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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Seven Top Ways to Promote your Ezine

By Judy Cullins

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One. Network offline. Visit professional like-minded groups. These groups usually meet once a month, have speakers, and networking time for you to mix with other professionals. You will get valuable information at these meetings for low cost yearly memberships run around \$25-\$50 giving you free meeting attendance. Each meeting is around two hours including networking time and speaker. Usually at each meeting you are given a 30-second time to introduce yourself.

Two. Speak to groups about your expertise. You may be a guest speaker for a large association or group, or you may form your own seminars and workshops, where people come to hear your expertise. During each meeting, pass the clipboard that asks your audience for their email addresses. In return, you will send them pertinent information. Be sure to put your Web URL in plain sight. You want these people to visit your Web site, first to see your expertise, then perhaps to buy products.

Three. Promote your eMag on your web site. Visit many sites and take from them what will make your pages zing.

I notice a pablum approach upon visiting many sites. One sign on the "Home" page simply said, "Subscribe to my free ezine." Is that enough to make you buy?

Instead, use the passion approach. For my new web site, I submitted this blurb to my Webmaster: Finish, publish, and sell your book fast! Receive free articles, tips and resources in the FREE monthly eMag "The Book Coach Says."

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Nearby in a box, I shared the benefits of subscribing what the reader will get. I shared how my service/products are unique remember the "Fast" tag in my services and books? Write your eBook or Other Book Fast! Follow your lines with "click here." Your visitors need explicit directions.

Another "passion" approach includes a testimonial about your ezine from a top person in your subject area. Mine, "totally worth your time," is from Dan Poynter of www.parapublishing.com.

Placement is also important. For the best response and more subscribers, place your subscribe box on the top half of your homepage. Remember the old adage; "Make it easy for your customer to buy."

Four. Promote your eMag through your signature. Create a promotional signature in three to six lines, and add it to the end of each email you send out. Here, you would list your book title, benefits of your service, your FREE eMag title, followed by your email or web site address.

Five. Promote your eMag in newsgroups, discussion lists and forums. Target those related to your business or book category. For instance, Sandra Schrifft of Speakers University aims her newsletter primarily at emerging and professional speakers. Her secondary audience is coaches. Anne Wayman, San Diego Web designer and editor, and author of *Powerfully Recovered*, belongs to several related newsgroups.

Six. Offer your subscribers a free GIFT SUBSCRIPTION to send to their friends. You can use another autoresponder to send the gift, plus whom it's from, and a little blurb about what they will be receiving. Always include a way for subscribers to unsubscribe.

Seven. Send out press releases via email about your eMag. Press releases by email are different from print ones. They must be short! They must be newsworthy! We at Skills Unlimited Publishing send out over 150 different print releases a year, and are just beginning the great adventure online. You may not be able to include a story, but you can use a short analogy, and put your benefit in the headline. Always be sure to make your message clear.

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Judy Cullins: author, publisher, book coach eBook: [_Ten Non-techie Ways to Market Your Book Online_](#) <http://www.bookcoaching.com/products.shtml> Send an email to <mailto:Subscribe@bookcoaching.com> The Book Coach Says... includes 2 free eReports <mailto:Judy@bookcoaching.com>

10 Profitable Ways To Elevate Your Subscriptions

By Ken Hill

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1. Swap sponsor, feature, classified or solo ads.

Use your unique selling proposition to create ad copy for these swaps and also in all your promotions for your ezine.

2. Swap "thank you" page ads.

Promote other ezines on the page your new subs are taken to after filling out your subscription box or form in exchange for those publishers doing the same for you.

3. Provide a bonus for subscribing to your ezine.

Increase the value people place on your bonus by posting testimonials for it, telling people how much it would be worth if you were to charge for it, or by telling them how many people have already received it.

4. Submit your ezine to ezine directories.

Get your ezine listed in as many of these directories as you can. This will increase your subscriptions and also has the added benefit of helping you to find more new advertisers and also other ezine publishers who would like to swap ads with you.

5. Submit your ezine to ezine announcement lists.

Many ezine announcement lists will allow you to submit an announcement for your ezine on a weekly or monthly basis at no cost, giving you good ongoing promotion of your publication.

6. Publish testimonials for your ezine on your site.

Ask for feedback in every issue to get more feedback from your subscribers that you can use as testimonials for your publication. Include your readers' first and last names with their testimonials along with links to their web sites.

7. Publish an archive of your past issues on your site.

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Your archives will help you to get more new subscribers by giving them a taste of what your ezine has to offer.

8. Provide a sample issue.

Your sample issue like your archives will help you to get more of your visitors to subscribe to your ezine by giving them a first hand look at your ezine's content.

9. Promote your ezine in your signature file.

Use your signature file in your emails and also in your posts to discussion lists and online forums that you've joined.

10. Write articles.

Use your resource box to promote your ezine and submit your articles to article directories, article announcement lists and also to ezine publishers that want new articles to run in their ezines.

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial.
<http://www.netpromarketer.com/autoresponders.html>



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