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**10 Valuable Tips For Ezine Publishers**

**By Ken Hill**

**10 Valuable Tips For Ezine Publishers by Ken Hill**

1. Write your own articles.

Your articles will give you an effective way to build up your status as an expert by sharing your tips and advice with your readers.

Your articles will also help you to effectively promote your business through your resource box at the end of your articles.

Use your articles to get more subscribers by submitting them to article directories and announcement lists with a resource box that promotes your ezine.

2. Recommend the products of affiliate programs you've joined to your subscriber base.

If you've earned the trust of your subscribers your recommendations will help you to successfully increase your commissions.

Only recommend products you can honestly vouch for and that you believe can meet your subscribers' needs.

3. Swap ads with other ezine publishers.

You could swap an ad for your ezine or for your business with another ezine publisher in exchange for publishing her ad in your ezine.

Try to swap ads for multiple issues and track your ads so that you'll know which ezines are the best ones to continue swapping ads with.

4. Swap "thank you" page ads with other ezine publishers.

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Promote other ezines on the page your new subscribers are taken to after filling out a form or subscription box to join your ezine in exchange for those publishers promoting your ezine on their "thank you" pages.

In addition to swapping ads on this page, you can also swap recommendations with other ezine publishers to get even more powerful promotion from your "thank you" page swaps.

### 5. Publish testimonials.

Post testimonials for your ezine on your site as well as testimonials for your products within your ezine.

### 6. Provide a sample issue or an archive of your past issues on your site.

This will help you to increase your subscriptions by showing your visitors what your ezine has to offer them.

### 7. Encourage reader participation.

You could run contests, have your readers send in their tips, or have an ask the editor section where you answer questions sent in from your subscribers.

You could also ask your readers to send in their articles for publication in your ezine.

### 8. Occasionally send out a special solo mailing to your subscribers that tells them about your sale, discount, or subscriber only special.

9. Promote your ezine in your signature file. Use your signature file in your emails to your visitors and clients that email you with their questions and also in your posts to moderated discussion lists and forums.

### 10. Promote your ezine on every page of your site.

You never know what page your visitors might enter your site from. Promoting your ezine on every page ensures that your visitors will know about your ezine and that they'll be able to easily subscribe to your publication.

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial.

<http://www.netpromarketer.com/autoresponders.html>

**SEVEN tips on Submitting Your Ezine articles to content sites and Publishers.**

**By Radhika Venkata**

## 10 Valuable Tips For Ezine Publishers

### 1. Make sub-lists from Your ezine publishers list:

If you have an ezine publishers list, separate the list based on the topic of the ezine. Send only specific content to specific ezines. For example if you write ezine articles on self improvement, don't send it to search engine based ezines. The more specific you choose your ezine publishers, the more chances of getting published.

### 2. URLs in Your ezine articles:

Always check the urls in your ezine articles. After all, one of the purposes of writing and submitting articles is to get some prospects. Right?

### 3. Offer 'Win and Win Situation' to the publishers:

If you are promoting your product through the ezine article, offer the chance of inserting affiliate link for the publishers. Or provide any free service to them or to their subscribers.

### 4. Automate the process:

Use some sort of software to automate this submission. So you don't have to go through each email address and send one by one. Autoresponder that sends Your articles to your ezine publishers at specified intervals of time:

Automatic and targeted submission software:

### 5. Ezine publishers Instructions:

Some ezine publishers send some specific instructions like short articles, or a link back from your web site etc. Feel free to follow them to get more chances of publishing.

### 6. Ezine + Online publications:

Some ezine publishers send ezines to their subscribers and also they publish their ezines on their web sites as archives. Tell you what... This is a big plus point for your link popularity and also it brings you visitors all the time.

### 7. How many and how often to send the ezine articles:

Give a minimum of one month gap to send a second article again to a publisher. Ezine publishers

receive many articles every day and following these tips increase your chances of getting published –  
Well formatted article  
Clean subheadings for the articles  
Only one article per email  
Thank you note for their time  
Shouldn't be like a sales letter  
Topic oriented and simple explanations  
No spelling errors  
No broken Urls

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Radhika Venkata (c).

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