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Tactics for ezine Promotion

By Prince Ellis

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hi there

Have you ever put together an informative and interesting newsletter. Then your current subscribers tell you that they are pleased to tell you how much they enjoyed it, then ask yourself why you are having so much trouble getting new subscribers?

Well the truth is there is loads of free newsletters out there to anyone who wants to receive them so bad luck for ezine editors free is not enough to bring people to you okay here is a few ways to build your list

1. Never Give up

Marketing your newsletter is the only way you're going to get new subscribers. First things first you need to let people know that your newsletter is available. Then persuade them that you have something unique and valuable to offer. Come up with an informative description that gives them the benefits of subscribing, and then start getting it out there ways to promote your ezine could be:

Propose ezine co-opts with other editors: you can promote your newsletters together for extra exposure

Experiment with pop-up subscription boxes

Put a signup box on every page of your website

Write articles and leave a link to your ezine in your resource box

Promote your ezine in your sig file

Tactics for ezine Promotion

Use announcement lists

Submit to ezine directories

2. Try Pay-Per-subscribers Services.

Surely you've heard the phrase Time is money.

Well By now you have realised Marketing takes up a lot of time.

More editors are turning to Pay-per-subscriber Services to help them grow their lists. An example of one service is Funezines.com

These services will charge you for each service that they find for you.

Which could range from \$0.10 to \$0.80 do shop around. These services will charge you more if you use the double opt-in method than if you were to use the single opt-in method

Why would you want to use these services well you could be:

Low website traffic to get a steady stream of new subscribers

you don't have enough time to spend marketing

or you have a lack of desire to spend the time necessary to promote your your ezine

You have a desire to build you subscribers list as quick as possible

3. Pull your chin up Introduce Yourself

The big advantage of having your own newsletter is the leverage

It give you with other editors.

Pull up your chin. Approach other editors in your market of expertise and offer to swap adds or run other joint ventures. This is a great way to increase your exposure without paying a dime

Rememer like you editors are busy people make it easy for them by providing all the information they need to make a decision

when you contact the editor adrees him/her by name if at all possible, name his ezine name . personalized email is always appreciated. This will help guard against spam

Introduce yourself and your ezine. Tell the editor key pieces of information, such as the ezine's focus and circulation.

Tell him/or what type of joint adventure you have in mind, let him or her know who it will benefit him/her

If you are suggesting an ad swap, include the ad for her convenience

If the Editor agrees to your proposal, let him know when his ad will run in your ezine

4. Just Be Yourself

Okay so you've made the effort to get subscribers.... now its time to make the effort to keep them! Lets face it they are thousands upon thousands of free newsletters out there so make makes your different?

So you got great content good thats vital to the succes of your ezine but buy itself that is not enough. There are loads loads of ezine editors out there that turn out high-quality content-rich ezines consistently.

what can help separate one newsletter from another is the editor. If you mould your own unique personality into your ezine. You will be really happy at how much your subscribers will appreciate it.

P.S Prince Ellis

Would you like more marketing and sales report ideas like this one then send a blank email to ozion@getresponse.com

None

Ezine Promotion, The Three Forgotten Tactics

By Peter Murphy

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If you are like most ezine publishers you want more ideas that work. But hold on a minute what about all the key strategies that you have overlooked?

1 Teamwork:

Hook up with a fellow publisher who does not compete directly with you. I do this to find out what really works. Share ideas and results. Brainstorm even by email and you will discover new ways to promote your newsletter that you will not have spotted before.

You could save yourself weeks or months of wasted effort if you know which strategy people are responding to today. And not what used to work last year when that guru wrote his expensive ebook with all the answers that were true back then.

For example, last week I learned from a fellow ezine writer that his new ecourse was taking off like a rocket. So, I have cancelled my plans to write another ebook and instead I am working on developing an ecourse. And when it comes to promoting my new ecourse I already know an expert I can check in with instead of spending weeks to learn what works best.

2 Help other ezine publishers to get what they want:

Spend time solving the problems that other ezine publishers face. For example, read their back issues and point out ways they can offer an even better product. If you can help them to get more subscribers you will be rewarded with your articles getting priority treatment and appearing in their upcoming issues.

Do these other publishers offer a free report to new subscribers? Ask if they would like one suitable for their audience and then produce one that focuses on your area of expertise. They get more subscribers by offering a truly useful report and you benefit by getting your byline in front of even more people.

Give first and you will be amazed at how receptive people are to working with you for mutual gain. You will immediately stand out from the crowd in a world where so many people always wants

something without any consideration for the needs of the other person.

3 Use information as a bonus:

Write an ebook or ecourse with genuinely useful information and offer it to other ezine publishers. Let them use it as a special bonus to keep their existing subscribers coming back for more. They will also benefit from referrals when their readers pass on the newsletter to friends so that they too can read your ebook or ecourse.

Too many ezines are short on great articles they can use. There are plenty of articles available out there but very few high quality ones that you will use in your own ezine.

The same applies when ezine authors want to offer incentives to encourage their readers to buy their own information products. If you give publishers a high quality ebook or ecourse that they can bundle with their information product you will get your message

out to a lot of people and very quickly.

These tactics could help you to build your ezine in ways you never considered before now. Test them for yourself and enjoy new success with your ezine.

Peter Murphy is a writer and ezine publisher. He has a number of information products that you are welcome to use to promote your ezine. For details send mail to: 3infoproducts@sendfree.com



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