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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Four Ways To Grow Your Subscriber List

By Raymond Johnston Jr

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If you publish your own newsletter or ezine, you are always on the lookout for more quality subscribers. We all continuously look for new sources to grab a few more subscribers. Today, I am going to look at a four ways that you can add to your list.

1. Ezine Directories – One way to get your ezine some exposure and also pick up a few subscribers, is to submit to ezine directories. Some of these also give you a chance to list your advertising information as well. Here are a group of directories that you can submit to.

<http://paml.net/submissions.html>

<http://catalog.com/vivian/intsubform2.html>

<http://www.diysearch.com/>

<http://www.ezinesearch.com/search-it/ezine/ezine-add.html>

<http://www.newsletteraccess.com/database/reg.html>

<http://ezineadsources.com/submit.htm>

<http://ezine-universe.com> <http://www.ezinehub.com/add.html>

<http://newz2me.com>

<http://www.homebizandmore.homestead.com/ezinesignup.html>

2. Pay Per Subscriber Services – If you would like to build your list quickly and have the funds, this is the way. These are services that will provide you with subscribers at a certain price for each subscriber. There are quite a few of these services and they sign up subscribers for you in a number of ways.

They use everything from pop-ups to pay-per-click search engines to get subscribers for you. Each one is different. Ask how they get their subscribers and my own personal preference would be to have them double opt-in the subscribers. This will usually get you a better quality of subscriber. Here is a list of some of those services.

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<http://www.listopt.com>
<http://www.itsaworld.net>
<http://www.zmedia.com/zm/main.html>
<http://www.funazines.com>
<http://www.bay9.com>
<http://www.profitinfo.com>

3. Subscribers for Ads – There are a few services that will provide you with subscribers for running an ad for that subscriber. If you run free ads, these services can provide you with quite a few new subscribers each month. Here are a few of those services.

<http://www.moneyforhire.com/inet>

<http://www.ads4subs.com>
<http://www.twodollarads.com>

4. Ad Swaps – This way of getting subscribers is overlooked too often or not used for some reason. Take the time and put forth the effort to exchange ads with other ezines. You can advertise for new subscribers in many other ezines by exchanging ads. You are not going to get thousands of subscribers this way but if you swap ads with a few different ezines every month or even every week, you will see a steady flow of new subscribers.

These are not the only ways to generate new subscribers but if you start using some of these methods, you will see your subscriber list start to grow.

How to Grow Your Ezine Subscriber List

By Megan Corwin

Your ezine subscriber list is a very valuable group. They are interested in your product of service. They *want* to hear from you occasionally. They are interested in what's new with the subject and have asked to be kept in the loop.

When I built my first website, I was mistaken thinking that just because I put a form to capture email addresses, people would fill it in. Very few did.

Why not? They had no reason to. No motivation. No return for giving out their information. I wrote a small time management workbook and offered it to subscribers. After they clicked to join the list, they were directed to a .pdf version of the book. As soon as I provided a reward for signing up, my subscriber list grew by leaps and bounds – almost 400%! I was so excited!

Then I sent out my first newsletter to these folks. Lots of them bounced; they were invalid email addresses. These readers were willing to type in a little box to get a reward, but the prize came too easily.

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Soon I learned that a great method to ensure their correct email was captured was to deliver the goods via email. That way, if they really wanted to get the booklet, they'd have to ante up with valid addresses.

Great – they had pre-qualified themselves!

You can use autosponders or a tool such as Constant Contact to automatically send your offering to the new subscribers. Try

or

Now, just sit back and watch your list grow into a wonderful marketing tool.

Megan Corwin is an online marketing coach. If you enjoyed this article, download the free ebook "How to Market Your Small Business Online for FREE":

How to Grow Your Ezine Subscriber List

Ask Mr. D – Ezine Circulation

How To Use Viral Marketing To Grow Your Opt In Email List

Co-Registration – Fuel For Growing Your Lists!

Starting an Ezine from Scratch

File Resource Meter Software

Free List Pro

147 Killer Epublishing Strategies

The Forum List

The Ultimate Rose Garden– Neighbors envy, owners pride!



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