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**10 Sure Fire Ways To Get More Ezine Subscribers**

**By Ken Hill**

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1. Place testimonials for your ezine on your site.

Your testimonials will help you to increase your circulation by showing your visitors how your ezine has helped your subscribers.

2. Give your visitors the chance to see what your ezine is all about before subscribing.

For instance, you could provide an archive of your past issues on your site or you could make a sample issue available by autoresponder.

3. Write articles.

Your articles will increase your subscriptions by showing people that are unfamiliar with your ezine what kind of valuable content they can expect from you.

Promote your articles by submitting them to article directories, article announcement lists, and also to ezine publishers directly.

4. Swap articles with other ezine publishers and webmasters.

Publish other ezine publishers' articles in your ezine in exchange for those publishers running your articles in their ezines.

This can help you to successfully increase your subs by getting your articles run in targeted ezines on a regular basis.

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You can also participate in ad swaps where you post other publishers' or webmasters articles on your site in exchange for them doing the same for you.

In addition, to helping you get more subscribers, these swaps can help you to keep your site updated with new content and increase your search engine rankings by increasing the number of reciprocal links you have.

### 5. Add bonuses for subscribing to your ezine.

Your bonuses will help you to successfully get more subscribers by giving your visitors an incentive for joining your ezine.

Increase the value your visitors place on your bonuses by adding an honest dollar amount to them, by telling your visitors the benefits they provide, or by telling your visitors how many people have already received them.

### 6. Swap advertising space with other ezine publishers.

Your ad swaps will give you an excellent way to increase your subscriptions at no cost. When possible, swap your ads for at least three issues in a row to maximize the number of new subscribers you get.

### 7. Swap "thank you" page ads.

Promote other related but non competing ezines on the page your new subscribers are taken to after subscribing to your ezine in exchange for those publishers doing the same for you.

This will give you a powerful way to continue to increase your subscriptions for as long as the other ezines are published.

### 8. Swap welcome message ads.

Like your "thank you" page ads, this type of swap can give you very good ongoing promotion of your ezine. The main difference is that not everyone that subscribes to your ezine will read your welcome email while all your new subscribers will be directed to your "thank you" page.

### 9. Swap recommendations with other ezine publishers.

You could recommend another publisher's ezine within your ezine in your own words in exchange for that publisher doing the same for you.

You could also swap recommendations in your welcome message or on your "thank you" page.

In addition, you could run a recommended ezines section in every issue where you recommend a few or several other ezines in exchange for those publishers doing the same for you.

10. Submit your ezine to ezine announcement lists and ezine directories.

Your submissions will provide you with an easy way to start getting more new subscribers.

Getting your ezine listed in ezine directories can also help you to find more people who would like to purchase advertising in your ezine as well as more publishers who would like to do a joint venture with you.

Article by writer, Ken Hill. Would You Like To Publish Your Own Successful Ezine? Get Affordable Email List Hosting at:

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### **Four Ways To Grow Your Subscriber List**

**By Raymond Johnston Jr**

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If you publish your own newsletter or ezine, you are always on the lookout for more quality subscribers. We all continuously look for new sources to grab a few more subscribers. Today, I am going to look at a four ways that you can add to your list.

1. Ezine Directories – One way to get your ezine some exposure and also pick up a few subscribers, is to submit to ezine directories. Some of these also give you a chance to list your advertising information as well. Here are a group of directories that you can submit to.

<http://paml.net/submissions.html>

<http://catalog.com/vivian/intsubform2.html>

<http://www.diysearch.com/>

<http://www.ezinesearch.com/search-it/ezine/ezine-add.html>

<http://www.newsletteraccess.com/database/reg.html>

<http://ezineadsources.com/submit.htm>

<http://ezine-universe.com> <http://www.ezinehub.com/add.html>

<http://newz2me.com>

<http://www.homebizandmore.homestead.com/ezinesignup.html>

2. Pay Per Subscriber Services – If you would like to build your list quickly and have the funds, this is the way. These are services that will provide you with subscribers at a certain price for each subscriber. There are quite a few of these services and they sign up subscribers for you in a number of ways.

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They use everything from pop-ups to pay-per-click search engines to get subscribers for you. Each one is different. Ask how they get their subscribers and my own personal preference would be to have them double opt-in the subscribers. This will usually get you a better quality of subscriber. Here is a list of some of those services.

<http://www.listopt.com>

<http://www.itsaworld.net>

<http://www.zmedia.com/zm/main.html>

<http://www.funazines.com>

<http://www.bay9.com>

<http://www.profitinfo.com>

3. Subscribers for Ads – There are a few services that will provide you with subscribers for running an ad for that subscriber. If you run free ads, these services can provide you with quite a few new subscribers each month. Here are a few of those services.

<http://www.moneyforhire.com/inet>

<http://www.ads4subs.com>

<http://www.twodollarads.com>

4. Ad Swaps – This way of getting subscribers is overlooked too often or not used for some reason. Take the time and put forth the effort to exchange ads with other ezines. You can advertise for new subscribers in many other ezines by exchanging ads. You are not going to get thousands of subscribers this way but if you swap ads with a few different ezines every month or even every week, you will see a steady flow of new subscribers.

These are not the only ways to generate new subscribers but if you start using some of these methods, you will see your subscriber list start to grow.

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