical or narrow-minded, or you'll quickly lose subscribers.

Trade shows and conventions are your gold. Every person who displays or attends the show is interested in the subject. You could virtually interview everyone and get a complete overview of the industry.

If you are working with a sports topic, meets and events are the place you need to be. Talk to people who arrange them and the broadcasters- they have a lot of background knowledge.

You might be able to feature events regularly in the newsletter:

- ✓ What events happen in their towns?
- ✓ If you are writing about an industry, where are the main manufacturing plants?
- ✓ Have their local newspapers written about public opinions about those plants, such as pollution or high employment?
- ✓ If you have a topic that requires a certain environment, how do the local towns cater to the enthusiasts - especially during a main event?

### **Writing Copy-**

In your publication, you are the *authority*.

Use strong, direct statements with an active voice. Although you are often offering opinion, the content should be useful.

Naturally assume that your readers are intelligent; and expect you to back up your statements with sound research.

A rule of thumb is that three concurring sources make fact.

Although you don't need to be a polished writer, your copy must be easy to read and understand. It should be exciting; filled with lots

of tasty morsels of information.

The main thrust of the newsletter is enthusiasm. Your subscribers are into the subject you are writing about. Don't be afraid to let them know you love the topic as much as they do. Go ahead- get excited!

If you have chosen a technical subject, you'll need to be an expert in the field. If you are not, have somebody you can call at any time to confirm fact. After all, your newsletter is geared towards enthusiasts and experts, so you have to pull through.

The success of the newsletter lies with the quality of information you have. Not just the quality of writing- the information itself.

If a reader can review an entire copy and say, "I know that," you're not coming through with inside information or new trends.

Quality is the core of the newsletter, and should be the core of your own interests. That is why you have a unique knowledge to offer, and why your newsletter will be successful.

### **What Interests You?**

You are the best judge of lively topics, and are the best critic of the newsletter. If you subscribed to this publication:

- Would this be what you'd expect?
- Are you delivering the full potential of the subject matter?
- Is the information practical?
- Can a person reading the newsletter gain from having acquired that information?

Although you are publishing the newsletter for a select group of people, you should direct it to each individual person.

The personal approach is the best attitude to take in both gathering information and in writing copy.

Since the newsletter is an informal publication, the copy should read informally-

As though you just heard the hot news and are enthusiastically writing for your best friend so that they can quickly profit by it.

## **How Often To Publish-**

There are a lot of factors to consider when deciding upon a publication schedule. The main one is how fast can you produce a newsletter.

## **Work Backwards-**

You want a subscriber to receive the newsletter on a certain date. It needs to be in the autoresponder or mail {hard copy} a few days before that. And before that, how long will it take you to decide on the final layout?

How long will it take you to research and write material for your newsletter?

This may be a deciding factor in the size of the publication.

Perhaps you'd prefer to get a four page newsletter out every week rather than an eight-page newsletter out every other week. If your topic is filled with today's news, then you'll want to get that out to your subscribers as fast as possible.

Other subjects can be done monthly, bimonthly, or even quarterly. Be careful with infrequent mailings, however, because the subscribers may just forget about it.

And what use is a small newsletter only a few times a year? Keep your subscribers involved and stimulated; deliver the newsletter on a regular basis-

Cordially invite them to participate in your blog or forum, each and every issue!

Give them- absolutely free of charge- the download link to one or two premium info goodies, each issue.

Whatever production schedule you've decide on, commit to it.

Later, when it's successful and you have more people to help you with it, you may step up the production and publish more frequently.

Writing and publishing a newsletter is a challenging and **exciting** way to express yourself, give you *prestige and acknowledgment* in the Web Community and allow you the *luxury* of **insanely profitable JV's!**

You can start one with virtually no overhead and a small amount of capital, and you can build up to making profits in the five to six-figure bracket.

There are no secrets or special tricks or skills you need.

What is important is coming up with an idea for a newsletter that will appeal to a select group who desires specialized information.

Remember...running a successful 'zine takes guts!

We wish you success!

Sincerely,

Team Entrepreneur

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