



The Cons To Publishing Your eZine/Newsletter

by Narek Gabrielyan

As with any other type of businesses, publishing your own online newsletter a.k.a. eZine has its share of drawbacks, in spite of the several benefits it offer.

The purpose of this article is not to scare you away with the disadvantages of publishing your own eZine, as the benefits are often more attractive. However, I will also show you how you can easily tackle the cons.

One obvious challenge most beginning eZine publishers face is the creation of eZine content. Creating your own content can be tiresome, especially if you are not a gifted writer and that you run out of ideas every so often that your publishing schedule is threatening you.

A way of taking care of this problem is to create your content in advance. You can compile 30 days worth of content in one day, for example. If you



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

are not blessed with writing skills, you can broker the writing task to capable freelance writers, which you can find at places such as www.elance.com or www.rentacoder.com. While you need to pay for such services, you are at liberty to take the credit for written articles.

Alternatively, you can republish articles from article directories such as www.ezinearticles.com. This is a free method you can use in making content, provided you include the resource box of the original author and that the article has republishing rights conveyed.

In conclusion, you can easily tackle the content creation challenge using the mentioned methods that do not require writing on your part, free or paid.