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5 Ways To Give Back To A Great Ezine

By Timothy Ward

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All of us are subscribed to ezines that we enjoy and look forward to reading. But how many of us show our appreciation for these ezines. Listed below are 5 ways you can show your appreciation and thanks to the people who publish great ezines.

1. Feedback

One of the easiest ways to give back to a great ezine, is by sending the publisher some positive feedback. You'd be surprised at how good a few kind words from a subscriber can make a publisher feel. Let the publisher know that you think he/she has a great ezine and tell him/her what you enjoy about the ezine. Also, don't be afraid to mention any areas where you think the ezine can be improved. Constructive criticism helps good ezines become great ezines. Just as long as you mention the good stuff first...

2. Check Out Offers In Ezine

Most ezine publishers will occasionally promote different offers and programs in their ezine. Instead of passing these offers over, take a few minutes and see what they're all about. If it's something that interests you why not sign up or join. On the other hand if you're not interested, just the fact that you took the time to further investigate the offer will be appreciated by the publisher.

3. Visit the Website

If the publisher mentions a website for the ezine, or any other website that he/she owns, why not take a few minutes and check it out. Take the grand tour! See what the site has to offer. Click on a banner. Visit one of the website's sponsors. If there is a guestbook, be sure to sign it before you leave.

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4. Tell A Friend

Forwarding a copy of an ezine to a friend is a great way to give back to an ezine. Word of mouth has always been one of the best form of promotion, especially when it comes from a trusted friend. So if you like an ezine tell a few friends, forward a few copies, add a link to it on your website.

5. Purchase Advertising

For most ezine publishers advertising is where they make the bulk of their money. So if you really like an ezine, why not purchase some advertising space

in it. If you think about it the few dollars that you'll spend for the advertising is a really small price to pay for all the free information that you regularly receive from a good ezine. Plus when publishers begin to see money rolling in, they will start spending even more time and effort on the ezine, and this means an even better publication for subscribers. These facts, combined with the fact that ezine advertising is one of the most effective forms of advertising on the Web, show that purchasing advertising not only helps out the publisher, but you as the subscriber and advertiser as well. So why not buy a solo ad or top sponsor ad, or some other advertising package from that ezine you like so much? You and the publisher will be glad you did.

Are You Using Ezine Classified Ads?

By David McKenzie

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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, 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.

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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.

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

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Course<http://www.brisney.com/how-to-write-free-articles.htm>



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