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Secrets To Successful Newsletter and Ezine Ads!

By A.T. Rendon

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If you have been attempting to do business online then more than likely you have tried free ad sites, banner exchange programs or perhaps even spam.

Spam, of course, is a big no-no but all other forms of online advertising will bring various degrees of success.

However, the very best form of online advertising is Ezine and Newsletter Advertising.

Why?

Because Ezines and Newsletters are read by people that have requested to receive those publications.

Those people read those ezines and newsletters because they are about a subject that is important to them.

A review of newsletter and ezine directories will yield a wealth of online publications that will cover just about every conceivable subject.

No matter what your product or service, you are bound to find an online publication that already has subscribers who will fit your niche or target audience.

Here are just a few of those directories that all together house several tens of thousands of online publications:

The Newsletter Access Searchable Directory

Houses over 5000 Newsletters

<http://www.newsletteraccess.com/>

Newsletter Directory

Houses almost 2000 newsletters

<http://www.newsletter-directory.com/>

Ezine-Directory – Email Newsletter Directory

Houses approximately 8000 publications

<http://ezine-universe.com/>

EzinesPlus – Ezine and Newsletter Directory

Has over 500 publications listed

<http://ezinesplus.com/links/>

EzineHub – The Newsletter Directory & Search Engine

Houses approximately 2000 publications

<http://www.ezinehub.com/>

John Labovitz's Ezine List

No longer maintained but still houses over 4000 publications

<http://www.meer.net/~johnl/e-zine-list/>

List Tool

Has about 1000 publications listed

<http://listtool.com/>

You can find even more by doing a keyword search at your favorite Search Engine or Directory.

When you get ready to run your ad in any online publication, you can significantly improve your rate of return if you incorporate some of the following principles in your ad copy:

1. Target Your Audience.

You will not have much success selling air conditioners to Eskimos. Find Ezines and Newsletters that are read by people who would be most interested in your product or services. Those publications have your niche or target audience.

2. Track Your Ads.

Tracking ads is not important if you are only running one ad copy in one publication.

However, it becomes essential if you are running two different ads for the same product or service and those two ads are running in several different publications.

If you do not track your ads, you will not know which publication or which ad copy is pulling in the greatest results.

Don't know how to track your online ads?

Send a blank email to our Auto-Responder to learn some easy techniques to track your online advertising:

mailto:track_ads@emailexchange.org

3. Multiple Ad Exposures.

Do NOT expect much response if you only run your ad copy one time. Research and my own personal experience shows that running your ad copy on the Internet at least 8 times will bring you the greatest returns.

Email the publisher that you plan to use about discounts on their ad prices when you run your ad copy multiple times. Most will give you a good discount rate.

4. ALWAYS Include An Email Contact.

My experience is that your ad response rate will increase by as much as 50% if you simply include an email contact address in your ad copy.

Also include your URL in the ad copy but adding your email address gives those responding to your ad the option of using what works best for them.

Besides, you can not follow-up with visitors to your web site but you can with those that request your information by email.

5. Stress Your Benefits.

Forget about describing your product or service. Instead,

stress what your product or service will do for your prospects.

Will it save them money? Save them time? Make their life easier?

Benefits will sell your product or service.

Offer something free in your ad copy. It'll often tip the balance between a response and no response.

6. Keep Your Ad Short.

Your ad copy should inform, entice, tease or make your prospects curious for more information. The shorter your ad copy, the more likely it will get read and responded.

Follow these few tips and your ezine and newsletter ads will bring you successful results and good response.

A.T. Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds

Newsletter & receive FREE online access to our Password Protected "FREE Submit To Over 2.7 MILLION FREE Ad Sites!" mailto:subscribe_fbcn9@emailexchange.org Visit us at: <http://emailexchange.org/?Articles>

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:

Secrets To Successful Newsletter and Ezine Ads!

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 creditability 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 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,

Nadeem Qazalbash
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