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**Ezine Promotion, The Three Forgotten Tactics**

**By Peter Murphy**

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If you are like most ezine publishers you want more ideas that work. But hold on a minute what about all the key strategies that you have overlooked?

1 Teamwork:

Hook up with a fellow publisher who does not compete directly with you. I do this to find out what really works. Share ideas and results. Brainstorm even by email and you will discover new ways to promote your newsletter that you will not have spotted before.

You could save yourself weeks or months of wasted effort if you know which strategy people are responding to today. And not what used to work last year when that guru wrote his expensive ebook with all the answers that were true back then.

For example, last week I learned from a fellow ezine writer that his new ecourse was taking off like a rocket. So, I have cancelled my plans to write another ebook and instead I am working on developing an ecourse. And when it comes to promoting my new ecourse I already know an expert I can check in with instead of spending weeks to learn what works best.

2 Help other ezine publishers to get what they want:

Spend time solving the problems that other ezine publishers face. For example, read their back issues and point out ways they can offer an even better product. If you can help them to get more

subscribers you will be rewarded with your articles getting priority treatment and appearing in their upcoming issues.

Do these other publishers offer a free report to new subscribers? Ask if they would like one suitable for their audience and then produce one that focuses on your area of expertise. They get more subscribers by offering a truly useful report and you benefit by getting your byline in front of even more people.

Give first and you will be amazed at how receptive people are to working with you for mutual gain. You will immediately stand out from the crowd in a world where so many people always wants

something without any consideration for the needs of the other person.

3 Use information as a bonus:

Write an ebook or ecourse with genuinely useful information and offer it to other ezine publishers. Let them use it as a special bonus to keep their existing subscribers coming back for more. They will also benefit from referrals when their readers pass on the newsletter to friends so that they too can read your ebook or ecourse.

Too many ezines are short on great articles they can use. There are plenty of articles available out there but very few high quality ones that you will use in your own ezine.

The same applies when ezine authors want to offer incentives to encourage their readers to buy their own information products. If you give publishers a high quality ebook or ecourse that they can bundle with their information product you will get your message out to a lot of people and very quickly.

These tactics could help you to build your ezine in ways you never considered before now. Test them for yourself and enjoy new success with your ezine.

Peter Murphy is a writer and ezine publisher. He has a number of information products that you are welcome to use to promote your ezine. For details send <mailto:3info@products@sendfree.com>

### **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.

## Ezine Promotion, The Three Forgotten Tactics

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.

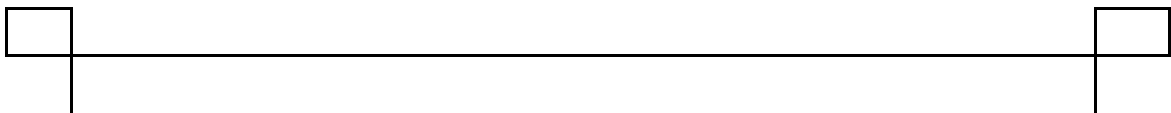
Ken runs the Net Pro Marketer where you'll find informative articles on business, marketing, and ezine publishing. Browse through the articles or submit your own at:

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