





**Amanda Moxley © 2013 – 2015**

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# Everything Ezines!

# Intentions for this week:

* Discover 8 juicy reasons WHY you MUST have an ezine if you want to make it online
* Learn about everything ezines… get the why, the what and the how!
* Learn 9 fun and easy alternative ways to publish your ezine if writing is not your thing.
* Roll your sleeves up and get your ezine in tip top shape to build the know, like and trust factor (once you build your ezine format it will sustain you forever)
* Learn how to repurpose your ezine to grow your list and serve your peeps

**Week Four Check In:**

# It’s really important that you track your progress each and every week so that you can be accountable to your intention and desire. So please review *Week Four’s Action Steps* and check the boxes if you completed the action steps. If you have not completed Week One, please go back and work through the guidebook and complete all of the Action Steps so that you will have a solid foundation to build upon. Fair enough?

# Did you?...

🞎 Dive into this guidebook like your life depends on it. Answer every single question in this guidebook no matter what. You may want to interview a few peeps if you are just getting started with identifying your ideal client. Make a list of who you can connect with and then schedule your interviews ASAP.

🞎 Name your ideal client.

🞎 Write up a two page super detailed description of your ideal client and read it every day. Whenever you are marketing anything… writing an ezine, posting a blog or a social media tip think about and WRITE it for YOUR IDEAL CLIENT. *(Example: I am writing this to Sarah).* Share your two page detailed ideal client description with your coach or master mind buddy.

🞎 Create a vision board or vision movie about your ideal client and watch it every day.

🞎 Tell us about your ideal client on our private Facebook forum!

Build the *“Know, Like and Trust”* Factor  
with your Ezine

The best way for you to stay connected with your tribe is by publishing a regular ezine. In this module, I’m going to teach you the ins and out of everything ezine.

Let’s get started!

An ezine is an electronic magazine or electronic newsletter that is published by you specifically for your list of subscribers. If you do not have an ezine opt in on your website or blog yet, I encourage you to get one ASAP! The purpose of the ezine is to build your list and to serve your clients through inspiration, education and sharing what’s happening with you personally.

If you haven’t started your ezine, now is the time to do so. This is by far one of the MOST essential pieces to building your thriving online business.

Publishing an ezine is as easy as writing and email and sending it. *Really!*

Having an ezine is a MUST for your online business. Here’s why…

1. Builds and maintains know-like-trust factor massively
2. Keeps you in the forefront of your ideal clients mind and heart. You are creating a longtime relationship in which they’ll look forward to hearing from you every week. (You might be in their dreams☺)
3. Connects you to your tribe on a consistent basis which helps stoke your relationship. (People can be on your list for a few years watching you and learning from you and then finally decide that now is their time to work with you).
4. A fun and easy way to let a MASSIVE (*on its way to be massive right☺* ) amount of people know a lot of great information fast
5. A particle flow machine that pays for itself because you do not have to invest in additional advertising (your peeps are at your finger tips.)
6. An opportunity to establish yourself as an expert while providing massive value and inspiration for your readers.
7. A gentle and effective way to promote your coaching packages, VIP days, workshops, events without having to pay for advertising.
8. If you wish to write a book, pitch a TV show or create joint venture partnerships having a following of committed and invested fans will propel that process.

How does all of the above feel to you?

Do you have any resistance so far about the idea of creating your own ezine? It’s a good idea to write out your resistance and to get clear if this is a YES or a NO for you before we begin. If it’s a no, I encourage you to create an ezine that you are excited about creating rather than making yourself do it even if you can’t stand writing.

Write about your feelings about publishing an ezine.

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What would make publishing an ezine a full bodied YES for you?

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Here are some alternative ways in which you can publish your ezine that are different than the standard feature article ezine.

1. Create a video ezine
2. Use audio instead of writing
3. Use written words *and* audio
4. Create a short and simple *1-feature* ezine: a weekly recipe, a weekly article, an insightful poem, or a beautiful photo: to offer your readers more, you can link back to your blog, or a YouTube video demo.
5. Share a feature article from one of your colleague’s ezines
6. Share photos that illustrate a story.
7. Share love notes or affirmations rather than a huge long feature article.
8. Talk about something that’s going on in the media, like a book that everyone’s reading.
9. Use client testimonials and success stories to demonstrate your work.

Here are some other good copy ideas

1. Recipes (people LOVE these)
2. Video demonstrations of you sharing healthy tips and some of your daily healthy habits and rituals
3. Manifesting Steps processes
4. Guided Visualization audio for your body of work; examples; weight loss, creativity, energy, detoxing, etc.
5. An energizing and motivating Animoto video

How it works.

Chances are, you are subscribed to many different people’s ezine lists so have a good idea of what you like and what you do not like. These days, everybody publishes an ezine so there is more competition for reader’s attention than ever before. I recommend that you be as creative and uniquely YOU as possible.

What kinds of newsletters/ezines do you LIKE and WHY? What keeps you subscribing to these lists?

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What kinds of newsletters/ezines do you NOT like and WHY?

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What about your ideal client (remember that she is *you* but just a few steps behind you)? What does she like reading?

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What time of the day or night does your ideal client read ezines?

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Does she skim ezines? Or print them out and read them?

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Does she read them on her iPhone or computer?

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Does she watch videos on her phone, iPad, or computer?

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Does she like pictures or text?

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Does she prefer education and how to articles or more personal stuff?

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How often does she want to hear from you?

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Once you answer the above questions, you will have a ton of information to map out your first ezine.

Name Your Ezine

Something fun you can do that will set your ezine apart is to NAME your ezine something fun and brand savvy.

I decided to call my ezine *“A Breath of Fresh Air”* because that is what my readers said my newsletter felt like to them.

In the space below, brainstorm some juicy names that summarize who you are and what you offer. This could be a play on words or something that you have heard repeatedly about you. Make it fun and creative.

**Brainstorm Some Juicy Names**

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**Here are some examples from newsletters I’m subscribed to:**

Breath of Fresh Air  
Love Notes

THRIVE

Luminous Life

The Neagle Code

Successfully Raw

Love Nibble

What will you name your ezine that will set you apart?

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Determine your Ezine Sections

Here are some examples:

1. **Personal Note** with photo’s from you
2. Upcoming Events (advertisement for your upcoming events or programs)
3. **Feature Article or Video or Audio**
4. OPTIONAL: **Additional piece** (recipe, recommended resource, affirmation, mantra etc.)
5. OPTIONAL:  **Personal Piece** (what’s going on in your world) People tend to really like this part!:)
6. OPTIONAL: **Adverts** for own or other’s products/ services. This is a great place to show case your joint venture partners.
7. **About the Author**
8. **Contact information**

The above list is the standard ezine format for this day and age (2013). However, you can choose what will work best for you and your readers. I think it’s best to balance valuable content with personal sharing and upcoming events.

**It’s important to make an offer in almost ALL of your ezines** (but not all). After all, you are in business! This is not just an expensive hobby. By doing so, you’ll effectively communicate to your peeps that you are in fact *in business*. For the longest time, I NEVER made an offer in my ezine and my bank account balance reflected it!

In the space below, jot down what your ezine sections are going to be.

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Write your *Reprint with Attribution* Permission

One of the great ways to leverage your ezine is to give readers a chance to pass it around with your permission and your contact info. Be sure to craft your own unique permission slip for sharing message and post it after your feature article.

**Here are some great examples:**

**Amanda Moxley Reprint Permission**

*Would you like to pass this on or reprint elsewhere?*

***Please do!*** *You can forward this ezine to your friends, family, partner and colleagues. If you know someone who would benefit from reading this, go ahead and spread the word!   
  
Or feel free to reprint any article on your website, own newsletter or message boards. Please write © Amanda Moxley Body Transformation Coach and Expert,* [***www.AmandaMoxley.com***](http://www.amandamoxley.com/)*, and let people know that they can join the list at* [***www.amandamoxley.com/subscribe***](http://www.amandamoxley.com/subscribe) *if they want more.*

**Denise Duffield-Thomas Reprint Permission**

***Got a blog? Love my posts?***

*Did you know you can use ANY of my posts as a free guest post? You don't even need to ask permission. I just ask that you publish it without alteration and put this blurb at the end.   
  
Denise Duffield-Thomas is a business coach for exceptional women and the author of* ***Lucky Bitch****. Get her popular free manifesting guide* ***"The Lucky Bitch Secrets of Outrageous Success"*** *at* [***www.DeniseDuffieldThomas.com***](https://yu103.infusionsoft.com/app/linkClick/574/c1725f516eb82548/48876/d5aa524a5f48f2db)

**Ali Brown Reprint Permission**

*WANT TO USE THIS ARTICLE IN YOUR EZINE OR WEB SITE? You can, as long as you include this complete blurb with it:*

*“Entrepreneur mentor Ali Brown teaches women around the world how to start and grow profitable businesses that make a positive impact. Get her FREE CD “Top 10 Secrets for Entrepreneurial Women” at* [*www.AliBrown.com*](http://www.AliBrown.com)*”*

As you can see above, this permission slip Bio can be fun and snazzy and very professional. The key elements are to a) give them permission to use it, b) insert a link back to your site or your product or program so that you can build your list with quality leads.

Now write yours! Use the space below to draft your permission slip Bio.

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Finish it Off with Your Professional (but FUN) BIO

Writing a professional bio will help establish credibility and trust. Here are some wonderful examples below.

**Amanda Moxley Bio**

*Amanda Moxley is a body transformation coach and expert whose first successful client was herself - taking her own body from a* ***size 14 to a size 4 by*** *transforming her unhealthy relationship with food.*

*From there she achieved massive success helping other women transform their bodies in her own thriving holistic health coaching practice that exploded to* ***6 figures in only months.***

*Now an* ***award-winning business*** *owner featured in* ***magazines, Amanda has become a sought-after nutrition expert for TV and print media.***

*Recently, Amanda saw another way she could serve: she expanded beyond body transformation, and now* ***coaches other heart-centered women entrepreneurs*** *on creating and marketing a solo business around their own big vision, taking it to 6 figures in 6 months.*

**Ali Brown’s Bio**

*Ali Brown, Award Winning Entrepreneur & Mentor*

*Ali Brown is the voice for women's entrepreneurial success. After launching her first business from her tiny NYC studio apartment in 1999, she has grown it into what is today an enterprise that ranked in 2009's* ***Inc. 500 list of fastest growing private companies in the nation.***

*Ali was named one of 2010's Enterprising Women of the Year and was named one of Forbes' Women to Watch. She was also named one of* ***Ernst & Young's*** *Winning Women for 2010 and a winner of the StepUp Women's Network's Commitment to Philanthropy award. Ali has been featured as an expert in the New York Post, Investor's Business Daily, and on TV including* ***CNN Headline News, Fox Business Network****, and* ***ABC News Now****. Ali was featured in the season finale of* ***ABC's Secret Millionaire****. Her company, Ali International, provides business and success advice and resources to nearly 50,000 members around the world.*

*If you liked today's issue, you'll love Ali's dynamic courses and programs to help you* ***start, market, and grow your business.*** *Learn more at* [*www.AliBrown.com*](https://alibrown.infusionsoft.com/app/linkClick/10505/647b49df6f12b7d5/21716997/8f1a0023f4512790)*.*

**Jenny Fenig’s Bio**

***Jenny Fenig is a passionate woman, wife, mom, yogi, entrepreneur and adventurer.*** *After spending a decade climbing the corporate ladder as a communications executive and event planner, Jenny jumped off the proverbial cliff when she quit her high-pressure, six-figure job and became a yoga teacher turned coach and mentor to gutsy women-on-a-mission.*

***Jenny is an expert at empowering women to go after what they most want in life and in their work.*** *Learn more about Jenny, her programs, and products at* [*www.jennyfenig.com*](https://hm103.infusionsoft.com/app/linkClick/48/6bb5a9a93c608530/78795/bd2c82aabbd47f50)*. Jenny hosts the* [*Retreat for Goddesses*](https://hm103.infusionsoft.com/app/linkClick/575/a6ebe290a0b35b49/78795/bd2c82aabbd47f50)*, a life-changing experience for gutsy gals to transform their life, business and spirit. She is the proud founder of the* [*Gutsy Goddess Society*](https://hm103.infusionsoft.com/app/linkClick/52/f18253d5bf4d2783/78795/bd2c82aabbd47f50)*, a sparkly community for gutsy gals living life on purpose*

**Katharine Dever’s Bio**

*A few years ago I was disillusioned with life, fed up with being told that ‘you can’t change things- it’s just the way life is’, and refused to believe that ‘this was it’. Like many of my friends and people I knew I had dulled and numbed myself to the point where I would tolerate a mediocre existence - I drank too heavily, smoked like a chimney, ate poorly, flittered from low paid job to job, and I had a pretty bad attitude to match.*

*I remember thinking that ‘self help was for losers’ and that I didn’t need any help anyway. I was the last person who needed it! But things began to happen to me that I could not explain or rationalize. I began receiving messages and insights about myself, life, others and the nature of reality.*

*I was put into situations where I was able to help and heal people, even saving a life, and I experienced a presence with me frequently. I was able to communicate messages for people and had a knack of being able to laser in on what was holding someone back or where a re-alignment was needed to bring about a successful outcome.*

*The more I surrendered and connected to this presence the more my life began to bloom. I began to learn to follow my intuition- and the results were miraculous. Just a few years later and my life is completely transformed. I am in excellent health and am highly conscious around what I eat and how I feed my body, mind and spirit. I seek out high vibration, life supporting foods, beverages, people, places and I live in a gorgeous home in the English countryside.*

*I travel frequently, attending events and speaking all over the World, my income has sky-rocketed beyond my wildest dreams and – most importantly for me- I finally feel like I belong here. I finally feel I am where I am supposed to be in my life, playing full-out and living my life purpose. Since understanding my gifts of a deeply intuitive nature and learning how to manage those gifts I am now able to create the life of my dreams. If you too are a sensitive, creative or ‘Indigo’ type I’d love to help you channel your gifts positively for the highest good of all life including you- and help you experience your greatness, abundance and success! Life is a gift to you, and you are a gift to life!*

Your Bio

In the space below, write your professional bio. Remember you can use this bio in all of your online marketing materials. You can use it when you’re a guest on a teleclass, or featured in your colleague’s ezine or when you are hosting your own call. Take some time crafting your uniquely perfect bio in the space below.

**Write YOUR OWN Bio here.**

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Ready, Set, Go- It’s Time to Plan Your Ezine

As you are growing your list and establishing the “*know, like and trust”* factor, I think it’s best to include a very warm and personal note section about you and your whereabouts’.

***Remember that what is personal is universal.*** This is your chance to be totally and authentically *you*, and the more YOU the better.

This is the age of transparency **but please do not use your ezine readers as a therapist or coach.** You want to be vulnerable but always put yourself in the place of the expert and a few steps ahead of them. If you are going through a rough patch, I don’t recommend sharing about it until you are out on the other side of it.

As you are finding your voice and getting started with your tribe, make a comprehensive list of all of the burning questions they may have about your topic.

What are the essential tips, tools, resources and inspiration that they need to hear on a regular basis from you?

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What are you so excited about that you could talk about all day long? You may think that the way you think, eat, journal, pray, exercise and some of your other habits are common place, but to your ezine reader, it may be the most fascinating way-of-being ever. Remember this process can be as easy as you let it. Don’t over think it! Be yourself and let yourself flow!

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In what ways can you share your appreciation and generosity with them?

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Mapping out your first 10 ezines

Once you have these ideas flowing, it’s time to brainstorm your first 10ish ezines.

In the beginning, you may feel like you have NO idea what to write about because you don’t even know these people! You may be afraid to be vulnerable. You may think, “What’s the point? Nobody is reading these.” That’s where strategy and planning will save the day. If you can map out your first 10ish ezines you will feel empowered and confident!

If you were going to take your readers on a journey, what would be the first 10 steps you’d take them on? You can start with basic educational pieces and how-tos related to your particular subject.

**In the space below jot down your first 10 ezine ideas.**

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Decide WHEN you will publish your Ezine

Next, you need to decide what day you will both write your ezine, and when you’ll send it send. A word of warning, you must be consistent with your ezine since you are building the KLT (know, like and trust) factor. Make a plan and follow through with it - no matter what.

A quick scheduling tip, use a timer to clock how much time it takes you to create your ezine. Next block off that exact amount of time in the same time slot every week and stick to it. For example, every Wednesday at 12, you write your ezine.

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| **How Often? Weekly, Biweekly, Monthly?** |  |
| **What day and time will your write your ezine?** |  |
| **What day and time will you send your ezine?** |  |

Be Wise and Repurpose Your Ezine copy!

Now that you have worked so hard at writing your ezine, make sure you get FULL mileage out of it!

1. Post every article on your blog and then link it to social media
2. Submit them to article submission sites online
3. Post them as a “note” on Facebook
4. Keep all of your articles in a word document so that you can republish them in a year or two to your list (this works well when you’re on vacation or maternity leave
5. Use the same articles for client hand outs
6. Create an info product such as an e-book or how to guide from your articles

How to Publish Your Ezine

There are several different services you can use to publish your ezine. Take a look at:

1. **1Shoppingcart.com** (good if you want to sell products and send ezines)
2. **Constant Contact.com** (good social media tie-ins)
3. **MailChimp.com** (good social media tie-ins, easy to use)
4. **AWeber.com**
5. **InfusionSoft.com** (good if you sell products, send ezines, & texts)

A Final Note

Have fun with all of this. It will get easier the more you do it. Remember that you are speaking to the heart and soul of your ONE ideal client. Keep her in the forefront of your mind as you write - doing so will simplify the process significantly.

Remember to keep this all in line with your unique brand, be consistent and enjoy the journey.

I believe in you. Your tribe is waiting to hear from you.

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# Complete this week’s form entirely taking time to answer each question and doing every exercise.

# 🞎 Name Your Ezine

# 🞎 Write your Bio

# 🞎 Write your permission slip bio

# 🞎 Plan out your ezine sections

# 🞎 Heart storm your first 10ish ezines…. Take your peeps on a journey

# 🞎 Share about your ezine discovery on our private Facebook forum