

Are You Getting the Most Out of Your Ezine?

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**Are You Getting the Most Out of Your Ezine?**

**By Tim Bossie**

**Are You Getting the Most Out of Your Ezine? by Tim Bossie**

There are two reasons to publish an ezine.

1.) Give people information about your site, your product, or your industry.

2.) Keep your website information in front of people for as long as you can without having to spend more money to do it.

Really, when you sit right down to think about it... that's why we do it.

But, are you getting the most out of your ezine? Is your ezine living up to it's full potential?

Before Anything Else Your Ezine IS Your Business.

When someone comes to me to for an advertising plan for their online marketing campaign, one of the first questions I will ask them is, "Do you have an ezine?"

It's imperative that any online business, no matter what it is, has a tool, or avenue, to keep your website, and your knowledge of the topic of your site, in front of your visitors for as long as you can. Here's why.

Each and every time you can send a visitor, or even a previous customer, something that they actually want to see, you are minimizing your advertising budget while maximizing return visits, repeat sales, and profits.

Ezines are essential to a prosperous, healthy, stable, strong, vibrant, and growing business.

Squeezing The Full Potential (or profits) Out Of Your Ezine With Every Issue.

That's your goal for each and every issue of your ezine that you send to your subscribers. And why not? Subscribers want the best or they will go somewhere else, and spend their money there.

## Are You Getting the Most Out of Your Ezine?

With that in mind, here are three powerful ways you can get the most out of your ezine with every issue.

### Give The Subscriber What He/She Wants

The backbone of your ezine is information. That's the whole premise behind actually publishing something. To give people information they can use.

When someone signs up for your ezine it's not because they want to be hit with an endless assault of ads. They want to learn. They want to find out ways of doing things that will help them. Articles are the best way to get your subscribers to stick around long enough for the next thing you should do.

### Use Just One Great Offer!

Follow me with this one. While you're giving the subscriber what they want, you're also in the business of getting what you want. But, you can't do that by shoving offer after offer after offer at them in each issue.

You need a plan. Sit down and think of products you can offer, specials you can offer, or one time deals. The thing you want to do is make sure it's timely, original, and something that people can actually use.

One offer, combined with great information, can create a powerful emotional feeling in the reader that will always be converted to action... clicking on the link to visit your site.

Offering an ebook that the entire Internet already has isn't going to make you any money.

Make it a great offer.

### Keep Things Original

In order to give the subscriber what they want, and make available great offers, it all comes down to planning ahead of time. A responsive, and profitable, ezine is not created the same day it is sent to the mailing list.

Planning what you want your ezine to accomplish, what type of information you're going to be publishing each week, the products you're going to offer, and what you're going to do to keep your subscribers coming back.

The major problem the majority of ezines today is that they have nothing to keep subscribers wanting to keep receiving them. There is no outlook. No vision.

A great copywriter told me to always be thinking ahead in writing copy. To keep the reader wanting to read further down the sales letter. The same thing goes with ezine publishing. Create original content, developing 8 to 10 part series is a method you can use, to give the reader a reason to want to read your ezine.

### Putting It Into Action

## Are You Getting the Most Out of Your Ezine?

Here's your chance to transform your ezine. Follow these simple steps and you're assured of a tremendous boost in profits and squeezing out every last drop of potential from your ezine with each issue.

Go ahead and sit down and begin planning out each issue. A good way to do this is with a calendar, or planner, dedicated to your ezine. Plan the coming week's and month's contents. What article series can you do? Who can you get to write guest articles? What special offers can you put together?

Transformation can sometimes be a life changing experience. Transforming your ezine can be a very profitable experience.

Tim is a 7 year internet advertising veteran who has helped thousands of small, and large, online

businesses profit from powerful and creative advertising. Subscribe to his "Marketing Success and Profit" ezine for free tips and articles by going to <http://www.guaranteed-ads.com>

### **Are You Using Ezine Classified Ads?**

**By David McKenzie**

Are You Using Ezine Classified Ads? by David McKenzie

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.

Here are 3 ways you can do it:

1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

## Are You Getting the Most Out of Your Ezine?

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 With a \$0 Marketing Budget" Get a Free 5 Day Email Course <http://www.brisney.com/how-to-write-free-articles.htm>

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