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Marketing Your Articles and Newsletters!

By Wild Bill Montgomery

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In the last year I have learned more about marketing, than I did in 2 years of classes. I'm not sure if they have started yet, but our higher learning institutions should have specialized courses just for marketing on the internet, if not ezine publishing alone. Ezines 101, 102, 103..... There is so much to learn and once started, so little time to learn it. I know from my own experiences, that it is a constant struggle to keep up with the daily chores of maintaining my website and business, let alone finding new ways to market it. What I wanted to do here is make a small list of tips, tricks and url's to help you along the way.

Your Articles:

One of the simplest, but most successful marketing procedures I use to get my articles out to more ezine publishers, (which I use to advertise my own newsletters) may be considered slow. But it's a methodical and personal approach and has more than once opened doors to professional friendships and alliances. The real question here is who wants to publish your article, how do you find them and contact them. The answer of course is ezine publishers!

To avoid being accused of spam, it is safer that you contact publishers who are asking to be contacted in one way or another. Although, as long as it is a legitimate request such as sending your articles, and not a cesspool of advertising, very few will object to the contact. To play it safe though I use 5 major groups of sources who have asked for contact or have contacted me first.

You have these 5 major groups:

Marketing Your Articles and Newsletters!

- 1) Article Announcements
- 2) Ezine Announcements
- 3) Ad Swap Announcements
- 4) Newsletter Joining Contact
- 5) Archives & Databases

The Article Announcement Ezines are a great source of exposure for your articles, as well as article databases and archives, such as our "InfoZone Archives" at <http://www.MakingProfit.com/articles/> which often publish links to your deposits of wisdom in their newsletters.

Keep all of your article submission information together. This way when you are sending it out to your publishers list, you can submit it to the

databases and online Announcement forms in one shot. Do it all at one time so there is no second guessing who got what, when..

The Ad Swaps, Article Announcements and Ezine Announcements all have one thing in common. These are people requesting contact in one form or another. As I get these newsletters, I look through them for publishers who have the same subject matter as my articles and I write them a nice letter explaining that I read their post in "List-Universe" or whatever newsletter I found them in. I ask them if they would be interested in receiving my articles for publication in their newsletter. I send along my latest article for viewing. I have to this date, never received a negative reply, as I am not sending them a bunch of ads or trying to sell them something, other than on the idea that my articles could help their newsletter. But, as luck would have it, every article has what? That's right a resource box. The publisher knows this and does not consider this ad spamming, as it's just a part of your article. So you are also getting that ad of yours out there in front of them, and in such a casual way, that it is not really considered advertising to the publisher. I have had many publishers write back that they were not at this time interested in outside articles, but their email address shows up on my subscriber list. Who knows maybe down the road they'll change their mind, but for now it's nice to have them reading my newsletter right? For me, that is my sole reason for writing the article in the first place.

Joining Contacts:

There are so many fine newsletters out there that I could never even come close to reading all the ones I really like. But I sign up for new ones on a regular basis. The first thing I do after signing up is send off my article submission request letter. If it's a good newsletter, I stay with it. If not I unsubscribe. But the key is, I made that contact. Very few publishers operate on the ideals that "you must belong to my newsletter to send me your

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articles". If they do and I don't find their newsletter worthy of my attention and time, I unsubscribe and continue to send them my articles until requested to stop. Tip: As with a newsletter, offer an unsubscribe procedure. If you are requested to stop, do yourself a favor and Stop!

Cold Contact:

If you feel that you can contact them safely, you can search the ezine databases (such as egroups.com or topica.com) for ezines similar to your articles and contact them. Leave the advertising at home, besides the resource box at the end of the sample article. Ezine Archives are a never ending source of publishers. Please be careful how you step and who you step on.

Below, at the end of this article is a list of places to help you get started.

Your Newsletter:

First the subject and style of your newsletter.

The ideal of course is to find a subject that is under "mined" as far as newsletters go. My newsletters are in the highly competitive field of internet marketing, so I cannot say that I followed this bit of advice. But, if you can find a subject that there are no major newsletters covering all the better. As that old marketing saying goes, "You don't have to reinvent the wheel to be successful". It all in the way you market your newsletter. Don't try to please everybody. Keep your subject matter focused. If you're in marketing focus on marketing. How many marketers do you know that want to see granny's cookie recipe in their ebiz newsletter. Not I. Create a special "Niche Format" that other newsletters in your field have not yet covered. Research the others and try to do what they have not done yet. Be creative and stick to your market group. They are your bread and butter, give them what they want and need.

Quick Tips For Your Newsletter:

1. Discussion Groups

I left this out of the major groups above because I feel that it takes a certain amount of suave personality to be really successful in Discussion Groups. I myself picked internet marketing because of the absence of immediate direct contact with other professionals. I am too easily tongue-tied and I feel that it behooves me to spend my "marketing time" in other areas, where I have the time to properly word my replies and/or

communication with others.

2. Offer Easy Sign Up On Your Web Site!

Small sign up box on every page and/or a pop-up on your leading page or pages. Make it tough to say no!

3. Joint Ventures

Get involved with other publishers. Start a co-op that will mutually benefit all involved. It could be by way of offering prizes every week or month, by rotating the prize responsibility from one member to the next. Each member would be required to do his or her part in advertising the co-operative effort.

4. Subscriber Incentives

Offer FREE Stuff, contests, giveaways or other reasons to join your newsletter. Nothing says subscribers like "Getting something for nothing, (but signing up for your newsletter)....".

5. Archive Your Newsletters

Archive all your previous issues for those possible subscribers that research everything first and want to know what they are signing up for ahead of time. They are out there! They will find you!

6. Form or Join A Private E-zine Ring

This seems to be the latest rage. Similar to Joint Ventures, collect a co-op of other publishers that will agree to enter into a "Private" Ezine Ring. I say private, because one of the biggest problems with public webrings today is broken links and broken promises. By keeping it private, you stand a much better chance of keeping it clean and free of broken links.

7. Send This Issue To A Friend!

Never, ever send an issue out that doesn't request your subscriber to pass it along. You may even want to suggest some possible recipients they could send it too. Word of mouth is a very powerful advertising tool!

8. Search Engines & Directories

If you don't have one already, set up a separate page for your ezine, make sure that your meta-tags are ready

(<http://216.147.104.180ools/meta.shtml>) and submit that sucker!

9. FFA Pages

Some say that FFA pages do not work. I'm not here to tell you they do. But I will say that timing plays a big part in any traffic you may get from them. If you submit to FFA's on a regular basis, consider this. The Three heaviest traffic times for ffa are lunch time, late afternoon and early evening. If you submit to FFA's in the middle of the night, as do so many people, consider how long it will be there before thousands of others come in to replace your ad. Who, in what time zone will be reading your ad. As the bulk of them I submit to are in the US, I base my submittal times on that. Whatever you do, don't use your normal email address, or you'll be bombed with more junk mail, than you'll know what to do with. Get a free email address online somewhere and use that.

10. Link Exchanging

Contact webmasters and ask to exchange links, buttons or banners. Many are as hungry for new eyes as you are and will be willing to exchange links with you. Tip: If available, watch your site statistics for traffic from this site. If there is not enough to justify the link, remove it after a month.

11. Newsgroups

Of course posting to newsgroups can be helpful to. I feel posting to newsgroups follows the same basic theories of the FFA Postings. There are so

many, try to get yours in there during peak hours, to maximize your readership.

12. Ad Swaps

When you're sending out that article to all those publishers, be sure to ask about ad swap opportunities! First contact and every contact after that! Use common sense, don't be wasting your time and space for swaps with incompatible newsletters. I mean really, how much business do you think your marketing ad is going to gain from "Lassie's Letters"!

13. Ezine Announcements

Search'em out and use them. Many publishers rely on these ezine announcement lists for content in their newsletters.

14. Last but hardly least.

Marketing Your Articles and Newsletters!

Marketing Marketing Marketing. You gotta get out there in the trenches guys and gals. Offer help when you can and even when you can't. Stay in contact as much as possible with people. Marketing is not a place for pedestals, it's a place for peers. What do your peers think of you and your company? Try to answer all of those emails! Nothing worse than an unanswered question...

Here's A Hodgepodge List of Article & Newsletter Promotion Sites:

<http://209.53.3.96/newsletters/addnewsletter.asp>
<http://ezine-dir.hypermart.net>
<http://gort.ucsd.edu/newjour/submit.html>
<http://jlunz.databack.com/netresources/zines.htm>
<http://kerrisgifts.hypermart.net/adswaps.htm>
<http://magazines.yotta.com/>
<http://scout.cs.wisc.edu/>
<http://www.absoluteauthority.com/ezines/>
http://www.arl.org/scomm/edir_emplate.html
<http://www.bestezines.com>
<http://www.bestnewsletters.com>
<http://www.bizx.com/cgi-bin/miva?newsletter.mv>
<http://www.catalog.com/vivian/>
<http://www.coalliance.org/>
<http://www.cumuli.com/ezine/>
<http://www.disobey.com/low>
<http://www.edoc.com/jrl-bin/wilma>
<http://www.egroups.com>
<http://www.escribe.com/>
<http://www.e-target.com>
<http://www.etext.org/services.shtml>
<http://www.eyesmail.com/>

<http://www.ezinearticles.com/>
<http://www.ezinecenter.com/>
<http://www.ezinelibrary.com/>
<http://www.ezine-news.com>
<http://www.ezinesearch.com>
<http://www.ezinesseek.com>
<http://www.ezine.today.com>
<http://www.ezine-universe.com>
<http://www.ezineworld.com>
<http://www.e-zinez.com>
<http://www.globelists.com>
<http://www.HomeBasedProfit.com/ezineadswap.shtml>
<http://www.infobot.net>

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<http://www.infojump.com/>
<http://www.inkpot.com>
<http://www.lifestylespub.com/cgi-bin/ezines.cgi?10616>
<http://www.linkfinder.com/submit.html>
<http://www.listbot.com>
<http://www.list-city.com>
<http://www.list-resources.com/>
<http://www.listsnet.com/>
<http://www.listtool.com/>
<http://www.list-universe.com>
<http://www.listworld.net>
<http://www.liszt.com>
<http://www.marketingwise.com/ezines.htm>
<http://www.meer.net/~john/e-zine-list>
<http://www.milomail.com/com/aannounce.html>
<http://www.needymeds.com/eAdsMart/index.html>
<http://www.neosoft.com/internet/paml/>
<http://www.netagency.com/e-zine-builder.htm>
<http://www.netmastersolutions.com/ezines>
<http://www.netspace.org/cgi-bin/lwgate/request-add.html>
http://www.netterweb.com/lp/ed_ezinedirectory.htm
<http://www.new-list.com/>
<http://www.newsletteraccess.com/>
<http://www.newsletter-library.com/ven.htm>
<http://www.newslettersforfree.com>
<http://www.oblivion.net/zineworld>
<http://www.onelist.com>
<http://www.promotefree.com>
<http://www.sodamail.com/ezine/home.shtml>
<http://www.TechMailings.com/>
<http://www.theadvertisingplace.com/>
<http://www.tile.net/lists/addlist.html>
<http://www.time4profit.com/>
<http://www.topica.com>
<http://www.wealth101.com/ezineadswap.htm>
<http://www.webcom.com/impulse/list.html>

<http://www.webheadcentral.com/ezine.html>
<http://www.web-source.net/>
<http://www.writebusiness.com>
<http://www.zinecity.com/>
<http://www.zinerack.com/>

Well, that's it! I think you have enough here to choke a bull, so have fun and good luck!

"Write Some Articles!"

By David McKenzie

"Write Some Articles!" by David McKenzie

"But I'm just an affiliate. I haven't got time.

I shouldn't have to write articles. I can get all the good content I want from my affiliate programs."

That's usually true, but more often than not your visitors are after unique content. Writing your own articles can often be the most powerful marketing weapon you use.

Believe it or not, your visitors actually want to read what you have to say at your site, not what other people have to say. They are looking for independent content that perhaps supports or refutes something they read on another site.

Besides, they may have already read all the articles written by other people you feature at your site elsewhere on the internet.

While it is perfectly reasonable and beneficial to feature "other peoples articles" at your site, you should also feature your own.

Here are 4 reasons why you should write some of your own articles:

1. It is unique content that distinguishes you from about 90% of all other affiliates. That's the percentage of affiliates not writing articles!
2. People need content. For their web site or for their newsletter people are always in constant need for new, fresh content. This means articles that you write can be featured on other people's web sites and in other people's newsletters.

When this happens you get additional visitors back to your site. And these visitors may in turn feature one of your other articles at their site or in their newsletter. Before you know it you are in 50 newsletters and on 100 web sites!

3. Visitors will stay at your web site longer because there are lots of articles to read. This gives you additional

opportunities at getting more click throughs to your affiliate

programs. You could feature links to your affiliate programs on each page you have articles.

More affiliate click throughs translate into more commissions.

4. You have given your visitors an instant feeling of trust. If you just featured other people's content then you are just a face in the crowd.

However, when you feature your own content, you immediately 'stand out' and people are more inclined to trust you. If people trust you, then they are more inclined to buy from you.

For an affiliate, good content makes a site. Don't just use other people's content. Start featuring your own articles. If you keep adding your own new articles on a regular basis then people come back to your site again and again.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget"<http://www.brisney.com/how-to-write-free-articles.htm>
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