

# How to Start and Run a Successful Magazine!



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# Chapter 1 – Selecting the Right Niche

According to the article *Start Your Own Magazine*, 1,000 new magazines are published each year. Of this number, 90% will fail, usually right after the first issue has been distributed. The remaining percentage acquires more success, allowing the owner to return a steady profit.

So, what makes the 10% of successful magazines different from the 90% of unsuccessful ones? Well, sometimes it's an issue of budget and celebrity status. For example, the Magazine 'O' has received massive popularity. But, unlike most startup magazines, 'O' has the backup of a billionaire... Oprah Winfrey. She has the money and fame to get it marketed through every advertising venue available. Beginning magazine owners just won't have that type of pr power.

However, do not think that you have to be another Oprah Winfrey to publish a successful magazine. In fact, despite the difficulties associated with magazine publishing, there are still a few **average** people that are able to get their foot through the door. Yet, since they don't have money or fame to promote themselves, they must use a different approach... niche marketing.

What is niche marketing? Niche marketing occurs when you advertise to a more specialized audience... individuals who are not getting their needs or wants met by existing companies. As a result, you develop a high demand for your product... a demand that won't have too much competition in its supply, (since obviously you will be the main supplier).

To better understand the power of this concept, consider the example of Simone Gold, an emergency physician who launched the magazine *MedicaLife*. Instead of focusing on a general market, Gold decided she would go niche and advertise to people working in the healthcare industry. Her approach worked wonders as now *MedicaLife* is one of the top magazines in its market.

You can make niche marketing even more powerful if you find niches within niches. Sound confusing? Well, it isn't really. In fact, if you use Gold as an example, there are tons more niches within niches you could find. For instance, you could launch a magazine *just* for Emergency Technicians. You could make things even more niche by launching a magazine for *Female* Emergency Technicians. Ultimately, the list is endless.

Yet, keep in mind that this is just an example. Don't create a magazine for Emergency Technicians if you have no knowledge or interest in the subject. This is especially the case if you don't have the money to outsource your articles, (something you'll learn about later on). Remember, readers want pieces that are as informative as they are heartfelt. If your market feels you are not truly writing for them, they're not going to be interested in buying future subscriptions.

With that being said, how does a person decide what niche they should center their magazine around? And how can they be sure that their niche isn't already taken? Ironically, the answers to both questions can be found through a step commonly taken for online marketing: keyword research.

Now, if this seems strange to you, it might be because you're more inundated with doing things the hard way... spending hour after hour researching magazines that are already in circulation. Well, you don't need to worry about doing this right now, because what's more important is identifying your market. Once you have identified your market, you can then decide how you're going to work against your competition.

So, how does a person identify their market with keyword research? The best way is through a program known as a keyword analyzer. These work by scouring the Internet, looking for any keyword that relates to a person's original query. They can be obtained for free (through sites such as <https://adwords.google.com/select/KeywordToolExternal> or <http://inventory.overture.com/d/searchinventory/suggestion/>) or for purchase. Some of the best keyword analyzers you can buy include Micro Niche Finder, Word Tracker and Keyword Spy.

Either way, once you get access to a keyword analyzer, you need to pay attention to two things:

- The number of searches the keyword gets in a month
- The number of advertisers using that keyword in their promotion

Most keyword analyzers will use numbers to represent the number of searches a keyword gets in a month. For instance, if a keyword gets 1,000 hits each month, that's what the keyword analyzer will tell you. However, there are a few that may show you this information through a graph, which may omit actual numbers. The keyword analyzer associated with Adwords is an example. This is not as helpful, but it can still let you know if a particular keyword is getting activity.

Anyway, the general rule of thumb is the more searches the better, though you will still want to avoid generic topics. Consider the example of a person wanting to start a magazine for those in the modeling industry. Sure, they could try to go generic and use 'supermodel' or 'fashion models' as the topic for their magazine, but if they want to be ahead of the competition, they should probably go for something more niche such as 'black male models.'

Of course, high search numbers and niche-topics are only one part of the equation. You must also look at how many advertisers are promoting whatever keyword you are looking up. This will serve two purposes. First, you are getting

an idea of whether or not companies will be interested in advertising in your magazine. Secondly, it will give you an idea of how your online advertising will fare, (if you use online advertising). And generally, if there aren't as many advertisers, you can pretty much assume that you'll be able to dominate search engine listings, once your website is up.

But isn't this a double-edged sword? Don't you want to focus on a topic that is advertiser-friendly *as well as* reader-friendly? Well, it's natural that niche-based keywords won't receive as much attention as more generic ones. However, it can be hard to say whether your topic alone will be enough to attract advertisers... even if your keyword is popular. So, you will want to do other things to attract advertisers such as offering a lower price or showcasing your subscriber list, (things that will be discussed a little later).

Got all that? If you do, finding ideas for a profitable magazine should be a breeze. But, before you begin designing or typing anything, you need to do the following:

- Name Your Magazine
- Investigate whether or not your magazine's name is already in use
- Analyze your competition
- Determine whether or not your publication will be free or paid

Now, depending on how niche your keyword topic is, your magazine's name may already be taken care of. Sure, it may not be the most creative thing in the world, but it will clearly identify its purpose and market. It will also be easier for your audience to remember.

However, there is a risk to using a more general name... it might already be taken by a more established company. This is not to say that you can't encounter the same problem with a more creative name, it's just a lot harder. Either way, once you have decided on your magazine's title, you will need to investigate whether or not it has already been trademarked by another company or individual.

The easiest way to go about this process is to hire a person to search the records at the USPTO, (which is also known as the United States Patent and Trade Office). [Direct Legal](#) offers this service if you select their "Trademark or Service Mark Application & U.S. Trademark Office Filing" plan. This costs \$199, (plus an extra \$325 for the USPTO filing), but you can be assured that there won't be any conflicts with your business name.

Alternatively, you can search the USPTO records on your own by either visiting one of their offices in person or searching their online database. More information on either of these steps can be found on their website:

<http://www.uspto.gov/>. Just be aware that doing things through this route might be more time-consuming. But if you're low on funds, it's definitely a step in the right direction.

Anyway, if your desired name appears to be free, go on and get it trademarked to ensure it won't get taken by someone else. Direct Legal can do this for you, or you can do it yourself through the resources provided by USPTO. Either way, once your trademark goes through, not only do you solidify your magazine's title, but you also establish your brand. This is important because your magazine will be more than just a publication... it will be the start of your company.

With that in mind, you need to begin thinking about how your magazine is going to fare against your competition. To do this, you will need to figure out what existing magazines surrounding your topic are already out there. If you're pressed for time, you can always enter your magazine's topic and the keyword "magazine" into a search engine. This query should show the most popular magazines already being produced around your topic.

If you want to perform a more detailed search, you can take a look at Wikipedia. In their article [List of United States Magazines](#), you get a general listing of all of the most popular magazines in circulation in the United States. Best of all, the list is categorized based on their subject matter, making the research process a little easier.

There's also the option of finding magazines through printed directories. Amazon sells many of them, though you can also find some at your local library. Through these resources, you'll be able to research a larger number of magazines... not just those that are wildly successful.

Regardless, once you have identified some of your competitors, you will need to try and analyze them to see how you can come out ahead. Maybe you could charge a lower price. Or, maybe you could offer a generous incentive for new subscribers. Really, if you put your mind to it, you should be able to think of hundreds of ways you can get subscribers... even if your competitors are renowned.

And, at the worst case, you can always give your magazine away as a free publication. You'll have to be more creative with how you get revenue, but you WILL get large numbers of subscribers. And with these numbers, you'll have a ton of marketing power, whether you want to market **your own** products or someone else's. But that's something we'll delve into in a later chapter.

## Chapter 2 – Costs and Funding Options

If you've followed the steps presented in the last chapter, you are probably ready to get started with your magazine's creation. However, before you do this, you need to think about how you're going to fund everything. Otherwise, the hours spent working on your publication would be a waste of time, since you won't have money to distribute it.

So, what kind of costs can one expect to pay when they begin a magazine? It will depend on several factors, each of which are discussed in the section below.

### *Factors Determining the Cost of Your Magazine*

#### 1. Physical Size

The standard sizes for magazines are  $5\frac{1}{2} \times 8\frac{1}{2}$  and  $8\frac{1}{2} \times 11$ . And, as you might expect, magazines that are  $8\frac{1}{2} \times 11$  are usually much more expensive than those that are  $5\frac{1}{2} \times 8\frac{1}{2}$ . However, since the majority of magazines tend to go with this larger size, you may want to think twice before using anything different. This is especially the case for paid publications.

Of course, if your budget is really tight sticking with  $5\frac{1}{2} \times 8\frac{1}{2}$  is better than nothing. Yes, your layout will be skinnier, but at least you still get an opportunity to get things in print.

#### 2. Number of Pages

The next factor that determines your magazine's cost is its number of pages. Usually, the minimum number of pages you can have is 8, though most major publications will have much more. But, if 8 is all you can afford, you're going to have to learn to work with what you have. Just keep in mind you need to dedicate some space for your advertisers, since they will make up a large percentage of your revenue.

#### 3. Whether or not You Use a Printing Company

On the surface, it may seem cheaper to handle printing yourself, since printing companies are still looking to return a profit. And with many laser printers costing less than \$500, getting started is not all that expensive. However, you must also factor in the cost of paper and ink, as well as the amount of time it will take to get your magazine printed and bound. In fact, when you think about the time issue, it is probably still better paying a little more and getting your magazine printed by a professional company.

If you do go that route, you can pay as little as \$134 for 50 magazines, (assuming they are 8 pages and 5 ½ x 8 ½). Best of all, you won't have any issues with your magazine's quality. This may not be the case if you're doing things yourself, since you still need to learn how to get both the layouts and the binding correct.

#### 4. The Extent of Your Advertising Campaign

For many magazine entrepreneurs, the costs of their advertising campaign could actually supersede their printing costs. This is especially the case if one advertises their publication through more expensive venues such as television, radio or billboards. Even cheaper advertising alternatives such as Internet marketing and direct-mail can run you hundreds if not thousands of dollars. So, no matter how you look at it, even if you spend very little on the magazine itself, you're still going to need some money to get the word out that it even exists.

#### 5. Staffing

Do you plan on making your magazine a one-man operation or are you going to hire employees? If you do the latter, you're going to need more money upfront. However, there are ways of cutting corners, whether it's asking for free articles or looking for Internet writers/editors to handle your content. You'll learn more about this in the next chapter.

#### 6. Software

At the very least, you're going to need word processing software to begin your magazine business. And, if you get Microsoft Word, you'll need to pay around \$100. The only exception is if you get Open Office, a free word processor available at <http://download.openoffice.org/index.html>. It is capable of reading Word files, though it doesn't have as many features.

Yet, be aware that even Word is not automatically designed to handle magazine layouts. You will have to either create a layout yourself by manipulating Word's tables or you will have to use a template. The latter option is much easier, though you lose some creative control.

Of course, if you have advanced graphic design skills, you can also use magazine layout software to create your publication. Examples of such software include Quark and Adobe Indesign. Both are very effective, though they do cost money. Expect to pay \$650 or more for these packages.

#### 7. Distribution

Distribution is another area where magazine entrepreneurs could find themselves spending thousands of dollars... at least if they want to use



newsstands and bookstores to circulate their publication. Not only will they need to pay the distributor, but they will also have to produce the magazine en masse. They may have to print out tens of thousands of copies before the distributor could even consider an agreement. And, when you do the math, producing this many copies upfront could force you to pay an insane amount of money.

For this reason, you may want to consider smaller-scale distribution using Internet marketing. With this approach, you would use a website to attract a few subscribers at a time. If you reach your limit, you can either distribute online or put a hold on everything until you get more funds. Sure, it may not be as dignified as putting your magazine on newsstands, but it does allow you to control your production costs.

So, taking each of these 7 factors into consideration, what is the minimum amount an entrepreneur would need to launch a magazine? Well, if you're handling your own distribution and you don't mind printing the smallest magazine possible, you'll need at least \$1,000. And this is assuming that you're distributing just a few dozen magazines at a time.

If you want to create a more 'normal' magazine, while still handling your own distribution, you will need around \$5,000 upfront. At this amount, you can use a cheap printing company to produce 2,500 20-page magazines. The rest of the monies would go for content creation, advertising and mailing.

For a larger scale operation, you will need around \$100,000+ upfront. This will allow you to print thousands of magazines at one time. In addition, you will have more marketing options, whether it's working with newsstands and/or advertising your magazine on cable television, radio or billboards.

All in all, you're going to need to have some money to work with, no matter what level you're on. And, if you're like the majority of middle-class people, even coming up with \$1,000 might be a bit much, especially since this is usually a month of rent for many people. Coming up with \$5,000+ becomes even more challenging.

But don't fret just yet. Believe or not, even if you're making minimum wage, there are still a plethora of ways you can fund your magazine business. And it's not always getting a business loan. In fact, as a person who doesn't really like going through that process, I would say try to avoid using a business loan unless you have a solid business plan you can present to the bank. If you get approved, you'll get tons more money to work with, but there's no guarantee you'll ever get to that step. Plenty of people with excellent credit and superb business plans still get denied loans, which can be really disheartening.

That's why it's best to think outside of the box when it comes to funding your magazine. Yes, you won't have the money to produce the next *Vogue*, but you

will have enough funds to return a profit and get your name out there. And, in the long run, that's what matters more. Remember, depending on what you charge, even a few dozen **loyal** subscribers and advertisers could be enough for a job-free lifestyle.

With that being said, look at the section below to get an idea of some alternative funding options you can use to create your magazine.

### *Easy Funding Options*

#### 1. Tax Refund/Stimulus Payment

Tax refunds are one of the best ways to fund a business. They usually come in larger amounts and they require no interest payments. The only downside is that you'll have to wait until tax season before you can take advantage of them.

But try to make the best of the time you have. Read up on what type of deductions you can use to optimize your return. And make sure you save your receipts so you can actually take advantage of them.

Also consider lowering your exemptions. In fact, an exemption of zero is optimal, because it will allow you to get a larger amount back. But if your budget can't afford this, see what an exemption of '1' can do for you.

#### 2. Credit Card

Even if you live on a modest salary, if your credit is average, you should have no problems getting a credit card of \$1,000. Use this money to start your magazine business, but try not to charge up everything at once. Remember, with a credit card you have to make interest payments, so you need to spend with caution.

Now, if you have bad credit, your credit card options are more limited though they are still there. It's just that you will need to consider getting a subprime credit card. With these types of cards, you'll have to pay a higher interest rate. You may also get a smaller amount of funds upfront. So, it's not an ideal situation, but if you don't have any other money stowed away, it will still be enough to at least get you started.

#### 3. Mortgage Refinancing

If you own a house, you can try for mortgage refinancing. Most homeowners do this at some point anyway, because it allows them to make payments at a lower interest rate. In the process, homeowners sometimes get thousands back. If this situation applies for you, the money can go for your magazine business.

And, like credit cards, there are subprime mortgages available for people with bad credit. One type almost guarantees acceptance... it is known as a hard-money loan. The way it works is simple. The lender finances up to 65% of your property's appraised value. As a result, you get a more affordable payment as well as cash cushion upfront.

However, be careful with hard-money loans, since most tend to be short-term. At the end of the term, you would have to make a balloon payment. This means you would have to pay the full amount of your house. If you don't, your house will be foreclosed on.

#### 4. Personal Budgeting

If you can save \$85 a month, in a year you would have \$1,020. This is just enough to start a low-end magazine. Of course, you will have to wait until the money accumulates, but in some ways this is a good thing. Why? Well, you can use the extra time to begin developing your content. And, if you don't use any ghostwriters, you won't have to pay anything to create your articles. Plus, assuming you can write just 2 articles a month, by the time your bank account reaches \$1,020, you will have 24 articles ready to put in your magazine.

#### 5. Selling Things

If you're willing to part with your flat screen television, leather sofa and other more expensive belongings, you should be able to easily come up with the minimum amount needed to fund your magazine. You might be able to get even more money if you're willing to sell a second or third car you're not using. Indeed, if you get yourself into the right mindset, you'd be surprised at how much money is available through your personal possessions.

Now, if you don't have enough money to place classified ads, you can use sites like [Craigslist](#) or [US Free Ads](#) to place free ones. Also, don't forget the power of eBay and other auction sites.

#### 6. Friends and Family

If your friends and family are strapped for cash, chances are they're not going to be able to give you \$1,000... at least individually. So, what you could try to do instead is attempt to get loans of \$50 from 20 family members or friends. Some people may still say no, but others may think about it, since \$50 is a lot easier to lend out.

#### 7. Odd Jobs

Do you have a talent for website design or Internet writing? If so, you may be able to collect funds by doing jobs for online marketers. You can advertise your

services on free classified ads or you can pay \$20 and post a WSO (Warrior Special Offer) on [Warrior Forum](#). The latter should bring you the quickest results, though be aware that you will need to make several relevant posts before you are able to post a WSO. To be on the safe side, I would recommend around 150.

#### 8. Business Cash Advance

This is an option for entrepreneurs who are accepting credit card payments for an existing business, (doesn't matter what industry it is in). And, if these credit card payments total at least \$2,500 per month, a lender will probably feel the business is secure enough to offer a cash advance. No monthly payments are required because all monies get paid out through each credit card transaction that is made.

Sound too good to be true? Well, lenders don't mind doing this because they're basing their advance on the strength of a business's stability. Remember, unlike many business loans, business cash advances are given to enterprises that are already making money. That's why they are so much easier to get. In fact, some lenders even brag about their high approval rate for these advances... rates that sometimes go over 90%!

#### 9. Grants

Grants, especially those from the government, can be almost as difficult as business loans, but I would say you should still try for them. Why? Well, with a grant, you are getting free money. You are not obligated to pay a grant back, even if your magazine business fails. But with a business loan, you are still responsible for the payment, whether you return a profit or not. The only exception is if you file bankruptcy, which leaves a horrendous mark on your credit report.

#### 10. Pre-Advertising

Finally, there's the option of trying to acquire funds through 'pre-advertising.' What is

'pre-advertising'? It involves offering a business the promise of ad space in your magazine. When the magazine is printed, you will fulfill your promise by actually including whatever ad the person ordered.

Now, trying to get funding through this method is not going to be easy, mainly because as a beginning magazine company, you don't have anything you can show your clientele. That's why if you're going to things this way, you will want to try your best to produce your first issue... even if you have to write and design everything yourself. From there, you can show this issue to your clients, so they

can get an idea of what your magazine is about. If they think your magazine is appealing enough they may not mind risking their money.

As far as the clients themselves, you should probably go for people like you... other entrepreneurs looking to make money from their home businesses. The above-mentioned Warrior Forum has tons of people like this, though you can find others on at-home message boards or through online classified ads.

Anyway, appeal to their emotions by being honest with them. Also, whet their appetite by offering a price that is insanely low... maybe \$20. If you can get 100 responses, that's \$2,000, which is a profit of \$1,000. Granted, it's still not what the big boys make, but remember you're not on their level yet. Once you have secured your base of subscribers, you can work with ad agencies to obtain contracts worth 10 times more. But for now, just work with what you got.

## Chapter 3 – Creating the Content

At this point you are ready to embark into the next stage of magazine publishing... content creation. To do this you will need to have knowledge of magazine writing and graphic design. If you do not possess these skills, you can consider taking shortcuts, whether it's hiring a ghostwriter or using a template. Or, you can try to find free help through aspiring writers or hobbyists. Ultimately, it doesn't matter which path you take, just as long as you're getting quality content.

With that being said, take a look at the section below to determine which route is best for your situation.

### *Options for Content Creation*

#### 1. Doing Everything Yourself

Creating magazine content on your own gives you the most control over your publication. You won't have to worry about unfinished work, plagiarism or other issues that are common among ghostwriters. Most importantly, when you create everything yourself, labor is completely free.

However, you will have to pay with something else... time. Even if you are highly skilled with writing and graphic design, it may take you several hours just to create 1 worthwhile article. This doesn't include the time it takes to come up with engaging ideas.

Yet, magazine writing is like anything else... after you do it a few times, you'll get faster. In fact, expert writers can create an engaging magazine article in under an hour, assuming it is 400 words or less and off the top of their heads. If the subject matter requires extensive research or interviews, it may take a day to complete the article.

Of course, even if it took you a day to write 1 article, you still would come out ahead. Why? Well, if you're creating a magazine with the bare-bones minimum of 8 pages, you'll need at least 5 articles, (since the other 3 pages will be dedicated for your advertisers). And, at 1 article a day, in less than a week, you should be able to have your content 70% complete.

Why 70% instead of 100%? Well, remember you still have to take into account your magazine's graphical layout. You must also think about how you're going to incorporate your ads. You may even have to design them if your advertisers do not give you any graphics to work with.

You can make the process go by a little quicker if you buy magazine templates from sites like [Magazine-Template](#). Containing pre-designed graphical layouts, all you have to do is enter in your content. Nothing more is needed unless you decide you want to customize the layouts even further.

Now, in some cases, layout customization can be easy... even if your graphic design skills are limited. Simple things like changing colors or fonts can be done without much of an issue. But if you want to make more complicated changes, you're going to need not only advanced design skills but also something to work with. In layman's terms this means photographs and clip art.

But what about all of the graphics available over the Internet? Well, in all honesty, using other people's graphics is a complex issue. Some people believe that if you provide a link to their site that everything is okay. And in some cases, such thinking is correct. However, unless a person explicitly says it's okay to use their graphics in **commercial** publications, chances are they're probably going to want to charge you for such privileges.

You could try to avoid this issue by purchasing royalty free photographs. [Big Stock Photo](#) and [Jupiter Images](#) are examples of sites selling these types of photos. The images cost as little as \$1 and they tend to be very high-quality. However, if you decide to get hundreds of images at a time, you will have to end up paying more money. And this can be tough if you're working on a low budget.

Another option could be using public domain images. These are images which have no copyrights or copyrights that have expired. They are free for the public to use, even if they want them for commercial purposes. The only problem is sometimes an image could be public domain today but copy written tomorrow. That's why if you decide to use public domain images, you must extensively research whether or not they are truly free to use. Considering this, it still seems easier to purchase the photos.

So, what's the best way to get a healthy collection of images without having to spend hundreds or even thousands of dollars? The answer can be found in CD collections. These are available from photographers directly or from established companies. Either way, as long as they are deemed to be royalty-free, you can do whatever you want with them. And the cost is usually less than \$100. In fact, Amazon is currently selling one collection for only \$7.49. It consists of 12,500 photographic images. Its name is simply "12,500 Photo Collection."

## 2. Hiring a Graphic Designer

If you want to establish a unique image for your brand, you probably don't want to use templates, since there's a greater likelihood they are already in someone else's publication. But if you don't mind hiring a graphic designer, you can pretty much avoid this problem altogether. And thanks to freelancing sites like [Elance](#)

or [Get a Freelancer](#), finding affordable graphic designers doesn't have to be a tedious chore.

You can also see if you can find 'all-in-one' graphic designers... individuals who can handle layouts as well as content creation. Sometimes they will do everything themselves, though usually if they offer content services, they outsource the work out to other people in their organization. You will have to pay a lot more money if you do things this way, but if you find someone that you can trust, it may be worth the extra expense.

### 3. Buying Private Label Content

Private label content usually won't provide you assistance with your graphical layouts, but it will help you with your content. However, you need to make sure you are buying the right type of content, otherwise your articles will appear amateurish to your audience.

So, how do you go about doing this? Well, first you need to understand that there are two types of private label content: exclusive and non-exclusive. Both consist of prewritten articles you have full control over, but with exclusive articles, the content only gets sold to you. The company providing the content even removes it from their website, so it will be 100% fresh when you are ready to use it. Non-exclusive articles do not work in this manner, since they are free to be used by anyone who buys them. Most people who buy this type of content only do so for research purposes, since they know the content is being distributed to untold amounts of people.

Examples of sites where you can get exclusive content include [Constant Content](#) and [Daily Article](#). Both have relatively inexpensive articles, though there are a few that can be \$200 or more. But if your budget is limited, stick with the articles that are around \$5 to \$20. Just make sure you pay attention to what you're buying, since Constant Content sells different usage rights for their articles. If you do not 'full rights', your content can get purchased by someone else.

Sound easy enough? Well, in a way it is but there is a little bit of bad news. Over 98% of private label content is written for Internet content... not magazine publications. This means that not only will they be more informal, but they may also be worded awkwardly. Why? Well, keyword optimization is a major goal in Internet writing, because it helps ensure that a site gets ranked high among search engine listings. But if a writer doesn't know what they are doing, they could become guilty of keyword stuffing... inserting keywords in sentences where their inclusion doesn't make sense. You definitely do not want such a phenomenon to occur in your magazine articles.

Yet, this doesn't mean that you can't find invaluable gems that would work well in a magazine. But you will need to know what to look for. And generally, the



following factors will determine whether or not exclusive private label content will transfer over into a magazine publication:

- The article is written in a more formal tone
- The article is in third rather than second person, (though this is not always a necessity depending on the topic)
- The article provides a list of references
- The article is at least 400 words
- The article contains an interview and/or information that is not widely known
- The article reads well in spite of keyword optimization

#### 4. Using a Ghostwriter

Finding the right private label content can be a quick and affordable way to fuel articles for your magazine, but what do you do if you want something more customized? Well, if you do not have the time to write the article yourself, you can hire a ghostwriter to do it for you. What is a ghostwriter? A ghostwriter is someone who writes articles anonymously for their clients. Work does not have to be credited in their name, though it can be if you desire.

Anyway, the cheapest ghostwriters usually write website content for Internet marketers, though sometimes they can write e-books and other materials. Pricing-wise, things will be different for each ghostwriter you work with. If you don't mind working with a beginning freelancer, and/or someone from another country, you could pay as little as \$1 per article. However, you have to be very careful when hiring people in this price range. Why? Well, ghostwriters in the lower-paying market tend to produce very amateurish work. Yes, it's possible you can get 8 articles for only \$8, but chances are they won't be suitable for your magazine without major editing. And this is assuming that the work is even original. Sometimes ghostwriters cut corners and end up plagiarizing your work. And if you end up using this material, there's a remote possibility you could get sued for copyright infringement from the original author.

Of course, there is a way to see if the content you bought has been used over the Internet. It's through [Copyscape](#), a service that checks to see if there are direct matches between your content and any content already online. But the keyword in this equation is 'direct'. Since it's possible to plagiarize ideas without using the exact same words, Copyscape is not entirely full-proof when it comes to determining **complete** originality. Also bear in mind that some ghostwriters copy content from printed material. And if this material is not published online, their articles could still pass Copyscape. But since they're not original, you could still get in trouble if you publish them.

So, what can a magazine publisher do to fully ensure that their articles aren't going to get plagiarized? Unfortunately, there is no satisfactory way to answer this question. Using more established ghostwriters helps tremendously, but if they decide to outsource your work to a cheaper ghostwriter, you could still encounter the same problem.

Yet, it is also true that an established ghostwriter is going to be more concerned about their reputation. They also tend to be more aware of what plagiarism is. Inexperienced ghostwriters may plagiarize accidentally, not understanding what constitutes copying another person's work. This is different from those who plagiarize out of laziness, though it could still carry the same consequences depending on how blatant the copying is.

With that being said, no matter who you work with, there's always the possibility of plagiarism. But, you can try to lessen this possibility by doing the following things:

- Requiring your ghostwriter to sign a contract saying they will be held liable for any content that is plagiarized
- Charge at least .01 per word for your articles, (as this is the 'average' rate for online ghostwriters)
- Allow them rights to their articles, (including the ability to have it published in their name)
- Find ghostwriters from sites like [WAHM](#), [My Mommy Biz](#) or [Associated Content](#) (if you cannot pay for additional advertising)
- Hire people with positive feedback, if you use freelancing sites
- Provide the ghostwriter resources that explains how to appropriately cite content
- Forbid the ghostwriter to subcontract your work to someone else
- Allow them to write 10 or so articles before you actually include them in your magazine. Check them in Copyscape. If there is no blatant plagiarism there, they *probably* are okay to work with.
- Require the writer to include their research at the end of their articles. Make sure they do this for online content as well as printed material. Check these resources yourself to ensure there isn't any plagiarism occurring.

## 5. Hiring a Professional Magazine Writer

Professional magazine writers cost more than Internet ghostwriters, but they tend to be well-versed in the art of magazine writing. And, since future gigs depend on their reputation, they are less likely to be tempted by plagiarism.

However, professional magazine writers might also be skeptical of writing for a new publication. If you cannot overcome this skepticism by paying a very high

salary, (\$1 or more per word), you might have to consider getting magazine writers who are just breaking into the industry. Individuals who are majoring in journalism, English or Communications are an example. Since they need to build up their resume, they're not going to worry as much about how powerful your brand is.

Regardless, the best way to go about finding either party is post an ad in your local newspaper. You can also post ads on writing boards, but you might get better applicants if you advertise your opportunity in print.

## 6. Hiring Volunteers

Believe or not, there's also the option of hiring writers free-of-charge. In these instances, they will usually require publication of their name, since that's really the only thing that they would be getting out of the deal. So, you can pretty much forget a ghostwriting arrangement, unless of course you can offer salaried work in the future.

Anyway, there's four types of writers that are more likely to write for free. A detailed discussion of their psychologies as well as the best marketing approaches can be found in the next section.

### *The Different Types of Volunteer Writers*

#### 1. College Students

Earlier, you learned that college students are a good choice for low-paying work, but many of them may also volunteer their services. Why? Well, unlike their more seasoned counterparts, college students usually have a hard time obtaining **relevant** work experience. If companies hire them, it's usually for odd jobs that do not relate to their future careers. That's why college kids are more open to volunteer opportunities.

As far as marketing, one of the best places you can advertise your opportunity is in a college newspaper. All campuses have them, and usually advertising costs are extremely cheap. Best of all, you get a chance to reach an audience that is more likely to respond to your opportunity.

Yet, you'll still need to write a powerful ad to try to convince them that your opportunity isn't a waste of time. Depending on how much ad space you have, you will want to emphasize the importance of writers establishing their reputations before they can land high-paying jobs. You can then explain how your opportunity can help them do this, since your magazine would help get their name in print.

To get an example of the type of ad you should write, take a look at a volunteer position being offered by *Hilary Magazine*:

### **Writers & Self-Starter Interns Needed**

As taken from: <http://www.hilary.com/NewYorkCity-jobs/writers.html>

“Write about virtually whatever you want. Work from home. Lots of perks and room for growth / impressive 'job' title. No pay, but it's prestigious, includes great perks, incredible exposure, excellent on a resume and lots of fun. Writing / journalistic experience necessary.

New York City and Worldwide”

Now, *Hilary Magazine* is an online publication, but the principle is still the same. And as you can see, their ad is honest yet still convincing to its intended market.

### **2. Seasoned Internet Writers**

Seasoned Internet writers are one of the best volunteers you can get, since they already know how to write and meet deadlines. But because there's such a stigma associated with Internet writing, (especially SEO), many editors disregard their experience. This leaves Internet writers in a conundrum, as they figure out what they should do. Many may continue with SEO, while others keep applying, hoping someone will give them a chance. Then there are others that do like many college kids, and try to gain experience through volunteer opportunities.

With that being said, what's the best way to approach an Internet writer? Honestly, I would recommend writing an ad comparing the rates of typical SEO articles (.01 a word) versus magazine articles (\$1 or more a word). You can then explain how volunteering can help break them into the magazine world, since it gives them a chance to 'easily' get their name in print.

However, you will want to give Internet writers a bit more latitude since they are probably juggling paid projects too. This means giving them a lot of freedom in their topics as well as more generous deadlines.

### **3. The Occasional Magazine Writer**

The occasional magazine writer is already making money in print, though it may not be as frequent as they would like. For this reason, they are always searching for opportunities that can give them a boost in their reputation.

Now, for you this is a major downside since beginning magazines don't have enough pr to really give writers a strong reputation. Yet, once you get some subscribers under your belt, you may be able to hire these types of writers by

throwing your numbers around. Just be aware that you will need to be able to support your claims by having some presence, whether it's being well established online or, more preferably, having your publications among newsstands.

#### 4. Hobbyists

Hobbyists write because they love the topic(s) they are writing about. They don't care about money, though they do tend to care a little bit about reputation. But this is only because it makes them look prestigious to other hobbyists in their circle.

Sound unbelievable? Well, if you think about it, there are already a plethora of sites dedicated to these types of individuals. [Facebook](#), [Myspace](#) and [Helium](#) are just a few examples. Most of these sites offer little to no monetary compensation, yet they still get hundreds if not thousands of people to contribute to them every day.

Of course, these sites do have a lot of pr, something that your magazine won't have when you start out. But, you can still make an appeal to hobbyists by really honing in on their topics of interest. You'll just want to make sure that their topics match the theme of your magazine.

To get an example of what I'm talking about, take a look at a portion of an ad given by Hub Pages:

*As taken from:* <http://jobs.prologger.net/view/1452>

"HubPages is currently looking for bloggers (experienced and new) who are able to distill their unique knowledge and interests into a series of useful, informative posts.

Formats we're looking for include:

- "how-tos"
- detailed advice
- reviews
- guides
- rich information on a topic

Interests can include (but not limited to):

- money/personal finance
- parenting advice & information
- relationships advice
- small business/self-employment
- careers/job search

- automotive
- health & diet
- gaming advice
- product/service reviews
- local interest
- media (film/television/literature
- any other topic (except excluded topic areas: adult, gambling, pharmaceuticals)”

As you can see, the ad is simple, yet effective. It details all of the niches the company is looking for. And, if a hobbyist sees something that they like, they'll want to apply. Of course, Hub Pages doesn't use free work, but the principle is still the same.

## Chapter 4 – Finding Advertisers

A little earlier you learned how you can use 'pre-advertising' to help fund your magazine. But, once you have completed your magazine's content and layouts, you won't have to 'pre-advertise' as much because you actually have something you can show to your prospects. And thanks to PDF files, you can send your magazine in a format that is both attractive and virtual. No printouts are needed, which eliminates any unnecessary costs. The only thing you will really need is a PDF writer, which can be obtained through Open Office. And, (as you learned earlier), Open Office is freely distributed.

But in order to get to this point, you're going to have to find advertisers to work with in the first place. This is going to be really challenging because although you have a 'completed' magazine, you don't have any subscribers you can brag about. And if an advertiser has any serious money, they're not going to want to spend it on a beginning magazine publisher.

That leaves you with one option: offering low prices to small businesses. Now, in Chapter 2, you were briefly introduced to the concept as you learned how Internet marketers can be a powerful source for your funding. But you can also focus on offline mom-and-pop businesses in your area. All you have to do is make an appointment to speak with the owner of each establishment... a process that doesn't have to cost you any money.

However, if you want to win a contract, you are going to have to present yourself professionally. So, if you can afford it, go on and print at least one copy of your magazine. This will be the physical copy you show your prospects. You can still give them a virtual copy, by either putting it on CD for them or asking them if it's okay for you to send it as an email attachment. Either way, your prospect gets an opportunity to review your magazine as many times as they want.

Anyway, after your prospect reviews your magazine, you're going to have to try to convince them why they should advertise with you. And, since you don't have any subscribers yet, you will probably have to go on and share your marketing plan. This won't be as powerful as actual numbers, but if it's thorough enough, it could still be convincing for some people.

You can conclude your presentation by discussing your magazine's pricing structure. This is where you're going to have to use the most discretion. If you charge too low, some business owners may think your magazine isn't legitimate. Others might be thrilled to get their business advertised in print, especially if they think your magazine is going to be promising.

But if you charge too much, you will turn away prospects... even if your price is within your budget. So, you're going to have to make your price somewhere in

the middle... such as \$200 for a full-page ad. If you can get 3 of these for an 8-page magazine, you would make a profit of \$600.

Okay... I know what you're thinking. This piece of advice sounds contradictory to what

you learned in Chapter 2, where I suggested charging as little as \$20 for pre-advertisers. Why is it different now? Well, there's two reasons:

- In Chapter 2, I explained how you can make of an appeal to home business owners and Internet marketers, not individuals with brick-and-mortar enterprises
- At \$20, the amount of ad space would be really small... with the \$200 price, advertisers would get a full-page ad

Now, the second point will probably make sense to many people, but why should at-home entrepreneurs be viewed any differently than those with brick-and-mortar businesses? It's simple. The majority of at-home entrepreneurs do not have the type of capital that small businesses do. In fact, this is one of the reasons why so many people are attracted to at-home opportunities.

On the other hand, small business owners are probably working with much larger amounts of capital. You will definitely want to take advantage of this if possible. Of course, if you want to be fair in your marketing, you could charge \$20 even for brick-and-mortar businesses, but why deprive yourself of potential profit? Even if you want to give these businesses smaller ad space, you can still charge a little bit more. Not only does it makes you look more legitimate, but it also puts more money into your pocket.

However, if you do offer smaller ad space, you're going to have to design it in such a way that the ad still has a sense of presence. To learn how to do this, your best bet is to turn to existing magazines. An example is *Home Business Connection* which can fit dozens of ads on one page... often in a classified ad format. And, like traditional classified ads, those that get more attention usually have more graphics and fancier headings.



## Chapter 5 – Alternative Revenue Sources for Your Magazine

As unlikely as it is, what if a magazine entrepreneur can't get any advertising prospects, even if they offer the lowest rates possible? Well, they can still return a profit by marketing their own advertising campaigns. That's right... entrepreneurs are free to use their magazine as a springboard for promoting their own products or affiliate campaigns if they can't get funding from advertisers.

Of course, the downside to this method is that there's no 'guarantee' you'll return a profit. Why? Well, let's first look at the prospect of promoting your own products. First off, unless you already have an inventory of wares to sell, you're going to have to get a wholesaler or a dropshipper. Dropshippers are more recommended, because you only pay for inventory as your customers order. With wholesaling you must buy a large amount upfront, which could be costly.

Either way, you have to rely on the hope that your customer is going to be interested in whatever you're selling. And, even when they are interested, if the store or website you're selling from is unappealing, you may still not make a profit.

Affiliate marketing is not much better. With this arrangement, you promote other people's wares in exchange for a commission. But the catch is you must sell the product or service before you can earn your money. No upfront payments can be expected, even if you sell a large volume of products.

Yet, if you cannot get 'regular' advertisers on your own, at least these alternatives do provide some hope for compensation. And, if you have a little bit of marketing skill, you can increase your chances of actually getting a sale.

With that being said, how can one get started incorporating ads for their own products or affiliates into their magazine? Well, first they're going to need a website. This is the case even if they have their own brick-and-mortar enterprise, (as many entrepreneurs do). Not only will the website give their business greater exposure, but it is the only way one can apply for most affiliate programs.

Remember, since most affiliate marketing is done online, companies don't really want to do business with affiliates that don't even have their own website. Of course, there are exceptions to this rule, but either way you can't lose when you already have a website to work with.

So, how does a person go about creating a website? Well, first you need to get web hosting and a domain name. [Geocities](#) offers both for \$9.99 a month. Plus, they are very easy to work with, even if you don't know a thing about web design.

Anyway, after you get your hosting and your domain name, you need to design your site. For the content, you can follow some of the suggestions given in Chapter 3. As far as the layouts, you can use some of the free web templates available from [FrontPage Templates](#) or [FreeWebsiteTemplates.com](#).

Alternatively, you can buy more unique designs from a template store. Regardless of your choice, usage is simple. Load the template into a program that can read HTML documents, (such as FrontPage, Dreamweaver or even Microsoft Word), and type in your content. You won't have to do anything else, since the design is already taken care of.

When you are finished with your website, you will need to upload it onto your web host. If you use Geocities, this process is very straightforward, since they have their own separate file manager to handle everything. But if you use another web hosting company, you may have to use an FTP program to transfer files. Now, this process is not difficult, but it does vary slightly depending on which program you use. So, take a look at the program's documentation before you begin uploading anything.

Once all of that is done, you can go on and apply for affiliate programs. You can also look into dropshippers, though with them you may also need a business license. [Doba](#) is one of the few exceptions. With them, you can dropship thousands of items if you pay a monthly subscription fee of \$49. No business license is required. You also don't need a website, though if you have one it makes it easier to sell their items.

After your site is complete, you can begin advertising it through your magazine. Just be aware that you need to try to make a good 'guess' at which products are more likely to interest your audience.

For instance, if your magazine is called *Housewives Today*, chances are ads on homeschooling, cleaning products, online colleges and at-home businesses would bring about some response. But an ad on motorcycles probably wouldn't do as well because ***in general*** housewives wouldn't be interested in that type of thing. Yet, if the ad was placed in a men's magazine, especially for younger men, it would probably receive an overwhelming response.

And that's going to be the key when you go about marketing your own campaigns in your magazine. You must make assumptions based on your market's buying behavior. It is better if you can get some statistics to back up your guesses, but if you don't have time for research, you can use your common sense.

Just be careful you don't become guilty of stereotyping, where you would make marketing assumptions based on prejudices rather than genuine buying patterns.

Of course, if you are ever in doubt, you can always promote 'safe' items that tend to be interesting to everyone. Products of necessity, such as clothing and shoes are a couple of examples. You can also promote low-cost electronics, another area of interest that tends to be appealing across the board.

## Chapter 6 – Printing

Even if you are a guru at printing, trying to print a few dozen magazines at a time is extremely time-consuming. Now, what if you wanted to print a few hundred? Doing all that work by yourself would be really hard, even if it seems simple. That's why you may want to consider using a printing company to handle the final stages of your magazine's creation. Many of them are inexpensive, plus when they are finished, you are given a magazine that looks just as good as those that are already on the newsstands.

With that being said, there are four main types of printing companies you can use for your magazine: print-on-demand, brick-and-mortar printing shops, newspaper companies and sole proprietorships. More information on each of these options can be found below.

### 1. Print-on-Demand

Print-on-demand is a concept that is wildly popular for self-publishers, especially when it comes to books. Basically, instead of requiring authors to print hundreds or even thousands of publications at a time, print-on-demand companies give the option of printing only when there is a need for it. For example, if you have 200 subscribers you need to send your magazine out to, the number of copies you would need to print would be 200. The only exception is if a print-on-demand company requires a minimum order. In this situation, you would have to order whatever they request, even if you don't have an immediate need for them. This is a little bit more inconvenient, but it's still better than dealing with a traditional publisher.

Anyway, some examples of magazine-based print-on-demand publishers include [Kool Print](#), [MagCloud](#) and [Print Pelican](#). Each of these companies allows you to print smaller amounts of magazines, though the way they go about it is a little different.

With Kool Print, anyone is free to create magazines. There are no approvals to worry about. Basically, if you have the money, (which would be a minimum of \$849 for their most basic magazine), you can expect to get your shipment in 16 to 18 business days. This can even include customized graphic design, which the company offers free-of-charge to their customers.

On the other hand, MagCloud offers one of the lowest printing costs in the magazine industry. At a cost of only \$0.20 per page, it is possible to print a 20-page magazine for only \$4. Shipping would cost \$1.40 per copy. But the catch is a big one... before you can use their services, you must request an invitation, (since the site is currently in beta). This means there is the possibility you could get rejected, especially if they are overloaded with requests. However, since it

doesn't cost anything to apply, you probably should go on and send them an email anyway. You can do this by filling out the form at:  
<http://magcloud.com/home/BetaNotify>.

Finally, there's Print Pelican. Like Kool Print, anyone is free to use them. However, unlike Kool Print, Print Pelican allows you to print as little as 25 magazines at a time. So, if you purchase the most basic magazine, it's possible you would only have to pay \$119.12. This makes Print Pelican just a few cents more than MagCloud.

Yet, don't let cost be the sole factor in determining which print-on-demand company to use. Why? Well, remember MagCloud and Print Pelican do not offer customized graphic design services. At most, you can manipulate templates in Print Pelican, but that's doesn't give you the most unique design. But with Kool Print, you do get graphics without any extra fees. So, while the overall cost will be higher, in some ways you might be saving money, because it prevents the need for a graphic designer, (which can cost . thousands of dollars).

## 2. Brick-and-Mortar Printing Shops

If you would like to get your magazines printed out quickly, you can go to a brick-and-mortar printing shop, where you would be working with a printer in person. And, unlike many print-on-demand services, there's usually no limit to how much you can print. This means you could print as little as one magazine if you wanted to. In fact, you may want to do this anyway, so you can get an idea of how your layouts look in print. If things don't look right, you don't have to waste any more money. Simply make the changes print out one copy again and see how it looks. You can keep doing this until you find what you're looking for.

As far as price, this will vary depending on the print shop you work with. Well-established printing shops such as Kinko's will probably charge more. But independent print shops or even newspaper publishers may charge insanely low amounts. That's why it pays to shop around, calling different printing shops in your local phone book.

## 3. Newspaper Companies

Your local newspaper might be willing to print your magazine at a very affordable rate. However, you will probably have to buy your printouts in bulk, usually 1,000 or so at a time. But, according to according to Kateyln Thomas, author of *Start Up Magazine Publishing Costs*, such an arrangement allows you to print "a 24-page magazine with 8 pages of color" for only "\$1 per copy." So, in essence, you'll get 1,000 magazines for \$1,000, which is definitely not a bad deal.

Of course, not being able to have color on every page could be annoying, but if you're creative you can get around this. Perhaps you can include color only on your sponsors' pages. Or, you could include color on your 'feature' articles, where you can expect the most views from your subscribers. Either way, you're going to have to learn how to distribute your colored pages wisely, since newspaper companies may charge more if you go over their 8-page limit.

#### 4. Sole Proprietorships

Sole proprietorships are companies established by one person. They may have a staff to operate the business, though often times the owner tends to do everything. This could be a disadvantage because if they get too much work at one time, they may not be able to accommodate you. But on the upside, sole proprietors tend to offer very low rates. They may also throw in other services, such as graphic design or even content creation.

Either way, you can begin searching for sole proprietors through virtually any type of freelancing site. In fact, if you want the fastest results, you can try a freelancing site that is geared for this purpose. An example is [PrintIndustry.com](http://www.printindustry.com). Through this site, you can find dozens of printers ready to accept your job. All you have to do is fill out the quoting form, (which can be found at [http://www.printindustry.com/cgi-local/new\\_forms1.cgi?value=cannform.htm](http://www.printindustry.com/cgi-local/new_forms1.cgi?value=cannform.htm)). Bear in mind this form only accommodates publishers who can purchase 10,000 magazines at a time, but it's still a convenient way to find what you need, especially if you're a high-end publisher.

## Chapter 7 – Getting Subscribers

Congratulations! If you have followed everything laid out in this e-book thus far, you should have a completed magazine ready for distribution. There's just one problem... you don't have anyone you can send your magazine to. Fortunately, you can resolve this issue by doing just one thing: advertising!

That's right... with a beginning magazine, you must advertise through every venue possible. If you have a lot of money, you will want to go full-force, advertising your publication through retailers and newsstands. To begin doing this, you will need to get a UPC, (or Universal Product Code). Through a UPC, your magazine can be bar-coded as part of a retailers' inventory.

The next step involves finding a distributor to help push your product onto the newsstands. If your budget is very large, you can go with national distributors such as Ingram Periodicals or IPD. On the other hand, if your budget is moderate, you might want to consider using regional distributors like The News Group. You can also try working with retailers directly, since many of them will sell an authors' work if it seems promising.

But of course, that's the keyword with any distributor... 'promising.' It is possible that a distributor will still turn you down, even if you have everything in order. That's why you don't want to rely on them solely. If you can't get through the door yourself, you might be able to get a consultant to do the convincing. Otherwise, you're going to have to market to the public on your own.

Now, if you have a big budget, marketing on your own will be a lot easier, since you'll have more channels available to you. But if you don't have much money, you're going to have to rely more on the Internet and other forms of cheap advertising.

With the Internet, you can begin marketing your magazine by, (oddly enough), writing articles about it. Submit your articles to free directories, such as [Ezine Articles](#), [Go Articles](#) or [Article City](#). This will help give you greater exposure among search engines. And since these resources are free, you can write as much as you want without having to pay any money.

Another thing you could do is market yourself through message boards... especially those that relate to your intended market. You will need to establish a presence for yourself, since most forum participants do not welcome unsolicited advertisements. But once you have developed a decent reputation, you can write articles that relate to whatever topics are being discussed. And within these posts, you can make a reference to your magazine. It is even better if you take the article from your magazine.

Just make sure that as you are doing these things, you have a separate website you can use for obtaining subscribers. This website will need to have a form where subscribers can sign up for your magazine. You can create forms using an HTML program or you can use autoresponders like [Aweber](#). Either way, it will take some practice before you get everything down, but once your form is up, you will find it is invaluable for both you and your subscribers.

As far as offline marketing, try to join organizations or clubs that cater to your market. For instance, if your magazine is about parenthood, you could find potential subscribers through PTA meetings at your child's school. Or, maybe you could use your church to find people. Ultimately, there's no limit to where you can market, especially when you consider all of the venues through which you can meet people.

At the worst case, you can embark in 'blind' marketing, where you would send off free copies of your magazine to 25 people in your neighborhood. In the magazine, include a postcard that can allow them an opportunity to buy future subscriptions, whether it's mailing in payment or signing up online. From there, see what your response is. If your magazine provides worthwhile information, you might actually get some subscriptions.



### Thank You

Thank you for purchasing this e-book. I hope that the knowledge contained within will help you in your future endeavors.

As we part ways, I want to wish you the best of luck. And remember, if you put your mind to it, there's no limit to what your magazine can become. Just hang in there, and eventually you will gain more success than you ever imagined!