

Explode Your Opt-in Subscriber Base!!!

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Explode Your Opt-in Subscriber Base!!!

By Armand Melanson

Explode Your Opt-in Subscriber Base!!! by Armand Melanson

Explode Your Opt-in Subscriber Base!!!
Copyright 2002 lessworkmoremoney.com
By Armand Melanson

I have discovered a powerful technique to increase the rate of subscribers to my newsletter. This is a really easy but powerful way to create more profit.

A newsletter & opt-in email list are fundamental parts of any successful e-biz. What if I told you that a small change to your website could increase your subscriber capture rate by 400%!!!

That's exactly what I discovered. Before going any further, I want you to see this in action. Goto <http://www.lessworkmoremoney.com> right now & you'll see what I'm talking about.

So here's the deal. Most websites use a pop-up window to attract opt-in subscribers. The problem with standard pop-ups are:

- 1) they are all over the net & are often viewed as an irritant to visitors.
- 2) they require that the prospect type an email address.

Let's face it – we are LAZY. We don't want to type our email address unless absolutely necessary.

- 3) they don't insure that the email address is the right one.

Explode Your Opt-in Subscriber Base!!!

Even with good Javascript checking, someone can type in anyone's email address.

If you went to my site just now, you would have seen the following:

--> A JScript alert prompted you with an offer for a free marketing course

--> You could choose 'OK' or 'Cancel'

--> If you chose 'OK', your email program automatically spawned a

message with the pre-inserted subject:

"Just click 'Send' to get the free course via email (ref# M7aI6N)"

If you clicked send, you will be subscribed to my newsletter.

--> If you chose 'Cancel', nothing happened

Can you see the difference? No typing to do! When confronted with the Javascript alert, people are much more likely to hit 'OK' than to type in an email address on a standard popup form.

That's why this concept is radical – it is a total departure from the traditional approach & it's much more effective at getting prospects to sign-up for your newsletter.

So let's get under the hood & see how this works. You don't need to use cookies for controlling popups, but you should use them. Otherwise you will be popping up every time someone refreshes the page. Goto http://lessworkmoremoney.com/EZ5_email_autocapture.htm to see this in action again with only the bare bones code required to do it.

The cookie code is standard & can be found at any JScript site. The form code is simple & just tells your mail client to send an email to my autoresponder.

You can use this exact same code to do this at your own website. Make the following changes though:

```
*** (confirm("put your text here"))***
```

place your text in the quoted area – this is what will appear in the popup.

('n' is the newline character which tells JScript to place text on the next line)

place you autoresponder email after "mailto:"

THIS IS WAY TOO COMPLICATED!!!!

You can use this as is, so you don't really need to change much. If you know someone who knows a little about web programming, ask them for help.

If you still can't get it to work, go to
<http://www.lessworkmoremoney.com/consulting.htm>

and see how I can set it up for you.

ABOUT THE AUTHOR: Armand Melanson is an emarketing consultant & author. For free marketing tips & articles you can re-use, visit him at <http://lessworkmoremoney.com>

Successful Ezine Advertising Techniques.

By Christos Varsamis

Ezines are highly effective advertising tool if done correctly. One of the most important advantage ezines have is the target group of people they refer to. Of course there are rules to be followed in order to succeed in ezine advertising.

1. Write Benefits Not Features.

It may sound cynical but most people are selfish. They don't care about your company or background but they DO care about the benefits they gain. So, instead of saying that the "A" software title contains these features, try to specify that it will save money and time in the exact amount. Be as accurate as you can on that.

2. Choose very careful the ezines you advertise.

An ezine of 150.000 subscribers may seem tempting but you should ask yourself, how the publisher got those subscribers? He bought the list, used FFA, or used similar methods? Does the publisher use contests for his subscribers in order to visit your website? If a subscriber visits your site because there

Explode Your Opt-in Subscriber Base!!!

is the expectation of gaining something how valuable this subscriber is for your business? Zero if you ask me.

3. Double opt-in much better than single opt-in.

Yes, if you find an ezine that builds the subscriber base with double opt-in method, it's highly possible that you have a goldmine here. A double opt-in ezine of 2500 subscribers has more value than a single opt-in ezine of 10.000 subscriber base. With double opt-in you can be reassured that you will have no spam complains and the value of the prospects is much higher.

4. Run you ads more than once.

This is important because prospects have to see more than one time to absorb your message. One thing you can do is to run your ad 2-3 times and if the first is not successful you can modify your copy.

5. The Headline is all the money.

People have their mailbox filled with emails and spam these days. Obviously they don't have the time to read every single email they get. So the screening process starts with the headlines. It's a simple as that, if your headline sucks your all effort goes in vain. They will just ignore the whole message.

6. Call to action - Create urgency sense.

This is a copywriting rule you must follow. You must use the time pressure technique to the readers in order to act now. You can use limited time discount offers. In that way you tempt the reader to visit your website which is your first aim.

7. Track your ads.

Do Not underestimate that factor. If you start to have sales, how would you know which ezines produce the results? You can't afford to miss that. With so many tracking software and services out there is no excuse to risk your advertising budget on guessing.

8. Focus on Top-Sponsor and Solo ads.

They are the most effective. Top sponsor ads are on the top of the publication and it is the first message the reader views. Solo ads are highly effective because the reader views your message alone with nothing else tracking his or her attention. Forget the classified ads, although they are cheaper. When you read a newsletter you focus on the content or the 15-20 displayed ads?

Finally, as a recommendation, you can start searching for effective ezines on the directoryofezines.com . It's the ultimate resource for tracking and advertising on targeted ezines.

Christos Varsamis is an Internet Marketer & Affiliate Marketing Specialist. You can check the latest resources and Product reviews on

Explode Your Opt-in Subscriber Base!!!



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!