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**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

22 Ways to Grow Your Subscriber List

By Catherine Franz

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1. Don't bury your subscriber form, place it on your home page and on every page and make it VERY easy to find.
2. Add a one-liner to the byline section of your online published articles. For example: "You can subscribe to [name]'s free e-newsletter by visiting [URL]."
3. Give people an additional incentive to subscribe. Give them a free ebook or ecourse that has valuable content on a topic that will attract the exact type of ideal clients/customers for you.
4. During network events, ask them if you can sign them up for your newsletter. Then you manually add them when you return from the function with a double opt-in feature. Explain the opt-in feature to them when you ask them to subscribe. This gives them a way out if they were just being polite. Keep asking and don't stop. Practice a simple two or three liners to explain the frequency and purpose of your e-newsletter.
5. Contact any trade organization or associations you belong to or membership has your target market. Ask for their member list. Member's usually get this free, they may charge you if you aren't.
6. After you have the organization's or association's member list, send a direct mail letter, and offer a free

subscription and another offer free offers you have that help them get acquainted with you, the type of services you provide, and the benefits of working with someone such as yourself. You can educate them through free courses that were created from your e-newsletter articles.

7. Recommend your client's company's newsletter in your e-newsletter. Ask them for a reciprocal recommendation. Both of you win with new subscribers.

8. Write reviews or provide feedback to other newsletters (electronic or printed) you read and enjoy. Many times

your comments will get posted in a future issue, along with a link to your site.

9. One of the top ways to attract people is by giving them various ways to interact with you at your web site. Use questionnaires, contests, giveaways, games, or ask for post survey questions and post the statistical responses. Send out a special e-mail announcement when the results of the questionnaire, survey, contest is posted on your web site. The Sales Lead Report, <http://www.imninc.com/macmcintosh>, adds a survey with each issue, then uses the information in his PR campaign with phenomenal success.

10. Offer a different writing style. One that is warm, comforting, as if you are talking to a friend on the phone. Write conversationally with a personal tone. Add I's, me and you.

11. Always encourage your readers to forward a copy of your e-newsletter to friends, colleagues, and co-workers. You can even write a "forwarding e-mail paragraph" at the beginning so it is even easier for them to forward.

12. If you do speaking engagements or sales presentations, use one of the first few slides or last slide to invite them to subscribe to your e-newsletter. Don't turn off the screen so it is displayed after you are finish speaking if possible.

13. At speaking engagements, pass around a clip board with a manual way they can register for your e-newsletter. Start passing the board around before you begin speaking. Place a

small different piece of paper with a short letter from you to them explaining the topics, frequency, and objectives of the e-newsletter as well as the opt-in option.

14. Send out a press release to the organizations you belong regularly about what's been going on in your e-newsletter. I began mine by sending out a short press release whenever an article was published. When I began getting published 10 and 20 times a month that no longer seemed practical. Thus, I moved over to one a month with a list of where the articles were published. Add a press release section to your web site and post them there as well -- at least the last six releases.

15. Find sites that give out awards for e-newsletters and keep applying until you receive one. When you do, send out a special announcement to your list as well as posting it in

a few issues of the e-newsletter and rewrite your bio paragraph at the end of your articles.

16. Don't add people on your list without asking for permission first. Always offer an opt-in/out options. Give them a personal greeting if you are responding to a particular networking even group or other particular group. Some web hosts only need one s*p*a*m complaint before they shut your e-newsletter down. And it isn't worth the problems caused by not respecting this.

17. KISS your subscriber form. Meaning, "keep it short and simple." Ask for their e-mail and first name only. You can even simplify it more by just asking for their e-mail address.

18. Set up section for past issues of your e-newsletters. I recommend just listing their main topic or name of the article and not by date. People don't like to read things that they consider "old" easily. If you create pdf files for past issues, remember that it does save space but it also doesn't allow you to use unique meta page tags so that they show up in the search engines.

19. Add your e-newsletter bio line to all your e-mail signatures.

20. Send out your e-newsletter articles as content for reprinting into other media.

21. Offer targeted subscribers a special report when they refer your e-newsletter to three or more colleagues. Add a price to the special report to give a perception of added value. A special report is 3–10 pages on a very focused topic.

22. Offer your readers high-value content for them to read. Content they can't find easily or ever somewhere else on the Internet and they will keep coming back. This is the new wave for 2004. Subscriptions to e-newsletters are going down because content is too general.

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://ezineadsource.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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