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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!

25 Easy Ways to Double Subscribers to Your Email Newsletter

By Jessica Albon

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We've collected 25 ways to increase your subscribers in no time flat. Give 'em a try and report back to us with the results.

Be consistent. Last month, we published a little late, and boy did y'all notice! You spend so much energy creating a newsletter your subscribers will look forward to, don't risk diminishing their enthusiasm with an unreliable schedule.

Be yourself. Authentic newsletters are easier on the reader. They're typically more interesting (because they're unique to you), plus, you don't risk a tone that swings from formal to informal.

Be honest. What are you sending out (product info, special deals, a genuine newsletter)? How often do you send it? How easy is it to unsubscribe? Do you sell reader's names and email addresses? All of this should be addressed on the subscription page.

Be original. Write your own content. Collect your own resources. (Or hire someone to do it.)

Be relevant. Make sure you're writing about topics that apply to your reader's unique situations and experiences.

Be engaging. Invite your readers to participate by offering surveys and quizzes.

Be well dressed. Whether your newsletter is text or HTML, readers should be able to figure out at a glance who your newsletter's from and what it's about.

Be diverse. Offer both short and long articles to give both scanners and in-depth readers what they're looking for.

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Set goals. This is even better if you give away prizes as you reach these goals. Perhaps you could give away a great e-book every 100 subscribers. Even if you're not offering a prize, though, make your readers aware of your goals and ask for their help.

Entice them. More and more companies are finding that offering a newsletter isn't enough to get people to part with their email addresses. By offering a free report or something else of value, potential readers may be more likely to sign up.

Offer a sneak peak. Take a look at those magazine offers you get in the mail and write something similar for your newsletter.

Post sample issues online. This way readers can see for themselves if they're interested in your newsletter.

Make your website useful. Visitors will assume that if your website is helpful, your newsletter will be, too.

Make a one-time popup that invites subscriptions. You can get a one-time popup code at: www.web-source.net/popups.htm.

Make subscribing easy. Your subscribe link should be visible on every page of your site. Also, make the process as easy as possible (don't make them fill out long forms, etc.). And, above all else, try the process yourself to make sure it works!

Archive issues on your website. This lets readers catch up and see what they've been missing. It also may improve your search engine rankings.

Set up a promotion station. Make a page at your website with ways other people can promote your newsletter—graphics, articles, testimonials, etc. (And let people know they can freely copy what they want to use.)

Promote it at ezine and company newsletter compilation websites.

Advertise it in your signature file on all email with a description and subscribe instructions.

Find other related ezines that you enjoy and ask about exchanging reviews of one another's ezines.

Ask other ezine publishers to recommend your newsletter on their "Thanks for subscribing" page (with a note like, "Here's another ezine you may be interested in" and do the same for them.

Ask readers to forward the newsletter to a specific person. For example, write, "Please forward this newsletter to someone you know who needs a new printer."

Gather testimonials. It's not enough for you to say your newsletter is great. Get other people to say it for you. (Make sure you have permission to print the testimonial!)

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Always offer subscribing instructions. (Of course, you always include unsubscribing instructions, right?)

Send a copy to us. Each month, we review a company newsletter in our newsletter to offer our readers a glimpse into what other company newsletter publishers are doing.

So, there you have your 25 ways to promote your email newsletter. Don't forget to let us know how it goes!

Is it your job to increase company profits? The Write Exposure offers the resources you need to do just that at <http://www.designdoodles.com>

Email Marketing - Building Your List

By Gabriel Adams

Building your email list can be one of the toughest parts of email marketing. If you spend some time, energy and money building a good list, though, it can be very lucrative. Here are 11 ways to build your email list.

Use a DHTML popup on your website DHTML popups are a great way to solicit signups to your newsletter - they grab your site visitors attention, but are not as aggravating as standard popups.

Use an opt-in on orders Give your customers an option to opt-in to your newsletter during the order checkout process.

Sponsor a give-away Give away a piece of your merchandise - to enter to win the freebie, people must subscribe to your newsletter.

Do joint ventures Form joint ventures with other related websites. Place signp boxes to each other's newsletters on your thank you pages. Joint ventures can be a great way to grow your list with targetted subscribers.

Add phone in orders When taking orders over the phone, ask customers if they would like to be added to your e-newsletter.

Give away free stuff on your website Give away free reports, free e-books or other goodies in exchange for people signing up for your e-newsletter.

Put a signup form on every page of your site Integrate your newsletter signup form into your site template so that visitors can signup for your newsletter on any page of your site.

Use offline marketing methods Add the option to signup for your e-newsletter on all of your offline marketing materials, such as order forms, postcards, etc.

Rent lists Rent email lists to promote your site and your email newsletter.

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Use opt-in services Purchase opt-in subscribers to your newsletter. I would suggest double opting them in to ensure that they really want to receive your emails.

Article marketing Promote your newsletter in your article resource boxes then submit your articles to article sites.

Grow your business with Email Marketing.



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