

Transforming Your Newsletter into a Money-Making Online Magazine

With Kathy Fediw, LEED AP ID+C, CLP, CLT

View a copy of Kathy's I-Plants Magazine: [PageTurn](#) version or [PDF version](#).

1. Transforming your email newsletter into an online magazine:
2. How an online magazine differs from a newsletter and how it can benefit your business:

Include in the layout:

3. Software recommendation:
PageTurnPro: www.pageturnpro.com

PageTurn vs. PDF format

Start-up costs:

4. Advertisers who pay:
How to find them

Setting fees and contracts

Media kits:

Kathy Fediw is available for workshops and coaching on developing multiple Rivers of Revenue such as online magazines, certification programs, online learning and more. Email Kathy@JFAConsultingBiz.com for more information.

Include tips for advertising, specs (size), rates, any discounts, editorial calendar, deadlines to reserve space and for artwork, and advertising policies.

Sample media kit: <http://jfaconsultingbiz.com/IPlantsSpecialReportandMediaKit2012.pdf>

How many subscribers you need: quality vs. quantity

Other sources of revenue from your magazine:

6. Building your subscribers list:

7. Working with other writers:
Where to find them

To pay or not to pay

Types and lengths of articles

Writers' guidelines

Publishing guidelines and your competitors

8. Time commitment, delegating and outsourcing, and developing a production schedule.