



Lesson 66

Ezines/Ecourses to increase referrals: Why bother with ezines and ecourses?

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The benefits to you of running an ezine or a course by email are numerous. They can even extend beyond attracting ideal clients into the wonderful area of passive revenue.

Here are the benefits that I've seen coaches enjoy from having their own ezine or ecourse. All of the 15 items below have also been true for me over the past 5 years. I'm a believer.

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1. You WILL get more clients.

Between 2 and 5% of your readers will respond to something you offer for sale during a typical year. Some of your readers will become clients. You'll need to ramp up to 1,000 subscribers to start seeing this type of return, but that should take less than a year.

2. You WILL get clients who are already presold on you.

This, because they have come to know and trust you as they read what you write. And, increasingly, as you share stories of clients you've been working with as it relates to your ezine topic.

3. You WILL get referrals from your subscribers.

As long as your subscribers know exactly what you can do for people, they'll be able to forward your ezine to others and/or recommend you to a friend or colleague of theirs. Remember, everyone of your subscribers knows an average of at least 50 people. So, 1,000 subscribers is giving you a potential reach into a network of 50,000. Don't forget that.

4. You WILL raise your profile in the coaching community.

And a raised profile opens doors and opportunities for you. Coaches with ezines gain instant credibility and ezines provide a way for other coaches to get to know you. And the more they know you, the easier it is for them to send you referrals or invite you into their spheres.

5. You WILL create FAR more classes, courses, eproducts and services to serve your subscribers than you would have otherwise done.

- e shopping carts
- creating buzz
- using free for fee
- irresistible titles
- creating r&d team

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- Convert TeleClass
into RealAudio
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merchant account
- Set up automated

This, because, you'll learn quickly what your subscribers want from you and are willing to pay for. **All** of my ideas come from subscribers, clients and R&D Team. Just start interacting with them in a collaborate (vs selling or hierarchal) way, and they'll start sharing with you what they want and need.

6. At some point along the path, you WILL likely come up with a reputation-defining idea, specialty or niche.

By starting with an ezine, you'll begin a path of increased creativity, self discovery and learning about what people need and want in the marketplace. In fact, thanks your ezine, it's quite likely that you'll stumble upon something totally new or a new twist on a popular subject which will lead you finding your perfect niche or skill set. Having an ezine will evolve you and your coaching career, and quickly.

7. You WILL increase your cyber savviness when you create an ezine or ecourse.

Just by launching your ezine, you'll find yourself getting more cyber savvy in a hurry and learning more than you knew existed about email, ebroadcasting systems, html ezines, autoresponders, emarketing and sequential emailers. But don't worry, you can start small, and then move forward at whatever cyber pace you wish. The point here is, though, that you'll be learning, naturally, a very slick set of cyber skills. And these skills will help you become a better coach to your clients with a similar need.

8. You WILL increase the size of your network to 1,000 to 10,000 or more.

It takes most coaches about a year to get 1,000 subscribers to their ezine; the lucky coaches with a hot topic and good marketing will get 2,500 or even 5,000 subscribers in their first year. When you reach the 5,000 or 10,000 subscriber mark, you should be doing anywhere from \$5,000 to \$100,000 a year in business (mostly coaching and TeleClasses but increasingly eproducts) if your topic is hot and you're a strong provider of solutions that serve the needs of your subscribers. And, once you have that size of a network, they'll be telling you what they want to buy from you, if you'll simply listen and learn.

9. You WILL have something valuable to offer every single person you meet.

If you're proud of your ezine or ecourse, you'll have something to share with everyone who visits your website, reads your email signature or runs into you in the supermarket check out line. (Ecourses work particularly well for this given they are very very specific in focus.) I know it sounds a little silly, but you'll 'walk taller' knowing you have an ezine. Hey, you're now a coach, writer AND publisher. Can't beat that.

10. You WILL find a way to turn your ezine/ecourse into a revenue stream or revenue driver.

When you're writing your daily or ecourse, you ARE creating intellectual property (IP). And IP can be packaged in numerous ways, many of which carry a revenue stream, even if a typical ezine or ecourse does not. (We cover this topic extensively in the [Passive Revenue for Coaches](#) ecourse.)

11. You WILL make new friends along the way.

I've met some really special people who started as subscribers and

shopping cart

- Write and market your first e book
- Establish your own R&D Team
- Sell and deliver assessments online
- Set up your own affiliate program
- Protect IP rights
- License your IP and eproducts

\$39, cv members
\$59, non members

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turned into customers and/or friends. See, when you 'put stuff out there' and yourself out there, it's like sending out an invitation to the many cool people who have a common interest. And common interests are a great way to start a friendship. (And, in effect, your ezine is creating a special interest community.)

12. You WILL set up a merchant account/shopping cart sooner.

After a couple of months of running your ezine or ecourse, you're going to start packaging ebooks, teleclasses, ecourses, coaching and other items that your subscribers can, and will, buy. And, you'll need a merchant account and shopping cart to handle these online transactions. And, you'll find yourself getting one sooner. All because you started an ezine. The ezine is a catalyst for a lifetime of passive revenue from related eproducts and services.

13. You WILL have developed a network of believers/users who will buy other creations/services from you.

Starting an ezine is just the first step along your path of developing a network FAR larger and more diverse than you could have ever developed on your own. This, because subscribers pass on or broadcast selected issues to their networks and some of those folks subscribe, and then they pass issues on to their network, etc.

14. You WILL be able to instantly create your own R&D Team.

Between 10 and 25% of your subscribers will want to join your R&D Team, either because they like you and/or your topic. They want to hang around you and learn from you. And, they will also contribute to you. A lot, if you let them. Why have an R&D Team? So you can test ideas out and beta test actual products and services. Your R&D Team acts as your sounding board, barometer, buying indicator. And your R&D Team are often your best paying customers as well. Because they believe in you and like what you're doing.

15. You WILL have something valuable you can show clients and your colleagues how to do.

Your success with your ezine gives clients another reason to hire you and another way you can add value to your current clients. Which is all part of being a model for your clients. And, even though most coaches aren't in the business of being a tekkie to their clients, the whole set of cyber, creativity, communication and marketing skills that you'll be developing/expanding upon as you create and expand your ezine are the EXACT skills that most, if not all, of your clients will benefit from. This game is far larger than "just" an ezine...

END

Improvements?

What would you like to see added, expanded or clarified about this Full Practice Step? Please email your suggestions/requests to julie@coachville.com. Every suggestion is carefully read but please understand that we cannot reply to individual emails or provide tech support.

The Full Practice Program is available exclusively to members of CoachVille.com

