

Offering Regular Publishing Schedules

The people who have paid to join your membership site depend on you to provide relevant and timely information. But how often should you publish? How much is too much and how often is not enough? When it comes to frequency, the usual choices are daily, weekly, bi-weekly, or monthly. It is their right to expect that information to be updated on a regular basis because they may be depending upon it to make decisions. When a person joins your membership site they should be told what your publishing schedule will be so that they know when they can expect to get fresh information. Adhering to that announced schedule is vitally important. When you are planning your newsletter, you need to decide how often your ezine or newsletter will be sent out to your subscribers. Basically, you need to create a schedule and stick with it. But how often should you publish? How much is too much and how often is not enough? When it comes to frequency, the usual choices are daily, weekly, bi-weekly, or monthly.

Deciding what your publishing schedule will be for your website is important. Keep in mind the kind of information you will be supplying to your membership. Information that changes hourly will require a RSS feed. The people who have paid to join your membership site depend on you to provide relevant and timely information. It is their right to expect that information to be updated on a regular basis because they may be depending upon it to make decisions. Information that needs to be updated on a daily basis will most likely require a content management system. For weekly publishing of content, you can do that yourself but a content management system can make it a lot easier.

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Daily - that means 365 newsletters a year. You could wear out your welcome even with your most devoted members.

Weekly - that is still a lot of work 52 letters a year a little over 4 a month. Would your members appreciate that much mail from you?

Bi-weekly - Publishing an e-zine twice a month is just often enough to keep you fresh in your subscribers' minds but not so often that they become annoyed with you.

Monthly - doesn't seem often enough. Your members may forget about you and where your website lives on the Internet.

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About the Author

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