

## Resources for Profitable Ezines and Blogs

As I mentioned [on the call](#), it's **crucial that you use the right resources**. If you want your ezine and blog to move to a new level of profitability, you're going to have to invest your time and your money in the resources to make that happen.

**There's a lot that you can buy out there and a lot more that you can read for free.** This is the stuff that's **genuinely worked** for my clients (and for me). Whether it's my product, someone else's, or a fabulous open source program (like WordPress), I've done the heavy lifting for you here – going through tons of books and sites and gobs of info and programs and narrowed it

down to **just the stuff that will really make a difference**, really make your life easier, and really boost your profits.

**Of course, you still have to do the work!** But these resources will point you in the right direction, and provide you with valuable, much-needed support for your journey.

[WordPress](#): The fabulous, #1 open source blogging platform. With an active community of programmers and developers, WordPress is a great tool for blogging or for managing your website. Think all WordPress sites look the same? Check out [these designs](#).

[How to Sell the \\*\\*\\*\\* Out of Your](#)

[Ebook](#): Not just for ebook launches, this outstanding program is written by Dave Navarro with Naomi Dunford. It'll walk you through a complete process for a successful product launch and explores the ins and outs that make the big launches so successful. (If you're serious about launching products, you need this resource and the price is a drop in the bucket compared to what you'll earn from your first successful launch.)

I mentioned Naomi's IttyBiz on the call, and want to particularly point you to the free resources for [Online Business School](#). She's got a great blog, and consistently creates top quality (and popular) products.

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Whether you actually buy anything or not, pay attention to how often she releases something new and the way she launches each product.

### [8 Utterly Unsexy Keys to Astounding](#)

[List Growth](#): Growing your list with interested, eager readers is the #1 way to make your ezine or blog more profitable. If your list is currently smaller than you'd like, follow along with this home study program and you'll soon have a growing list of fabulous readers.

### [How to Give Your Newsletter a](#)

[Facelift](#): Not just for newsletters! This ebook reveals the step-by-step process we take our clients through to give all of their materials more presence. Whether you need a new ezine design, or you'd like to know

how to design your own blog or products (like ebooks), this report reveals the complete process.

## **Distribution**

Not every distribution program lets you set up a Knock Knock Welcome Basket™. Here are our two favorites:

[1-2-All](#): This is the program I've used since 2005 and I'm still delighted with it. It's an “enterprise” level solution – which means you could even use it to distribute other people's ezines for them. It has an automatic RSS feed option which will save you lots of time. Additional modules include an auto birthday greeting generator and some high level exporting tools

so that you can use this as your complete customer database.

[Aweber](#): One of the highest distribution rates of the delivery services, Aweber has come a long way in the last few years. What makes it such a great choice is that it not only makes RSS distribution easy and automatic, but it also lets you set up a complete Knock Knock Welcome Basket™. It's not as comprehensive a solution as 1-2-All, but if you don't know how to set up your own distribution program, Aweber is a great choice.

[Feedburner](#): Offers a way to provide an email subscription to your blog. Aweber or 1-2-All are much better choices, but Feedburner is free.

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