# The Great Ezine Experiment

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The step-by-step process for turning a free ezine into an Internet empire - There really is a formula, and I lay it all out for you. Why treating your ezine as a full blown "product" can mean the difference between success and failure - My business really took off once I made this realization, and yours will too. How you can start building your own potential customer list before you even have a product - It sounds a little backwards, but it's the exact method I've used to launch all my products. The three necessary conditions every ezine must have to be successful - Does yours have all 3? Why your ezine absolutely needs its own website and domain name - Few publishers actually do this, but it's incredibly powerful. How to create your ezine in almost no time by getting your subscribers to do all the work - This is the perfect format for busy entrepreneurs like yourself. The exact methods I used to build my list and where you can get even better list-building ideas - I made some mistakes, but you won't have to. Why the first products you market to your list should NOT be your own - Though my formula is centered around developing your own products, it's not the first step in the process. All the tools and resources you need to give you that extra edge - I didn't have them when I started out, but you will. Tags: web, seo

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