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## Easy Ezine Promotion

By Terri Seymour

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If you have a website or e-business, you should definitely consider publishing an ezine. Once you have made the decision to publish an ezine and decided on the content, you now must learn how to promote your newsletter. There are many easy and free ways to promote your new ezine.

Here are some of my favorites:

#### Ezine Directories

There are hundreds of ezine directories on the web in which you can list your ezine for FREE. You might be asked to run their ad in your ezine or on your site in return for the free service. This is a good idea anyway, because the more people that read the directory, the more people that see YOUR listing. Here are a few to get you going.

<http://www.absoluteauthority.com/ezines/>  
<http://www.bestezines.com/>  
<http://www.cumuli.com/ezines/verify/default.ldml>  
<http://www.escribe.com/>

<http://www.ezineadsources.com/>  
<http://www.ezinesearch.com/search-it/ezine/>  
<http://www.ezine-universe.com/>  
<http://www.e-zinez.com/>  
<http://www.list-universe.com/>

### Announcement Lists

Announcement lists are a great way to get the word out about your ezine. Subscribe to the lists and be sure to follow the guidelines for posting on each list. Once you get established on the lists, you should drop your postings to about once a month or every other week. This will prevent "overloading" people with your ad. Get started with these lists.

[WritersZines-subscribe@onelist.com](mailto:WritersZines-subscribe@onelist.com)  
[ezinestoday-subscribe@onelist.com](mailto:ezinestoday-subscribe@onelist.com)

[00-list-announce-subscribe@onelist.com](mailto:00-list-announce-subscribe@onelist.com)  
[lists\\_for\\_all-subscribe@egroups.com](mailto:lists_for_all-subscribe@egroups.com)  
[Advertise-Your-List-subscribe@egroups.com](mailto:Advertise-Your-List-subscribe@egroups.com)  
[MyListAnnounce-subscribe@egroups.com](mailto:MyListAnnounce-subscribe@egroups.com)  
[linksnlists-subscribe@egroups.com](mailto:linksnlists-subscribe@egroups.com)

### Ad Swaps

Once you get your ezine started, you will want to get your ad in other quality publications. A good and economical way of doing this is by ad swapping. You agree to place another publisher's ad in your ezine and he/she places your ad in their ezine. This is a very effective way of gaining subscribers. Subscribe to these lists for finding publishers who want to swap ads.

[EzineAdExchange-subscribe@topica.com](mailto:EzineAdExchange-subscribe@topica.com)  
[adswappers-subscribe@globelists.com](mailto:adswappers-subscribe@globelists.com)  
[Ezine-Ad-Swaps-subscribe@topica.com](mailto:Ezine-Ad-Swaps-subscribe@topica.com)

### Sigtags

Every time you send out your email you can be sending out an announcement about your ezine. Put a small but informative signature at the bottom of your email.

Example:

Terri Seymour  
Web Success Ezine  
Subscribe Now for Free Gift  
mailto:web-success-subscribe@egroups.com

You can also put borders around your sigtag to bring more attention to it.

Terri Seymour owns and operates MyOwnEzine.com. MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net>. Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.

## **7 Cool Swap Ideas For Ezine Publishers**

**By Ken Hill**

### **1. Swap ads.**

Start your ad off with a winning headline that will catch your reader's attention.

Then follow up your headline with ad copy that interests and leads your reader to want to join you.

Stress the benefits your reader will get from her subscription to your ezine.

Lastly, end your ad with a call to action that directs your reader to join your ezine. For example, by sending an email to your autoresponder or visiting your subscription page.

### **2. Swap a recommendation within your ezine.**

Do you know an ezine that would benefit your subscribers?

Let your readers know about within your ezine (i.e., in your publisher's note) in exchange for that publisher's plug of your ezine.

By doing this swap, you'll be able to capitalize on the other ezine publisher's reputation with her readers, and successfully gain more new subs because of her "thumbs up."

### **3. Swap on your thank you page.**

Make good use of your thank you page by using it to swap an ad or recommendation for your ezine.

You could also use your thank you page to promote a special sale on advertising in your ezine or on

your product.

4. Swap a recommendation in your welcome message.

Like with your thank you page recommendation swaps, make sure the other ezine doesn't compete directly with you, and that you know it delivers quality information to it's readers.

5. Swap testimonials/endorsements.

Testimonials help reinforce the message that your ezine provides valuable content.

They also help to increase your ezine's credibility as your visitors see how your ezine has benefited others.

6. Swap articles.

You could swap articles to be published in each others' ezines or you could swap articles to be posted on each others' sites or in each others' ebooks.

7. Run a recommended ezine's section in each issue.

Another way that you could get ongoing promotion of your ezine is to run a recommended ezines section in each issue.

Simply, joint venture with some choice, targeted ezines, then place their ads in this section in exchange for them doing the same for you and each other.

Limit the number of ezines you do this swap with so that you'll be able to minimize the competition between ads.

Ken runs the Net Pro Marketer where you'll find informative articles on business, marketing, and ezine publishing.

Browse through the articles or submit your own at:

<http://www.netpromarketer.com>

For autoresponders you can

use to follow up & publish email lists visit

<http://netpromarketer.com/followup.html>

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and Convert Your Car to **Burn Water + Gasoline** Today!

