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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!**

## Starting an Ezine from Scratch

By Brandy Bonnett

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Starting an ezine, or online newsletter, is a great way to keep in touch with customers and build your profits. There are many low cost and free ways of building subscribers. Unlike traditional advertising, you can advertise to your list over and over. You can also allow others to purchase advertising in your newsletter.

Several website owners will send you subscribers for free and in turn you will give each subscriber a free one time ad. The disadvantage to this is that some subscribers will unsubscribe as soon as you run their free ad.

<http://www.10dollars20ads.com>

<http://www.twodollarads.com>

<http://www.maxcashfast.com>

<http://adhomebase.com>

To build your newsletter quickly several sites allow you to pay a fee per subscriber. You will usually pay a fee of 20–30 cents per subscriber. This is a great way to build your ezine, the downside is that it is expensive.

<http://www.funazines.com>

<http://www.newsletters4free.com>

<http://www.fun-lotto.com>

<http://www.itsaworld.net/powersub>

One of the best ways to build your ezine is to write articles for other newsletters and include a promotion of your newsletter at the bottom of the article. Many editors accept article submissions from writers who are knowledgeable about the subject matter of their newsletter. You can write the editor individually and ask if they accept articles or you can go to an article submission sites. A few of the better article submission sites are listed below.

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

<http://www.ezine-ads-ezine-advertising.com>

<http://www.websource.net>

The next step to starting an ezine is getting a listserver. This tool allows you to easily add contact to your list and send messages to hundreds or thousands of people at once. Many free listservers including topica and yahoo groups exist on the web. However, it may be to your advantage to pay for a more advanced listserver with no advertisements.

<http://www.topica.com>

<http://www.yahogroups.com>

<http://www.optinlightning.com>

<http://www.responsys.com>

<http://www.add2it.com>

Brandy Bonnett is the publisher of the ezine Steps to Freedom. Steps to Freedom is dedicated to helping readers achieve financial freedom. Subscribe now at <http://www.stepstofreedom>. Our ebook package is located at <http://www.stepstofreedom.net/ebooks>

### **Cost Effective Business Marketing**

#### **By Shawn McMullen**

Looking for a profitable and cost effective to market your business? Try a scratch and win promotion.

Scratch and win cards are the best and most cost effective way to promote your business. Customers are always looking for an extra value in their purchases. A scratch card promotion will give your prospects the chance of winning something – in turn, your business itself will be a winner.

Scratch and win cards are perfect for promoting a new or existing product in order to increase excitement and traffic for your business. By using a scratch and win direct mail promotion you can give your customers an opportunity to earn a percentage of savings off their first purchase. A scratch card employee incentive program that will increase employee production and boost employee morale. By

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giving everyone the opportunity to win prizes, scratch and win cards generate enthusiasm amongst employees within your company.

Through the use of scratch and win cards, your company can also attract potential customers to further learn about your products and create your very own database of prospects.

Your company can generate its own creative edge against competitors rather than typical advertising. Scratch and win fundraising is a low cost, highly effective opportunity for your company to utilize scratch and win cards. The production rate of both your business and that of your business will greatly increase as a result of a scratch card fundraising program.

Overall, a scratch and win promotion will create excitement, promote growth, and increase sales!

You can have your scratch cards in your hands in as little as 10 days. Specialists are waiting to help assist you. Let your customers feel the excitement of winning with a scratch and win card!

### Scratch Off Systems



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