

**Nicheology's Affiliate Academy**

**Lesson #5**

**Your Ready-Made  
Promotion Publication**

**By**

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# Introduction

It's time to publish the first issue of your newsletter. I'm going to show you how to do this very quickly. In fact, by utilizing existing content you can publish an issue of your newsletter in **less than an hour**.

## ***How To Publish An Issue Of Your Newsletter In 60 Minutes Or Less!***

We're going to approach the publishing of your newsletter in two stages...

Part 1: DEVELOPMENT.

Part 2: DELIVERY.

So, let's get this setup for you today as I walk you through the steps to publish this inaugural issue of your newsletter. First up is the development portion of this all-important step...

### **Part 1: DEVELOPMENT.**

In this part we're actually going to prepare the newsletter with all of its various "components". Before I begin to explain each element of your newsletter, let me give you a quick snapshot of what your newsletter is going to "look" like when you have completed it...

=====

Name of Newsletter Goes Here

Your Slogan, Tagline or Subheadline  
Should Be Inserted Here

Your Name Here, Publisher

Date Script Goes Here -- Issue # Goes Here

=====

Hi Personalization Code Goes Here,

In This Issue:

- 1) Personal Notes Section Goes Here
- 2) Feature Article: [Article Title Goes Here]
- 3) Q&A: [Q&A Title Goes Here]

---

[SPONSOR AD]

Insert a 5-6 line classified ad for a product or service that you are promoting as an affiliate, OR sell this sponsor advertisement space.

---

---

1) Personal Notes Section Goes Here

---

Share some news. Tell a personal story. Make an announcement. Talk to the reader in your own "voice" so they get to know you.

---

2) [Article Title Goes Here]

---

Write this article yourself, or reprint someone else's article with their name and resource box intact (with their permission)

---

3) Q&A: [Q&A Title]

---

Answer a question sent to you from one of your subscribers or any other question that leads to a promotion opportunity. This is especially well used when giving away a "freebie" such as a rebrandable report.

---

(C) Copyright Your Business Name or Personal Name Goes Here  
All rights reserved.

<http://www.YourDomainNameGoesHere.com>

---

So that's the general layout we're going to use. This is basically what you're email

newsletter is going to look like when your subscribers receive it into their inbox.

**NOTE:** I've created an actual .text file with this template in it that you can use to simply type in your modifications to personalize it. You can download this file at <http://nicheology.org/email-template/>

There are a few things I need to mention about the layout...

- 1) Firstly, we're going to publish it as a TEXT newsletter.** Some people publish their newsletters in HTML format with graphics, etc. Other people publish their newsletters as PDF files. Still others send out a notice and publish them at their websites or blogs. Instead of doing some of those other things, we're going to keep things as simple as possible and publish your newsletter as a TEXT newsletter. You'll simply copy the completed newsletter (after inputting your specific content into the template referenced above) into your autoresponder. That's it.
- 2) Secondly, please note the ~60 characters wide formatting.** The template that you can download through the link above is formatted at approximately 60 characters in width. Please make sure when you type or paste in your content that you do hard returns at the appropriate spots in order that your words do not go wider than the default 60 characters. (A hard return is simply hitting the ENTER button to force text onto the next line.) Otherwise, when subscribers receive your newsletter there could be some unsightly layout problems making it look unprofessional and difficult to read.
- 3) Thirdly, the content language needs to be "evergreen".** When you publish an issue of your newsletter it will be permanently archived in your autoresponder system. Translation: new subscribers who join six months or a year from now will receive that newsletter. It's important that you don't say things in the newsletter that are "dated". I.E. If you were to type in, "Wow, this is so exciting that an African-American has been elected President of the United States! When he is sworn in come January..." While it might be timely when you write it, six months or a year later when Joe New Subscriber joins and receives the issue, they're bound to be a little confused. Avoid saying things like "just launched" or "brand new" or "last week on", etc.
- 4) Fourthly, subscribers who join start with issue #1.** Like I mentioned in number three, when someone joins your newsletter list they'll immediately

be sent issue #1. Even if you are currently publishing issue #50. All of your issues are sequentially and chronologically stored in your autoresponder system. New subscribers receive issue #1 and then receive each additional newsletter in the predetermined time interval you've set. (I.E. Once per week, once every two weeks, or once per month.)

Having said all of that, let's look at the specific things you'll need to create in publishing this first issue. There are 7 basic "components" of your newsletter...

→ **Masthead**. The masthead is simply the top portion of every issue that identifies important details about your newsletter. The name, slogan, publisher name, date and issue are generally included in this portion of the publication. Here is a REAL example of my own masthead...

```
=====
*REVENUE* Newsletter

Practical Tips To Help You
Increase Your Internet Revenue

Paul B Evans, Publisher

{!date abb+0} -- Issue #1
=====
```

This isn't difficult to figure out. Just plug in your information into the appropriate spots within the masthead.

One thing I do want to point out -- notice the date code that I've included in my own masthead: `{!date abb+0}` This is a "personalization" code that my autoresponder service (Aweber.com) provides. When someone receives this first issue, the actual date on which they receive it will appear in the publication. For example: Jan 5, 2016. By using this personalization code, the issue is "fresh" for someone on the day they receive it. Can you imagine their disbelief if they got a newsletter that I had pasted in the date myself when I wrote it? It might read "March 15, 2002" when it was currently 2016. They'd likely assume the information was outdated and discard it. They'd also probably unsubscribe. Both of which defeat my purpose.

Use a date code provide by your autoresponder service to paste in the current date

on which they receive the newsletter. If you're using Aweber, then this code will work great: `{!date abb+0}`

→ **Contents.** Next up you'll have a very short table of contents. Again, let me refer to a REAL example of one of my own newsletter excerpts to show you what this looks like...

```
Hi {!firstname_fix},
```

```
In This Issue:
```

- 1) Paul's Notes And News: Visit My Blog For More Stuff!
- 2) Feature Article: The Real Secret To Building A High-Profit Internet Business
- 3) Q&A: How Can I Increase My Affiliate Commissions?

For simplicity purposes, I'd like you to limit your newsletters to three parts: personal editorial, featured content and Q&A section. In the table of contents, you'd simply provide details on the current items being shared in these three key areas.

You can hint at what you'll talk about in your "editorial" section, list the title of your feature article and identify the exact question you'll be answering in your Q&A section.

→ **Sponsor Ad.** Immediately below the table of contents you'll have a spot for your sponsor ad. This is simply a 5-7 line classified ad. You can use this advertisement space to promote your favorite affiliate program or you can sell the space to others at a premium price. My own personal recommendation is to use it for your own promotions as you'll generally earn more money this way. Once again, here's an example...

---

```
Today's Issue Sponsored By:
```

```
WHO ELSE WANTS COMPLETELY FREE PLR?
```

```
Grab your free membership to this exclusive "private label rights" club while they are still available!  
http://www.Nicheology.com
```

---

→ **Editorial.** Up next is your "editorial" space. In here you can provide a quick "welcome", share an opinion, voice a concern, share some EVERGREEN "news", make some observations, identify a freebie ... whatever you choose. The important thing about this section is to be YOU. The subscriber needs to get to know YOU. So, don't simply reprint someone else's content in this section. Instead, let them hear your voice. Here's an example...

-----  
1) Paul's Notes And News  
-----

Welcome to the first issue of \*REVENUE\* Newsletter! I'm very glad you've made the decision to claim your free subscription. If you'll spend 5-10 minutes each week reading each jam-packed issue I'm confident you'll learn some powerful and practical tips for increasing your internet revenue regardless of your model.

You can be an affiliate, a product developer, an advertising broker, a blogger or virtually any other internet business owner and find great value in each of these issues.

But, as I tell my clients over and over again, information is just information without application. You gotta use this stuff. I can send it to you week after week, but I can't make you use it. That's your part. I'll do my best to make it simple to implement. And I'll toss in an occasional "rah-rah" pep talk. But, at the end of the day, it's up to YOU to take action and put these things into practice.

Having said all of that, let's get started on what will hopefully be a long and profitable journey for you.

Best regards,  
Paul B Evans

P.S. Be sure to visit my blog often at <http://www.Nicheology.com> for even more content-rich lessons.

This was excerpted from issue #1 of my Revenue newsletter. I recommend that you share something similar in your first issue. It's more of a "welcome" than anything else, and that's exactly what you want to do for your first issue. But, even in this "welcome", notice that I hinted at something I want to promote in the "P.S." I promoted my blog. Don't be too "in your face" in promoting in this first issue as you don't want to cause



the reader to immediately be on the defensive.

→ **Featured Content.** Up next you'll want to include an ezine article that is your "featured" content. This ezine article needs to be 500-800 words in length and should provide some useful, meaty content. I haven't included the entire article below, but here's just a portion as an example...

-----  
2) The Real Secret To Building A High-Profit Internet Business  
-----

My wife laughs every time she sees me doing it.

At least once or twice every week, I'll be at my desk (or at the dining room table) with my Franklin Covey planner open and a stack of laminated checklists in hand.

"What are you doing, honey?" she calls, already knowing the answer.

"I'm planning", I reply with a smile.

She laughs and I get back to work.

-----

At the close of this article, you'd find the following "call to action" that allows me to promote an offer of mine...

Believe it or not, there is a tremendous "operations manual" that you can download right now to help you create a plan that works for YOU. Check out "Homepreneur Habits: How To Run A Successful Home Business" by visiting <http://www.HomepreneurHabits.com>. You'll learn all the tools you need, how to setup your work space and how to create a day-by-day schedule of recommended activities to start and grow your business.

Of course, if you're reprinting someone else's ezine article (with their permission) then you'll close out with THEIR "resource box" that they've included with the article.

**IMPORTANT:** We will talk extensively in "promotion" lessons coming up over the next few weeks about how to WRITE YOUR OWN ezine articles, but for now if you don't already have your own article (you just need one) to use in this inaugural issue of your lesson, then get one from another source. Refer back to the previous

lesson on "populating your blog" for ideas on where to find them (the affiliate program you're promoting, PLR, ezine article databases, etc.)

→ **Q&A Section.** After your featured content you should include a short "question and answer" segment. The **real key** to this segment is to answer an "appealing" question. It's important because it will get people reading if it's something that appeals to them! And this "consumption" of your materials is key to getting results. Here's an example from my issue...

-----  
3) Q&A: How Can I Increase My Affiliate Commissions?  
-----

There are a variety of things you can do in order to grow your affiliate commission checks. A few of these include...

- \* Increase the traffic that you send to your affiliate link.
- \* Look for higher profit per transaction products to promote.
- \* Focus on promoting offers that offer recurring commissions.
- \* Build a list BEFORE sending referrals to an affiliate site.
- \* Use strategic content to presell the offer.

Any of these things will allow you to ultimately generate more referral sales. Pick one of these that seems to be the easiest for YOU to do and concentrate on it.

Also, I have a completely free report available on the topic, "3 Keys To Getting Big-Time Commission Checks" which you can download at...

Notice that I answer the question briefly, but still give some ideas. This isn't an "in-depth" tutorial. It's a short response. Either give them a ONE TIP answer or offer some "general" ideas.

**HERE'S THE IMPORTANT PART:** Whenever possible, point the reader towards a FREE RESOURCE that further answers the question that also promotes an offer. In my example, I pointed them towards a free report. The free report offers additional insights into the question asked, but it does more than that. It also promotes an offer of mine. I answer the question, I provide value, I get free promotion ... this usually adds up to a sale. Look for rebrandable reports, additional ezine articles and other posts at your blog, free trial memberships, and other materials that you can encode with your affiliate link to earn commissions. Check the affiliate program that you joined for ideas.

→ **Footer.** Finally, you'll want to close out with a footer. Here's a quick peek at mine...

```
-----  
(C) Copyright Nicheology, LLC  
All rights reserved.  
http://www.PaulBEvans.com  
-----
```

Notice the information shared: copyright and link to my blog. Short and simple.

That's really all there is to putting together your initial newsletter (and any future issue as well). It can literally be done by most people in 60 minutes or less. If I was put to the test, I bet I could do it in less than 10 minutes.

After creating your issue in a text file, SAVE IT in a folder on your computer as "issue001". Then, it's time to load it to your autoresponder for delivery...

## **Part 2: DELIVERY.**

In this section we're going to get everything ready for subscribers to actually receive when they join your newsletter list. This, literally, should take you just a few minutes. Once you get used to doing it, you'll be able to load it to your autoresponder in **90 seconds flat!**

I've broken this down into 5 simple (and quick!) steps...

**1) SELECT a subject line.** When you login to your autoresponder control panel, you'll select your list. (If you're using Aweber, we've already covered this in a previous lesson and in a video – so refer to them if you've forgotten).

After choosing your list, click on the FOLLOWUPS tab under MESSAGES (This is how you do it in Aweber – if you're using something else, refer to their instructions).

Then, click on the subject line of the existing "welcome" message that we put in when we setup the list a few lessons ago. If you followed along with the instructions, the subject line should look like this...

```
[Newsletter] {!firstname_fix}, here is issue #1
```

Once you click on the link, it should transfer you to an EDITING PAGE where you can make changes to that initial setup. Where the existing SUBJECT LINE now resides, change this to something more appealing. I recommend this format...

```
[1-2 Word Newsletter Brand] In This Issue: [Appealing Title]
```

Start out with a 1-2 word brand that will be used at the beginning of ALL of your subject lines for your newsletter issues. This will allow readers to immediately recognize your newsletter among the other emails – and, some will even want to filter it for their immediate attention.

After that, input the words IN THIS ISSUE: Then, put in some appealing item that you'll be covering in the issue, usually the title of your featured article. Here's an example of my own subject line for the first issue of \*REVENUE\* newsletter...

```
[Revenue] In This Issue: the real secret to a high-profit  
internet business
```

After making this edit, move on to the next step...

**2) SETUP on your list.** You'll now want to paste the contents of your newsletter issue into the PLAIN TEXT box. Again, if you followed along the previous lesson's instructions, you should have the following already in this PLAIN TEXT box...

```
{!firstname_fix}, your first lesson is coming soon.
```

Remove the above mentioned text and replace it with the entire contents of your already formatted newsletter issue. You can COPY and PASTE this content from the .txt file created earlier.

**3) SET the interval.** For your initial newsletter, the interval (located immediately below the PLAIN TEXT box) is set to be delivered immediately. So, you will not do anything in this step for the first issue.

For future issues, you'll input a number in a box next to INTERVAL. This number will reflect the unit of days between the delivery of the next issue. Typically, this will be either 7 (if you're sending weekly), 14 (if you're sending bi-weekly) or 30 (if you're sending monthly).

**4) SAVE the issue.** Upon completing the above steps, click on the SAVE MESSAGE button at the bottom of the page. After this, you'll arrive back at the main follow-ups page and should see the issue details (interval, subject line, etc.) listed in the index.

**5) SEND a test issue.** Click on the TEST link in the entry on the issue you just posted to the follow-ups. Enter your name and email address and click on the SEND button. This will send a test issue to your email address. Check it out to make sure everything is formatted properly. If it looks okay, you're done. If there are changes to be made, repeat the EDITING process as explained in steps 1, 2, 4 and 5.

**NOTE:** Just as a side note, normally you won't be EDITING an existing message in your follow-up series. This is JUST for the first issue as you already have the introductory follow-up created from our setup steps in a previous lesson. Normally, you'll click on the + ADD NEW FOLLOW UP MESSAGE when arriving at your FOLLOW UPS page. Then, you'll simply enter in a new subject line, etc. into the blanks on that page.

And just like that you have your first issue ready to distribute!