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Nota di contenuto	Intro -- Table of Contents -- Tim Carter, Ask the Builder: 11% of Article Readers Convert to 14.95 eDoc Buyers at Ask The Builder's Site -- Dr. Ralph Wilson, Wilson Internet Services: How a Baptist Pastor Became an Online Publishing Pioneer: The Story of Dr. Ralph Wilson -- Matt Mickiewicz, SitePoint: How SitePoint Mixes Revenue Streams to Stay More Profitable than Competing Publishers -- Shelly Marsh, SavvyGardner.com: The Challenges and Rewards of Publishing a Local Email Newsletter for Profit -- Gene Ely, Media Life Magazine: Media Life Magazine - A Profitable, Ad-Supported Content Site -- Al Walentis, TBirdFans.com: Hundreds of Ford Thunderbird Fans Join New Membership Site -- William Del Pilar & Ryan Bonini, KFFL: Fantasy Football Site Mingles Ad & Subscription Sales for Profits -- Allen Wyatt, VitalNews.com: Free Computer Newsletter Publisher Generates 40% of Revenue from Archives Sales -- Don Crowther, 101PublicRelations.com: Why Content Price Testing is Really, Really Smart (How to Profit by Selling Single Articles Online) -- Shawn Casey, Mining Gold: Selling eBooks & Subscriptions to Consumers Online: Hard Lessons from a Get-Rich-Quick Publisher -- Fred Langa, LangaList: 10,000 Subscribers Pay 10 Each for "PLUS!" Edition of the Free LangaList Email Newsletter -- Andrea & Ben Steed, ScrapJazz: How to Make a Niche Community Site Profitable -- Plus 4 Ways to Market CD ROMs to Your Members -- About MarketingSherpa.

