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Giving Subscribers the Welcome Treatment

By Jeff Neil

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Editor`s Column

<http://www.editorscolumn.com>

I know that you have friends. You know, friends in the real world that you actually visit in their homes. Do any of them have one of those cute "welcome" signs hanging by the door?

Have you even noticed? Chances are there is a welcome sign. But you really never see it. We all have friends that have `em. But they are so common that we just don`t notice.

What about those big colorful "welcome" mats? Bet you see them when you arrive. They`re big and cheerful. Right there so you can wipe your feet. Sure, they`re really there to keep the floor clean. But don`t those mats give you that warm and fuzzy feeling?

If you publish an ezine it`s really just an extension of your home. Your online home. And when you get a new subscriber you send a welcome letter to your new "friend".

Do you send them a small sign or do you roll out the mat?

First impressions are important. Even more so online. The average person subscribes to far more ezines than they can

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really read....So impress them fast with your welcome.

Greet your new reader with some thought and enthusiasm.

Welcome to XYZ ezine, here`s your freebie, buy this and you`ll get rich.....ain`t going to cut it. Take the time to tell you new friend why you`re so special. What`s in it for them.

And then prove it.

Include a sample issue with your welcome email. Let them

see what they`re in for, and who you really are. Dazzle them with your brilliance and they`ll actually be looking for your issue.

But set it up to your advantage.

Did you bribe them with a freebie? Then make your reader work for it. They`ll get it. They will be looking for it. So why not have them do some reading to find it?

If you offer a freebie before you get a chance to show them your offer, you`ve just wasted your time. Your offer is your ezine, your work of art. Don`t let `em get away without checking it out.

Going back to the real world, invite your friends over for pizza and beer. Suggest watching the football game in front of your big screen TV.

(Sorry ladies it`s the only idea I could come up with.....)

You betcha! They`ll be right over. Now put the beer, the pizza, and the big screen TV outside in the yard.

Do you think they`ll come inside to visit you, or stay outside and watch the game? My vote is for the game.

It`s no different online. If you offered a free gift to subscribe, they want the free gift. What your ezine is about is secondary. So place your "gift" inside your sample issue. Or below it. Make them read it and help them like it.

What about making some money with your welcome?

Some of the experts will tell you to go for the sale in your welcome letter. Do you really want to do that? People may want to buy. But they don't like to be sold.

Back to the real world again, my uncle is a car salesman. And like 99% of everyone else, I need to have wheels. Now my uncle is really a great guy. Took me fishing and hunting when I was a boy, let me hang out with the mechanics in the garage.... And I enjoy going to visit him.

But if he tried to sell me some used car every time I went to his house there's no way I'd go to see him.

Same thing online. So be sneaky. Sell without selling. In your ezine you probably have ads in every issue. Who says

those ads can't be for *your* products?

Yes, some people subscribe to your ezine just to get your bribe if you offer one. But some people are looking for good information.

Do you provide it? If you do chances are you'll be getting subscribers for your free information. They are looking for answers. So give them the directions. A targeted ad pointing to a product that directly relates to your ezine theme.

You'll be sending targeted traffic to a related product, making some bucks, and not making your reader feel like they've been sold.

Agreed, we're only talking about a welcome letter here. But through your ezine you are building relationships, and friendships. At least you should be. So start out on the right foot. Set the stage with an impressive welcome letter and keep your new reader waiting for more.

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10 Choice Ways To Give Your Subscriptions A Boost

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1. Swap an ad.

Use ads that you've tested and that have proven to be effective in getting you more subscriptions.

You'll be able to get a greater response from your ads because you've already fine tuned them before swapping.

2. Write articles.

You'll be able to get more new e-zine subscribers that enjoy your writing and that are interested in the topics you write about.

3. Swap an article.

You could swap exclusive articles, or you could swap one of your reprint articles if you don't have the time write a new exclusive article.

4. Swap a "thank you" page recommendation.

You'll be able to successfully get more new subscribers through the other e-zine publisher's recommendation of your e-zine.

Only recommend e-zines that offer valuable content to their subscribers. You don't want to start off on the wrong foot by recommending something that is sub-par.

5. Swap a recommendation in your welcome message.

Swap your recommendation with a publisher that offers a bonus, and delivers it in her welcome

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message.

Her new subscribers will be looking for her bonus in her welcome email, giving her recommendation of your e-zine more exposure.

6. Swap an ebook ad or recommendation.

In addition to getting more subscribers, if the ebooks are brandable you can both earn money by offering each others' ebooks.

7. Promote your e-zine on the back of your business cards.

You'll be able to let your "real world" customers and prospects know about your e-zine.

You'll also be able to get more new sign ups from the networking events that you attend throughout the year.

8. Include an ad for your e-zine in your catalogs and brochures.

You'll be able to let your customers on your mailing list know about your e-zine.

You'll also be able to get more new subscribers that have proven themselves to be interested in your products by requesting your catalog or brochure.

9. Publish testimonials for your e-zine.

Increase your subscriptions by posting testimonials on your site that share the benefits of joining your e-zine.

10. Purchase e-zine advertising.

You'll be able to get your ad for your e-zine in front of people interested in what your e-zine has to offer.

Purchasing e-zine advertising is also a very good choice if you don't have enough subscribers yet to begin swapping ads.

Article by Ken Hill. Are You Struggling To Get More New Subscribers? Want to increase your subscriptions fast? Now you can with amazing, breakthrough software that makes promoting your e-zine a snap! Get the details now at: http://www.netpromarketer.com/ezine_announce.html



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