

"Things Ezine Publishers Wished Their Subscribers Knew"

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By June Campbell

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Want to make the most of the ezines that you receive?
Understanding the following will go a long way towards making
your ezine subscribing a pleasant experience.

1. Advertisements Make It Possible.

You're outraged because the free ezine contains advertisements?
Consider that you PAY to receive newspapers, magazines and
television shows, and they all contain ads. The publisher of that free
ezine isn't doing hours and hours of work just to make you happy. He
is trying to make a living and that means he has to bring in a
source of income. Ads make it possible for you to receive free
ezines.

2. Your Ezine Isn't Being Delivered

You've subscribed to an ezine, but it never arrives. Consider the
following: Every time a publisher sends out a mailing, dozens of
newsletters are returned marked undeliverable. These are some of
the reasons:

- a. Typo in the email address that the subscriber provided. One
wrong digit and the email won't go through.
- b. Mailbox full. If you're using one of the free email accounts, your
storage allotment is limited. If you don't collect your email regularly,
the incoming emails will bounce back to sender.
- c. Account deactivated. If you drop an email account, ezines sent to
that address are returned to sender.

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d. Your email provider is using filtering software that rejects content in the ezine. Some email providers try to block spam emails by filtering out terms commonly found in spam messages. While filtering terms like "home", "make money", "good income" will block certain spams, it will also block legitimate ezines covering business, finances, real estate, etc.

3. You Want To Unsubscribe

There's a right way and a wrong way. The wrong way will cause stress for both you and the publisher. Here's what you need to know:

a. Use the unsubscribe instructions included in the ezine. Typically, you will be asked to send email to an address such as `unsubscribe@myzine.com`. The publisher's software is set up to process unsubscribe requests that are sent to the address supplied for that purpose. Unsubscribes sent to other addresses may well be missed. Clicking "Reply" and sending your unsubscribe message to the ezine's address is unlikely to work.

b. When sending an unsubscribe request, you **MUST** use the same email address that you used when you subscribed. If you subscribe to an ezine with your `me@hotmail.com` address, then send an unsubscribe while your email software is set to your `me@home.com` address, the publisher will not find that address in the list and will not be able to unsubscribe you.

c. If you are subscribed using 2 or more addresses, you will receive 2 or more copies of the ezine. The publisher and his technology do not understand that both addresses belong to you. If you want to unsubscribe totally, you will need to unsubscribe using both addresses. If you remove only one, the ezine will continue to be sent to the other.

4. They Asked for my Name when I Subscribed.

The subscribe form asks for your name and your email address. You suspect they are planning to use your name for some nefarious purpose.

Wrong. The publisher is personalizing the email that she sends. Most subscribers like receiving personalized messages instead of generic ones. If you fill in the form with a bogus name such as `AABBCC`, when your ezine arrives, it will say "Dear `AABBCC`", instead of "Dear Mary."

5. I Didn't Subscribe. I've Been Spammed!

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Are you sure? It's not uncommon for people to forget they have subscribed to an ezine and decide it is spam. Of perhaps your kid had a good time subscribing to every ezine she found on the web. Many publishers use various means to verify and confirm subscribers. A false accusation of spam can prove embarrassing if the publisher can produce mail logs or IP addresses demonstrating that someone did indeed subscribe from your computer. It also happens occasionally that a friend or enemy subscribes people without letting them know. That's not your fault, but it's not the publisher's fault either.

Now you understand how things work, get ready to enjoy the newsletters that you want!

Guide to Ecommerce"----- Newsletter, business articles, email marketing course----- How-to guides for business proposals, business plans, JV contracts<http://www.nightcats.com>

10 Sure Fire Ways To Get More Ezine Subscribers

By Ken Hill

1. Place testimonials for your ezine on your site.

Your testimonials will help you to increase your circulation by showing your visitors how your ezine has helped your subscribers.

2. Give your visitors the chance to see what your ezine is all about before subscribing.

For instance, you could provide an archive of your past issues on your site or you could make a sample issue available by autoresponder.

3. Write articles.

Your articles will increase your subscriptions by showing people that are unfamiliar with your ezine what kind of valuable content they can expect from you.

Promote your articles by submitting them to article directories, article announcement lists, and also to ezine publishers directly.

4. Swap articles with other ezine publishers and webmasters.

Publish other ezine publishers' articles in your ezine in exchange for those publishers running your articles in their ezines.

This can help you to successfully increase your subs by getting your articles run in targeted ezines on

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a regular basis.

You can also participate in ad swaps where you post other publishers' or webmasters articles on your site in exchange for them doing the same for you.

In addition, to helping you get more subscribers, these swaps can help you to keep your site updated with new content and increase your search engine rankings by increasing the number of reciprocal links you have.

5. Add bonuses for subscribing to your ezine.

Your bonuses will help you to successfully get more subscribers by giving your visitors an incentive for joining your ezine.

Increase the value your visitors place on your bonuses by adding an honest dollar amount to them, by telling your visitors the benefits they provide, or by telling your visitors how many people have already received them.

6. Swap advertising space with other ezine publishers.

Your ad swaps will give you an excellent way to increase your subscriptions at no cost. When possible, swap your ads for at least three issues in a row to maximize the number of new subscribers you get.

7. Swap "thank you" page ads.

Promote other related but non competing ezines on the page your new subscribers are taken to after subscribing to your ezine in exchange for those publishers doing the same for you.

This will give you a powerful way to continue to increase your subscriptions for as long as the other ezines are published.

8. Swap welcome message ads.

Like your "thank you" page ads, this type of swap can give you very good ongoing promotion of your ezine. The main difference is that not everyone that subscribes to your ezine will read your welcome email while all your new subscribers will be directed to your "thank you" page.

9. Swap recommendations with other ezine publishers.

You could recommend another publisher's ezine within your ezine in your own words in exchange for that publisher doing the same for you.

You could also swap recommendations in your welcome message or on your "thank you" page.

In addition, you could run a recommended ezines section in every issue where you recommend a few

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or several other ezines in exchange for those publishers doing the same for you.

10. Submit your ezine to ezine announcement lists and ezine directories.

Your submissions will provide you with an easy way to start getting more new subscribers.

Getting your ezine listed in ezine directories can also help you to find more people who would like to purchase advertising in your ezine as well as more publishers who would like to do a joint venture with you.

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News Letter Genie Pro

Power Profits Autoresponder Course

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