

Writing Wonder Woman Profiles 10 Entrepreneurs Who use Ezines for Online Marketing Success

Experts reveal how ezines have improved their businesses and why no site should be without one.

For Immediate Release

VICTORVILLE, Calif./EWorldWire/May 15, 2008 --- Following up and staying in touch with potential and existing customers is crucial in any business. Unfortunately, most business owners either don't do it, or are using methods that require a great deal of time and effort.

Staying in front of customers is the most important aspect in the entire marketing process once that initial contact is made and they've trusted you with their information, or even more, their money, says Kitara Wilson of Writing Wonder Woman. "If you aren't constantly reminding your audience about who you are and what you have to offer, they will forget about you and move on to your competition. Ezines are a great marketing tool that allows you to easily touch a lot of people at once"

Wilson recently completed the ebook, "Captivating Content; Success Stories and Expert Advice on Using Ezines to Skyrocket Your Business," which provides profiles of 10 successful business owners who share how ezines are a crucial part of their marketing strategy.

Readers who think publishing an ezine is difficult will learn that it is easier than they think. The ebook is designed to motivate business owners who have been considering adding an ezine to their online marketing strategy, or for those who have an ezine, but don't send it out consistently. "No matter what line of business you're in or where you are in your ezine publishing process, there's something or someone in this ebook that you can identify with," states Wilson.

The concept for Captivating Content was created when Wilson was embarking upon her own ezine publishing journey. "I found a lot of great information about ezines, but I couldn't find anything that highlighted the successes. That's what I felt was missing from the entire ezine phenomenon - something anyone just starting out could relate to. I created this ebook for people like me looking for more than a 'how-to' but for inspiration," she explains.

The ebook highlights 10 interviews conducted by Wilson of Michael Angier, Chrystal Bougon, Kim Duke, David Frey, Shannon Law, Wendy Maynard, Robin Rice, Joan Stewart, Ellen Violette and Renee Walton, along with a foreword from The Ezine Queen Alexandria Brown, research study results of over 100 online businesses and a comprehensive resource guide. "When it comes to spending your marketing dollars wisely, ezines are still an affordable and easy way to reach out to your audience, and a must for any business owner doing business online," Wilson concludes.

For more information and complete details, visit '<http://www.captivating-content.com>'.

About Kitara R. Wilson

Kitara R. Wilson, the "Writing Wonder Woman," empowers direct sales and network marketing professionals with the knowledge of how to create a unique presence with the power of great content. To learn more, visit '<http://www.WritingWonderWoman.com>'.

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