

E-Publishing E-Kit (How to Write, Publish and Sell Ebooks AND Profitable Email Publishing: How to Publish a Profitable Emag AND a one-year subscription to The Write Markets Report!)

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# **Profitable Email Publishing**

**How to Publish  
A Profitable Emag!**

2<sup>nd</sup> Edition

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## ABOUT THE AUTHOR



**Angela Adair-Hoy**

Angela Adair-Hoy was a reporter for TV-10 in The Woodlands, Texas prior to joining the publishing industry as president of Deep South Syndicate. She currently publishes *The Write Markets Report*, a monthly emag (\$11.97/year) featuring new and updated markets for freelance writers and journalists, as well as *WritersWeekly.com*, the FREE marketing emag for writers that is sent to more than 35,000 freelance writers every Wednesday.

**Angela's other books include:**

How to Write, Publish and Sell Ebooks  
How to Be A Syndicated Newspaper Columnist  
1999 Paying Markets for Freelance Writers and Photographers  
2000 Paying Markets for Freelance Writers and Photographers  
How to Publish and Promote Online (St. Martin's Press)

An order form for these books appears at the end of this book.

Angela resides in Bangor, Maine with her husband, Richard (author, speaker, and Internet marketing expert) and their three children, Zach, Ali, and Frank. Angela and Richard run their entire epublising firm, Booklocker.com, Inc., from their 100-year-old home located on the Penobscot River.

Angela's speaking schedule can be found online at:  
<http://www.writersweekly.com/index-consulting.htm>

## **PREFACE**

### **WHAT IS AN EMAG ANYWAY?!**

An emag is an electronic publication delivered by email to paying or non-paying subscribers. Emags can be sent in the body of an email, or as an email attachment.

Some call these publications ezines.

Can emags really turn a profit? Well, simply look at the large number of them floating into your mailbox every day! While some of them are not profitable for the publisher, many of them are. My emag, WritersWeekly.com, generates tens of thousands of dollars in profits each year. Yours can, too! Sales of my ebooks alone generate more than \$5K in revenues every month. The vast majority of these sales are a direct result of the advertisements I run for them in my emag.

Who else is making money with their emags? I'll show you! I have interviewed and profiled several emag publishers for this book, and all profiled are making a profit with their emags. I'm quite persuasive when convincing people to divulge their secrets and I know you'll be pleased with what they'll whisper in your ear.

How can emags make money for their publishers?  
Well, simple accounting is a good way to start. There are no printing and postage expenses. There is usually no office and no employees. One person can manage the subscriber list and write and publish each issue, even on a weekly or biweekly basis. I talked to some who publish daily. You can do this, too!

### **WHAT THIS BOOK IS NOT**

This book is not a technical resource for email program set-up and headaches and HTML expertise and indigestion. I am neither qualified to teach the technical aspects of these components nor do I find writing about them even remotely appealing. Throughout the book I provide examples of what I have done and invite you to copy not only my emag text style but also the HTML code from my website. Being a copycat is much easier than reading a technical how-to about the back-end of e-commerce. If you really want to learn the hard stuff, I recommend Poor Richard's Email Publishing which is available from Amazon.com at:  
<http://www.amazon.com/exec/obidos/ASIN/0966103254/thewritemarket00A>

## INTRODUCTION

How to Publish A Profitable Emag will guide you through the complete electronic publishing process, from writer to electronic publisher to orders in your mailbox.

### SELF-PROFILE

In June of 1997, the first issue of The Write Markets Report hit the printing press. I tend to do things quickly and...without thinking. Only one month after the magazine idea hit me, the first issue was complete. I began selling the print magazine for \$39 per year (12 issues). I was doing all the work including interviewing editors, writing, hiring freelancers, processing subscriptions, maintaining the subscriber database and the accounting software...all without too much trouble.

In early 1998, I wrote, formatted and printed my first book, "How to Be A Syndicated Newspaper Columnist." (<http://www.writersweekly.com/index-synd.htm>) I began selling the book accompanied by a disk of 6,000+ newspaper markets. I ran ads for my own book in The Write Markets Report. My subscribers knew I provided a quality magazine, so they trusted me to provide a quality book as well. The book sold very well at \$14.95 per copy.

Then, another idea hit me. What if I offered a free, abbreviated sample (teaser issue) of my magazine each month? I could build a new subscriber database for that one and readers would see my ads over and over again. It would be free, so thousands would sign up. Hey! I was onto something here!

I quickly formatted the first issue of National Writer's Monthly (now called [WritersWeekly.com](http://WritersWeekly.com)). I included quality market information along with plenty of ads for my products. Sales increased and so did the number of subscribers. The more subscribers I attracted to the free emag, the more sales I processed. And, pretty soon, I had enough subscribers to be attractive to advertisers.

As of this writing, I have more than 37,000 subscribers on my list.

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