

## The Importance of Using Ezines as a Marketing Tool

Solo Entrepreneurs and coaches are often perplexed when it comes to marketing their business online. They want to build a relationship with the prospects in the hope that they will eventually become regular customers. They also need a tool that requires little technical expertise, and it is cheap, reliable and fast. One of the best ways to solve this problem is to build this relationship with the list by sending them regular Ezine.

Webzine is a fancy term for an email. You are probably already receive ezines in your inbox, you read some, and others you delete in a flash. It can be as simple as a Council of the week, or you can be more creative and to create a model with your picture and the logo. Both techniques produce good results.

There are many reasons why a company or entrepreneur to send a regular ezine because it is a powerful, cheap and very effective to connect with customers. Magazine Web can also help you spread the word about your business, help your customers know you and sell your products and services.

The key to the dispatch of the success and well read Webzine is to keep it simple, interesting and informative. Your customers subscribe for a good reason, they want information that is useful and effective in building their business. Be sure to send it on a regular basis, weekly or every 2 weeks working well. The more you connect with your customers, the more they know, trust and like you, which means that they are more likely to buy your product

7 Reasons to publish a regular Ezine:

1. You need to be constantly on the construction of a flock (otherwise known as a list of potential customers). We can not afford to stop going for new business. Magazine Web gives you access to more people and encourages subscribers to a friend, thereby expanding your network.
2. Magazine Web also allows you to promote and sell products, bootcamps, etc. mentorships
3. Post a Webzine YOU positions as an expert in your field
4. Magazine Web is an ideal way to stay in touch with your customers and prospects on a regular basis. Most people need to be touched at least seven times before you buy. Magazine Web allows you to achieve this goal
5. You can talk about your company. If you write an interesting, informative ezine, people naturally transmit it to your friends and colleagues, they do the hard work for you!
6. CAPTURE ideal way to your e-mail addresses of visitors WEB. Invite browsers to open a FREE ezine, and hey presto you have a new leader.
7. Inexpensive and easy to publish, in particular in relation to a printed newsletter. There are no printing costs and postage involved. You can even type it up wearing pjs in your bed!

Did you know that on average, you have to make contact with a prospect of at least 7 times before they buy from you? Magazine Web makes this relationship building easy for you.

There are plenty of large and affordable tools for creating online professional looking ezines, then start writing to your list, and develop this lucrative relationship.

## About the Author

Yasmin Razaq shows small Business owners, Entrepreneurs and Coaches how to attract new clients, increase sales and create passive income. To download a FREE ECourse and Audio Class on Successful Marketing Online, go to <http://thecoachescorneronline.com>

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