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Converting Newsletter Readers Into Website Explorers

By **Mike Morgan**

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All the experts agree, if you want visitors to explore your website, you have to give them a reason; without one, they'll click away from your site. If you publish an email newsletter and own a website, here's an interesting way to promote viewing of your website's pages among your newsletter readers.

Sprinkle (actually, "hide") trivia tidbits throughout the pages on your website. They can be in body copy, image captions, advertiser copy ... anywhere. Then run a quiz in your newsletter, letting your readers know that all of the answers are somewhere on your site. Offer a prize to the first person to email you with all the correct answers.

You may freely repost the sample quiz without any resource box. I would appreciate, however, some sort of a link to my website **Bison Creek Author Services** in your newsletter or on your site. If you need ad copy lines for a newsletter link —

"Author services, including sales copy writing, free article posting, manuscript readings, reviews and testimonials—for writers just like ourselves: long on vision, but way short on funds. **Bison Creek Author Services** <http://bisoncreek.com>"

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Sample quiz begins below

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1. How many ways are there to make change for \$1 (US)?
2. In most advertisements, what time is displayed on watches?
3. According to Al Capone's business card, what was his profession?
4. A cat has how many muscles in each ear?
5. Four English words end with "-dous": horrendous, tremendous, stupendous, and _____?
6. What is the only English word that ends in the letters "-mt"?
7. What is the longest one-syllable word in the English language?
8. How many ridges are around the edge of a U.S. dime?
9. How many dimples are on a regulation golf ball?
10. What is the only U.S. state with a one-syllable name?
11. What is the only known sound that does not produce an echo?

Answers

1. 293
2. 10:10
3. used furniture dealer
4. 32
5. hazardous
6. dreamt
7. screeched
8. 118
9. 336
10. Maine
11. a duck's quack

Mike Morgan is a freelance writer, owner of Bison Creek Author Services, and moderator of Article Post–Short Pieces, for short articles and fillers,

10 Tips For Ezine Publishers

By Michael Southon

10 Tips For Ezine Publishers

by: Michael Southon

1. Many Ezine Publishers use too many styles of separator in their Newsletter. I recently saw an Ezine that used no less than 7 different separators: ++++++ ----- ~~~~~ \\\|\\\| ===== *****

This confuses the reader and makes your Ezine difficult to read. Your Newsletter will look much smarter and be much easier to read if you use just one or two styles of separator.

2. Always give an email address for your readers to un– subscribe. Making your readers go to a website to unsubscribe will create more traffic but it won't make you popular.

3. Place the email address for unsubscribing near the top of your Newsletter where it can easily be seen. That will avoid messages from your readers asking you to unsubscribe them.

4. Put the title of your main article in the subject field of your Newsletter. People are much more likely to open an Ezine whose subject field reads:

WebTrafficDaily: '10 Power Tips to Boost your Traffic'

than:

WebTrafficDaily, Vol 14 Issue No. 6

5. Unless your Ezine specializes in offering free ads, limit your classifieds to ten per issue. More than that and your readers will be irritated and the ads will lose their effect.

6. In every issue of your Newsletter, tell your readers about some new resource you have added to your Website – give them a reason to come back. After all, that's one of the main reasons for publishing an Ezine – to turn one–time visitors into repeat visitors.

7. Before sending out your Newsletter, do a trial run and send it to yourself. I do this and I almost always find some little error that needs fixing.

8. Keep an archive of back–issues on your website. People are more likely to subscribe to your Ezine if they can see a sample.

9. Search the Web for Tips on the theme of your Ezine – include an 'Editor's Tip' in each issue.

10. Format your Newsletter to 60 characters–per–line. You can either do this manually using a 'ruler' such as this:

012345678901234567890123456789012345678901234567890123456789

Or you can use an ASCII file formatter (much quicker) such as 'Ezine Assistant'. Ezine Assistant is free and you can download it at:

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Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. Click here to find out more:

- 10 Tips For Ezine Publishers
- Keep Your Company Newsletter Out of the Circular File
- Stop Paying Full Price for Postage
- 25 Easy Ways to Double Subscribers to Your Email Newsletter
- Another day, another newsletter to write...

- Ezine Filter and Format software
- News Letter Genie Pro
- Software Index
- RSS ADVERTISING SECRETS
- Profit Pulling Reports

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