

Free Content From the Web

<http://www.freesticky.com>

<http://www.ideamarketers.com/>

<http://contentmart.com/>

<http://www.iwantcontent.com/>

<http://www.valuablecontent.com/>

Line Length and Font Choice

In order for your e-zine to be easily read by a variety of different e-mail readers, each line of text should be no more than 65 characters in length. Some e-mail readers will not display more than 70 characters per line, so by limiting yourself to 65, you will ensure that paragraphs and sentences remained grouped together.

EXAMPLE:

This sample paragraph contains approximately 40 to 50 characters per line. In fact, if you are reading this document in Microsoft Word, you can highlight each line of this paragraph. Then go to "Tools" in the menu bar, and select "Word Count." This will show you how many characters, with spaces and without spaces, are in each line.

At the end of each line of 65 characters or less, simply use a hard return which is basically the enter key that will take you to the next line. If you wish to see the formatting in the above paragraph (again, if you are reading this as a Word document), click on the button in your tool bar that looks like this: ¶. This symbol is a paragraph mark.

Going Beyond Basic Formatting

Even though you should use a plain font, a small file size and a minimum of formatting, there are still several tricks you can use to spice up your e-zine.

Try using the basic characters on your keyboard. Underlines, hyphens, asterisks, carrots, slashes, etc., can all be used to create white space, set apart advertising and more.

You'll find a formatting example on the next page.

One GREAT E-zine!
"Your guide to creating a killer e-zine"

By Jane Doe janedoe@gmail.com
<http://www.one-great-ezine.com>

Issue 1
July 27, 2006

Dear Subscriber:

This sample text is going to contain "greek text," which is what page designers frequently use when they are mocking up a newsletter to Web page.

This is an introduction to the rest of the e-zine. Remind the subscriber that they asked for this e-mail.

Table of Contents
* First topic
* Second topic
* Third topic

ADVERTISEMENT: A simple text ad, separated by underlines.

FIRST TOPIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend arcu vitae odio. Morbi posuere.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend arcu vitae odio. Morbi posuere.

ADVERTISEMENT: A simple text ad, separated by underlines.

SECOND TOPIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend arcu vitae odio. Morbi posuere.

```
//////////////////  
//              //  
// something    //  
// here         //  
//              //  
//              //  
// //////////////////
```

Offset some text to
the left with slashes.
And make a list:
* one
* two
* three
* four

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend arcu vitae odio. Morbi posuere.

ADVERTISEMENT: A simple text ad, separated by underlines.

THIRD TOPIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend arcu vitae odio. Morbi posuere.

Link for more information: <http://www.more.com>

Copyright 2006, Jane Doe Productions. Like this e-mail?
Forward this to a friend by clicking [here](#).

Click [here](#) to unsubscribe. You can see past issues at <http://www.one-great-ezine.com>.

Further Resources

ADVICE/RESEARCH

<http://www.emailuniverse.com/> - a great resource for e-mail marketers

<http://www.marketingsherpa.com> - online marketing advice from the pros

<http://www.poynter.org> - journalism research institute that offers considerable advice for online and e-mail providers

E-ZINE CO-OPS

<http://www.subscribeme.net>

<http://www.partenon.com/>

<http://www.netterweb.com>

<http://mywizardads.com/>

E-ZINE DIRECTORIES

<http://ezinearticles.com/> - a directory of e-zines and articles, useful for research

<http://www.ezine-dir.com/> - a list of e-zines

<http://www.ezinelisting.com/> - a smallish directory of e-zines that may help your site get noticed more quickly

<http://www.ezinesearch.com>

<http://www.ezinefinder.com/>

PROGRAMS AND SERVICES

<http://www.tucows.com/> - a directory of programs that are free to download or can be purchased for a nominal fee

<http://www.constantcontact.com> - e-mail management service

<http://www.aweber.com/> - e-mail management service

<http://www.tellafriendking.com/> - offers an easy way for your subscribers to tell a friend about your e-zine.