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## **The Non-Definitive List of E-zine Directories**

**By Martin Avis**

### **The Non-Definitive List of E-zine Directories by Martin Avis**

This article is written for anybody who reads, publishes or plans to publish an e-zine or newsletter.

Whenever I read about the best ways to promote an online newsletter, listing in e-zine directories is always mentioned as one of those 'no-brainer' things that every publisher should automatically do.

So I figured, why not? Everyone else seems to be doing it, I'd better do the same.

Not so easy. In the first place, try looking up 'ezine directories' on google. I got 1690 results. A lot of those results turned out not to be a directory, but a list of other directories. The list seemed endless.

In the second place, most of the lists of directories I found turned out to be hopelessly out of date.

So I decided to build my own list of e-zine directories

As I started following the links I hit up against one of the worst aspects of the Internet. Here is a list of the 14 principle reasons why so many of the links turned out to be useless:

1. Site no longer exists
2. Site appears to exist, but content is all pre 1998
3. Site appears to be running, but many links are dead

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4. Message says 'Site no longer maintained.'
5. Site so badly designed, navigation impossible
6. Site caused my eyes to bleed (figuratively!)
7. Site bombarded me with multiple pop-ups
8. Site not relevant (no e-zine list)
9. Site appeared to be a scam
10. Site redirected to a different URL
11. Payment required to list e-zine
12. Site offered no explanation, name or logo
13. Site no longer accepting submissions
14. Site 'under construction.'

According to my 'History' file, I have visited over 800 sites in the past 3 days. My back hurts, my eyes hurt and my brain has turned to jelly. But I think that I have done it!

All told, I have boiled these 800 'possibles' down to a list of 33 e-zine directory sites that all work, and all accept submissions. That list can be freely accessed on the BizE-zine web site at

<http://www.BizE-zine.com/directories1.htm>

In order to test them, I have submitted my newsletter details to every one (apart from paml.com which seems to be working, but the link to the submit page doesn't.) The responses I have had so far are varied:

1. No response
2. A polite email confirming my submission
3. Immediate listing
4. An onscreen notice confirming submission and advising that entry to the list may take some time.

I plan to revisit each of the sites after one month and report back on whether I got listed or not.

Of course, I have no idea whether I will get any new subscribers from all this effort, but I made my entries in such a way as to be able to track the source of any submissions that do arise. I will report on that too in a month.

Six of the sites also accept postings of articles. This

could be very useful, but in a few cases, it seemed easier to post than to read those which were already there! Maybe that was just me.

Nine sites also had a good amount of extra content which would be very useful to publishers of e-zines.

These are all indicated on the BizE-zine web site.

Finally, I have ranked the 33 sites in order of their Alexa ranking. This purports to measure the site's traffic. I am not sure about the legality of quoting the Alexa figures directly, so I have simply put the sites in order – highest traffic at the top.

Is this list definitive? I hope not! I am sure that

there must be lots more sites on the Internet that could be included. If you run one, or know of one, please email me at [mailto:martin@BizE-zine.com](mailto:mailto:martin@BizE-zine.com) so that I can update the list.

Similarly, if you have had any success with any of the sites I have listed, please let me know – perhaps I can include a 'users comments' section on the web page.

My next project is to do the same thing for Article repositories ... but not right now – I feel a migraine coming on.

Martin Avis publishes a free weekly newsletter: BizE-Zine – your unfair advantage in Internetmarketing, business and personal success. To subscribe, and get 6 great free gifts, please visit <http://www.BizE-zine.com>

## **12 Quick Tips For Beginning E-zine Publishers**

**By Ken Hill**

### **12 Quick Tips For Beginning E-zine Publishers by Ken Hill**

Publishing an e-zine is a terrific way to increase your profits online by successfully staying in touch with your visitors, prospects, and customers.

To help you get started on the right track, I've provided the following tips to help you successfully

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publish your own e-zine as well as help you successfully promote your e-zine once you begin.

1. Choose a publishing schedule and stick to it. When deciding on a schedule, keep in mind what day is best for you to send out your publication and when you will have enough time to properly format and edit your e-zine with the least distraction.

2. Use a listserver that allows you to double opt in all your subscribers by having them reply to a confirmation message or by clicking on a confirmation link.

This will ensure that all your readers really do want to receive your e-zine since they asked for it twice, and also provide proof that all your subscribers truly are opt in.

3. Limit your use of different fonts and bullets. Keep your e-zine easy to read.

4. Keep your line length to 60 to 65 characters per line when publishing in text format. If you plan to publish your e-zine in html, give your subscribers the choice of which version they want to receive.

5. Provide your readers with a table of contents so that they can quickly go to the parts of your e-zine that most interest them.

6. Along with your subscribe and unsubscribe instructions at the end of your e-zine, include your copyright notice, and also let your readers know that they can forward your e-zine in its entirety to any friends or associates that they think will like it too.

7. Submit your e-zine to directories that list e-zines for people to subscribe to, and also to e-zine announcement lists.

8. Swap ads with other e-zines. This is a good way to get an ad for your e-zine out to readers already proven to be interested in what your e-zine offers.

9. Write your own articles. Writing articles will help you to establish and continue to re-enforce your status as an expert in your field to your subscriber base.

10. Use the title of your feature article as the headline of your e-zine along with the name of your publication.

11. Submit your articles to other e-zine publishers. This is a good way to give your future subscribers a

taste of the fantastic content that can be found in your e-zine.

To get your articles to the most publishers, submit your articles to both article announcement lists and directories, in addition to individual e-zines that accept article submissions.

12. When choosing which articles you've written to submit for publication in other e-zines, choose articles that you have already run in your e-zine so that you will always be giving your current

subscribers first look at your content.

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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