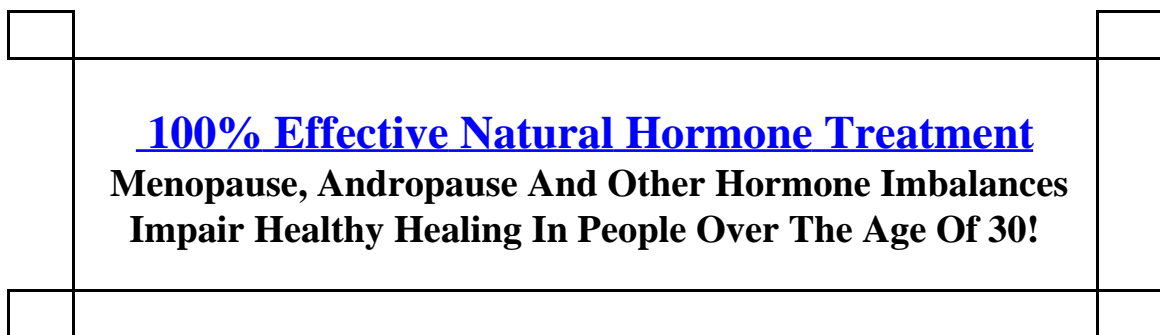


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Two Top Ways To Promote Your Business In Ezines

By Ken Hill

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If you'd like to increase your sales and profits, two of the best and most effective ways to advertise your business in ezines are to:

1. Place top sponsor ads.

These ads are typically placed at the very top of the ezine you purchase advertising ensuring that your ad will get noticed.

Many ezines also provide an archive of their past issues on their websites which means that you can continue to get exposure for your business even long after your ad is originally run.

When placing your ad, make sure to track your advertising so that you will know which ad copy you use that is most effective and which ezines pull in the best response for your offer.

Some companies that offer ad tracking services are:

1. <http://www.adminder.com>
2. <http://adtrackz.com>
3. <http://www.hypertracker.com>
4. <http://www.roibot.com>
5. <http://www.statcruncher.com>

Once you know by tracking your ad which ad copy and ezines pull in the best response, all you have to do is keep running your ad.

2. Place solo ads.

Placing solo ads can be a very effective way to generate more sales for your business.

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The main reason placing a solo ad can be so effective is that your solo ad will not have any competition from any other advertiser.

Some ezines also give their subscribers the option of opting out of receiving solo ads which will provide an even more targeted audience for your offer.

When placing your solo ad, keep your ad copy short and try to come up with a good headline to draw people into reading your ad.

As with sponsor ads, make sure that you track how well your ad does so that once you know that placing a solo ad in a particular ezine brings in a good response you can continue to run your ad.

Article © 2002 by writer Ken Hill. Discover proven tips, techniques and strategies to successfully advertising your business in ezines. Get your FREE 6 part "Guide To Profitable Ezine Advertising" mini-course now at <mailto:freezinecourse@zipresponse.com>

10 Terrific Ways To Enlarge Your Subscriber Base

By Ken Hill

1. Create a unique selling proposition (USP).

Developing a USP for your ezine will make your ezine more attractive to your niche audience and help your ezine to stand apart from other competing ezines.

Comprise your USP from a single, compelling benefit that people will get from subscribing to your ezine.

Your benefit should be something that only your ezine offers or that other competing ezines fail to stress in their promotions.

Once you've created your USP, integrate it into all of your promotions for your ezine.

2. Swap ads with other ezine publishers.

You could swap sponsor, feature, classified or solo ads with other ezine publishers.

Choose related but non competing ezines to swap ads with and track your ad swaps so that you'll know exactly which ezines are best to continue swapping with.

3. Swap "thank you" page ads with other ezine publishers.

Advertise other ezines on the page your new subscribers are taken to after joining your ezine in exchange for those publishers doing the same for you.

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This will give you very strong promotion of your ezine for as long as the other ezines continue to be published.

4. Write articles.

Your articles will help you to successfully increase your subscriptions by getting your ezine promoted in relevant ezines and on high traffic sites.

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

5. Swap articles with other ezine publishers.

You could run another publisher's article in your ezine in exchange for her publishing your article in her ezine.

This could be articles already run in other ezines, articles to run exclusively in each others' ezines, or articles to be first run in each others' ezines.

You could also post another publisher's article on your site in exchange for her posting your article on her site to gain more new subscribers.

6. Provide an ebook that you've written or that is a compilation of your articles as a bonus for subscribing to your ezine.

Your ebook will not only help you to get more subscribers but can also help you to effectively promote your business, get more traffic to your site, and promote your affiliate programs to your new subscribers.

7. Post testimonials for your ezine on your site. Ask for subscriber feedback within your ezine to garner more of these from your readers.

8. Provide an archive of your past issues on your site.

Your archive will help you to convert more of your visitors into subscribers by showing them what they will get from their subscription to your ezine.

9. Make sample issues available by autoresponder.

Like your archive your sample issues can increase your subscriptions by giving your visitors a look at the type of quality articles, tips, and resources your ezine will provide to them.

10. Use your signature file to promote your ezine.

Use your sig file in your day to day emails to your clients, friends, and visitors who email you.

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Also use your signature file to get more new subscribers when posting your advice and tips in moderated discussion lists and forums.

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- Writing Ezine Articles – 4 Reasons Why You Should Do It
- 3 Quick Tips To Getting More Profit From Your Articles
- Time Wasters and Energy Suckers
- 5 Tips To Creating More Profits From Your Affiliate Program

- Power Profits Autoresponder Course
- 147 Killer Epublishing Strategies
- Article Cash
- Web Marketing Explained
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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!