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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!

Top 10 Ways to Promote Your Practice Using an E−mail Newsletter

By Alexandria K. Brown

Top 10 Ways to Promote Your Practice Using an E−mail Newsletter by Alexandria K. Brown

If you publish an e−mail newsletter, or "e−zine," it's important to realize that it WON'T attract and keep subscribers without offering practical content. If you only drone on about how wonderful you and your services are, your readers won't stick around for long.

But you CAN toot your own horn, as long as you don't drown out the useful content your readers are looking for. This careful balance is the key to increasing your response rates and increasing business.

Here are my top 10 tips on how to accomplish this:

1) Make sure your MAIN ARTICLE always provides information that your readers will find valuable.

By having a main article as the foundation of your issue, readers will feel they got what they came for − helpful information. Try a "how−to" article, a list of resources, a list of top 10 tips, a review of a trend in the industry − that sort of thing.

2) Begin each issue with an "EDITOR'S NOTE" or "PUBLISHER'S NOTE."

I have found this is the perfect place to let readers know about what's happening with me and my business, give them a taste of my personality, and announce any

upcoming events or workshops. Because this is a personal message from you to them, and because it's NOT your main content, you have more leeway in being direct and self−promotional.

3) In your article, throw in LINKS to related articles you've written or been featured in, when appropriate.

Your readers will appreciate the additional information and resources, and it's one more chance for you to demonstrate your expertise and credibility.

4) Make sure your links are "clickable."

To ensure your links come through as hyperlinks on your reader's end, make sure you put the "http://" prefix before them. And to make any e−mail addresses clickable, insert the prefix "mailto:" before them, with no space in between.

5) Directly after your article, give a quick PROMO BLURB, mentioning your services, books, reports, or workshops.

Why right after the article and before anything else? If someone reads your article and says to themselves, "Gee, that was great information!" They'll be ready to hear what else you have to share on that subject.

A great lead−in for your blurb is: "Did you like today's article? If you did, you'll LOVE my [services, book, report, upcoming workshop, etc.]..."

6) In each issue, offer a TESTIMONIAL or success story from one of your clients.

I saw another e−zine publisher doing this last year and thought, "What a great idea! She's giving her readers further reason to try her services."

After your article and promo blurb, put a small section that says "What My Clients Are Saying." In each issue, feature a short but raving testimonial from one of your clients here.

7) Tell us what YOU'RE all about!

At the end of your e−zine, take at least 10 lines and give a concise description of YOU, what you have to offer your readers, why they should hire you, and what they should do next (e.g. call you or e−mail you).

8) End your e−zine with a "call to action."

What would you like your readers to do next? Call you for a free consultation? Sign up for your teleclass? Buy your book online? Tell them what to do and they'll be more likely to do it.

9) Don't forget your contact information!

This may seem like a "duh−duh," but it's amazing how many e−zines I've seen that don't tell me how to contact the publisher. Give us your name, title, business name, phone number, e−mail address, Web site URL, and street address (optional). The phone number is important, because some folks will want to speak with you instead of writing you.

10) Occasionally, make a special announcement in a SOLO MAILING.

If you have something very special to announce, send it out separately from your regular issues as a solo mailing. A solo mailing is any mailing you make to your e−zine subscriber list that is NOT a regular issue of your e−zine. Keep these to a minimum of two a month, and make sure your announcements are truly newsworthy. Perhaps one of your special discounts is coming to an end, you need your readers' help, or you're offering a last−minute workshop and need to fill seats. Get the idea?

Alexandria K. Brown, "The E−zine Queen," is author ofthe award−winning manual, "Boost Business With YourOwn E−zine," available at http://www.ezinequeen.com.For *hundreds* more great tips like these, visit hersite and sign up for her FREE biweekly newsletter,"Tips from the E−zine Queen." Don't miss the nextissue −− subscribe today!

FIVE FANTASTIC WAYS TO PROMOTE YOUR AFFILIATE PROGRAM

By Keller Flynn

FIVE FANTASTIC WAYS TO PROMOTE YOUR AFFILIATE PROGRAM by Keller Flynn

If you belong to any affiliate program, you know that being successful at the affiliate game hinges on one simple concept: getting as many people to join as you possibly can.

There are a lot of different programs out there and even more ways promote them, so I've narrowed things down to what I believe are the five absolute best ways to get the word out about YOUR affiliate program. So, without further ado, here they are:

1) ON EVERY PAGE OF YOUR WEB SITE

That's right... every page. After looking through your site and seeing that link on every page, they're just bound to click on at least one of them. Promoting your program on every page will not only utilize the proven marketing method of repetition, but will also display your enthusiasm, which is also a great tool.

2) IN YOUR NEWSLETTER

Since most of your core customers are already looking at it, your newsletter is a terrific place to promote your affiliate program. Position an ad with a link right at the top of your newsletter, again somewhere in the middle, and also at the bottom.

3) EZINE ADS

Ezines like DEMC and AIM have huge numbers of subscribers, and both cater mostly to an audience of online businesspeople and opportunity seekers. Therefore, ads placed in these newsletters can reach literally tens of thousands of the right kind of people. Reaching a targeted audience like this is key if you want a good return on your investment.

4) PRESS RELEASES

If your affiliate program is new, unique, or especially profitable, a press release sent to the right audience can really give you a boost. A well−written press release just placed on your web site can give your program a "newsy" feel that might really impress people.

5) WORD OF MOUTH

I can't say enough about word−of−mouth advertising. If you're excited about your affiliate program, talk about it. Tell your friends, your family, your co−workers, and people on the bus all about how you're making money. People who know you are more likely to take you on your word, and if they tell their friends and family... you get the picture.

Promoting your affiliate program really isn't very hard, and it can make the difference between success and failure. Use these methods, and you're likely to go far.

Keller Flynn offers the full spectrum of tools, ideas and actionsteps needed to create and run a successful affiliate program.Reach him at mailto:keller@affiliatedirector.com or 801−328−9006.Get his Extra Money Newsletter FREE athttp://www.AffiliateDirector.com to learn more about how YOU canprofit from the affiliate boom.

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