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10 Tips For Effective Free Ezine Advertising

By Timothy Ward

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Free ezine advertising is great way to get your ads seen in quality publications all over the Web. And the best part is it's free of charge. But are your free ezine ads getting any results? Listed below are ten tips for improving the effectiveness of your free ezine ads.

1. Keep Them Short

Most people skim through free ezine ads. Make sure that your ad is short enough to be read in a few seconds. Basically, short ads may get read. Long ads get ignored.

2. Get To The Point

Make sure your ad gets down to business fast. If readers can't figure out what your ad is about in the first sentence or two they move on.

3. Use Attention Grabbers

Use words that will grab skimmers attention. Words like FREE, MONEY, TRAFFIC. Make sure that the words you use apply. Use exclamation points at the end of sentences. Don't go overboard though.

4. Make Your Ad Different

If your ad looks and sounds like all the others it will be looked over. Try to promote unique URL's instead of replicated affiliate websites etc.

5. Submit Early

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If you submit your ad early, you are more likely to get your ad published near the top of the free ezine ad listings. The first few ads usually get read, while the rest get skimmed through.

6. Save Ads In Text Editor

Keep a file of all your ads in a text editor like Notepad or Microsoft Word. This way you will always have them readily available.

7. Thank The Publisher

When you submit your free ad, be sure to thank the publisher for the free advertising. This kind gesture may get your ad placed before all the other free ads.

8. Submit Often

Whenever you see an opportunity to submit a free ad, take it. Submit as often and as many ads as each ezine will allow.

9. Keep Your Ads Tasteful

Make sure that your ads are G-rated and are not offensive. Publishers are very concerned about their ezine's image and are quick to delete ads that they feel may harm it.

10. Keep Stats

Keep track of the results of each ad. Find out which ads work, and which don't. Reuse the ads that are effective, and discard the ones that are not.

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Timothy Ward publishes the 'Free Promotion Tips' ezine, a weekly ezine that consists of articles, tips, and resources designed to help you find no-cost methods of online promotion. Visit:
<http://www.linkcounter.com/go.php?linkid=210240>

Free Ezine Advertising by Writing Ezine Articles

By Jean Lam

Ezine Advertising in one of the best mediums for advertising your products and services. There is no

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other way you can reach such a big and targeted audience of potential buyers.

You go and find these people and not letting them come to you if you depend on search engines. You can either purchase a classified ad or even better a Top Sponsor ad or Solo ad. This could come as a surprise but did you know that you can get free ezine advertising for life?

Well there is a simple answer to this question. Write ezine articles and get them published. But you may wonder how come I can get free ezine advertising with my ezine articles?

Your resource box or author bylines/bio at the end of your ezine article will contain a brief note about you and what you do. To learn more about article writing and how this can be profitable to your business, check this link out:

I must admit that writing ezine articles is a really powerful web marketing tool. And not only is it highly effective but you can save lots of money if you bypass ezine advertising. I have never paid for ezine advertising before for I've discovered this technique quite early.

An ezine article pulls as much as a Top Sponsor ad. Remember an ad is there simply because someone has paid for it. But your article is there because the publisher thinks you have something important to say.

In other words, you have been endorsed by the ezine publisher. And endorsement is one of the most powerful selling strategies on the web. In a nutshell, ezine articles are the king of ezine advertising.

If you want to reach an audience which is highly targeted and get free exposure, write ezine articles and save hundreds in ezine advertising.

Almost all ezines are archived, thousands of people read these archives, your article will be seen by these people at no extra cost. This can bring in exposure and extra sales on a long term basis.

Writing ezine articles is one of the best forms of free ezine advertising to get your name known, establish yourself as an expert. People are more likely to buy from experts than other people who are totally unheard of.

Once you get 10, 20, 30 or even more ezine publishers who regularly use your articles, you will get free ezine advertising for life and massive exposure for any products or services you may be promoting. Your name will be seen in many ezines and websites too and your credibility will increase considerably.

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Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

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He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

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