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Killer Online Magazine Secrets

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Introduction

Hello,

Ned Burke here, of E. P. Burke Publishing.

Welcome to **Killer Online Magazine Secrets**.

In this short report I am going to outline a simple system that you can follow to start, grow, and profit from your own online magazine.

Firstly, no matter what you are promoting or selling online, I highly recommend that you should always build a list of names (subscribers) as well.

In this report, I am going to go over why you should be building a list of names, what types of different magazines you can build, how to get subscribers, and how to make those subscribers ultra-responsive to the offers you send them.

If nothing else, you will at least learn a few things about e-mail marketing, even if you choose not to start publishing your own magazine.

The process is not difficult. Actually, this is easy stuff. No hi-tech experience is needed to start your own magazine or build a good list.

And guess what? You don't have to be a good writer either.

Nor is this going to take a great deal of your time to do, or much money.

The key is simple consistency. And no, you won't build a giant responsive list in one week ... or one month. That just won't happen, no matter what some Internet gurus might claim.

I want you to follow these steps to build a valid business that will be the cornerstone of your entire online profit system.

So, again, if you want to be successful online, I urge you to start building a list of some sort, and this guide will give you some good options on what is easily possible and attainable. So let's get started!

Why Start An Online Magazine?

Just between us, out of all of the elements and web sites that make up my current online business, there is one category that has consistently put more money in my pocket than the rest: that is my online magazines.

Although there are thousands of lists to opt into (especially in the Internet marketing niche), I still always urge people to start an online magazine and start generating subscribers. I believe for the amount of time you put into running an online magazine, the return is well worth it.

Now here is something you may have noticed: many people online are starting to unsubscribe from many magazines lately because of lack of quality.

So you need to create a quality product. I can't impress this enough.

If you aren't producing quality content, then subscribers to your list, no matter what topic you are covering, are going to start unsubscribing in droves.

And as for your list: It is incredibly important to not only build a good list of subscribers, but it is now more important than ever to maintain a real relationship with your subscribers, nurturing them by offering a quality product.

The people who grasp that concept are going to be the ones making a lot of money with e-mail marketing in the future. True, some people today have gotten away with low or no content, but that will surely change soon.

I mean, put yourself in your subscriber's shoes. Why would he or she stay subscribed if he just gets bombarded with offer after offer and gets no benefit?

You need to make your magazine a worthwhile read so people will want to read it. If you accomplish this, profits will follow.

What Types Of Magazines Can You Create?

There are many different types and formats that you can run with, and, of course, there is also scheduling and the choice of selling advertising in your issues as well to think about.

First, you must pick a market. If you have your own product already, then start an online magazine in that market to help promote your product and future products.

If you do not have a market to publish in yet, don't worry; you don't need a product to start an online magazine.

But you must still pick a market. After that, you just need to set up a publishing schedule of some sort and pick a format.

Here are the setups that I know work!

E-Mail Messages:

I suggest you send out a friendly e-mail to your subscribers about once or twice a month.

That is all you need to send. When I was involved in building my list and marketing to it, my routine was to send out an interesting message one week, and the next week I'd send an advertisement for something I wanted to promote.

Then the week after that I'd send another article on something my subscribers wanted to know about, etc

So I just alternated between content and an ad and it proved successful. Lately, I am ashamed to say I have slacked off with my magazines a bit as I have been involved in other things, but am going back to this same schedule as most people are fine with ads as long as the content is informative.

I do not suggest sending out a lot of ads each week (unless you are about to launch a new product that week.) You should rarely do more than two ads per week) or even send lots of content more than twice a week.

I've found that e-mailing your list more than twice a week is normally too much.

The only way this does work is if your messages are actually built around a daily schedule.

For instance, "A Joke-A-Day" style newsletters are actually quite popular with office workers as they get a new joke (or funny picture or whatever) every day and may actually be looking forward to it!

But I'm not talking about those types of publications in this report. I want you to focus on a content-driven quality online magazine that can help build your business and be a reliable source of income for you for many years.

Format

There are different types of formats you can use when publishing your magazine that work.

(1) Put the entire magazine on a web site

This is the way I have done it since starting my first online magazine.

I usually have about 14-16 pages of good content with ads running down the left or right side of the web site. I use affiliate ads and advertisements about my own products that I am promoting.

By putting your magazine issue on your web site, you can e-mail your list of subscribers and give them the link to the latest issue.

This has the same benefit as a PDF file where people can refer their friends, or link to it from their own web site or blog which can generate more subscribers for you.

And it has an additional benefit of being able to use more interactive content, like pictures, flash animations, or even videos.

Which brings me to my next point: video and audio.

If you can add these to your free online magazine, I cannot see why it wouldn't attract subscribers.

People are drawn to entertaining videos (just look at youtube.com's success); so adding these to your free magazine could certainly help its success!

(2) PDF File

Another popular option is to put your magazine in a PDF downloadable file and then send an e-mail to your list, telling them where they can download the file.

This has the added benefit of people being able to save it to their computer and view it later (more views means more people will click on the links in your magazine which means more traffic for you.)

This also has an added benefit of a viral effect. You can put at the bottom (or top if you really want to stress it) of your magazine that they can pass the PDF file to their friends, or they can make it downloadable on their web site or blog.

This can help introduce your magazine to people who are not yet subscribed to it. And of course, if your content is good and they like your magazine, they can go subscribe.

A PDF file format is certainly a decent option if you like the ideas above, and you can create a PDF file easily now with a newer version of Word.

How to structure your magazine:

There is a certain format that I like to follow that accomplishes quite a few things.

I format my magazines much like traditional printed magazines.

I start with a Front Cover and end with a Back Cover, listed on the navigation bar.

Inside pages are inserted between the cover pages.

I also add a list of helpful links and a subscriber form. That's it!

For examples, go to www.magazettes.com/yesterdays or www.magazettes.com/writers and click on ARCHIVES. And be sure to subscribe!

Usually, I will contact my list of subscribers a week or so before I launch my latest issue and give them a hint of what is to come in the next issue and when it will go live on the Internet.

Here is a sample of one of my e-mails:

Hello, friends

Ned Burke here.

This is a quick reminder to let you know that the new Writer's Magazette will go live soon.

And this issue is crammed with all kinds of great stuff.

So don't forget to click invite all your friends to subscribe too. As always, it's free!

Our new issue will have articles on:

- **How to get a Hollywood movie deal**
- **Profile of America's #1 copywriter, Bob Bly**
- **Madonna's article on making a good impression**
- **Keys to a writing career**
- **Troy Taylor: the master of the haunted**
- **Writing from personal experience**
- **Don't quit the day job**
- **The art of persuasive writing**
- **8 things that can go wrong for a writer**
- **Book Review: Swimsuit by James Patterson**
- **How to build an audience for your book**
- **Watch out when you write someone's life story**
- **Markets for Perspiring Writers**
- **PLUS Bonus Pages, Reviews, and much more!**

So mark your calendars and bookmark our site.

We feel this issue is the best yet!

Keep writing,

Ned

[Who else wants 2 free e-books and a great deal?](#)

* Above, I have added a friendly reminder and a link to one of my products.

FREE ARTICLE FOR YOU TO USE:

Here is an article from my e-book, [Hey! You wanna be a writer?](#)

Note: You can use the article below in your own magazine, newsletter or on your web site as long as it remains completely intact, with resource box and copyright included.

How To E-Books Are A Writing Gold Mine

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Have you ever used a metal detector on the beach? You can comb the entire beach for hours and find nothing. Then all of a sudden you stumble upon a small patch of sand that rewards you with buried treasure. And each time you return to that same area you find other nuggets that you missed the first time.

How to e-books on writing and marketing act much like a metal detector for aspiring writers and marketers: these books can unearth a buried treasure of knowledge. And the right kind of knowledge and information can quickly

and easily turn into a financial gold mine. But first you have to stumble upon the right patch of sand where your treasure is buried.

Four Steps To Follow

In order to uncover your riches you'll need to do some digging.

- (1) Find e-books on the Internet that interest you.
- (2) Download and study these books.
- (3) Write your own e-book.
- (4) Market your e-book on the web.

Finding e-books is the easiest part of your search for riches. They are everywhere. All you have to do is Google "How To E-Books" and you'll see pages of them. You can narrow your search even more with phrases like "Writing E-Books" or "Marketing E-Books." Take your time and browse until you've found about a half dozen titles that interest you. This site will get you started: <http://www.magazettes.com/ebooks>.

Next, download and really study these books. The small cost per book is nothing compared to the financial rewards you will reap later on. Besides, most e-books come with additional free information bonus booklets. It's truly a very low-cost investment in your future. But you need to examine these books closely. I've found the best way to do this is to print out the .PDF pages and bind them. I have an inexpensive coil-ring binding machine that works great for this purpose.

After several readings in which you've made notes as to layout and content, start on your own e-book. You will notice that most are only about 50 pages; so it shouldn't take you long to knock out your first draft. After

that, it's a matter of editing, revising and spellchecking. Once you are satisfied with the content and look of your product, you move to step 4.

Marketing your e-book on the web is simply a matter of uploading your pdf files and creating a landing page to advertise and sell your book. You can bring a lot of targeted traffic to your site by using Google AdWords. The trick is to find the best keywords at the lowest cost per click. This will take a little time to master. But like many things in life, you have to learn before you earn.

Are information how-to e-books really a gold mine for writers? Here's what some experts have to say:

“Face it. E-books are here to stay. Not only are they continuing to sell at a phenomenal rate, but there is no end in sight.”

-- Dr. Joe Vitale, Author and Marketing Guru

Noelani Rodriguez, who sold over 60,000 copies of one of her e-books, says, “E-books work for the writer and the businessperson in each of us. E-books are the future!”

“Writing and publishing your own e-book can be an excellent way to make money on the Internet.”

-- Peter Cooper, eBoz associate Editor

“Yes, you can make money with e-books.”

-- Anne Wayman, Writer/Editor

“I have two e-books that each generate \$10,000 to \$12,000 gross each per month.

-- Jim Edwards, E-Book Author

This is but a small sampling of the many success stories you will find by browsing the Internet. But don't waste time reading about other writers and marketers who have struck it rich with e-books. Instead, follow the four steps outlined above and you will soon tap into your own gold mine. Good luck!

*E. P. Ned Burke is president of [E. P. Burke Publishing](#) and is the online editor of [Yesterday's Magazette](#) and [Writer's Magazette](#).

He is also owner of other Magazettes listed on www.magazettes.com

* End of Article --

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#### ■ Links Of Interest!

<http://www.onlinemagazinepublisher.com> - Revised e-book with bonus e-books!

[http:// www.wannabeawriter.com](http://www.wannabeawriter.com) – Explains what aspiring writers should know.

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**Note:** As I said, you are free to use the above article in your own online magazine or on your web site as long as it remains completely intact, with resource box and copyright included. You are also urged to pass it along to your friends.

I suggest you do something similar after you start your own magazine as that one little “note” has generated a ton of free exposure for me.

I have seen my articles show up everywhere because of that one sentence. And of course they all have my link at the bottom going back to my site so that I get even more subscribers!

This format also allows me to advertise a little bit while still providing the content.

I think it’s a good mixture without overdoing it.

You can copy this type of format if you wish, or test out your ideas.

The important thing is to send good fresh content to your readers on a regular basis.

## Build a relationship with your readers

I must admit, because of other interests (writing novels, etc), I haven't had the time lately to devote to my list, and the declining response shows it. But, I will soon rectify that because I know the relationship you build with your list is where the real gold is.

Sure, just having a list is better than nothing, but the people making money hand over fist with their lists are the people who have built a close relationship with their subscribers.

How do you do this? Get personal, but not too personal. Make sure it is still interesting to somebody who would subscribe to your list.

For instance, let's say you have a list of golfers because you sell golf products. Tell them about experiences on the golf course, funny, stupid, or educational-stuff they can relate to as they are golfers and have probably done things very similar.

Try to relate to them as best you can. People want to know that there are others out there just like them. When they find out that you are just another person out in the world with the same experiences they are having, it becomes a lot easier for them to trust you.

It's all about getting each subscriber into your life.

This should be your main focus for your list of subscribers.

And if you really want to have an incredibly responsive list, do these three things, in this order:

- 1) Build a relationship with your subscribers.
- 2) Educate them with quality content.
- 3) Promote good quality products to them that you truly believe in.

Do this and you'll have a win-win situation for everybody.

## Always Use Good Content

There isn't anything good that can come from using bad content.

One of the big reasons to get on the Internet is to research information in some way or another. Who wants to go looking for something and read garbage?

If you waste a visitor's time, annoy him, or confuse him with bad content, he is certainly not going to buy from you. It is pointless.

Furthermore, the search engines are not going to like you much either. Especially if your information is the same thing that everybody else is using.

Article directories don't take kindly to bad or overused content either.

That's why I always suggest if you use PLR content you should delete from, add to, and modify it somewhat to make it your own unique article or report.

Don't just use PLR "as is." Make it unique in relation to your own needs.

If you don't and you just use the same content that everybody else is using then the whole idea is completely pointless.

Your information has to be good to make it big online. It has always been this way, and it always will be. So start producing good information now!

"But I'm not a writer," you say.

I say, "Then become a rewriter."

Take private label content, and rewrite it. Make it better. Repackage it. You don't have to come up with anything brilliant, just make it unique.

But you can do this only with content that is already at least somewhat decent. If it is bad, trash it, and move on.

It is too time consuming to try and turn bad content into good. It is much easier to start fresh.

Look at your content from a visitor's perspective. If you were looking for information on that specific topic, would you be happy with the content that you are presenting?

Get used to stepping inside your visitor's shoes and looking at your business through his or her eyes.

It is a surefire way to improve your web site and business overall.

## Build A Killer List

Building a list is as simple as setting up a page where people can subscribe to your magazine, and then sending traffic to it.

That is basically it. I've built my lists with a simple subscriber form supplied by my e-mail provider. I use Vertical Response, but Aweber and iContact are also very good.

Here is how it works:

- 1) Set up a squeeze page or place a subscriber opt-in form on your web site.
- 2) When somebody subscribes, they are redirected to your THANK YOU page, which should include an OTO (One Time Offer) for one of your products, or an affiliate product.
- 3) You can also generate traffic with pay-per-click ads (Google, Yahoo, MSN, or any other PPC you can find and target online)

So, let's say you are generating traffic from Google AdWords advertising. Visitors go to the squeeze page, subscribe, and are sent to your Thank You page or to a product page you are advertising.

The product just needs to convert well enough to pay for your PPC advertising. The more it converts, the more you can spend on PPC ads.

So the basic concept is, once you spend the initial \$20 (or however much you start with), the sales made from the product you promoted should replenish that, so all of the subscribers you generated in the process are virtually free. You then just keep repeating the process.

Actually, you are not really looking to make an upfront profit from PPC ads. You are just looking to break even. But all the subscribers that you generated as a result of breaking even will make you plenty of money down the road.

## Insider Secrets To Building Your List

There are lots of ways to build your list. One of them is to offer free e-books. Much like this one. Even though free e-books seem to have taken a back seat to other techniques these days, they are still very powerful if they are done right, especially in markets outside of Internet marketing.

Create a free e-book with valuable content. Something a lot of people would like to read. Encourage them to pass it on to their friends. There's nothing new about this suggestion.

But, to make this more powerful, here is another idea. Create a product or short report and sell it cheap. Then find other businesses in your niche and sell them the resell rights to your product. Again, make it cheap enough to be attractive.

When people open your e-book, they will have to register it first by filling in their name and e-mail. You kindly explain to them that this way, they will get free updates and other special news from you.

This way, whoever bought the rights to your book will sell it, and all of those customers will have to register before accessing the product, which means opt-in paying customers to add to your list.

Another viral idea is contests or giveaways. This can work in any market as well (although I am sure you have seen these in action in the Internet marketing market).

Create a giveaway where you give away things (reports, e-books, etc.) of value to your niche market. Bring in other businesses like yours (your competitors) to also give away various items.

Then everybody involved promotes it to their list and on their site. The people go to the giveaway site and have to register before they download any of the freebies.

This stuff isn't brain surgery. It's relatively painless. And these ideas should definitely get you going with a list.

Other than that, I suggest you leave a link to your squeeze page or magazine web site anywhere you can. In discussion forums, on blogs, etc.

Another thing to remember is that you can always use the articles that you write for your magazine as promotional tools.

List those articles in all the article directories with your resource box linking back to your squeeze page or your magazine's landing page.

Also, you can create HTML pages out of those articles and list them in the search engines as well.

The great thing is that just having an online magazine means you will have content that you can give away to promote your magazine again and again. An easy way to get new subscribers!

## How To Get Your E-mail Messages Read

Remember, just because you are publishing an online magazine doesn't mean that everybody is going to open your e-mail and read it.

You still have to use some marketing savvy to get your message read, and you want as much of your list as possible to open your e-mail and read the entire thing each time you send out a new message.

Here's the thing: the first line in an e-mail can make or break you.

This line is just like a headline on a sales letter. If it stinks, then it doesn't really matter how well the rest of the e-mail is written, as people will not be reading it.

It is very important that you start off an e-mail well for it to succeed.

One of the easiest and best ways to grab the attention of the reader and to keep them reading your e-mail ad is to ask a question.

This involves them in the e-mail.

When you first learned to talk, you were basically trained to answer a question when you are asked one. It is, more or less, hard-wired into your brain to come up with an answer.

So when you start off an e-mail with a question, it immediately gets the reader involved in your e-mail.

What kinds of questions should you ask?

"Yes!" questions. What I mean by that is questions where the reader would respond enthusiastically with a "YES!"

Here are a few examples:

- \* Wouldn't it be great to lose weight without dieting?
- \* Would you like to join the rare few making a fortune online?

\* Do you want to be debt free?

You don't have to ask a "Yes" question to get this to work. I mention them because they are one of the easier styles of questions that have proven to be very effective.

I've had many e-mail ads be nothing but a bunch of questions and then a call to action to get subscribers to click on my link.

If you don't use a question, then a killer teaser-style headline will work as well.

To do this, you take the main benefit of your magazine and turn it into a question.

So let's say your magazine is about writing and your new issue has an article on how to write a novel quickly.

Then the question could be:

"Would you like to learn how to write a novel in 30 days?"

... and then you lead them to the article, etc..

In the example below, I used a question in the subject line of the e-mail, instead of in the e-mail itself.

The subject line reads:

"-firstname- Want to be a rich author?"

See? It's a simple "Yes" question that gets people to open and read your e-mail.

## Brevity Is Always Best

In this fast pace world where nearly everybody gets too much e-mail, you need to get your point across, and be done with it.

This is why I like short e-mail messages.

Who wants to, or has the time to read long e-mails?

And when you're writing an e-mail ad, such as a solo ad where there is no content, this holds true even more so.

There is no point in trying to sell your product in the e-mail. That will just cost you visitors.

Most of my e-mails don't even state that I have a product or am selling one. I let the sales letter handle the selling.

I have found that short teaser e-mail ads generate the most visitors, sales, and subscribers.

Here is a quick format for solo ads that I use:

- Teaser question/headline
- Short paragraph describing a main benefit
- Link to the web site with call to action
- Another short paragraph expressing a limit of some sort, (like "This information will not be available for very long.")
- Link to the web site with call to action
- My name
- Postscript (like "If you order today, you'll get a bonus e-book.")

This format is very simple to follow and works very well.

## And In Conclusion ...

Well, that's about it. You now you have some starting points on how to be an online magazine publisher and how to start and successfully publish your own magazine.

Like I said at the beginning, my magazines have been my best and most consistent profit generators. They can do the same for you.

The only thing left for you to do now is to get started!

And here's a link that will give you everything you'll need:

<http://www.onlinemagazinepublisher.com>



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