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**7 Ways to Self-Promote Within Your E-zine**

**By Alexandria K. Brown**

**7 Ways to Self-Promote Within Your E-zine by Alexandria K. Brown**

We all know that an e-zine won't attract and keep subscribers without offering insightful, practical content. If you only drone on and on about how wonderful you and your services/products are, your readers won't stick around for long.

But let's think about WHY you began your e-zine in the first place. It was likely to use it as a vehicle to promote you and your services/products, right?

You have every right to toot your own horn in your e-zine, as long as you don't drown out the useful content your readers are looking for.

You work hard on your e-zine, so let's make your e-zine work FOR you!

\*\* Here are 7 simple ideas on how to accomplish this: \*\*

1) Make sure your MAIN ARTICLE always provides information that your readers will find valuable.

By having a main article as the foundation of your issue, readers will feel they got what they came for – helpful information. Try a list of top 10 tips, a "how-to" article, a list of resources, a review of a trend in the industry – that sort of thing. (For a free copy of my article, "11 Quick and Good E-Zine Content Ideas," send a blank e-mail to <mailto:ali-14285@autocontactor.com>)

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So remember, if your e-zine is tonight's meal, your main article should be the entree. Any promotional info should be your side dishes!

2) Begin each issue with an "EDITOR'S NOTE" or "PUBLISHER'S NOTE."

I began doing this during the fall of 2001, and have found it's the perfect place to let readers know about what's happening with me and my business, give them a taste of my personality, and announce any upcoming events or workshops. Because this is a personal message from you to them, and

because it's NOT your main content, you have more leeway in being direct and self-promotional.

3) In your article, throw in LINKS to related articles you've written or been featured in, when appropriate.

Your readers will appreciate the additional information and resources, and it's one more chance for you to demonstrate your expertise and credibility. (See how I did this in item no. 1?)

4) Directly after your article, give a quick PROMO BLURB, mentioning your e-books, reports, or workshops, if you offer them.

Why right after the article and before anything else? If someone reads your article and says to themselves, "Gee, that was great information!" They'll be ready to hear what else you have to share on that subject.

A great lead-in for your blurb is: "Did You Like Today's Article? If you did, you'll LOVE my [e-book, report, upcoming workshop, etc.]..."

5) In each issue, offer a TESTIMONIAL from one of your clients or customers.

I saw another e-zine publisher doing this last year and thought, "What a great idea! She's giving her readers further reason to try her services."

I now do this regularly for my "AKB MarCom Tips" e-zine,

Which features tips on writing "copy that sells" (<http://www.akbwriting.com>). After the article and promo blurb, I have a small section that says "What Our Clients Are Saying." In each issue, I feature a short testimonial from one of my copywriting clients.

6) Tell us what YOU'RE all about!

At the end of your ezine, take at least 10 lines and give a concise description of YOU and what you have to offer your readers.

Marketing writer and consultant Alexandria K. Brown, "The E-zine Queen," is author of "Boost Business With Your Own E-zine: 209 Secrets to Planning, Writing, Publishing, and Promoting an Online Newsletter That Gets Results." To learn more about Alexandria's corporate writing and consulting business, AKB & Associates, visit <http://www.akbwriting.com>

### **10 Profitable E-zine Joint Venture Ideas!**

**By Larry Dotson**

#### **10 Profitable E-zine Joint Venture Ideas! by Larry Dotson**

1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.
4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.
5. You could offer an e-zine publisher new content by writing an original column for each issue. They're always looking for original content for their readers.
6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and

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cross promote each others' business.

7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.

8. You could ask an e-zine publisher to trade thank you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.

9. You could offer an e-zine publisher the option of you publishing their e-zine in return for them running your ad.

10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running your ad.

Larry Dotson 1000 Ways To Sell Your E-Information Products just visit: <http://www.ldpublishing.com> As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad! <http://1-webwiz.com>



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