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**5 Guaranteed Ways To Kill Your Ezine**

**By Michael Low**

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DoubleClick's recent survey indicated that over 88% of online consumers have made a purchase as a result of receiving permission-based email.

The most common forms of permission-based emails are ezines or email newsletters. Currently there are hundreds of thousands of ezines available on the internet.

Ezines are excellent tools for generating new and follow-up sales, driving more pageviews, building customer loyalty, and improving sales credibility and brand awareness.

Even though ezines are vital to the success of every online business, there are some marketers who unknowingly kill their ezines with not-so-wise marketing methods. I have highlighted some of the killer mistakes below.

Killer #1 .. Who needs permission? Just mail 'em!

A recent study of permission email recipients by IMT Strategies revealed the following:

- 48% were curious to read the permission email
- 13% were eager to read
- 30% were indifferent
- 7% open it somewhat annoyed
- 2% deleted it without reading

When it came to unsolicited email or spam:

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77% deleted it without reading  
16% said they were annoyed but opened it  
3% were indifferent to it  
4% were curious to read spam email  
1% percent were eager to read it

In the above results, we can see that 9 in 10 recipients of permission email were fine with reading the messages, with a near half curious to read!

But for spam, 9 in 10 didn't even read the email or were

seriously unhappy about opening it.

We can clearly see a remarkable difference in the response to permission-based emails and unsolicited emails. Always ask for permission!

Only add subscribers who have consciously chosen to receive your ezine. You'll reap the rewards of having a highly targeted and loyal audience that are interested in reading what you send them.

There have been many times when I received issues of ezines that I don't ever recalled subscribing to. These ezine owners had taken their own 'initiative' to add me their list. Such spamming antics only seriously piss me off!

Never try to buy a list of email addresses and then send them your ezine issue telling them to remove themselves if they don't wish to get further mailings. That's spamming.

Killer #2 .. Don't let 'em unsubscribe

Since it is so difficult to acquire new subscribers, let's prevent them from un-subscribing at all costs. Heck .. just don't provide them with an unsubscribe option in the newsletter. Then they won't unsubscribe!

Nothing pisses me off more than newsletters that I cannot unsubscribe from. There are no unsubscribe instruction nor any email address to send an unsubscribe request to.

Such practices are totally unethical and unprofessional. If your subscribers can't even trust you over something so minor, how

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would they feel secure doing business with you?

They may even complain you for spamming and tell people about your unethical conduct. Bad news spread very fast on the internet.

When your subscribers decide to leave your ezine, promptly unsubscribe them. Make sure you never email them again unless they decide to re-join your ezine.

Killer #3 .. Let's blast them with tons of mailings

Recently I had to unsubscribe from several ezines that were sending me a solo mailing every alternate day!

In the beginning I didn't mind those mailings. But after some 14

days of getting tons of advertisements, I bailed out. The DoubleClick survey revealed that the average online consumer receives 36 permission email messages weekly.

With that number of emails waiting to be read, excluding personal messages and spam, you wouldn't want to be guilty of clogging your subscriber's inbox.

Strike a good balance between your profit line and your subscribers' interest. The lifetime value of a subscriber can be worth thousands of dollars. Why kill the golden goose when it can lay golden eggs year after year?

Killer #4 .. Forget about content, I got no time for that

With an intensely fierce competition for ezine eyeballs, your subscribers may unsubscribe after a few issues if they don't enjoy your ezine.

You need to publish real content that appeal to their interest. One of the best ways to discover what your subscribers want to read is to check out the ezines of top players in your industry or related ezines with large subscriber bases.

If they are at the top, they must be doing some things right! It will be an eye opening experience to analyze the kind of content successful ezine publishers offer to their subscribers.

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Never fill your ezine with advertisements that are disguised as editorials. Quality content is king!

Killer #5 .. The ezine that never came

Some ezine owners produce a few issues and skip the next few. Or they are perpetually late in mailing out new issues.

If you tell your subscribers that you publish your ezine weekly, make sure it arrives in their mailbox weekly. You lose your subscribers' loyalty and trust when you fail to deliver. How can they then trust you with their credit card numbers?

Publishing an ezine requires time and effort. Writing up the editorial, proofreading and amending the copy (many times), testing the final copy and maintaining the subscriber list can easily take a day or more.

If you can't afford to publish your ezine weekly, do it fortnightly. I don't recommend monthly because the time lapse in between issues are too wide. Try preparing future issues 2 weeks

in advance. Have available backup editorial content that you can always fill your ezine with at the last minute.

There you've it .. 5 guaranteed ways to kill your ezine. Well, I hope you'll never need to use them :)

Michael Low is a professional PR Strategist. He provides top-notch PR services at highly affordable rates. Check out his fullrange of PR packages at <http://www.prbuilder.com/pr.cgi?a006>

### **Are You Using Ezine Classified Ads?**

**By David McKenzie**

Are You Using Ezine Classified Ads? by David McKenzie

If not, then you should be. They are much more effective than traditional online classifieds mainly because they are more targeted.

How many ezines do you think are out there in internet world?

I really do not know. But it has got to be tens of thousands,

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perhaps even hundreds of thousands.

Guess what? Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

Here are 3 ways you can do it:

### 1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues. And you will feature their ezine ad in your next 6 issues.

### 2. Pay for Ezine Ads

You could negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads ask them if they would like to receive some money to run your ezine ad. I bet they don't say no.

### 3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editors article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

Once you get to 1,000 subscribers you can start to run paid ezine ads. But don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

Rates vary tremendously but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad. You run 3 ads per ezine.

If your ezine was a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

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When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

So if you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course <http://www.brisney.com/how-to-write-free-articles.htm>



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