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# **How To Start and Run Your Own Million Dollar Newsletter**



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## **Introduction**

Running your own free Newsletter or Ezine can bring huge benefits to your website and profits. Newsletters are one of the most important components for you to drive traffic to your website and build your online business.

The popularity of these newsletters is based on the need for information. The main reason people are online is because they want and need information and that is exactly what newsletters provide. Newsletters are mostly delivered via email, some however are delivered as HTML pages. Newsletters which are delivered as HTML pages still utilize email, as the webmaster will email subscribers notifying them that a new issue is ready.

There are many advantages of starting your own newsletter, however newsletters do require a bit of work to get started and maintain so they may not be for everyone.

The two main advantages are:

- Being able to maintain regular contact, and
- Being able to build a relationship with your subscribers

Newsletters allow you to maintain regular contact with your website visitors, this is vital to success, because rarely do people buy on their first visit, in fact people usually have to be exposed to an offer several times before they actually buy. A Newsletter allows you to keep the connection with your site visitors reminding them of how your product is suited for them.

Newsletters give you the "excuse" to send potential customers emails packed with articles and of course your sales message. Newsletters are great for building trust and relationships online, if your newsletter provides regular quality content which your subscribers can really use, they will begin to trust your opinion and also they will begin to feel that they know you.

This is important as developing relationships is vital for any business.

The other, often overlooked, advantage of having a newsletter, is the income it can generate, not from selling your products and services but from selling advertising space in it. You do need a medium to large subscriber base before other businesses will be interested in advertising but this is not that hard to achieve, especially if it is regularly full of quality content. You can earn a few hundred every month just from ads if you play your cards right.

Your online customers will eventually become your offline customers if they trust the information you regularly send them. Put simply, a newsletter is your way of helping people. If you help people online, eventually they will buy from you.

However, running your own newsletter involves considerable amount of work. It is vital that you regularly write a lot of quality content before your next send-out. Besides, ideally a newsletter should be sent out every week or at least every fortnight. This is not always easy. In fact it's never easy; the next thing that adds to your work load when it comes to newsletters is maintaining your email addresses. Many of the email addresses may be wrong. Maintaining a list of working email addresses is crucial.

### **Your newsletter as a marketing tool**

Just as in the olden days, trust builds relationships, and relationships build sales. Used properly, newsletters can help build business relationships based on trust. And the key word is **trust**--trustworthiness in content, subject lines, mailing lists, regularity, and ability to quickly subscribe and unsubscribe. Given below are some of the key advantages of newsletters:

## **Newsletters demonstrate value**

Newsletters deliver valuable information that solves the day-to-day problems of readers, helps them stay on top of industry trends, and saves time by distilling practical information such as real-world best practices and industry advances from many sources.

## **They help in building trust**

As stated earlier, the most crucial benefit arising out of newsletters is building of trust. Newsletters can very easily become customers' trusted information source on business problems. Trust helps you to position your company as a credible source, which in turn retains your customer base.

## **Online business owners can become a source of information**

Newsletters deliver accurate and timely information that is vital to the success of your customers and visitors business at regular intervals over time.

## **Newsletters serve as an attention puller**

Valuable and relevant information can always prove to be a great attention puller. Most people dread junk emails. However, once you build a sense of trust amongst your potential customers, you can reinforce your value to your visitors with each newsletter issue.

## **Newsletters offer better prospects for closing a sale**

Not only do newsletters make it easy for potential customers to contact you, they also let you harvest the relationship built around them and simplify sales for your sales team. The sales team dreams of knowing about their prospects' hot buttons prior to making that first call.

## **Creating an effective newsletter**

Creating a successful newsletter can be extremely rewarding. Subscribers and customers respond with glowing feedback, online sales jump and your customer relationships and brand loyalty deepens. Here are some useful tips that might help in creating a successful newsletter.

### **Define Success**

Ask yourself "What is the purpose of your newsletter?" A newsletter is a substantial investment of company resources in terms of time and energy, and you need to define in as tangible terms as possible the purpose of your Newsletter.

### **Voice and Personality**

Establish a voice or editorial personality – whether newsy, serious, gossipy or funny – that is synergistic with the image you want to portray and connects with your audience. Remember that email newsletters aren't email promotions designed to stimulate immediate action. Sales and promotional copy don't suit e-newsletters. Nor does the traditional tone of broadcast corporate communications.

Think of your newsletter as a one-on-one conversation. Just imagine sitting in a coffee shop talking informally with a customer. That's the starting point for your approach--a more personable and appropriate "human" voice will come naturally. Drop the jargon, drop the sales pitch, be as honest as you can, and talk like a human being.

You can have as much or as little personality as is appropriate. Consider adding a brief editorial, a comment or two, an editor's note, a couple of lines of commentary, a touch of opinion; adding a little human element here and there. Sign editorials, give authors a byline, or list some names down in the administrative section of each issue to which your readers can relate to.

## **From Line**

Whether a person's name, name of the newsletter or company name – determine what will resonate best with your readers and stay with it.

## **Subject Line**

“Vol. 1, Issue #8” or “Company News” are not enticing subject lines. They are certainly consistent and simple, but they don't tell your readers anything that will motivate them to open your email. Your subject line is your calling card - entice your readers with the most interesting or intriguing information in your Newsletter..

## **Style/Format**

Establish a format and layout of your Newsletter that is clean and simple, with elements of the Newsletter (table of contents; “Tips”, subscription information, etc. located in the same spot each issue).

## **Content**

Figure out what your readers want and give it to them. Seek continuous improvement by obtaining reader feedback and monitoring click-through rates to determine what types of articles are most popular.

Another dilemma that we all confront is too much information and too little time. The newsletter's job is to keep readers on top of trends and the latest developments in the industry. Aim for articles and feature stories to meet one of the following criteria by including either: major industry occurrences, forward thinking industry ideas, education on issues or new techniques, or business opportunities.

Whether your customers work out of a corporate or home office, employees need answers to questions and tips for improving business

activities. E-newsletters provide you with an opportunity to point out work inefficiencies, and share relevant best practice. When you create a newsletter, try changing your focus from selling products and services to solving your customers' problems. Think about what they need and give options they don't know exist.

### **Frequency**

Determine how frequently your readers want to hear from you/receive your Newsletter – and what you can commit to. As a thumb rule, a weekly newsletter is ideal. However, don't launch a weekly newsletter if you are not absolutely certain that you can distribute a quality Newsletter every week. A fortnightly newsletter is a good option too.

### **Timing**

Test and pick a day and time that works best ...and stick to it. Readers should almost be able to set their watches by the receipt time of your Newsletter.

### **Make it Viral**

Provide information readers can act on or that stimulates reaction – forwarding it to friends and peers, stimulating purchases or requests for additional information. Make it easy for readers to forward articles and information to peers and friends. Provide a "Forward to a Friend" link that enables readers to forward the Newsletter with a personalized note.

### **Search**

Make it easy to find articles of interest and back issues. Provide a table of contents and links to articles within the newsletter and to resources and past articles on your site.

## **Printing**

Consider providing “printer-friendly formats” on your Web site.

## **Personalize**

At minimum address the reader by name. The most successful newsletters have a human being associated with them...and a personality. If possible, your Newsletter should be “written by a person” at your company...not the company.

## **Write in layman terms with simple vocabulary**

Not everyone has the vocabulary that you and editors do. Use words that are easy-to-understand, and if you do use technical terms, provide a definition that people can relate to. There is nothing more frustrating than a definition that makes less sense than the word itself.

## **Test**

Test the Newsletter on few email addresses to check for errors and other issues – before sending to the entire distribution list.

If you lack experience in print media, seek out assistance if you know someone in the field. If not, don't worry – the above mentioned basic principles apply. Plan to research your material thoroughly and avoid factual or editing errors, as they will make you seem less credible.

Add hyperlinks and include updates on old material should new information surface. The typical form of newsletter is a one-way communication where you provide information to customers, such as product updates and announcements.

You have the option of formatting your e-mail by including colored text and a variety of fonts, but not all e-mail software supports HTML mail.

Consider writing your newsletter in plain text or offer options for text or HTML delivery to your subscriber at signup. Most professional list management softwares allow that.

Make sure you Include:

- Table of Contents
- Hyperlinks for customers who want more information for a featured topic
- Exciting secrets or tips related to your product or service
- Contact information

E-newsletters can take up a good amount of time if not managed correctly. The use of a list server (a piece of software that runs on your Internet provider's computer or on your own web server) is a good option.

It will automatically manage a list of e-mail addresses. Once you send your newsletter to the list server, it distributes the letter to the stored addresses. For more information on list servers, contact your Internet service provider. If you opt to use another method, make sure you have a plan for handling incoming and outgoing mail when your customer base increases.

### **Steps for a successful newsletter campaign**

Internet marketing with newsletters is probably one of the most effect marketing strategies. However, the whole process of devising and implementing a newsletter campaign involves considerable amount of planning. Given below are a few guidelines that would help you make your campaign a success.

**Step 1:** Determine what you can sell online, or how to monetize your site.

**Step 2:** People use the Internet for information. Try to figure out what information is unique to your business? Everybody is an expert in his or her chosen field. This information is valuable to others.

**Step 3:** Identify your target audience. Define your audience, and then find out where they are going online for information. E.g. which sites, newsgroups and discussions boards are the most popular. This technique alone will greatly build your traffic as well as your name.

You'd be amazed at how many businesses still define their audience as "all people" or "everyone needs my product". This is not true. Contrary to popular business myth, the Internet is not a mainstream medium. Communities are usually quite passionate about their interests. Find your community and become an authority to them.

**Step 4:** Your website and newsletter content is the information that is your leverage. With proper content, the Internet can be the most successful medium to propagate the essence of your business. Content works in becoming your business's USP. Your content will mean the difference in your site being an online business or merely a 'brochure site'.

**Step 5:** Create and maintain your mailing list.

**Step 6:** Produce your newsletter. Email newsletters are great because you can include 'hot links' that will open a webpage. Make sure you include the [http://](#) and almost all email software will understand it to be an internet address, make it 'clickable', then open the page in your internet browser.

**Step 7:** Make sure you have auto-responders in place to field often-asked questions, and subscribe and unsubscribe your recipients automatically. (You will always lose a few. Don't take it personally. Make it easy for

people to off your list).

**Step 8:** Never SPAM. Spamming is the practice of sending information to people who didn't actually ask for it. It has been an accepted practice in the offline direct marketing world but for some reason has become a

really sensitive issue online. Don't even try it. You could find yourself switched off by your ISP. They will not hesitate for fear of being listed world wide as a SPAM server.

### **Getting subscribers and generating leads for your newsletter**

There are many different ways of getting subscribers to your Newsletter.

Obviously, the first place you should start is on your website, doing this can get you an immediate flow of subscribers. You should advertise your Newsletter and place a sign-up box on every page of your site. Always use the sign-up box instead of a simple email link when you can because the results are far better.

The top of the page is a better place for your sign-up box as it gets more exposure but the bottom is still good. Always include a privacy statement telling people exactly how you are going to use their email address and how you will keep it private, with all the talk about spam nowadays this is bound to reassure them, which in turn will increase the number of new subscribers.

Offer an incentive to your visitors. You should whenever possible offer them a free gift if they subscribe, such as a free report or Ebook. There are hundreds of free Ebooks which you can give away. You are bound to increase your sign-ups by doing this provided you offer them something related to your site's theme.

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Next you should submit your Newsletter to all the Newsletter directories you can find, there a plenty of them on the net, and some of them get really big traffic every month. If your articles are good quality and informative then newsletter and website publishers will be interested and your work could end up being published in endless newsletter editions and hundreds of websites.

Not only will this increase your credibility, it could result in 1000's more visitors, this is because at the end of all your articles which you allow others to publish will be a link back to your site. Don't forget also if lots or your articles are published on websites then your link popularity will improve drastically.

This will result in higher search engine rankings in Google and the other engines which use link popularity as a ranking factor, which or course means lots more visitors and profit for you.

Include details of your newsletter in your signature file. This is the little bit of text that you attach to messages you post on the Internet and the emails you send to people. You then can promote your Newsletter through you signature when you post in email discussion groups.

Email discussion lists are great ways of communicating with people who have similar interests as the topic of your Newsletter. Contribute to the discussion by posting solutions to problems. You can also mention "We have put together more in-depth advice on xxx. Feel free to visit our website. You'll find loads of free information and resources."

This technique alone will drive much more traffic into your site. It also begins to establish you, the author, as an authority in your field. Once your online customers come to trust your information, they will also trust you enough to buy from.

Similar mediums to email discussion lists are newsgroups and online

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discussion forums. Remember that you cannot advertise your newsletter directly in any of these mediums, but having a little mention in your signature is perfectly OK (in most cases). The amount of subscribers you get through your signature file will depend on the quality of your post, if you post an interesting and useful article people will think that your Newsletter will also be useful.

Apart from these, Ad swaps are a very effective way of getting subscribers. You should find other publishers with newsletters similar to yours and trade ads with them. You run their ad and they will run yours. This helps both sides, which is another plus. You should swap ads with publishers no matter how many subscribers they have.

Another method of 'swapping' would be to have the other webmaster recommend your newsletter in the confirmation email he or she sends to people who have just subscribed and you in turn could do the same for him.

### **Advertising in newsletters**

We discussed earlier the advantages of having advertising space in your newsletters. Similarly, advertising in other companies' newsletters is equally beneficial. By advertising in other newsletters, you can reach an audience which is highly targeted and cost effective. Moreover, you can never be accused of spamming as all the recipients have subscribed to the newsletter.

There are so many newsletters out there covering so many different topics that it's easy to find highly targeted ones to advertise in. So if you've matched the newsletter to the product you're selling, you've reached your target audience to a tee.

Almost all newsletters are archived, thousands of people read these archives, and your ad will be seen by these people at no extra cost. This can bring in exposure and extra sales on a long term basis. Besides,

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newsletter publishers may have already developed a trust between themselves and their readers. Just by placing your ad in the newsletter, it's more likely to be read because it appears in a publication they like and trust.

Newsletter advertising is not only effective, it's cheap as well. A 5 line ad in a newsletter that goes to 3000 people will cost you between \$5 and

\$25 per issue. With so little risk involved, this is definitely worth it.

### **Buying Ads in Other Newsletters**

Just as you can sell advertising, you can also buy advertising in newsletters. You can use those ads to promote your business or to invite people who read newsletters to read your own.

Again, you have to pick your partners carefully. There's no point just picking a newsletter with the cheapest rates; you want to make sure you choose an outlet that appeals to the same buyers as you. You also need to think about where your ad is going to be placed. In general, the higher the position the better.

And the more the merrier too. Don't expect a huge response from a single ad. It's always best to think of advertising in terms of a campaign. You'll get a better deal—and better results—if you reserve an advertising slot for four or five issues than if you buy them one at a time.

### **Promoting affiliate programs through newsletters**

As many webmasters are now discovering, making money with affiliate programs can be hard work. It is not as simple as uploading some banners then sitting back and collecting commission checks. A more effective way to distribute this content is through newsletters.

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As a more creative approach, web savvy marketers are finding that creating a “niche specific” email newsletter is one of the most effective ways to boost profits with affiliate programs.

For example, a website about Pets could offer a free newsletter about caring for a pet. The newsletter could include informative articles such as “How to exercise with your dog” and “10 tips on keeping your fishbowl clean”, etc. Pet products such as a dog leash, bowl, and toy should then

be included with an affiliate link to encourage a purchase.

One of the main reasons why newsletters are a great way to promote affiliate programs is because of the clickthrough rates. Clickthrough rates for a targeted newsletter can reach anywhere from 10 to 15%. This can be significantly higher than banners and buttons. Obviously if you receive more clickthroughs, you will have a better chance of success.

Moreover, promoting affiliate programs through email allows for the removal of some of those slow loading banners from a web site. Instead, web sites can be filled with much stickier content such as interactive bulletin boards, exclusive articles, chat rooms, and voting booths.

Common sense dictates that featured affiliate products should be related to a newsletter’s target market. If a newsletter is geared towards senior citizens, this market is probably not interested in the latest skateboard gear. Instead, a better fit would be to feature an online greeting card service that pays a commission for each free registration.

Besides, a newsletter should always be opt-it/opt-out. A potential subscriber must request to be on the list and be given instructions on how to unsubscribe. Benefits of an opt-in newsletter include: higher response rates, fewer undeliverable emails, and time saved on list management.

## **Combining blogs and newsletters**

Blog (also known as Weblog) is traditionally a webpage where pre-surfer or a blogger “logs” all pages he/she finds interesting. In other words, it is a Web page that contains brief, chronologically arranged items of information. Typically updated daily, blogs often reflect the personality of the author.

Weblogs provide a series of annotated links to items such as news stories, and often include personal rants. They are maintained by one person,

most commonly someone who is involved in Web design or some other tech-related field.

A blog is often a mixture of what is happening on a particular website and what is happening on the Web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people. Blogs can be used to introduce products to potential customers.

People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated published systems, most notably Blogger at [blogger.com](#). Thousands of people use services such as Blogger to simplify and accelerate the publishing process.

## **Blog as a marketing tool**

Blogs offer huge marketing potential. They are highly strategic tools that can strengthen relationships, share knowledge, increase collaboration, and improve branding. Besides, blogs can represent the real voice of the website.

A weblog can take the form of a diary, a news service (or summaries of and links to current news items on a topic), a collection of links to other Web sites, a series of book reviews or products, reports of activity on a

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project, the journal of an expedition, and much more. Businesses can use this tool to effectively advertise their products or services.

One of the most interesting ways to use a weblog is by allowing it to function as a discussion forum for customers of your products or services. In this case, the webmaster can give posting rights to other people – visitors and customers, and their posts may or may not be reviewed before they are published to the Web page. Customers, in such a way can post favorable comments about the websites offerings.

Some weblogs are set up in such a way that only the owner or the owner and certain other people have posting rights, but anyone else can add comments to the posts.

Weblogs when used with newsletters present immense marketing opportunities:

- Articles within newsletters can be linked to a blog, extending life and creating a massive conversation.
- You can offer a bidirectional forum to customers to get true, personal opinions on your products and services.
- Company experts can start a blog and become industry experts, helping your company edge out competition and, through this interactive forum, draw customers into another exchange of information and thoughts.
- The beauty of this interplay is you can layer your blog with editorial controls.

### **Adapting blog concepts to your newsletter**

Blogs as discussed earlier fit very well with newsletter strategies. A blog is not intended to replace your newsletter. Its purpose is to extend and complement a newsletter strategy, serving customers and prospects in a way that extends your expertise and leadership in the marketplace.

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A blog communication is four or five sentences of direct, informative content about a specific issue or bit of news. Think of b-blog content as marketing to inform and educate. Besides, blogs are ongoing. The flow of communication builds a knowledge-sharing platform among a community of like-minded people.

Soon, an extensive base of information will develop that becomes important not only to your company but also to the faithful readers who contribute to it.

Another advantage of blogs is that they can serve the purpose of FAQs through newsletters. Blogs can be automatically archived by age in days, weeks, or months. And they're searchable, allowing readers to easily retrieve the information they need, when they need it.

However, creating an effective blog requires careful planning. Blogs should present as much information as possible while representing the voice of your website. Here are a few guidelines on how to plan and create a blog to go along with your newsletter.

- Like all good communication vehicles, you want to establish goals and objectives. Define your audience, what its needs are, and how best to meet those needs.
- Find someone who can step into the role of pundit, who's willing to be the host. Keep in mind that over time, your blog will develop a personality. Look for a thought leader who's just waiting to be unleashed and empowered.
- Search thoroughly for the right kind of tool to develop the Blog. There are tools developed everyday. Look for ones that serve your purpose.
- Before you officially launch your blog, plan topics that will start the initial discussion. Your readers and customers may be shy about being first to share, so ensure that you or your publisher posts

information as needed to get an exchange going. You'll want to include an easy way for readers to respond to the content on your blog.

- Use your newsletter to announce and promote the blog. Offer to email it to subscribers or provide the option, through an icon or link, to visit the blog directly.
- Blog functionality should have the same analytical capabilities as a newsletter. So as with your newsletter, make sure you know who reads what, when, and where.
- You'll want to periodically check in on discussions and see if they flow the way you anticipated and if they meet your goals. If not, as with any newsletter strategy, you may need to refine your approach, depending on the feedback and analysis you receive.

## **Planning your Newsletter**

Here are some other basic ideas that you can use to plan your newsletter:

### **Interviews**

These are great opportunities for joint ventures. You don't have to interview a competitor, but you can probably find people who work in related fields or clients who have used your product in a unique way. Just drop them an e-mail, ask if they want to participate (and seeing as they're getting free publicity for their business, why shouldn't they?) and then you can actually do the interview by e-mail. Dead easy and lots of fun too.

### **News**

You probably already read the newspapers and magazines that relate to

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your businesses. They're going to be full of great content that you can use in your newsletter. Obviously you can't just paste them into your newsletter and send them out, but you can report what other people are reporting, provided you give due credit. Heck, you probably notice that they do it all the time. How many times have you seen phrases like, "according to AP" or "Reuters reports that" in the mainstream media? If it's good enough for CNN, it's good enough for you.

### **Talk to Your Customers**

One of the best ways to guarantee that your newsletter will be read by

your subscribers is to invite them to write in with their questions. You could devote a section of the newsletter to a Q&A column. You'll have to be careful with privacy, and feel free to edit what they write so that it flows better, but don't be afraid to let your subscribers speak straight to you. It's the best way to come across as an expert and provide advice that you know they'll find valuable.

### **Ezine Joint Ventures**

You should also be creative in your advertising. Instead of asking for cash in return for advertising space, you can ask for a reciprocal promotion on a partner's newsletter. As long as you're not competing, setting up joint ventures with complementary businesses is a great way to increase your customer base—and boost your sales.

For example, you could trade articles or interview other 'experts.' Or offer special deals on your partner's goods.

### **Managing Your List: Paid List Servers vs. Free List Servers**

As you build up your subscriber list, you're going to need something other than Outlook or Eudora to send your emails. This is not just an issue of time – it can easily become an issue with your local Internet service

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provider if they have the slightest inkling you're sending commercial email over their server.

The first thing they will think is that you are spamming. And it will be up to you to prove that you aren't.

If you have more than a few dozen subscribers on your list, and your list is growing .... then it's time to seek a mailing system that is either hosted for you ( [Getresponse](#) or [Aweber](#) ) or one like [Listmail Pro](#) - that you own and that rests on your own website.

There are free list servers available too. While you can use these if you're on a really tight budget, I don't recommend it. First, they stuff their own adverts onto your newsletter.

That doesn't just reduce the effectiveness of your brand, it draws attention away from your own ads—provided you can persuade people to advertise on a newsletter like this. But their privacy policies have also come under a lot of criticism lately and even some of the biggest companies have been found to have used their clients' lists to market their own goods.

If you're going to do a newsletter—and you should—it's worth investing in a professional service. That is, after all, what you're offering.

Newsletters then are one of the most effective ways to keep customers, and keep your revenue flowing in. They remind people you're still out there, provide news about deals and bargains, and give customers the confidence to buy.

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You can put them together in a snap, especially with the ready availability of Private Label Content these days.

Or you could even pay someone a small fee to do it for you. If you do it right, each issue should still pay for itself.

In a business world that is loaded with hype, innuendo, and outright lies, where scumbags are hammering at your door every day claiming to have a magic formula that will “change your life” ....

... providing worthwhile information for your readers is the ONE THING you can do that is sure to have an overall positive impact on your business venture.

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