

"Ezine Publishers: Your Best Friends!"

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"Ezine Publishers: Your Best Friends!"

By Peg Bastin

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What do you need? Information on website building, a good article, a new resource, exposure for your business? Ask a publisher! Chances are, they have what you need, or can get it for you.

Publishers are your friends and most importantly, your link to content and ideas to help your business. If you take the time to read the ezines you subscribe to, you can learn the latest information to help yourself promote your products.

Need to know how to do something? Build a website, create a book cover, write an ad, download a book, start your own ezine, or just about anything – you can find the information you need in an ezine. The editors do the research, and you reap the benefits.

No matter if the publisher is brand new, or a seasoned veteran, they all have good ideas, and can offer you encouragement, motivation, help and advice.

They supply valuable services such as ad writing, website reviews, free and paid advertising. You'll find resources to help protect against hackers, viruses, and scams. They publish your articles, ads, feedback, profiles, answer questions, hold contests where you win free products, advertising or other valuable products.

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We benefit from their alerting us to scams and viruses. We learn how to avoid the dangers to our PC's, how to repair the damage caused by these viruses. They also share other subscribers recommendations or warnings of scams so we can be aware of these predators who try to take advantage of us.

Publishers have many personalities and cultures. Another learning tool! The Internet gives us friends all over the world that we would never meet otherwise. They have families, jobs, and problems like the rest

of us.

Now their job is even more difficult with the spam filters. All their hard work ends up floating in cyberspace instead of your mailbox. They've had to learn new ways to fool these filters and get this valuable information that you've asked for into your email box.

I am thankful that these editors haven't given up trying to publish their ezines. If they did we'd have a much harder time learning and marketing our businesses. Where else could we find so many benefits in one place?

We can help. Publishers need our help as much as we need theirs. We can contribute our feedback, and offer our input when requested, so they know what to put in their ezines. Our interaction gives the publishers the encouragement and motivation to keep on providing us with the best information they can find.

Let's say 'Thank You' and make their day! Someday you may be an ezine publisher yourself!

10 Terrific Ways To Enlarge Your Subscriber Base

By Ken Hill

1. Create a unique selling proposition (USP).

Developing a USP for your ezine will make your ezine more attractive to your niche audience and help

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your ezine to stand apart from other competing ezines.

Comprise your USP from a single, compelling benefit that people will get from subscribing to your ezine.

Your benefit should be something that only your ezine offers or that other competing ezines fail to stress in their promotions.

Once you've created your USP, integrate it into all of your promotions for your ezine.

2. Swap ads with other ezine publishers.

You could swap sponsor, feature, classified or solo ads with other ezine publishers.

Choose related but non competing ezines to swap ads with and track your ad swaps so that you'll know exactly which ezines are best to continue swapping with.

3. Swap "thank you" page ads with other ezine publishers.

Advertise other ezines on the page your new subscribers are taken to after joining your ezine in exchange for those publishers doing the same for you.

This will give you very strong promotion of your ezine for as long as the other ezines continue to be published.

4. Write articles.

Your articles will help you to successfully increase your subscriptions by getting your ezine promoted in relevant ezines and on high traffic sites.

Promote your articles by submitting them to article directories, article announcement lists and also to other ezine publishers.

5. Swap articles with other ezine publishers.

You could run another publisher's article in your ezine in exchange for her publishing your article in her ezine.

This could be articles already run in other ezines, articles to run exclusively in each others' ezines, or articles to be first run in each others' ezines.

You could also post another publisher's article on your site in exchange for her posting your article on her site to gain more new subscribers.

6. Provide an ebook that you've written or that is a compilation of your articles as a bonus for

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subscribing to your ezine.

Your ebook will not only help you to get more subscribers but can also help you to effectively promote your business, get more traffic to your site, and promote your affiliate programs to your new subscribers.

7. Post testimonials for your ezine on your site. Ask for subscriber feedback within your ezine to garner more of these from your readers.

8. Provide an archive of your past issues on your site.

Your archive will help you to convert more of your visitors into subscribers by showing them what they will get from their subscription to your ezine.

9. Make sample issues available by autoresponder.

Like your archive your sample issues can increase your subscriptions by giving your visitors a look at the type of quality articles, tips, and resources your ezine will provide to them.

10. Use your signature file to promote your ezine.

Use your sig file in your day to day emails to your clients, friends, and visitors who email you.

Also use your signature file to get more new subscribers when posting your advice and tips in moderated discussion lists and forums.

Article by writer, Ken Hill. Do You Publish an Ezine? Want more subscribers? Put your ezine promotion on autopilot. Over 1600+ places to promote your ezine. Find out more at:

For more articles by Ken Hill visit:

10 Terrific Ways To Enlarge Your Subscriber Base

SEVEN tips on Submitting Your Ezine articles to content sites and Publishers.

10 Sure Fire Ways To Get More Ezine Subscribers

5 Ways To Give Back To A Great Ezine

Ezine Promotion, The Three Forgotten Tactics

147 Killer Epublishing Strategies

Name Branding Syndicator

Ezine Filter and Format software

Ebook Authors Interviewed

News Letter Genie Pro

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