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Recovering Email Publishers Do Ads-On-Q!

By Trina L.C. Schiller

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It is no secret that email publishing is becoming more and more difficult every day. With all of the new SPAM legislation, filtering systems, and mailbox competition, an ezine publisher has less than a 50% chance of getting their information to the desktops of readers. That is not a very good return for all of the work involved in bringing that publication into being.

This is why the introduction of RSS technology, blogging, and channel feed publishing has become a hot topic. Publishers using this technology, no longer have to concern themselves with filter busting, over crowded inboxes, or the issue of SPAM. Channel publishing is a method of bringing information to the desktops of readers, directly. It is a non-emails based communication avenue, by which publishers can be read, and subscribers have 100% control over their subscriptions.

Channel publishing also offers the benefit of article syndication, which as we all know, is how print writers make their money, syndicating their articles to newspapers and magazines.

A select group of ezine publishers, who have moved their distribution system over to the channel publishing system at Quikonnex.com, have taken channel publishing and the syndication of those channels to a new level.

Presenting the marriage of channel syndication and advertising! They have dedicated a syndicated channel to the publishing of advertisements, written in an informational article format, to offer marketers the opportunity to share their information with the world, without the hassles of email, or the restrictions of the typical five line ad.

Advertisements written as articles, provide the reader with more information, and provide search engine spiders something to feed upon. Both are great benefits to the advertiser, but it gets even better.

With syndicated channel publishing, advertisements, become a permanent presence on the web. Once published, it remains available to the public permanently. It can be bookmarked for future reference, by the reader. It is searchable, able to be picked up by search engines, targeting the traffic it receives.

The fact that these advertisements are syndicated gives them unlimited exposure and power.

Advertisers have their headlines on web sites all over the Internet.

Channel advertising is the solution to email marketing that everyone has been waiting for.

Introducing Ads-On-Q Your Source for Syndicated Advertising!

<http://www.ads-on-q.com/onlineadvertising>

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Ads-On-QTM

Trina L.C. Schiller is the proprietor and publisher of TLC Promotions and The Trii-Zine Ezine. Trina is a Founding Publisher of Quikonnex.com, also member of the National Register's Who's Who in Executives and Professionals and CEO of the new Ads-On-QTM Syndicated Advertising Company. A professional network marketer, and home business consultant, her mission is to help others achieve their financial goals, while improving their quality of life.

OK People – Let's Get Real!

By Cathy Bryant

It's all about numbers – or so some ezine publishers would have you believe.

10,000 subscribers and counting!
20,000 subscribers and counting!
30,000 subscribers and counting!

You get the picture...or do you?

Now let me ask you – how many of those are actually **READING** your newsletter? Do you even know? Have you checked?

You might really be surprised!

I've got bad news – especially for those publishers who use free ads to entice their readers to subscribe.

If your publication is business-oriented, you're lucky if 10% ever lay eyes on that wonderful work you labored so long over. And if it's filled with dozens and dozens of ads from all the free and low-cost ad placement programs now available, I have three words for you –

– can you say, "scan and delete?"

Because that's exactly what the majority of your subscribers are doing. I promise.

That is, those who are even **GETTING** your newsletter.

Now I know that most of you, especially the ones who are currently still running those free ads, know that what I am saying is true.

Yet there are those among you that insist on hanging on to all those precious subscriber email addresses for dear life (even the ones that have bounced five times) on the outside chance that one day that email will gloriously begin to start accepting mail again and your count will be a true one.

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Fat chance.

I'm not saying that all publishers do this; I know many that clean their lists on a regular basis. The long–time publishers who have grown their lists by traditional means certainly do. That's why they can command good prices for advertising – and get it.

But how many of you have the guts to do what I did?

MAKE THEM RE–CONFIRM EVERY YEAR.

Go ahead – I challenge you.

Make them take some sort of action that **REQUIRES** them to say "Yes, keep me on your list." Or else they don't get the newsletter. Period. No exceptions.

Watch those subscriber numbers drop like a rock – and watch your "open rate" climb.

Because what you're really after is sustained, loyal readership. Trusting subscribers who know that you are going to provide them with good, solid information.

And you're going to have to give it to them – otherwise, you'll never accomplish what it is you intended to do when you started publishing your newsletter.

Like making money.

Cathy Bryant's newsletter, the HomeBizJunction Herald, has **NO** outside advertising – free or paid. Just solid, reliable information to help those who want to start and succeed in their own home business. Subscribe at

to read her reviews of business opportunities

and products.

OK People – Let's Get Real!

"To Charge–Or Not To Charge–Should Be No Question!"

THREE ways You can Use the Ezines to Increase Your Sales

10 Valuable Tips For Ezine Publishers

10 Sure Fire Ways To Get More Ezine Subscribers

Email Spider Software

Power Profits Autoresponder Course

The Classified List

Software Index

eWhiz Ad Creator



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100% Effective Natural Hormone Treatment
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