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FREE ADVERTISING FOR EZINE OWNERS

By Bob Hansen

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Add Swapping for free with other new letters and ezines.

Add swapping is a great way to be seen on the net. I hope you will have a better understanding of the need and the importance of good advertising by the end of this article. It's helped us to get noticed.

If you're already making money hand over fist then you know alot of the many secrets of e business. There are those who haven't a clue though when it comes to successful ezine. I know I was once one of the many.

After several failed attempts to gain support I made the switch to free advertising. That's right free! Why free? Well keep reading to learn about this well kept secret.

There are several sites who would love nothing more than to place a simple 3 line entry in a well placed ezine. We here at Cameo Clothes News provide that to all new ezines. In return we have our add placed in theirs as well. This is much like the old banner exchanges, you show mine and I'll show yours. Difference is IT'S ALL FOR FREE.

With the Opt In email you have your target gathered already, they've come to you directly. These are people who have signed up for, and have already been part of an ongoing ezine, the other nice part about it, it's absolutelutly painless to you. Remember nothing ventured nothing gained. By sharing space you have all there is to gain, exposure.

By now your wondering how you find these great lists right? Well, we stumbled across a site long ago that had several exe files available that explained much of what I'm telling your now, and best of all, it

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was you guessed it FREE information. Care to learn more you can.

I would love to charge money for this information but just like others out there.

I believe this should be readily available just for the asking. That's why

I have no problem with telling you these great tips.

<http://cameoclothes.com/ezine.htm> is the answer to your ezine questions.

We have all the files available for downloading right now.

Ok you're still confused about why free and not for money right?

Remember when you first started out and you signed up for every

conceivable new letter that you thought would help you get to where you are today? Well, these same new starters are in that very same spot now. By not only helping them you've helped your own self by getting your add in front of your competition faster and more often with less time spent.

I can't stress it enough, It's just that simple. So work on a standard 3 line add keep it simple and start sending it out to everyone on the list now. You can get updates as well and offer your space every month. Who knows by next month you'll have more traffic than you'll know what to do with.

Here's another tip not many people consider to gather new subscribers. Using web forms are a great way to meet your visitors and guests who come into your site. Alot of the older sites already know this technique. As much as we hate spam mail we are subject to it by simply listing with that site.

You can do virtually the same thing with your form by using an auto responder. If your site doesn't have that much traffic coming in then you simply can use the email address gained from your forms an send out a "Canned" letter about your ezine through your ezine host. To simplify this use your email template feature and then copy and paste to your hosts invitation area. You'll want to use your subscribe address in the TO: block also. If you wish to add it in the body of the letter itself then be sure proceed it with mailto: this will then make your address a hypertext link for your readers to use.

Be sure to also include a REMOVE address as well generally remove@website.com works well if you have an alias option from your web host. If not you can open a free mail account to handle this mail and

then delete the names as they come in if need be.

Keep a separate list of the addresses in your email program of all your contacts and periodically compare it to the subscribers. Resend these people an invitation in a few days explaining why your ezine is the best for them to join.

Good Luck with your subscriptions and happy ezining

Bob Hansen is the editor and webmaster for the following sites and has been doing it now for well over 6 yrs. His knowledge and expert advice has helped many new web designers bring in more traffic than they thought possible. Cameo Clothes News – <http://cameoclothes.listbot.com> Renaissance Costumes & Wedding attire <http://cameoclothes.co>

Is Ezine Advertising Still Worth?

By Jean Lam

Ezine advertising is a powerful medium to reach thousands and thousands of potential customers for your online business. It has never been more easier to reach so many people than through ezine advertising.

But due to the fact that nowadays, we are overloaded with too many emails, ezine advertising is not quite as powerful as it used to be. But still, it is worth using ezine advertising as your marketing tool.

Don't forget that ezine advertising is done through email and email marketing is by far the best promotional tool for your online business.

Ezine advertising still produces good results but it depends on several factors to ensure a successful ezine advertising campaign for your business.

(1) Number of subscribers

Before placing your ad in an ezine, check out the number of subscribers that this ezine has. I would opt to place my ad in an ezine with at least 500 subscribers. If less, it's not worth. Ezine advertising success is partly a numbers game.

(2) Ad quality

Writing a good ad is crucial to the success of your ezine advertising campaign. If poorly written, you can expect a poor response rate even if you placed your ad in a quality ezine. So ensure that your ad attracts your attention and makes you want to know more yourself just by reading it.

(3) Ad position

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If you are serious about your online business, opt for a Top Sponsor ad or a solo ad. Usually more expensive but they produce far better results than classified ads. You have more exposure and the readers are more likely to see your ad and read it.

Ezine advertising is still the best advertising medium on the web. So don't give up. There really is no better place to invest your advertising dollar.

Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

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He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

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How One Free Advertising Method Can Transform Your Income
Free Ezine Advertising On Steroids!
Free Ezine Advertising by Writing Ezine Articles
You Can Save Money On Ezine Advertising

147 Killer Epublishing Strategies
Ezine Filter and Format software
Web Marketing Explained
PPC Profits
Name Branding Syndicator



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