



Creating Your Own eZine/Newsletter Content

by Narek Gabrielyan

Creating your own content can be a challenge if you publish your own online newsletter or eZine.

However, regardless of any topic you are publishing on, types of contents can be generally divided into four categories, namely factual content, short tips, mini stories and case studies.

Other than writing your own content, you can get your own unique content the quick and easy way by organizing an interview with an expert or leader in the topic.

Very often, this can be done for free and since the interviewee is writing out most of the content, there is nothing else for you to do other than giving the interviewee something valuable in exchange (maybe a meal!).



Narek Gabrielyan's Strategic Internet Marketing Files: Newsletter Publishing (Newsletter Marketing)

Now if you have money to spare, you can hire a ghostwriter to write your content for you without taking any credit. Recommended professional marketplaces where you can seek ghostwriters include www.elance.com, www.getacoder.com and www.rentacoder.com.

Another little known and underused method in getting your own content is via public domains. If you are not familiar with the term "public domain", "public domain" simply means anything that is NOT protected under US copyright law.

This includes ALL works published before 1923 and, under certain conditions, works published up to 1978. And in this case, we are referring "works" to written materials such as reports, articles and books.

Republishing and repackaging public domain information can help you save time and effort from creating new ideas and content as they are readily available. On top of that, you do not have to pay royalties or copyright fees on that work.



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If you fancy the idea of publishing content without any writing on your part, this method is for you.

Note: Be careful with public domain works. If you are not sure about something, it is always better to consult a legal copyright professional or a credible course on public domain works use.