

## WHAT I'VE LEARNED FROM MY SUBSCRIBERS

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

## WHAT I'VE LEARNED FROM MY SUBSCRIBERS

By Francine Silverman

### WHAT I'VE LEARNED FROM MY SUBSCRIBERS by Francine Silverman

#### WHAT I'VE LEARNED FROM MY SUBSCRIBERS

As editor/publisher of Book Promotion Newsletter, I am fortunate in having an eclectic group of subscribers who number in the thousands. The ezine is interactive and subscribers are encouraged to share their innovative marketing techniques.

Since starting the ezine in March 2003, I have learned a great deal about the do's and don'ts of book promotion. Some has been through my own experience as author of two local guidebooks, Catskill Alive (second edition) and Long Island Alive, both published in 2003 by Hunter Publishing. But most of what I know today comes from this creative group of authors, publicists, book reviewers, book coaches and editors.

First and foremost, subscribers agree, never hold a book signing without an accompanying presentation, contest or event. Simple lectures can be a bust - To promote my guidebooks, I spoke at Barnes & Noble and Borders to large groups of people who asked questions and challenged my knowledge and then left without purchasing one book.

One subscriber gets around this by doing "teaser" programs, in which she speaks about material not included in her book about plants. She says these presentations are successful because people are enticed to buy her book for new information. Subscribers who have written about animals bring them along; healing therapists who authored a book in their field do healing sessions in the bookstore. The rest of us have to find something unusual to add pizzazz to our signings.

Targeting your audience is a must. A subscriber who wrote a humorous book about his running knew that having a book signing at Borders was not the way to go. He needed to find runners so every weekend for the first four months the book was out he'd travel to marathon races and do a humorous presentation to the runners the night before the race and sell books. He reports that "it worked great and the race directors enjoyed providing something new and different."

## WHAT I'VE LEARNED FROM MY SUBSCRIBERS

Another subscriber who wrote a travel narrative about a journey across America with her two children tailors her press releases, speaking engagements and promotional efforts to different niche markets. She feels her book has broad appeal so not only markets to mother's groups, women's groups and parenting publications but also to veteran's groups and the military since terrorism and patriotism are relevant to her message.

All authors pitch the media but how many of them are successful? One subscriber uses her "expert" status to interest the media. Her book deals with net crimes and she peruses the news online on a daily basis. When she finds an article that relates to a chapter in her book, she sends the reporter an e-mail stating why she liked the article and that she's available as a cybercrime expert for expert stories. Her e-mail ends with the press release for the book.

Some subscribers were experts before they became authors and use their expertise wisely. One doctor/author was invited to the 2004 Olympics in Athens and when a reporter surfaced, the doctor introduced him to the staff and then retreated. He didn't want to pursue the reporter as others had done. But in the end the article praised the doctor.

Above all, my subscribers have been my support system. After compiling the best of their strategies into a book and sending it off to a publisher who expressed interest, I was feeling blue. I didn't know if the publisher would in fact publish the book or when I could hear from them and expressed my angst in the newsletter. This drew a flood of suggestions on how to fill the time until the publisher calls: "wait a month before calling," "devote some time to your hobby," "write another book," "exercise," "get your marketing plan in order." One subscriber wrote that "a sense of being at loose ends is normal when you have completed a project that required a lot of energy and concentration. It's kind of an empty nest syndrome."

### **Success Guaranteed With Your Opt In List**

**By Ron Pioneer**

Some time ago I was thinking about the best and most foolproof way to earn great income on internet. I came to conclusion that success in internet marketing can be reached with my own opt in list. That is why I wrote this article.

In my search for ways to build my own successful opt in list I came to several conclusions how to build an opt in list that buys. In this article I will reveal you four ways to add subscribers to your opt in list and profit from them(guaranteed) Read on...

The 4 ways to build your opt in list that I'm writing about you'll be able to use in your own opt in list building efforts. Read this article carefully because it may show you a way to profit from internet like you never thought you can before.

Here are the four ways how you can build your opt in list:

## WHAT I'VE LEARNED FROM MY SUBSCRIBERS

1) Buying or renting a list of subscribers for your opt in list.

You can buy subscribers for your opt in list or you can rent a list of emails for one mailing. This is the fastest method to build your opt in list.

2) Signing up for co-registration services.

With co-registration services other people build your opt in list for you. They usually cost \$0.10 – \$0.30 for a subscriber. With them you can expect 50 – 300 subscribers to your opt in list daily.

3) Build your list using articles.

Using articles is my favorite method to build my opt in list. You can write articles and give them to newsletter publishers to publish them. This way you gain instant exposure and have new subscribers sign up on your opt in list.

4) Using joint ventures to build your opt in list.

Joint ventures are an effective way to build your opt in list. When used right they can add hundreds of subscribers to your list daily. The best part – they are 100% FREE.

Each of these points illustrate how you can build your opt in list. There's really not a way you can NOT earn money from your opt in list. If you build your opt in list and keep relationships with your subscribers your opt in list WILL bring you income.

The greatest way I have found to build relationships with subscribers is offering them a free course. There are lots of places you can find FREE prewritten courses which you can offer to your subscribers.

The prewritten courses that you can send to your subscribers contain in context links to affiliate program / programs you are affiliated with. You earn income when the person follows your in context affiliate link and buys from it.

What I wrote in this article reflects my experience with my opt in list. I hope you find this article worthwhile and learned something from it.

Remember, if you build your opt in list and are persistent there is really no way how you can not earn money on internet. Keep that in mind and also... sign up for my list building course.

AFFILA © 2004

If you liked this article and you are interested in building your own opt in list then the FREE opt in list building course in the website below is right for you:

Sign up Now!

## WHAT I'VE LEARNED FROM MY SUBSCRIBERS

Success Guaranteed With Your Opt In List  
Four Ways To Grow Your Subscriber List  
A Few Things I've Learned About Doing Business On The Internet!  
Ezine Subscribers Want More than a Free Ezine  
10 Winning Ezine Publishing Tips

News Letter Genie Pro  
E@sy List Cleaner  
147 Killer Epublishing Strategies  
Power Profits Autoresponder Course  
Ezine Filter and Format software



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**