Ezine and Newsletter Publishing Comes Full Circle

Not many years ago, email newsletters, or ezines, were hot on the Internet - a paradigm shift if you will, in terms of small business publishing and business-to-client communication. It was a heady time to say the least! With the advent of the worldwide web, a self published email delivered newsletter allowed any small business operator to convey their thoughts, ideas, and experiences to a global readership with the simple click of a button. At the same time, ezine readership was in an upward spiral with no stopping place in sight. The result was a full blown self publishing frenzy. Those were good old days, when a small sign up box placed in the corner of any webpage would bring a steady flow of new ezine subscribers, day after day after day. Unfortunately, it could not and did not last. So what happened? In short, venue saturation and a gross decline in quality. It seemed that every website and small business owner was feverishly engaged in publishing an ezine of some sort. And as human nature always dictates, that was being done with greatly varied motives, and even more varied degrees of ethic and commitment. In time, that ball had to stop rolling. The natural law of cause and effect had to take over. As new Internet users became the ezine reading public, they became more experienced. They also became more savvy and more demanding. They had asked for information and they received ads. They had asked for guidance and they received hype. Expecting readability and professionalism, they received countless pages of poorly formatted gibberish. They un-subscribed in droves, and were reluctant to risk their privacy for nothing in return. No one can blame them. When the inevitable shake out came, the bottom-feeders went on to other tricks and schemes, and it was a good thing overall. So during the recent past, the traditional ezine and/or newsletter has been comparatively a rare bird. Fewer of today's email marketers and Internet business owners, even those with good ethics and professional acumen, are inclined to publish more than an endless sequence of thinly disguised sales pitches. And that leaves the doors of opportunity wide open for those who are willing to pick up the pieces and publish a high quality ezine or newsletter on a scheduled basis. It's an old idea that is beginning to come full circle. But it also behooves any aspiring business owner turned self publisher to address their own motives. The first motive for publishing an ezine is to serve the reader's interests. The second motive is to gain ongoing name recognition for the product or the business at large. Now, ezines and newsletters are not necessarily effective as direct sales devices. Instead they should be regarded as marketing tools that, when properly used, can and will compliment the effect of any other marketing technique. It also follows that subscribers cannot be expected to come rushing in, or to remain, unless the publisher is committed to providing those readers with worthwhile content and professional delivery. After all, the reader's time is valuable too. However, when motives are correct and priorities are maintained, any subscriber list will in large part remain quite interested, and perhaps even loyal.

About the Author

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