



## Deciding The Topic Of Your eZine/Newsletter

by Narek Gabrielyan

When choosing a topic to publish your eZine on, you must consider some important success factors that can determine the flow and goal of your eZine.

You are encouraged to write non-time sensitive contents such as short tips, mini stories and interviews. Doing so enables you to create content in advance so that you can conveniently dispense to your subscribers at a later schedule.

Topic-wise, you will do well to cater to a starving market that will always be on demand for the kind of content you offer. And by this, I mean that you should zero in onto a demand that has been, is and will always be there.



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

Relationships and dating are niches that have been on Earth long before the World Wide Web came up, for example. The food niche will always be there as long as there are chefs cooking for anyone with a stomach to fill.

Having said that, you also want to have a steady stream of products or services of your own or an affiliate for you can endorse to your mailing list and make even more money.

This is also the reason why the Internet Marketing niche will remain one of the hottest niches there is, as products and services are created almost around the clock. As long as there are Internet Businesses cropping out, there will always be needs to be fulfilled.