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Building Your Ezine Subscriber Base and Selling Ad Space

By Merle

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In this the last in a 3 part series on ezine publishing we turn to the nitty gritty of finding subscribers and selling your valuable ad space.

So now you have a terrific looking ezine and interesting content but where do you find subscribers? I was hoping you'd ask. In order to grow your subscriber base you'll need to promote your ezine every chance you get.

The first thing you need to do is include a sign up box on each and every page of your website and if you can, offer a free sample copy by autoresponder. To set up a free autoresponder check out <http://www.GetResponse.com>

Some publishers swear by pop up boxes to increase their subscriber sign ups. If you go this route I encourage you to opt for the kind that pop up upon exit not upon entering, less annoying. You'll find some software to help you with this here....<http://www.codelifter.com/pop5index.html> or look at <http://www.DynamicDrive.com> for some free scripts.

The next step is to get your ezine listed in as many online newsletter directories as possible. You'll have to do your homework by searching the engines for directories where you can add your listing for free. This is an important step as many people look to these directories when looking for newsletters to subscribe to. Some of them are:

<http://www.Lifestylespub.com/mcp/>
<http://www.E-zinedirectory.com/>
<http://www.Webscoutlists.com/signup.epl>
<http://www.Ezineadsources.com/>
<http://www.Zineconnection.com/>
<http://www.Ezine-Universe.com>
<http://www.EzineLocator.com/>
<http://www.EzinesPlus.com/>

Remember many of these online directories will allow you to post your ad rates as well. A double bonus which allows you to pick up new subscribers as well as

advertisers.

Announcement lists are also good for promoting your ezine. Search at <http://groups.yahoo.com> for lists that exist for the sole purpose of announcing new lists. You'll also want to participate in online discussion boards with a good signature line that mentions your ezine. You'll find some great boards to post to at <http://www.DiscussMarketing.com>

Other great ways to grow your subscriber base include swapping ads with other publishers and writing articles to submit to other publishers for possible publication in their ezines. Again, a strong signature line is imperative. Try some of these sites for swaps.

<http://www.BizPromo.com/EzineTrades.htm>
<http://www.Ezine-Swap.com>

Free Software to keep track of your swaps
<http://www.nowsell.com/pages/ad-tracker.html>

Other Ezine Publishers you can swap ads with
<http://www.alacarim.com/adex/>

Free Directory of Ezines and other helpful resources for today's ezine publisher
<http://www.FreeZineWeb.com/>

The Handbook of Ezine Publishing
<http://www.e-zinez.com/>

EP Digest offers many helpful resources

<http://www.EpDigest.com>

After writing your own articles syndicate them

<http://www.linkcounter.com/go.php?linkid=184827>

Then submit your articles to:

http://groups.yahoo.com/group/article_announce

If you don't mind paying for opt in subscribers you can pay a small fee for them at....World Wide Lists

<http://www.linkcounter.com/go.php?linkid=184828>

or try Marty Foley's List Builder Service at

<http://www.linkcounter.com/go.php?linkid=184830> I've used

both of the above services extensively and they're truly remarkable for growing your list quickly. These are opt in list builders, not Spam techniques. Make sure you know the difference.

If you're interested in a great free e-book that will teach you how to grow your list download "Ezine List Builder"

<http://www.netwoozy.com/freebooks/> it's in PDF format.

or try this one...not free but worth the money:

"WebSite and Ezine Promotion Made Easy"

<http://www.linkcounter.com/go.php?linkid=184831>

Once you reach a minimum of 1,000 subscribers you'll be able to start selling text ads. Do not include too many ads in your newsletter or you'll lose a lot of subscribers before you even get started. You need to make sure you're including useful content and not just a billboard of ads, or your subscribers will be reaching for that unsubscribe button in a hurry. It's really a balancing act, good content with a few ads mixed in.

If you can it's a smart move to start collecting demographics from the very beginning. This will give you an idea as to the types of people that subscribe to your ezine and will be helpful to ad buyers who will want to know what "target market" your ezine hits. If you set up a short form asking the basics like "sex", "age", and "occupation" and ask new subscribers to fill it in upon subscribing you'll be amazed at how easy it is to actually collect this type of information.

A few sites that will help you to sell your available space:

<http://www.Ezines-Ads.com>

<http://www.Opt-Influence.com> (must have 5,000 subscribers)

<http://www.linkcounter.com/go.php?linkid=189476>

Publishing an ezine is the most important tool you can have when it comes to promoting your website. An opt in list of people who want to hear from you on a regular basis is priceless and the actual process of writing your own ezine and connecting with people is an inspiring experience in itself. It's a genuine way of building a sense of community around your site and opening the lines of communication between yourself and potential clients.

Don't let this marketing tool pass you by....by following the steps in this three part series you'll be well on your way to publishing an ezine that will pay you back in more ways than you can imagine– and that's an online marketing tool fact.

So what are you waiting for? Get busy!

Merle <http://www.EzineAdAuction.com>"Where some of the BEST Deals in Ezine Advertising are Made"Buy & Sell Ezine Ads in a live auction setting!Publishers sell off your excess inventory and Buyerspick up some Fantastic bargains. Go now.

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.

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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