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## 7 Cool Swap Ideas For Ezine Publishers

By Ken Hill

### 1. Swap ads.

Start your ad off with a winning headline that will catch your reader's attention.

Then follow up your headline with ad copy that interests and leads your reader to want to join you.

Stress the benefits your reader will get from her subscription to your ezine.

Lastly, end your ad with a call to action that directs your reader to join your ezine. For example, by sending an email to your autoresponder or visiting your subscription page.

### 2. Swap a recommendation within your ezine.

Do you know an ezine that would benefit your subscribers?

Let your readers know about within your ezine (i.e., in your publisher's note) in exchange for that publisher's plug of your ezine.

By doing this swap, you'll be able to capitalize on the other ezine publisher's reputation with her readers, and successfully gain more new subs because of her "thumbs up."

### 3. Swap on your thank you page.

Make good use of your thank you page by using it to swap an ad or recommendation for your ezine.

You could also use your thank you page to promote a special sale on advertising in your ezine or on your product.

### 4. Swap a recommendation in your welcome message.

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Like with your thank you page recommendation swaps, make sure the other ezine doesn't compete directly with you, and that you know it delivers quality information to it's readers.

### 5. Swap testimonials/endorsements.

Testimonials help reinforce the message that your ezine provides valuable content.

They also help to increase your ezine's credibility as your visitors see how your ezine has benefited others.

### 6. Swap articles.

You could swap articles to be published in each others' ezines or you could swap articles to be posted on each others' sites or in each others' ebooks.

### 7. Run a recommended ezine's section in each issue.

Another way that you could get ongoing promotion of your ezine is to run a recommended ezines section in each issue.

Simply, joint venture with some choice, targeted ezines, then place their ads in this section in exchange for them doing the same for you and each other.

Limit the number of ezines you do this swap with so that you'll be able to minimize the competition between ads.

Ken runs the Net Pro Marketer where you'll find informative articles on business, marketing, and ezine publishing. Browse through the articles or submit your own at:

<http://www.netpromarketer.com>

For autoresponders you can

use to follow up & publish email lists visit

<http://netpromarketer.com/followup.html>

## **10 Sure Fire Ways To Get More Ezine Subscribers**

**By Ken Hill**

1. Place testimonials for your ezine on your site.

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Your testimonials will help you to increase your circulation by showing your visitors how your ezine has helped your subscribers.

2. Give your visitors the chance to see what your ezine is all about before subscribing.

For instance, you could provide an archive of your past issues on your site or you could make a sample issue available by autoresponder.

3. Write articles.

Your articles will increase your subscriptions by showing people that are unfamiliar with your ezine what kind of valuable content they can expect from you.

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

4. Swap articles with other ezine publishers and webmasters.

Publish other ezine publishers' articles in your ezine in exchange for those publishers running your articles in their ezines.

This can help you to successfully increase your subs by getting your articles run in targeted ezines on a regular basis.

You can also participate in ad swaps where you post other publishers' or webmasters articles on your site in exchange for them doing the same for you.

In addition, to helping you get more subscribers, these swaps can help you to keep your site updated with new content and increase your search engine rankings by increasing the number of reciprocal links you have.

5. Add bonuses for subscribing to your ezine.

Your bonuses will help you to successfully get more subscribers by giving your visitors an incentive for joining your ezine.

Increase the value your visitors place on your bonuses by adding an honest dollar amount to them, by telling your visitors the benefits they provide, or by telling your visitors how many people have already received them.

6. Swap advertising space with other ezine publishers.

Your ad swaps will give you an excellent way to increase your subscriptions at no cost. When possible, swap your ads for at least three issues in a row to maximize the number of new subscribers you get.

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### 7. Swap "thank you" page ads.

Promote other related but non competing ezines on the page your new subscribers are taken to after subscribing to your ezine in exchange for those publishers doing the same for you.

This will give you a powerful way to continue to increase your subscriptions for as long as the other ezines are published.

### 8. Swap welcome message ads.

Like your "thank you" page ads, this type of swap can give you very good ongoing promotion of your ezine. The main difference is that not everyone that subscribes to your ezine will read your welcome email while all your new subscribers will be directed to your "thank you" page.

### 9. Swap recommendations with other ezine publishers.

You could recommend another publisher's ezine within your ezine in your own words in exchange for that publisher doing the same for you.

You could also swap recommendations in your welcome message or on your "thank you" page.

In addition, you could run a recommended ezines section in every issue where you recommend a few or several other ezines in exchange for those publishers doing the same for you.

### 10. Submit your ezine to ezine announcement lists and ezine directories.

Your submissions will provide you with an easy way to start getting more new subscribers.

Getting your ezine listed in ezine directories can also help you to find more people who would like to purchase advertising in your ezine as well as more publishers who would like to do a joint venture with you.

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10 Sure Fire Ways To Get More Ezine Subscribers

10 Valuable Tips For Ezine Publishers

## 7 Cool Swap Ideas For Ezine Publishers

10 Terrific Ways To Enlarge Your Subscriber Base

10 First Rate Tips To Getting More Ezine Subscribers

7 Power Packed Tips To Increase Your Ezine Publishing Success

147 Killer Epublishing Strategies

Character Counter Software

Ebook Authors Interviewed

30 Powerful Business eBooks

The Art of Kissing



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