

Is Your Ezine Being Zapped?

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By Michael Southon

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About a year ago I wrote an article titled 'Winning The War On Sp^m'. Unfortunately, the war on sp^m is not being won at all.

In fact, the problem is now so serious that sp^am is shaping up to be the greatest threat to online marketing.

The threat comes not from sp^mmers themselves, but from the filters that are being used to block them.

These filters are hitting hard at the very core of ecommerce – Ezine Publishing.

Anti-sp^m filters operate at two levels: (i) client-side programs that reside on individual computers and (ii) server-side programs that ISPs are using to block incoming sp^m.

The problem is that the filters are now so sensitive they are blocking even the most innocent of Newsletters.

For example, if your Newsletter contains the words 'remove', 'unsubscribe' or 'click here' it will trigger anti-sp^m filters in many of the programs that are now being used by ISPs.

The result?

Your Ezine is zapped, deleted – and a large percentage of your subscribers will think you have stopped publishing your Newsletter.

What can you do about it?

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Here are some tips to avoid sp[^]m filters:

Post your Newsletter online and then email your subscribers to tell them that the latest issue is now available online.

In your Newsletter carefully avoid (both in the subject line and the body text) all words that are likely to trigger anti-sp[^]m filters. Use the free service listed at the end of this article – it will flag any words in your Newsletter that trigger anti-sp[^]m filters.

Instead of saying 'to unsubscribe' (which is a phrase commonly found in sp[^]m), say 'If you no longer wish to receive...' or 'If you wish to leave this mailing list...' or 'To take yourself off this list...'

If there are trigger words that you simply cannot avoid, you can disguise them using carets (^) or other symbols. The 'F' word would become fr[^]e and the 'U' word would become uns[^]bscribe.

Include the word 'Newsletter' in the subject line of your email – this will help the filters identify your email as non-sp[^]m.

Avoid whole words in upper case. In many Newsletters the headers are capitalized – this will trigger the filters.

If your Newsletter contains ads, scrutinize them carefully – ezine ads, by definition, contain words frequently used by sp[^]mmers.

Here is a fr[^]e service that will help you avoid sp[^]m filters. Before you mail out your Newsletter, just send a copy of it to the email address below with TEST in the subject line:

Within a few seconds you'll receive a report that analyses your Newsletter and gives you a score (0 to 5=no problems 12–16=over the limit for most ISPs).

If you write articles, it's worth submitting them to this test as well, together with your Resource Box (I just sent this article to Sp[^]mCheck and got a score of 4.6).

Sp[^]mCheck is operated by Sp[^]mAssassin, a filter that is widely used by ISPs – so this is a good test of whether your Newsletter will get through to your subscribers.

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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. To find out more, please visit:

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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 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?

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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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