

"What Can You Learn From Ezines?"

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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!

"What Can You Learn From Ezines?"

By Peg Bastin

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Gosh! Where do I start? You can find ezines on any topic you can imagine. Advertising, marketing, crafts, children, pets, Christian, humor, computer tips, nostalgia, and thousands of other subjects.

Publishing an ezine is a lot of work. An ezine is not just a place for free ads, it is an information center for our benefit. The publishers have done the research for us, you just have to read it and use the information they provide. Ezines are a must-have tool in your marketing plan.

What kind of information can you expect to find in ezines?

Advertising

You can learn the proper formatting of ads, where you can place free ads, submit solos, or sponsor ads for better exposure of your product or service. Coops will send your ads to many ezines for a small fee.

Marketing

Ezines are a great help in allowing you to increase your exposure and branding your name or product. It also allows you to interact with the publisher and fellow subscribers. Other than ads, you can submit feedback, articles to help other subscribers learn,

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and you can also get to know one another through profiles/bios. You can get free website reviews to help you improve your website.

There are contests to win free advertising, ebooks, software, or services. Some have question and answer columns where you can get and give answers to questions that others have.

You will find how-to articles and computer tips for Newbies and pros. You can learn which programs work and which ones to stay away from and save your time

and money.

Resources

Ezine resources include a multitude of items from email courses on almost any topic, traffic building sources, website creation and hosting, scam reporting links, tools and software they've tried and use themselves.

Motivation

Publishers provide great motivation. They've been where you are and have learned from their mistakes and are willing to show you the best way to do things. They've 'been there, done that' and can smooth out some of the bumps in the road to make your experience easier. They love to encourage you and share their knowledge. Just ask them and see!

Publishers are people with personalities, problems, and families. You should get to know them, and how people live in other countries. Together, we can go far! You can even learn how to start your own ezine!

And best of all, the ezines are free! That's free information, free advertising, free resources and free friendship!

"How To Test Your Ads In Ezines Before You Spend A Dime..."

By Jason Mann

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Would you like to know before you spend money that the ad your going to place in an ezine is worth it or not?

I think we all would. You are going to learn how to effectively test 50–60 ezines and see which produce results for you, before you spend money on any ad space.

I use this myself everyday to test locations in ezines to place ads and find the ones that generate the best responses and the ones that are flat.

There are hundreds of ezines on the Internet that allow free ads to be placed in them. You may have already tried them, however, the twist on using them is this.

Find 20–30–50 of them and place an ad in them. Then use a different URL or email address to track the ads responses. You can add a "?" to the end of the URL and track it's hits. The address would like this:
<http://www.yourdomain.com/?ezine>

You can change the word "ezine" to reflect the area in which you placed the ad.

Once you see the responses, you can tally them up and find the ones that produce the best results. Many of the free ad ezines also take paid ads.

Now, secure the TOP sponsor ad in the ezines that produced and you know your ad will receive favorable responses.

It's an easy, affordable, and effective way to test your ads before you spend any money on the campaign.

Jason Mann is a profitability consultant who works with small andmedium web business to increase their overall profit using easy todeploy, cost effective marketing strategies. Visit his web site at:<http://www.innersanctumeletter.com> for more helpful information aboutweb marketing.

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