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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!

6 Easy Ways to Promote Your Ezine Articles

By Jinger Jarrett

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If you think you can't brand yourself because you're not a major corporation, think again.

You can easily establish yourself as an expert by writing quality articles and submitting them to ezines and directories.

Even if you think you aren't an article writer, you can still create quality articles to help you promote your writing, whether it's your latest novel, ebook, freelancing or business.

First, there are two types of articles that are easy for anyone to write: lists and step-by-step instructions.

Second, write what you know. If you know your subject well, whether it's fiction, business or auto mechanics, you have hundreds, maybe thousands of topics you can write about.

Make your information valuable. No one knows your subject the way you do. Give it your unique perspective.

Once you've written that great article, you need to find places to promote it. It doesn't matter how good your article is if no one reads it.

There are several ways you can do this.

6 Easy Ways to Promote Your Ezine Articles

1. Include it in your newsletter. Readers love original content, and original content is a terrific way to keep your readers coming back.

2. Archive it on your site. Make your article available from your site for newsletter publishers to download. Give instructions on how to download your articles. Make it as easy as possible to download your articles.

Creating text files that include pre-formatted, and include contact information, word counts, resource boxes, etc. that publishers only have to click on, copy and paste into their own

documents, will give your article a better chance of being selected.

3. Create a subscription box on your site. With your own list, you can easily blast your articles to 100s of ezine publishers who want to read and publish your work.

4. Promote to article directories. There are some terrific article directories where you can post your articles.

Many of these sites will give you plenty of exposure for your writing.

Below are some of my favorites sites:

<http://www.goarticles.com> <http://www.makingprofit.com>
<http://www.amazines.com/>
<http://www.opportunityupdate.com/articles/sub.shtml>
<http://www.ideamarketers.com/>

To keep your latest work in front of publishers, make sure you submit regularly. Weekly is usually a good schedule, and some will allow you to post more than one article at a time.

Some of these sites also have newsletter directories, so don't forget to add your newsletter while your there. This will give you even more promotion.

If you write web promotion and online marketing articles, then I highly recommend <http://www.marketing-seek.com/>. You'll find some of the top names listed here.

5. Post to mailing lists. Mailing lists on the busier sites will give you lots of exposure, especially with those publishers who don't have time to visit the article directories.

The best places to find lists to post your articles are: Yahoo – <http://www.yahogroups.com> – and Topica – <http://www.topica.com>.

To find groups, do a search using key words like article lists, writing articles, etc.

I would recommend you check out Shelley Lowery's groups at Yahoo. She has several, and all of them have at least several hundred members.

<http://groups.yahoo.com/group/aabusiness/>
http://groups.yahoo.com/group/article_announce

You can also post your articles to my new list here:
<http://groups.yahoo.com/group/TheWriteArticles>

6. Create your own list of ezine publishers. Below are three directories where you can find information on ezines that publish articles. You can easily use the key word search to find ezines in your area.

(I used these directories to create my own lists.)

<http://www.freezineweb.com/> <http://freezinesite.com/>
<http://www.jogena.com/ezine/ezinedata.htm>

The beauty of publishing free articles is that it will give you lots of free publicity. Once you have a system in place, it's very easy to put your work in front of millions. Getting new customers to your site is what it's all about, right?

Jinger Jarrett will show you "How To REALLY Start Your Business In 30 Days" . You can get a copy of her free ecourse here:
<http://www.smallbusinesshowto.com>

10 Terrific Ways To Enlarge Your Subscriber Base

By Ken Hill

6 Easy Ways to Promote Your Ezine Articles

1. Create a unique selling proposition (USP).

Developing a USP for your ezine will make your ezine more attractive to your niche audience and help your ezine to stand apart from other competing ezines.

Comprise your USP from a single, compelling benefit that people will get from subscribing to your ezine.

Your benefit should be something that only your ezine offers or that other competing ezines fail to stress in their promotions.

Once you've created your USP, integrate it into all of your promotions for your ezine.

2. Swap ads with other ezine publishers.

You could swap sponsor, feature, classified or solo ads with other ezine publishers.

Choose related but non competing ezines to swap ads with and track your ad swaps so that you'll know exactly which ezines are best to continue swapping with.

3. Swap "thank you" page ads with other ezine publishers.

Advertise other ezines on the page your new subscribers are taken to after joining your ezine in exchange for those publishers doing the same for you.

This will give you very strong promotion of your ezine for as long as the other ezines continue to be published.

4. Write articles.

Your articles will help you to successfully increase your subscriptions by getting your ezine promoted in relevant ezines and on high traffic sites.

Promote your articles by submitting them to article directories, article announcement lists and also to other ezine publishers.

5. Swap articles with other ezine publishers.

You could run another publisher's article in your ezine in exchange for her publishing your article in her ezine.

This could be articles already run in other ezines, articles to run exclusively in each others' ezines, or articles to be first run in each others' ezines.

You could also post another publisher's article on your site in exchange for her posting your article on

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her site to gain more new subscribers.

6. Provide an ebook that you've written or that is a compilation of your articles as a bonus for subscribing to your ezine.

Your ebook will not only help you to get more subscribers but can also help you to effectively promote your business, get more traffic to your site, and promote your affiliate programs to your new subscribers.

7. Post testimonials for your ezine on your site. Ask for subscriber feedback within your ezine to garner more of these from your readers.

8. Provide an archive of your past issues on your site.

Your archive will help you to convert more of your visitors into subscribers by showing them what they will get from their subscription to your ezine.

9. Make sample issues available by autoresponder.

Like your archive your sample issues can increase your subscriptions by giving your visitors a look at the type of quality articles, tips, and resources your ezine will provide to them.

10. Use your signature file to promote your ezine.

Use your sig file in your day to day emails to your clients, friends, and visitors who email you.

Also use your signature file to get more new subscribers when posting your advice and tips in moderated discussion lists and forums.

Article by writer, Ken Hill. Do You Publish an Ezine? Want more subscribers? Put your ezine promotion on autopilot. Over 1600+ places to promote your ezine. Find out more at:

For more articles by Ken Hill visit:

10 Terrific Ways To Enlarge Your Subscriber Base

Quick Tip –Use Article Announcement Lists To Promote Your Articles

Interviews with Well-Known Ezine Writers #2: – John Colanzi

10 Profitable Ways To Elevate Your Subscriptions

10 Valuable Tips For Ezine Publishers

147 Killer Epublishing Strategies

Article Cash

Name Branding Syndicator

Self Improvement PLR Kit

Ebook Authors Interviewed



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