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**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**A Baker's Dozen**

**By Darlene Styers**

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A Baker's Dozen

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How many times have you been told "The Money Is In The List"? Let's talk a bit deeper today and discover just how to build a list. It goes without saying that the larger the list, the more potential. Everyone wants their list to grow as quickly as possible. But even more important than subscribing is retention of your subscribers. And perhaps the most challenging. Let's discuss 13 (a Baker's dozen) ways to maintain your list.

ONE: Place a Subscription Form on every page of your site. It does not have to cost an arm and a leg to have a website. The total cost involved in the site we use is \$6 per month including hosting. No HTML knowledge is required. If you can type you can build a site. This is probably one of the most important things you will do.

TWO: How do you feel about the subscription forms that ask for your life history? Actually all you need is their email address so don't ask for more. Do you always give your true name when filling out one of those long subscription forms?

THREE: Your Welcome Letter as well as your Subscribe page should give lots of information about your publication. How often do you publish? Just what's in this subscription for the reader?

FOUR: Do you offer free advertisements or subscriber bonuses? Tell them about it. You may want to, at least, offer advertisements for new subscribers. However, there are many who are simply looking for free advertisements and nothing else. You never know when someone interested only in free advertisements may just become interested in your Newsletter. Be sure to make it obvious there is no cost involved in subscribing to your list, and that their information will never be shared with others.

FIVE: Search for websites that invite Link Exchanges. If you have your link on a dozen websites and you gain only one per week from each link, this could bring you as many as 600 subscribers per year. Link Exchange pages also require that you place their link on your site.

SIX: If you are to retain your subscribers, content of the Newsletter is important. Make it interesting, informative and perhaps even entertaining. There are many Article Directories that provide free content for your newsletter. HYPE is a big turn off so be careful about sounding unreasonable. Helpful tips make the publication interesting. Inspirational Quotes can be motivational.

SEVEN: Suggest to your readers that they pass along your Newsletter to others. Include your subscribe address in every Edition of your Newsletter.

EIGHT: You may want to consider advertising your Newsletter in other ezines. From \$10 to \$20 per solo ad in reputable Newsletters can usually gain you several subscribers.

NINE: Ad Coops are an excellent way to gain new subscribers if you are willing to publish their ads. A few coops will enter the subscribers automatically into your list if you are using an autoresponder that permits. The retention rate can be rather satisfying if your Newsletter is interesting.

TEN: Writing Articles and passing them along to other publishers can create a viral effect for you. There are many directories just for this purpose. You might choose to use a software program that automatically submits to directories.

ELEVEN: Submit your Newsletter to Directories. Many search

the directories for just the Newsletter that pleases them. This is an excellent source of new subscribers.

TWELVE: Are you using a Signature Link? Every email you send out can have a Signature Link to your Subscriber Address.

THIRTEEN: Watch for websites that include Testimonials. And submit your testimonial. Let's say you have your testimonial on 10 websites and you receive 1 subscriber per week from each testimonial. That's 520 new subscribers per year from this source only.

One of the enjoyable parts of publishing is finding new ways

to maintain subscribers. HAVE FUN!

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Darlene Styers is Publisher of iNetProfitz Marketing Newsletter. You may subscribe or contact Darlene <http://www.inetprofitz.net> If you have questions regarding this article, Darlene will be happy to hear from you. Darlene will also be happy to assist you if you are ready to publish a Newsletter.  
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Darlene Styers is the Publisher of iNetProfitz Marketing Newsletter. She helps thousands of SERIOUS Marketers fulfil their dreams. <http://www.inetprofitz.netmailto:inetprofitz@yahoo.com>

## **Delicious Business Cards**

**By Maria Vowell**

Delicious Business Cards by Maria Vowell

You can create unique recipe cards to help promote your own business, or even to start a part-time business from your own home.

As we all know, the majority of business cards that are handed out either get forgotten or thrown in the trash very quickly.

By making unique business recipe cards, you're not only providing something of value, but you're also advertising in a way where people will see and remember your business.

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All you need to get started is a home computer printer, some recipes and some blank index cards.

When choosing your recipes, make sure that you have legal rights to use them.

Although recipe ingredients cannot be copyright protected, the recipe instructions are, therefore you can't just pick recipes out of magazines and books to use in this way.

You will need to either use your own unique recipes, or you can use recipes that have now fallen into the public domain where the copyrights have expired.

To help get you started, you can obtain over 260 public domain recipes in The Bread And Biscuit Baker's And Sugar-Boiler's Assistant.

Every recipe provided in The Bread And Biscuit Baker's And Sugar-Boiler's Assistant is now in the public domain and free for anyone to use (for personal use or profit), and considering that they are for wonderful cakes and candies, these are perfect for your unique business recipe cards.

You can obtain a copy of The Bread And Biscuit Baker's And Sugar-Boiler's Assistant at the following URL:

<http://www.craftyprofits.com/bread>

To make your recipe business cards, you will want to print one

recipe on one side of a blank index card attractively, and your business ad on the other side of the card.

Make sure that you include a small line at the bottom of the card, on the side that you have the recipe that states something like the following:

For more delicious recipes please send a SASE for recipe list to:  
YOUR NAME AND ADDRESS

This is so that you can send a price list (25 cents per card is good) for more cards to promote even more recipes (and ads) on your cards. Make sure the statement is in a smaller font than the actual recipe so that it doesn't take up much room on your

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cards.

Be sure to be very creative and add nice graphics to the backs of your cards to make your ads more attractive.

Also, you can start a successful part-time business by selling ad space to area businesses where their ads are placed on the backs of the cards that you distribute.

To do this, make up about 10 separate cards, using 10 different recipes and 10 different ad designs that you can use as samples of your work.

Next, create a short letter that explains the benefits that the businesses receive once you start distributing cards with their ads on them.

Point out that the recipe cards are extremely likely to be used over and over again, and that they provide an excellent opportunity to have their ads seen by hundreds of local consumers.

Further explain how you plan to distribute your cards to local consumers, so that they understand that there is no work involved on their part.

Provide your prices on a "per ad" per card basis, usually 25 cents per card is a nice round figure, and include your phone number so that you can be reached if they would like to place an order.

It's best to suggest a minimum order of 100 cards so that you don't get orders so small that it would be a waste of time to print them.

Include a few of your sample cards (3 cards per letter is good) and start mailing your letters to businesses that pique your interest.

Once you receive some orders, there are several ways you can distribute the cards quickly and easily.

You can advertise in your newspaper to send a free recipe in exchange for a SASE.

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You can include ads on the cards that people will order from after requesting your recipe price list.

You can compile several hundred different recipes in a regular index box and resell the recipe boxes for even more profits.

You can also sign up for the free tips course to help you make your new recipe business card business a success. The tips course provides wonderful tips to ensure your businesses successful launch, and provides methods that you can implement to make several hundred dollars per month in additional income.

To receive the free tips course please visit the following URL:

<http://www.craftyprofits.com> ips

Think creatively and I'm sure you can come up with many more ways to profit from the creation, distribution and sharing of these wonderful recipe cards. Believe me, the locals are going to love them!

Teaching others through various online methods, Maria Vowell has helped many start successful home businesses both online and off. If you would like even more free courses, tools, products and information please visit her site at <http://about.lyciall.com> to view her wide range of products. You'll receive a wonderful and profitable gift just for visiting!



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