

Ezine Subscribers Want More than a Free Ezine

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Ezine Subscribers Want More than a Free Ezine

By David McKenzie

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An ezine is an essential part of an online business.

But it is not enough just to offer a free subscription to your high quality ezine.

You need to offer something more. You need to make the decision to subscribe to your ezine really easy. Basically, you have to give away something else for free when someone subscribes to your ezine. You need to offer a bonus.

The 2 best bonuses to give subscribers when joining up to your regular ezine are a free ebook or a free email course.

1. Free Ebook

Give your subscribers a free ebook. If it is only 10 pages long then call it a free ebooklet or free special report. If it is more than 10 pages then call it a free ebook.

Also, make it really easy to get the free ebook. When subscribers subscribe to your ezine make sure an autoresponder goes back to them immediately with instructions on where to obtain the free ebook.

It is often the case that the free ebook enticed them into subscribing so make sure they can get their free ebook quickly and easily.

2. Free Email Course

Set up a free email course and offer it as a bonus for subscribing. Once again, make it available by autoresponder.

Set it up so that the email course starts as soon as someone has subscribed.

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Again, make it really easy. When they subscribe to the ezine, tell them they will start receiving the bonus email course immediately.

Unfortunately it is not enough to give away a free ezine just by itself. You have to give away a bonus as well and you have to make the bonus enticing.

With a free ebook or email course you can set it up automatically with an autoresponder so that once it is up and running there is no more work to do.

Using a bonus to get subscribers will certainly increase the number of subscribers you get. And that really is the objective for the ezine publisher - to get more subscribers!

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!

Are You Using Ezine Classified Ads?

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If not, then you should be. They are much more effective than traditional online classifieds mainly because they are more targeted.

How many ezines do you think are out there in internet world?

I really do not know. But it has got to be tens of thousands, perhaps even hundreds of thousands.

Guess what? Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

Here are 3 ways you can do it:

1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

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The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues. And you will feature their ezine ad in your next 6 issues.

2. Pay for Ezine Ads

You could negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads ask them if they would like to receive some money to run your ezine ad. I bet they don't say no.

3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editors article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

Once you get to 1,000 subscribers you can start to run paid ezine ads. But don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

Rates vary tremendously but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad. You run 3 ads per ezine.

If your ezine was a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

So if you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course <http://www.brisney.com/how-to-write-free-articles.htm>



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