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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!**

**5 Ways To Get More Subscribers To Your Ezine**

**By Ken Hill**

**5 Ways To Get More Subscribers To Your Ezine by Ken Hill**

1. Swap ads with other ezine publishers.

Swapping ads creates a win-win situation for you and the other publisher as both of you will get highly targeted promotion of your publications without spending any money.

When asking for an ad swap, personalize your email with that publishers name, and state what your ezine is about, how many subscribers you have, and how often you publish your ezine.

Swap ads for at least 3 issues in a row to maximize the number of new subscriptions to your ezine as well as to see which ezines are best to swap ads with.

If your ezine still has a relatively small subscriber base, you can still trade ads with ezines with a much larger circulation, by offering free ads, ebooks, promotional tools, software, or anything else of value to even up the swap.

2. Pay for classified ads and sponsor ads in ezines.

People that are already actively reading an ezine that deals with the topic yours does, will be very likely to be interested in what your ezine has to offer, and want to subscribe to it.

When paying for advertising in another ezine, your ad is going to be key in generating new subscriptions to your publication.

Start your ad off with an attention getting headline and stress the benefits your future subscriber will receive by subscribing to your publication.

Provide free bonuses to increase the number of people that subscribe such as free ebooks or a free ad, and end your ad with a call to action that directs your reader to click on your subscription address and visit your website.

## 5 Ways To Get More Subscribers To Your Ezine

3. Give your future subscribers a taste of the valuable content to be found in your ezine by writing articles.

Writing articles will supply you with a powerful way to reach thousands and thousands of subscribers at no cost, and also help you brand yourself as a trusted resource in your field of expertise.

Because people that subscribe after reading your articles have already proven to be interested in what you have to say, writing articles will also increase the number of your subscribers that read every issue of your publication.

This will give you more opportunities to market your products to your subscribers and generate more sales.

After you've finished writing your article, post your article on your site, to article directories and announcement lists, and submit your articles to ezine publishers directly.

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

Just like when placing a classified ad to promote your ezine, when submitting your ezine to directories and announcement lists, stress the benefits that your reader will get by subscribing to your publication — what makes your ezine unique, a must read — and spice up your offer by giving away free bonuses for subscribing.

It's also a good idea to make up a list of keywords that people would use to find your ezine, as some directories will ask for this when you submit to them.

5. Promote your ezine in your signature file.

This is an often overlooked way to promote your ezine but can yield a very good return.

Your sig file should include your name, your ezine's name, the benefits of subscribing to your publication, any free bonuses you are offering, and a call to action that tells your reader how to subscribe to your ezine.

Keep your sig file to no more than 6 or 8 lines, and use your sig file in all your outgoing mail as well as when posting your advice to moderated discussion lists.

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>

## Four Ways To Grow Your Subscriber List

**By Raymond Johnston Jr**

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by Raymond Johnston Jr.

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://ezineadsources.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.

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>

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<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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