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**12 Profit Increasing Tips For Ezine Publishers**

**By Ken Hill**

**12 Profit Increasing Tips For Ezine Publishers by Ken Hill**

1. Provide your subscribers with special offers, discounts or sales that only they are privy to.

This could include subscriber only bonuses for purchasing your product, a two for one sale, or you could sell your product at a lower price for a limited time to boost your sales.

2. Include a publisher's note or welcome message before you get into your ezine's content.

This will help you to add your personality to your ezine as well as help you to build up your subscriber's trust in you and your business.

Your publisher's note is also a great place to be self promotional by telling your subscribers of any special offers or subscriber only discounts you have running.

3. Use bonuses to get more subscriptions to your publication such as ebooks you've written, ebooks you have the resell rights to, a marketing course, or anything else that your visitors would find to be valuable.

4. Promote your ezine on every page of your site with a subscription box that advertises your ezine.

Ask for your subscriber's first name on your subscription box so that you can personalize your ezine with your subscriber's name.

5. Swap ads with other ezine publishers. This will give you an effective way to increase your circulation by promoting your ezine in publications that target the same audience as your ezine does.

Swap ads for at least three issues in a row and track your ad swaps so that you will be able to tell which ezines and which ads get the best response.

6. Purchase classified ads and sponsor ads in other ezines.

## 12 Profit Increasing Tips For Ezine Publishers

As with your ad swaps track your ads so that you can identify which ezines are best to advertise in and which ads are the most effective in increasing your subscriptions.

7. Submit your publication to ezine directories and announcement lists.

This will get your publication noticed by people interested in subscribing to ezines like yours. In addition most announcement lists will allow you to submit your ezine on a weekly or monthly basis which will give you ongoing promotion of your ezine.

Some directories and announcement lists to help you get started are:

<http://groups.yahoo.com/group/sitesandzines/>  
[http://groups.yahoo.com/group/List\\_Of\\_Lists/](http://groups.yahoo.com/group/List_Of_Lists/)  
<http://groups.yahoo.com/group/AAnnounce/>  
[http://groups.yahoo.com/group/for\\_all\\_ezine\\_publishers/](http://groups.yahoo.com/group/for_all_ezine_publishers/)  
<http://ezine-marketing.com/home.shtml>  
<http://www.ezinelocater.com/>  
<http://www.ezinesearch.com/search-it/ezine/>  
<http://www.cumuli.com/>  
<http://www.ezine-universe.com/>  
<http://www.webscoutlists.com/>  
<http://www.freezineweb.com/>  
<http://ezinesplus.com/links/>  
<http://www.bestezines.com/>  
<http://www.netterweb.com/>  
<http://ezine-marketing.com/home.shtml>

8. Write your own articles that you publish in your ezine.

Writing articles will increase your credibility with your subscribers and lead to more sales of your products.

Try writing "how to articles" that show your readers step by step how to do something or provide your readers with a list of valuable tips.

After your articles place an advertisement that promotes your business, service or special offer.

9. Go through the articles you've run in your ezine and pick those that you feel best showcase your expertise.

Add a benefit rich resource box to your articles that entices your readers to subscribe to your publication and then submit your articles to article directories, article announcement lists, and to other ezine publishers.

Some announcement lists and directories you can submit your articles to are:

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<http://groups.yahoo.com/group/aabusiness>  
[http://groups.yahoo.com/group/article\\_announce/](http://groups.yahoo.com/group/article_announce/)  
<http://groups.yahoo.com/group/ArticlePublisher/>  
<http://groups.yahoo.com/group/Free-Reprint-Articles/>  
[http://groups.yahoo.com/group/Free\\_eContent/](http://groups.yahoo.com/group/Free_eContent/)  
<http://groups.yahoo.com/group/freezinecontent/>  
<http://groups.yahoo.com/group/netwrite-publish-announce/>  
[http://groups.yahoo.com/group/publisher\\_network/](http://groups.yahoo.com/group/publisher_network/)  
[http://groups.yahoo.com/group/QC\\_Reprint\\_Articles/](http://groups.yahoo.com/group/QC_Reprint_Articles/)  
<http://groups.yahoo.com/group/ReprintArticles-Paradise/>  
<http://groups.yahoo.com/group/reprintedarticles/>  
<http://www.webmomz.com/users/login.shtml>  
<http://www.netterweb.com/articles/articlesubmit.htm>  
<http://www.marketing-seek.com/articles/index.shtml>

<http://www.goarticles.com/>  
<http://connectionteam.com/>  
<http://www.ebooksnbytes.com/articles/recent.shtml>  
<http://webmarketingspecialists.com/articlesubmit.html>  
<http://www.ezinearticles.com/>  
<http://www.certificate.net/wwio/ideas.shtml>  
<http://www.allnetarticles.com/>

10. Use testimonials for your products in your ezine to increase your subscriber's trust in your product and to increase your sales.

Also increase the number of visitors that subscribe to your ezine by including testimonials for your ezine on your site from your happy subscribers.

11. Use your signature file to promote your ezine.

Keep your sig file to 5–8 lines that stress the benefits of subscribing to your ezine and use your sig file in all your outgoing email. This will give you an easy no cost way to promote your ezine and rake in new subscribers.

12. Recommend the products of affiliate programs you've joined to your subscribers.

This will help you to increase your profit while helping you to meet your subscribers needs. Only endorse products you have used and would whole heartedly recommend to your subscriber base.

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>

## 10 Winning Ezine Publishing Tips

By **Ken Hill**

1. Share your personality with your subscribers. Your subscribers are more likely to want to buy from someone they feel like they know.
2. Involve your subscribers in your ezine by asking them to send in their profiles, tips and advice, or by asking them to send in their articles for publication in your ezine.
3. Include testimonials or endorsements for your business within your ezine.

Ask for feedback within your ezine and on your site to gather more of these for your products or services.

4. Periodically run surveys or polls that give you direction on where to take your ezine.

Keep your polls or surveys short and to the point. Only ask questions you need to know at the time.

Also provide a bonus or freebie for taking your polls or surveys to increase the number of your readers that participate in them.

5. Write articles. Your articles will give you an effective way to share your tips and expertise with your subscribers.

Your articles can also be used as a powerful promotional tool that boosts your subscriptions.

6. Run an "Ask The Editor" section.

This section will not only provide answers or solutions to your subscribers' questions but is also an excellent way to increase your status as an expert in your field.

7. Provide a bonus or freebie for subscribing to your ezine. You could provide ebooks, email courses, or access to your membership site as a bonus for subscribing.

8. Provide your subscribers with special sales on advertising in your ezine.

Your subscriber only specials will help you to get more of your subscribers to purchase ads for the first time and will also help you to get more of your subscribers to advertise in your ezine on a consistent basis.

9. Promote affiliate programs to your subscribers by recommending their products.

If you've already gained the trust of your subscribers, writing recommendations will be very effective in increasing your commissions. Only recommend products that you know deliver.

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

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

You could also set up a recommended ezine section where you and several other ezine publishers promote each other's ezines.

In addition, you could successfully increase your subscriptions by swapping recommendations in your welcome message or on your "thank you" page that your new subscribers are taken to after subscribing to your ezine.

Article by writer, Ken Hill. Learn tips and techniques to help you successfully start your own ezine. Visit Ken's site today at

for more articles and a great tutorial on ezine

publishing.

10 Winning Ezine Publishing Tips

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

10 Valuable Tips For Ezine Publishers

10 Sure Fire Ways To Get More Ezine Subscribers

7 Smart Ezine Publishing Tips To Cultivate Your Success

Ebook Authors Interviewed

147 Killer Epublishing Strategies

Ezine Filter and Format software

Name Branding Syndicator

Power Profits Autoresponder Course



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