

"Recycle Your Articles and Gain Tons of New Subscribers"

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By Alexandria K. Brown

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While there are many effective ways to promote your e-zine and gain subscribers, the one I've had the MOST success with is to write and submit articles for use in OTHER people's e-zines.

"But wait a minute," you say. "Aren't I supposed to be creating great articles for MY e-zine?"

Yes, you are! AND after your article appears in your OWN e-zine, you should then submit it to others. This past fall, I quickly learned that this is by far the BEST, FASTEST, FREE way to promote an e-zine for three reasons:

- 1) Instead of just advertising your e-zine, you're giving others a hearty taste of it! And by sharing these useful articles, you emphasize your expertise in your particular subject area.
- 2) You have the right to plug yourself, your biz, and your e-zine at the end of every article! And anyone using your article must keep this information intact. (More on that in a minute.)
- 3) You can quickly gain exposure to THOUSANDS of untapped prospects at a time. For example, last summer, a popular Internet marketing e-zine featured my article "Avoid These 5 Web Site Blunders." I was

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overjoyed to learn the publication had more than *10,000* subscribers! Since this was a great article, and all of these readers saw my ad for my e-zine right after it, I gained hundreds of new subscribers by the end of that week.

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1. PICK A WINNER

Browse through your archives and pick an insightful article that really showcases your expertise. Make

sure it's one that you featured in your e-zine several issues ago. Why? It's a courtesy to make YOUR subscribers feel as if they're receiving unique information from you, BEFORE you offer it to the rest of the world.

2. POLISH IT 'TIL IT SHINES

Since you probably haven't looked at this article in awhile, do another proofread and clean it up if necessary. Publishers will not be interested in your article if it contains typos, misspelled words, grammatical errors, or inactive Web links --- these goofs would compromise the integrity of their publications.

3. ADD A COPYRIGHT NOTICE

At the end of the article, insert a copyright notice, dated when you first published the article.

Example: (c) 2001 Alexandria K. Brown

4. WRITE A JAZZY "RESOURCE BOX"

In exchange for your letting other publishers reprint your article, it's customary to require that they include the contact information you provide. This is usually called the "resource box" and it should come RIGHT after your copyright notice.

Here's where you can ham it up! Take about five lines and promote your E-ZINE!

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Don't waste time promoting your *business* in the resource box. Why? You'll gain MORE potential clients by first getting them to subscribe to your e-zine. THEN you've got them! You will then be in front of them REGULARLY, and that's when they'll understand what a genius you are and why they should hire you.

Don't forget to mention if your e-zine is FREE!

5. SUBMIT YOUR ARTICLE TO ONLINE CONTENT DIRECTORIES

There are dozens of "free content" Web sites and announcement lists where you can submit your articles for other publishers to use. Some even let you include a picture, which I love because I'm a ham at heart. ;
)

Here are three to get you started:

<http://www.ideamarketers.com>

<http://www.marketing-seek.com>

<http://groups.yahoo.com/group/aabusiness>

Keep in mind this is just the tip of the iceberg! There are DOZENS more places where you should submit articles for publication. In my "E-Zine Queen Resource Report" (available with my e-book at <http://www.boostbizezine.com>), you'll get direct links to more than *25* of these sites and lists.

6. SUBMIT YOUR ARTICLE DIRECTLY TO APPROPRIATE PUBLISHERS

For best results, take the bull by the horns and contact publishers directly. But not just any publishers — ones with e-zines that would be perfect for the articles you write and the type of readership you want to attract.

I STRONGLY recommend that you become a member of Ruth Townsend's Directory of E-zines. Her list is by far one of the most credible and reliable ones on the Web. It costs about \$40 to join for the year, but it's well worth it — your membership lets you search through hundreds of other e-zines. You can search by all types of factors: topic, readership, subscriber numbers,

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etc. Learn more here:

<http://www.netofficetoolbox.com/app/adtrack.asp?AdID=10606>

When you have your personal list of publishers ready, craft a friendly note to send along with your article. Here's an example of what I use:

"Dear Editor:

I see from your e-zine that you occasionally accept articles from outside authors. Would you like to use my article titled [article name here] in a future issue?

You're welcome to use the article for FREE, provided it remains intact and unaltered, and you retain my entire resource box at the end of the article. If you'd like to publish it, just send me a copy of the issue it appears in.

If you have any questions, feel free to write me back

at [e-mail address here] And if you do not accept articles, I apologize ---- just let me know and I'll remove you from my editor list.

Best,
[name and contact info here]"

Simple, yes? Then just paste your article right underneath your message. Do NOT send it as an attachment -- it likely won't get read.

TIP: Your article will get picked up by MORE publishers if you format it to around 60 characters per line with hard returns after each line. Many publishers don't want to do ANY formatting work to guest articles, so the more "ready to go" yours is, the better! :)

Alexandria Brown, "The E-zine Queen," is the author of the manual "Boost Business With Your Own E-zine." Learn how to publish your own e-mail newsletter that *effortlessly* promotes your services or products. Get the scoop and sign up for FREE biweekly tips at <http://www.boostbizezine.com/>

Before You Delete It, Read It

By Timothy Ward

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If you ask any honest ezine publisher they will tell you that there is a difference between the number of subscribers an ezine has, and the number of people who actually regularly read the ezine. Of course the better the ezine, the more regular readers there will be. But even the best ezines get skimmed over, glanced at, and deleted by a certain number of subscribers.

This fact however, doesn't hurt the ezine publisher as much as it hurts the subscribers. You see, every time someone just glances over an ezine, or sends an ezine to the 'Trash' folder without reading it, they are missing out on some of the best information the internet has to offer. This information comes in the form of ezine articles.

Ezine articles are a great source of information for a number of reasons. For one, they're written by a wide variety of different men and women around the internet. This allows readers to get unique perspectives and viewpoints on a variety of subjects.

Secondly, ezine articles are written by people who want to share their knowledge with others. People don't write ezine articles to get rich, they write them to help others. True, they are allowed a resource box at the end of the article, but that's the only payment they will receive for all the time and effort that went into the article.

Additionally, any article you see published in an ezine has already been reviewed by the publisher. Publishers only use articles that they feel will be of value to their subscribers. You don't have to sift through tons of reports and websites to find some useful information, it's delivered right into your inbox for you.

Another great feature of ezine articles is their length. Most are relatively short, somewhere between 500 and 700 words. This allows readers to be able to read them in their entirety in a manner of minutes.

Lastly, each ezine article leaves you with an added extra at the end: the resource box. Here you will find information about the author, as well as links to even more useful information. Some of the best programs and reports I've come across, were in the resource box at the end of an ezine article.

So before you skim over or delete that ezine that just arrived in your inbox, why not take a few moments to look it over and read the article(s) in it. You may be surprised at the information you find.

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=====Timothy Ward publishes the 'Free Promotion Tips' ezine, a weekly ezine that consists of articles, tips, and resources designed to help you find no-cost methods of online promotion. Visit:
<http://www.linkcounter.com/go.php?linkid=210240>=====



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