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**100% Effective Natural Hormone Treatment**  
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**Start Your Own Ezine Newsletter & Profit!**

**By Steven Boaze**

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The information listed here is worth more than gold. if you apply these simple list building plans and techniques, we guarantee you will see results. you may not get the results as fast as you want to, but don't worry. all list building strategies take time and when properly used correctly, will be more rewarding than you can possibly imagine.

#### ONLINE

Make your website an "attention grabber". With almost 4 million websites to choose from, the fact that someone found yours is something you shouldn't take for granted. With so much choice, how can you expect them to remember to come back tomorrow, and the next day? If you don't have an opt-in/sign-up form on your website, you are literally throwing opportunities away. This is the single most important thing you can do to build your database. But don't just put it on your home page – put it on every page, or make it part of your main navigation tool.

Checkbox your forms. Every form on your website should ask for permission to send future emails. If someone makes an online purchase, include a check box on the order form to get on your mailing list. If they download something from your site, make the same offer.

Get on other websites. Find a site whose product or service is complementary to yours and call them up. Ask if they'd add your newsletter to their opt-in form. Trade offers – add an additional check box to your sign up form so people can subscribe to your contact database and your partner's at the same time. Instead of advertising your product or service directly, consider placing banner ads (or do a banner exchange) for your newsletter on the sites your target audience is likely to visit.

Team up with other email marketers. You may be just starting to build, but there are thousands of marketers who already own a contact list and are sending email campaigns every day. Advertise your newsletter or website (with its prominent sign-up offer) in their newsletters or promotions (or do a

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banner exchange).

Use viral marketing. Even if you only send emails to a handful of people, make sure you include a "forward to a friend" link in each one – and equally important, a sign-up link for new readers. You'd be amazed at how often I get an interesting newsletter or promo from a friend, but can't figure out how to start getting my own copy. Don't forget to promote your sign-up offer at the bottom of your everyday email. Even if you're sending email to a friend or co-worker, include a link to your sign-up form to keep up the momentum. Remember, your email may get forwarded, so cover all your bases.

Get listed in ezine directories and search engines. There's a ton of free directories out there that categorize email newsletters. Go online and submit your listing to as many as you can – but make sure you read their privacy policy first!

### OFFLINE

Make it a part of your brand identity. Every piece of paper that leaves your office should have a link to your website and/or your email subscription information. Period.

Equip your lobby or reception area. Post subscription information at your front desk – a little self-standing sign gets noticed. Place a fishbowl for business cards next to it, or better yet, let people sign up right then and there using a computer that's logged on to the opt-in form on your website.

Equip your trade show booth. Do the same as above in your exhibit's reception area. If you rent a lead retrieval machine from the show vendor, be sure to customize it so you can capture email and permission information.

Piggyback in-store purchases. When you ring up a customer, ask them if they'd like to receive email mailers from you. Be sure to let them know what they'll be getting and when.

Ask people you meet. Even if you don't sponsor or exhibit at events, try to attend them. Talk to people face-to-face and let them know you have valuable information to share. Exchange business cards along the way. Create a special set of cards that include your subscription information.

Promote after the sale. Let's say your customer didn't want to get on your email form when given the chance at checkout. They still go home with printed packaging of some form, whether it's a shopping bag, gift-wrap or the product packaging itself. Promote a subscription there, too, because (1) they might change their mind and (2) if they're giving it to someone else, you've gained another opportunity.

Use direct mail. It doesn't have to be fancy. A simple postcard promoting your offer to a small, rented (permission-based!) group will do. Sometimes all it takes to get people on your list is to let them know about your offer – and that you can send it via email (instead of killing trees).

Use print advertising. Placing an ad is almost as tricky as renting an email database, but realize that we're not talking about placing an ad in Forbes Magazine. Your local newspaper, your neighborhood newsletter, your Laundromat's bulletin board... start asking about promoting your offer in everything

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you read and everywhere you go. Get creative!

Use the telephone. Ask everyone who calls in to your company if they'd like to sign up to receive information from you.

Use an existing contact database you already have. You probably have one, you just don't know it! Dig deep into your address book or database to find anyone you ever had a relationship with – anyone who ever bought from you, for example. Send them a one-time mailing (via email or mail, use whatever contact information you have) explaining that you are starting a newsletter or periodic emailing and ask if they'd like to sign up. Assure them that this is a one-time mailing, and then keep mailing only if they give you permission.

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You can promote your offer in every corner of the world; but there are a few more things you should do to ensure your email list contains well-targeted, opt-in, permission-based, low bounce/low unsubscribe names.

Only use an opt-in or double opt-in subscription method – not optout. Double opt-in ensures highest quality, since you are guaranteed direct permission from the subscriber and a valid email address.

Offer people relevance and value in exchange for their contact information, e.g., special discounts, monthly tips-n-tricks, white papers, etc. Giving away irrelevant freebies builds your opt-in list in the short term, but over the long run, those leads won't pay off.

Qualify without scaring away the really interested people. Ask for more than just name and email – but not too much. Find the right balance, and the people who truly value your offer and want to hear from you will be the ones who end up in your database.

Set expectations up front. Tell people what they'll be getting, and only the interested ones will sign up. The key to successfully building a high quality, opt-in, permission-based email contact list is to realize it's a continual process. Don't expect 10,000 names to appear from your opt-in form overnight. But the sooner you start, the sooner you can start building rewarding relationships.

Steven Boaze is the President of Boaze Publishing with one of the largest databases on the internet. Come by Boaze Publishing and get your 50% off all advertising for the month of Dec!

### **7 Necessary Steps You Should Know When Building**

**By Nadeem**

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## 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 there Online Business Successfully.

You will learn Marketing ideas such as:

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 then 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

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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  
Owner of OBSR Newsletter  
Nadq4000@yahoo.com  
<http://onlinebusinesssecretsrevealed.com>

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