

Boost Your E-zine Subscribers 10 Techniques That Work!

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By Lisa M. Cope

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Starting an e-zine is easy and fun to do! Decide on a topic. Pick the perfect name and poof you are a proud publisher of your very own e-zine.

But getting subscribers is a different story. That is why..... I'm going to share with you 10 techniques that have worked well for me.

In less than 3 months using there simple techniques. I added over 2000 subscribers to my own e-zine and you can do the same."

1. Show your potential subscribers a sample issue of your e-zine. Black out some of the important info; this will make them more curious & subscribe.
2. Give away a free follow-up autoresponder course. Publish your e-zine ad in each lesson. The more people see it, the higher the chance they'll subscribe.
3. Offer your potential customers a discount on a particular product you sell if they subscribe to your free e-zine.
4. Give other businesses permission to give a free subscription to your e-zine as a bonus for a product they sell.

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5. Ask your potential subscribers questions that'll persuade them to subscribe like: "Would you like to learn how you can make a living at home?"
6. Write your e-zine's ad to sound like it is common sense to subscribe. For example: "Everyone knows you have to..."
7. Assume people are going to instantly subscribe to your e-zine. For example: "Dear Valued Subscriber" They will want to subscribe in order to feel important.
8. Allow your subscribers to collect stuff from each issue of your e-zine. It could be ebooks or software. They'll tell others and those people will subscribe.
9. Tell people what their friends or family might say as a result of them of learning what's in your e-zine. People care about what other people think of them.
10. Make people feel like it's their idea to subscribe, they will be less hesitant. Tell them in your ad "You are making a smart decision for subscribing".

Don't feel like have to use them all. Pick the ones that will work the best for your situation and apply them. The more you do the more you will benefit.

Publishing an e-zine is a great way to build your credibility and inspire trust in business, product or service. Not to mention a fun way to help others!

Lisa M Cope – a Work at Home Mom on a Mission! To help other parents learn how to build a Successful Business Online and enjoy the financial freedom it takes to stay at home with their children. Visit <http://www.flipidy.com> and get the resources you need to succeed!

10 Choice Ways To Give Your Subscriptions A Boost

By Ken Hill

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1. Swap an ad.

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Use ads that you've tested and that have proven to be effective in getting you more subscriptions.

You'll be able to get a greater response from your ads because you've already fine tuned them before swapping.

2. Write articles.

You'll be able to get more new e-zine subscribers that enjoy your writing and that are interested in the topics you write about.

3. Swap an article.

You could swap exclusive articles, or you could swap one of your reprint articles if you don't have the time write a new exclusive article.

4. Swap a "thank you" page recommendation.

You'll be able to successfully get more new subscribers through the other e-zine publisher's recommendation of your e-zine.

Only recommend e-zines that offer valuable content to their subscribers. You don't want to start off on the wrong foot by recommending something that is sub-par.

5. Swap a recommendation in your welcome message.

Swap your recommendation with a publisher that offers a bonus, and delivers it in her welcome message.

Her new subscribers will be looking for her bonus in her welcome email, giving her recommendation of your e-zine more exposure.

6. Swap an ebook ad or recommendation.

In addition to getting more subscribers, if the ebooks are brandable you can both earn money by offering each others' ebooks.

7. Promote your e-zine on the back of your business cards.

You'll be able to let your "real world" customers and prospects know about your e-zine.

You'll also be able to get more new sign ups from the networking events that you attend throughout the year.

8. Include an ad for your e-zine in your catalogs and brochures.

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You'll be able to let your customers on your mailing list know about your e-zine.

You'll also be able to get more new subscribers that have proven themselves to be interested in your products by requesting your catalog or brochure.

9. Publish testimonials for your e-zine.

Increase your subscriptions by posting testimonials on your site that share the benefits of joining your e-zine.

10. Purchase e-zine advertising.

You'll be able to get your ad for your e-zine in front of people interested in what your e-zine has to offer.

Purchasing e-zine advertising is also a very good choice if you don't have enough subscribers yet to begin swapping ads.

Article by Ken Hill. Are You Struggling To Get More New Subscribers? Want to increase your subscriptions fast? Now you can with amazing, breakthrough software that makes promoting your e-zine a snap! Get the details now at: http://www.netpromarketer.com/ezine_announce.html

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