



## What You Need to Start an eZine/Newsletter Publication

by Narek Gabrielyan

Starting your own eZine can be a lot easier than you think. This is because in the most basic necessity, all you really need to get started publishing your own paperless newsletter are wealth of content, auto responder with broadcast feature, and a website (which is optional).

**Content.** You can compile weeks of content ahead in advance and slowly dispense them to your subscribers. For example, you can compile 100 short tips in one day and dispense 10 tips once a week. In other words, you can compile 10 weeks worth of content in just one day!

**Auto responder.** Your auto responder is your asset. You need an auto responder to send your mails and eZine issues to your subscribers and store your data base of people subscribed to your newsletter. Some



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

recommended auto responders include [www.icontact.com](http://www.icontact.com) and [www.aWeber.com](http://www.aWeber.com).

**Website.** You may be surprised that this is actually an optional component. In short, there are eZine publishers publishing their newsletters without a website! But of course, having your own website can offer you tremendous advantages, such as the ability to bring in more subscribers and having your newsletter indexed in the top Search Engines.

These are the things you need to get started on publishing your own eZine at its bare minimum. Do not underestimate the little you need, though, because several eZine publishers today succeed well with only an auto responder and contents, with or without a website.

And you can, too!