

"How To Test Your Ads In Ezines Before You Spend A Dime..."

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**"How To Test Your Ads In Ezines Before You Spend A Dime..."**

**By Jason Mann**

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Would you like to know before you spend money that the ad your going to place in an ezine is worth it or not?

I think we all would. You are going to learn how to effectively test 50-60 ezines and see which produce results for you, before you spend money on any ad space.

I use this myself everyday to test locations in ezines to place ads and find the ones that generate the best responses and the ones that are flat.

There are hundreds of ezines on the Internet that allow free ads to be placed in them. You may have already tried them, however, the twist on using them is this.

Find 20-30-50 of them and place an ad in them. Then use a different URL or email address to track the ads responses. You can add a "?" to the end of the URL and track it's hits. The address would like this:  
<http://www.yourdomain.com/?ezine>

You can change the word "ezine" to reflect the area in which you placed the ad.

Once you see the responses, you can tally them up and find the ones that produce the best results. Many of the free ad ezines also take paid ads.

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Now, secure the TOP sponsor ad in the ezines that produced and you know your ad will receive favorable responses.

It's an easy, affordable, and effective way to test your ads before you spend any money on the campaign.

Jason Mann is a profitability consultant who works with small and medium web business to increase their overall profit using easy to deploy, cost effective marketing strategies. Visit his web site at: <http://www.innersanctumeletter.com> for more helpful information about web marketing.

### **How To Choose the Right Ezines For Your Ads**

**By Michael Southon**

Do you feel bewildered when you begin an Ezine Advertising campaign?

I do.

Take 'The Free Directory of Ezines', for example. There are over 800 Ezines in the Directory that accept paid ads. How do you decide which Ezines to place your ad in?

There are several factors that narrow down the choice for me.

First, I look at the subscriber numbers. If an Ezine has less than 400 subscribers, I move on.

Then I look at the Publication Dates. I prefer to advertise in Ezines that are published weekly, or even more frequently; I don't want to wait a month my ad to appear.

Then I look at the number of ads that appear in each issue. If an Ezine has more than 15 ads per issue, I give it a miss; I want my ad to be seen.

Then I look at the payment method; if the Ezine doesn't accept online payment with the major credit cards, I move on.

Then I look at the Ad Rates – on a 'blind date' like this, the most I'm prepared to pay for an Ezine ad is about \$20.

Finally, I look at when the Ezine was last updated. If the Ezine listing is more than 6 months old, the ad rates have probably gone up, or maybe the Ezine itself has folded up.

These are all factors that you can use to narrow down your search for the right Ezine for your Ads. But it's still a 'stab in the dark'.

There's another technique, however, for choosing the right Ezines for your ads. Basically, you want Ezines that will give you a high response–rate to your ad. The following technique will tell you this with

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pinpoint accuracy. I used this strategy a couple of months ago and it produced excellent results.

First of all, I signed up for a 'Pro' account with ROIBOT, an 'Ad Tracking' service. It costs \$17 per month, but you'll get that back easily from a successful ad campaign. You can find out more about ROIBOT at:

In the 'Manage Your Campaign' area of ROIBOT, I generated 50 traceable URLs for my ads.

Then I went to my own eBook, 'EzyAds', and subscribed to 50 Ezines that give a free ad to new subscribers. I submitted an identical 25-word ad to each of those 50 Ezines. Each of those ads contained a unique URL generated by ROIBOT.

I then sat back and waited. My 50 ads were published during the following month, some the very next day, others 2 or 3 weeks later. Once or twice a week I went to the ROIBOT website and checked how many clicks I had got from those traceable URLs.

The results were very interesting. Of the 50 Ezines that I placed free ads in, 15 produced an outstanding response. At the end of the month I purchased paid ads in 10 of those 15 Ezines. And I continue to get a high response rate from those 10 paid ads.

(c) 2000, by Michael Southon

Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. [Click here to find out more:](#)

How To Choose the Right Ezines For Your Ads  
A Simple 7-Step Formula For Testing Your Headlines  
Two Top Ways To Promote Your Business In Ezines  
Advertising in Ezines  
Don't Pass Up SOLO Ads...

Free List Pro  
The Classified List  
Power Profits Autoresponder Course  
CB AdWords Script  
Squeeze Machine

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