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**Their Secret Lives or My Ezine Has a Love Life**

**By June Campbell**

**Their Secret Lives or My Ezine Has a Love Life by June Campbell**

I've just discovered something amazing. The Roundup, my bi-weekly ezine, has a love life! As a matter of fact, it appears to be doing much better than I am in that respect. You see, The Roundup regularly receives email messages sent to its subscription address. The last one started, "Hi, It's been awhile since we talked. I'm wondering if you've been thinking about our last conversation...."

Oh, Roundup, you little devil you! Have you been sneaking around behind my back with other ezines?

It's not just The Roundup that I have to worry about. I also have a number of autoresponders that I use. In case anyone doesn't understand the term "autoresponder," it's an automated email address. When you send a blank email to an autoresponder, the technology automatically sends you a pre-written message. I use autoresponders on my web site to give visitors samples of my freely distributed articles. Well, dang if my autoresponders aren't carrying on illicit affairs behind my back as well. One of them is apparently involved with the same sender whose wanton behavior with The Roundup is causing me so much concern. This autoresponder receives the identical email message about remembering previous conversations. Jeesh, I could have a major war on my hands if this keeps up. All I need is for the Roundup to find out about the autoresponder, and then what?

Oh, wait! A new turn of events! The Roundup just received an email with "Get Your Share of E-Z Money" in the subject line. This oughtta give it a competitive edge. As far as I know, the autoresponder is stone, cold broke. It'll be no match for the soon-to-be stinking rich Roundup.

Speaking of autoresponders, another one of mine — and I am embarrassed about this — has apparently been inviting communication with Heather, a gorgeous 19 year old who has to take nude pictures of herself to pay her college tuition. Well, Heather, I want you to understand something. My autoresponder does not have its own credit card. 'Nuff said? But you might try The Roundup. It'll soon be making lots of E-Z Money!

But this email intrigue continues. A new message just came in addressed to "Undisclosed Recipients." The subject says "Hello, how have you been?33, " and the body asks whether Undisclosed Recipient is drowning in Credit Card Debt. Hmmm! I wonder where I should forward this. The Roundup

won't need it, what with all this E-Z money soon to be coming in, so maybe I'll send it to that frisky autoresponder. Perhaps when it gets rid of its existing credit card debt, it can get a charge card and help Heather get her education. I'm sure it'll be only two or three seconds before I receive another email offering sure-fire guarantees around getting a credit card. That'll come in handy for Heather and Auto.

But wait! This is the last straw! Now my web site is sabotaging me behind my back. Now as far as I know, and I do know because I designed the site, it contains a number of resources for business people and entrepreneurs. But what's this? I now have an email from a sender "who has just visited my site and thinks I would be interested in hearing more about an opportunity involving horses." Horses? Is my web site self-generating equine-related content at night when I sleep? Does it have a dual-personality? This opens up possibilities for a catchy new logo: "Business by day. At night — oats and hay!"

Such is the allure of my technology's secret life. But this does answer one question for me. Now I realize that spammers are actually targeting ezines, autoresponders, and web sites. It makes a lot of sense. After all, no actual person would ever fall for this stuff.

June Campbell "How-to" Booklets, Guides, Templates, & eBooks—Business proposals—Business plans,—Joint Venture Contracts... More! Visit to Claim Your FREE GIFT! (<http://www.nightcats.com>)

## **Little Known Secrets To Increase Ezine Ad Response Ten Fold Automatically!**

**By Nathan Lynch**

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There are 1000's of ezines out there. So You ask...

"which ones do I advertise in?"

You must find ezines with what I call "active readership". Active readership will lead to a higher response rate for your ezine advertising. Everybody wants and needs this for their online business to be a success.

Use the following secrets to explode your response rate and you will be able to negotiate for lower ad rates at the same time.

Little Known Secret #1: Find a list that you would like to advertise in, go to that site and look at how the e-mail addresses are collected.

Your prospects are intelligent people! Something that we know about the behavior of surfers, they are hesitant to make a decision. Fearing spam they hesitate to fill out forms with their paid for e-mail addresses. They will find out anyway to subvert the system and still get their freebies.

Anywhere from 75%–90% of ezine subscribers will type their free e-mail addresses on these forms. Many times these are throw away addresses, which may never be checked again. Your ad may never be seen! Okay, so what are effective ways to get high quality prospects that are active on the net. More importantly "prospects that will see your ad"

Go here...

<http://www.sell-your-site.com/subscribe.html> and examine how taking away a subscriber form and placing just a button adds more "active readers to a newsletter". Once prospects click on the button the publisher gets subscribers dial-up account address. Everybody checks their paid for accounts at least once daily maybe even more. More importantly, these newsletters are read and thusly your ad will be ultimately seen!

Little Known Secret #2: Does The Newsletter Go out Monthly Weekly, or Daily?

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The frequency of the ezine is immensely important to the ads effectiveness. How many times a month a newsletter is published is a good indicator as to how the ezine is perceived from the readers standpoint.

An ezine published once a month will get deleted much more often than a weekly ezine. Why? Sometimes a reader just forgets they are a subscriber of the ezine, sad but true. An ezine that is published more often with great content will be one of the best bets. Also look for daily ezines to advertise in, these have an active readership and more active buyers in this group.

Now, how are these secrets going to help me? if there is an ezine that does not have these things going for it. E-mail the editor and negotiate with him or her. State the above facts and if your ad goes over well i.e. gets a lot of high quality responses, you will most likely advertise many times in the future. Ask for a discount of up to 50%.

Ezine editors love repeat customers! When looking at the actual price of the ad you now have some great information. Now go out and negotiate!

Nathan Lynch is editor of the "Sell-Your-Site Like Crazy"Ezine. <http://www.sell-your-site.com> Reach him at <mailto:info@sell-your-site.com>



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