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Four Joint Venture Strategies To Quadruple Your Ezine Subscriber Base Over The Next Two Months

By Dr. Bill Nieporte

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What would an influx of a several thousand new ezine subscribers do to your profit margin over the next two months? If you've got a worthwhile product and a site that sells, you could easily quadruple your profits!

So how do you build your subscriber base? I want to suggest four *Joint Venture* strategies that really work. A joint venture is an arrangement where two or more people trade on their resources for the mutual benefit of all. Here's how such marketing strategies might work for ezine publishers.

1. JOINT VENTURE YOUR KNOWLEDGE

One of the most poorly kept secrets Internet marketing is that if you write content for your ezine and submit it to other editors, many of them will accept it for publication. Fresh and valuable information is a hot commodity for among ezine editors.

In return you (the author) will benefit from having a free resource box of about seven lines to advertise your ezine and/or other product.

It this strategy productive? Most definitely! Over the last four weeks I have distributed two fresh articles to other ezine editors. At last count these two articles have earned me nearly

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500,000 FREE ezine impressions. One ezine contained over 150,000 subscribers. Within six hours after this issue hit the Internet my subscriber count had increased by over 400.

2. JOINT VENTURE YOUR ENTIRE EZINE

Here's a very novel idea that works wonders. Create a "Joint Venture Publishing Partnership" with a fellow ezine. Find an ezine that targets an audience your products are geared to attract. Then propose the deal. Suggest to the editor that your cross publish your ezine to other's lists.

Most shrewd ezine editors will jump at this chance. It will provide them with a brand new audience for their work (and you

too). Don't worry—both of you will be especially motivated to make this issue your best ever—in order to attract more subscribers to your respective list.

3. JOINT VENTURE YOUR SUBSCRIPTION PAGE

On one of my sites I have joined eight other popular ezine publishers in a neat joint venture that has literally doubled my weekly new subscriptions. Whenever a person subscribes to any of these ezines on their respective domain, they are immediately transported to a co-opt page that lists all the other ezines in this fraternal relationship.

4. JOINT VENTURE YOUR SUBSCRIBER CONTESTS

Contests are very popular means of attracting traffic to your site. Recently, however, several ezine editors developed a very creative way to use contests to increase their respective subscriber base.

Combined these editors (who publish what I believe are the very best marketing ezine on the Internet) could provide over 100,000 powerful ad impressions for one lucky winner. Their strategy was to create a single page where subscribers to register for the prize by subscribing to each list.

Next they invited webmasters and other ezine editors to advertise their exclusive subscriber site. Those who advertised would automatically be considered for a special weekly contest drawing. This system is one of the best joint venture arrangements I have

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ever seen. You can check it out at
<http://www.ezinehits.com/Nieport.htm>

Dr. Bill Nieporte is editor of "The Success In Life Newsletter" and webmaster of
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Are You Using Ezine Classified Ads?

By David McKenzie

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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.

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

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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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