

"How to Earn \$19 a Month From Every Subscriber to YOUR newsletter!"

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"How to Earn \$19 a Month From Every Subscriber to YOUR newsletter!"

By Wayne Ford

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I bet you would have never guessed it, but people are bringing in huge profits by charging for subscriptions to their newsletter! Here's how...

Offering a free newsletter or ezine on your web site's topic of interest is one of the best ways to generate traffic to your site and a build a reputation as an expert. But why give something away when you can get paid for it? Print publications charge a yearly subscription fee, why can't you do the same for your ezine?

You can and it is possible for a paid-subscription ezine to be extremely profitable. But with the Internet swamped with free ezines on just about every topic imaginable how do you convince people to pay for yours?

Most ezine publishers are able to make enough money from promoting affiliate programs and selling advertising in their publication that charging subscribers seems silly. They don't want to limit their potential customers.

But done correctly you can make more profit with fewer subscribers with a paid subscription ezine. The key is extremely valuable content. If something is really of value to a person, they will pay for it. To create extremely valuable content you must do the following:

– Become a complete expert on your topic and be able to write original and exclusive articles for your ezine.

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– Offer your subscribers information they cannot find anywhere else.

– Network with others in your field to get 'inside' information first and be the first to tell your subscribers about it. Speed can be a very valuable thing.

You may also consider offering payment for hot tips/insider secrets/ideas to share with your subscribers. If you show your subscribers you are investing for a quality publication it helps validate the subscription cost.

Another idea is to negotiate or joint venture with other marketers to offer a product or service that your subscribers would be interested in for a large discount (50% off or above).

What seems to have worked the best for other successful paid subscription ezines in the past?

To start out as a free ezine and then switch to a paid subscription or later start a paid version of it.

For example, Wayne Yeager started out with a free version of his Trafficology newsletter (<http://www.trafficology.com>) last year. In which he offered over \$1,300 each month in cash for the best traffic generating ideas. After he built his subscription base up to over 20,000 he released Super Trafficology a paid newsletter that he includes the best tips and tricks submitted. So far he has 325 subscribers paying \$20 a month. $325 \times \$20 = \$6,500$ monthly. A pretty nice profit and more than he would have probably made sticking in a few ads in the free version or promoting an affiliate program paying 30%.

Monique Harris makes over \$20,000 a month per month with her paid newsletter. In fact she even wrote an ebook (along with Terry Dean) on the subject called Paperless Newsletters (<http://www.gotprofit.com>).

As you can see it is possible to charge your ezine subscribers but you must go about it delicately and make sure it is the right step for you to take. Will you be able to create solid enough content to attract enough paying subscribers? Would you make more money from 25,000

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unpaid subscribers or 300 paying subscribers?

Wayne Ford is the owner of <http://www.ProfitNewsletters.com> where ANYONE can learn how to quickly and easily build a opt-in mailing list and milk it for everything it's worth! Subscribe to his free weekly Web Of Success Journal by sending a blank email to subscribe@webofsuccess.com

7 Necessary Steps You Should Know When Building

By Nadeem

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7 Necessary Steps You Should Know When Building A Newsletter Or Ezine

by Nadeem Qazalbash

I help my Subscribers in any way possible by listening to what they have to say and providing them with as much info as I can to help them build their Newsletter or Ezine and grow their Online Business Successfully.

You will learn Marketing ideas such as:

1. How to build More Subscribers to Your Newsletter/Ezine and why they will stay with you for years to come!
2. How to create red hot articles for your Newsletter each and every time you send Email to your Subscribers.
3. How to make more profits with your Newsletter and gain more credibility with your Subscribers each and every month!
4. Why it's important to own your own Ezine or Newsletter to be successful online and how to milk it for all its worth!
5. Learn why creating your own information products will be your best sellers and bring in more new Subscribers than any

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other advertising method!

6. Where to find the perfect JV Partners
and how to approach the top Publishers
on the Net!

7. Learn how to make your own in-demand ebooks
that will have your Subscribers begging to

download and much more...

Subscribe to my Free Newsletter and learn
how to grow your Subscriber list and increase
your profits, each week I will Reveal Secrets
on how you can grow and profit from your very
own Newsletter or Ezine.

I highly recommend Subscribing to the OBSR Newsletter
if you want to make a big impact and bring your
Newsletter or Ezine to a whole new level of success!

Sincerely,

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