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Impair Healthy Healing In People Over The Age Of 30!

EZINERINGS – THE NEW STEP IN PROMOTION!

By Marie Williams

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THE WHAT RING? EzineRing – not a WebRing, but very similar. An EzineRing is basically an alliance or community of e-publishers, preferably all in the same field, who work to promote each other's ezines.

GROW YOUR LIST. For e-publishers, an EzineRing can provide a new and ever-growing source of targeted subscribers, ensuring the future success and profitability of your venture.

WORKING SAMPLE. Each ezine displays a text box with links to the "next" and "previous" ezine samples in the ring, as well as a "full list" containing short ads for each ring member. This allows your subscribers to sample and subscribe to ezines in the ring.

WOULD PEOPLE BOTHER? Ezine publishing is fast becoming the fashionable, not to mention smart, thing to do. There is now so much choice that your subscribers want to know which ezines are worth subscribing to. EzineRings can alleviate this problem entirely. No single ezine can hope to cover everything on a particular topic; an EzineRing, however, can claim to do just this – giving your subscribers exactly what they want.

THE "A" LIST. Creating an EzineRing is not that hard. You need to draw up a list of e-publishers that you wish to be associated with. Choose publications that

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complement your ezine – look for good presentation, and content that adds to your own. Subscriber numbers are not so important. Any targeted (on your niche subject) and well-written ezine will be an asset within your ring.

POST YOUR INVITATIONS. Send your list an invitation to join your EzineRing. Here's a sample letter complete with instructions:

Hi Jayde.com,

I'm setting up a free EzineRing for [your ezine name] and have selected [their ezine name] to join. The idea is very similar to webrings that allow surfers to move from site to site in the ring. An EzineRing allows a targeted audience to request a free sample and also to subscribe to your ezine. A great way to increase your subscriber base!

You only need to send me a short text ad [you may want to specify a length] promoting your ezine. This ad must contain an autoresponder link to a free ezine sample. The deadline for this is March 1, 2000.

I will then send you a small text box that must be placed in every issue of your ezine. It will contain autoresponder links to a full list of participating ezines, and the previous and next ezine samples in the ring.

I hope to hear from you shortly. This is a great promotional opportunity for your ezine – so don't miss out.

Best wishes,

[Your Name]
[Your Signature File]

LINKS IN THE RING. Once you've received all your ads, you'll need access to a free autoresponder – an email message that is sent out automatically and *immediately* upon request. Two free autoresponder services:

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<http://www.smartbotpro.net> or

<http://www.GetResponse.com>

The easiest thing to do is to place all your ads on one autoresponder and rotate them once a month (or on a regular basis) so that everyone's ad gets maximum exposure – it's only fair. This autoresponder is your full list.

BOXING CLEVER! The next step is to construct text boxes for all the members of your ring. These boxes all need to contain unique "previous" and "next" links:

* Using index cards or separate sheets of paper,

list all your members (including yourself) in alphabetical order and number from 1 to whatever.

* Write down each member's sample ezine link underneath their name. This was requested in your invitation.

* On each sheet, write the words "previous" and "next" on separate lines. These relate to previous and next ezine samples.

* Number 1 in your ring will need the sample ezine link from the final member of your ring. Write this link next to "previous." Then write the sample ezine link from number 2 in your ring beside "next" for number 1.

* This sounds a little tricky, but it's not. Simply work your way through your sheets of paper remembering that "previous" requires the sample ezine link from the previous member numbered in the ring, and "next" requires the sample ezine link from the next member numbered in the ring.

* Each sheet should now contain the unique links needed for all your members.

* Construct a text box for your ring. Example:

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YOUR EZINE–RING NAME GOES HERE
Sample the Best [your field] Ezines – FREE!

Prev: sample10@listserver.com

Next: sample2@listserver.com

Full List: eringlist@listserver.com

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FINAL COUNTDOWN. The last step is to send the text box to all your members. "Full list" requires the autoresponder link that you set up earlier. The only parts that change for each member are the "previous" and "next" links that are now conveniently written underneath each member's name.

ADDED VALUE. By setting up an EzineRing, instead of simply participating in one, you've got a lot to gain.

Sure, you'll have to organize and monitor the whole thing, but you can also identify yourself as the ring owner in both the text box and full list – these can be used to direct traffic back to your website. You can also, for example, reserve the odd ad space in your full list, to promote some of your affiliate links. You are limited only by the depths of your imagination

Marie Williams | marie@writead.com DISCOVER how you can publish your own successful ezine. We provide everything you need to build a newsletter: FREE ezine templates, FREE training, FREE tips, and ezine makeovers. PLUS, all NEW subscribers receive 5 FREE gifts. Get Absolute Ezines -- get all the ANSWERS! *** Subscribe TODAY: mailto:absolute@writead.com ***

Don't Let Your Book Promotion Specialist Disappoint You

By Stacey Miller

When authors place sole responsibility for their book promotion campaigns into a book publicist's lap and leave it there, the results are often disappointing. Despite their best intentions, book publicists may fail to generate important reviews. Interview opportunities may slip through the cracks. Worse still, highly promotable books may languish without visibility in a highly competitive marketplace. The book promotion campaign, and the book promotion specialist, can disappoint you.

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Does that mean you should give up on book publicists and wait for Oprah to call you? Or that you should give up on your book promotion campaign altogether? There is another option. You can work in partnership with your book publicist and take the following steps to maximize your chances of success:

Be clear about your book promotion expectations from the outset, and make sure there is a meeting of the minds. If landing on the front page of the Wall Street Journal would be the ideal coup for your book, make sure your book promotion specialist focuses on accomplishing that instead of pitching you to every producer at National Public Radio. Give your book publicist your wish list, and offer to prioritize your book publicist's to-do list; you'll both be happier in the long run.

Suggest news angles for promoting your book, and provide your book promotion expert with a list of buzz words and phrases. Your book publicist most likely isn't an expert in your field and will welcome your help, even if he or she doesn't specifically ask for it.

Tout your credentials and sing the praises of your book to your publicist at every opportunity. Don't worry about sounding pompous or immodest; your publicist will appreciate your self-confidence and be even more enthusiastic in pitching you to the media.

Keep an eye on the media, and inform your publicist about developing news stories and current events that might tie into your book and enhance your book promotion campaign. Ask your publicist what else you can do to complement his or her efforts. Are there professional associations or mailing lists you can steer him or her toward? Have you compiled contact information for your alumni, professional, and hometown publications?

Ask your book promotion specialist for what you need, whether it's a redirection of energies, an accommodation to your schedule, or a weekly progress report. You'll come out a winner if you ask your book publicist to communicate with you and commit yourself to doing the same. And you won't be disappointed with the results of your book publicity campaign or your book promotion specialist's efforts.

Stacey J. Miller is a book promotion specialist. Her company, S. J. Miller Communications, coordinate book publicity campaigns for authors and publishers. A free book promotion plan is available upon request. For more information, visit

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