

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!**

**Writing EFFECTIVE Ad Copy For YOUR Ezine**

**By Laurie Rogers**

Writing EFFECTIVE Ad Copy For YOUR Ezine by Laurie Rogers

Writing EFFECTIVE Ad Copy For YOUR Ezine  
by Laurie Rogers Copyright July 2002

Many people just don't want to face the fact that effective ad copy is very detrimental to YOUR success. Let's face it, if your ad copy is poor, sales just are NOT going to happen and it will leave you feeling FRUSTRATED. Today I have put together a VERY simple, yet EFFECTIVE way of writing ads for your ezine. I have taught this method to the publishers that currently use <http://www.optinfrenzy.com> and it did help them a fair amount.

The first step is to make a draft copy of what YOUR ezine offers and here are a few possible basics:

- \*publishing frequency
- \*articles
- \*tips and tricks
- \*resources
- \*internet marketing
- \*home business or home based business
- \*affiliate marketing
- \*MLM
- \*ebooks and software
- \*free report
- \*free membership
- \*cash
- \*prizes
- \*scam prevention

\*ezine format – HTML, text, online

The next step is to go through your list and ask yourself a question about each point.

\*publishing frequency – Every Wednesday etc.

\*original articles, exclusive articles, articles from online successful marketers, gurus etc.

\*HOT tips and tricks, informative, helpful, useful time saving, effective etc.

\*resources on an array of topics, variety, FREE, low cost (and you could use some points from the point above).

\*ebooks and software – are they free? Do your subs win them? "What's the value"?

\*free report – What's it called? – What's the value of it?

\*free membership – to what? – What's the value?

\*free ads – for new subscribers, weekly, bi-weekly. And again what's the value?

Here are a few pointers for determining your values, let's say you offer free ebooks and a free weekly ad. You don't want to put in a value for everything – just the \*largest\* value between the two. If your free ebook is only \$14.97 and you are giving away free weekly ads, the ads would probably be worth more. ALL people LOVE to know what the "cost" is behind something.

The next point I really want to stress is that you have got to talk directly to YOUR reader and talk like you normally would – just like I am right now ;o) There's no need to talk you're a scientist for nasa and you are selling spaceships. It will just either come across like you are feeding them a line or they'll be intimidated. And that is the last thing you want to do.

My last point – regardless of whether you're writing a six line ad or a 60 line ad you still have to close the deal with a "Call To Action"! And when I first started writing my ads

by myself using Yanik's techniques, that was my BIGGEST problem – I had BAD sales, because I wasn't \*sealing\* the deal. So I asked Yanik about it and that's what he told me, 9 out of 10 ads fail because people don't seal the deal.

Another point I want to make, because we're all publishers don't use subscribe today or subscribe now those 2 words are highly over used. Do something a little more creative, like this:

"And don't forget to stop by our software center when YOU subscribe to receive YOUR free gift valued at \$X.00"!

or we could have done this:

Don't forget to claim YOUR free gift valued at \$X.00 from our software center when YOU subscribe to "Ezine Name".

Either sentence has a definitive call to action, so either would work fine. So, don't forget to seal the deal with a call to action.

Article by Laurie Rogers Copyright 2002 All Rights Reserved

Laurie Rogers is co–author of the Ezine Resource Guide,<http://www.zineadz.com/erg.html> She is the owner of Optin Frenzy – a paid list building program for ezine publishers<http://www.optinfrenzy.com> You can obtain more of Laurie's articles at: <mailto:ezinearticles@optinfrenzy.com>

## **Interviews With Successful Ezine Publishers – James McEwen**

**By Ken Hill**

### **Interviews With Successful Ezine Publishers – James McEwen by Ken Hill**

James McEwen is publisher of Biz Marketing Corner. Subscribe to our ezine and get a FREE membership to our Website Marketing and Promotion Center – the tools you need to successfully build and market your business.

To subscribe visit <http://www.bizmarketingcorner.com> or <mailto:bizmarketingcorner@virtual-responders.com>

KH: How important has publishing an ezine been to your business?

JM: To me, publishing an ezine is very important because it helps me establish a relationship with my

## Writing EFFECTIVE Ad Copy For YOUR Ezine

subscribers. It is a great way to follow-up and to let them know what resources and valuable information I have found which will help them become more successful.

KH: How long have you been running an ezine and how many subscribers do you have?

JM: I started my ezine 3 years ago, Dec. 1999, and I have about 10,885 subscribers.

KH: Do you submit your ezine to directories and/or announcement lists and if so how effective has this been in gaining new subscribers to your publication?

JM: Yes, I have submitted my ezine to many directories, but I have more success using ezine co-ops and ad-swaps with other publishers. The co-ops I use are:

1. My Wizard Ads – <http://www.MyWizardAds.com>
2. E-Business Weekly – <http://e-business-weekly.com>
3. Essentialteam Ezine Ad Network – <http://www.essentialteam.com/>
4. Pamela Heywood's ad co-op at [http://www.roibot.com/w.cgi?IM8301\\_coop](http://www.roibot.com/w.cgi?IM8301_coop).

KH: Do you write and use your own articles to promote your ezine? How valuable has writing articles been in promoting your ezine?

JM: I've only written 4 articles to promote my ezine, but I have learned that it is very effective. My New Year's Resolution is to write more articles more often! (lol)

KH: What methods do you use to promote your products or services within your ezine?

JM: I used to copy and paste the ads from the affiliate programs or the reprint rights but I have learned it is better to write your own ad and recommendation for the product or service that you use.

KH: How do you go about preparing your ezine for publication?

JM: I prepare my ezine a week in advance. I do a lot of proofreading with the help of my daughter, Miausha. I search the net for information that would be of value to my subscribers. When I finish the final copy of my ezine, I always send a test email to my email address to make sure everything is formatted correctly.

KH: Any advice to future ezine publishers? Things to look out for or things to concentrate on when publishing an ezine?

JM: My advice to future ezine publishers is to always be prepared a week in advance so you are ready for whatever comes up.

Use TextPad at <http://www.textpad.com> to help you publish your ezine and use Mailwasher at <http://www.mailwasher.net> to screen your emails for viruses and/or bounced email and junk mail. Use a recently new software that will help format your ezine properly at <http://www.reseller-rights.net/eeaf/>

Always proofread your ezine and do a test email to yourself.

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial.  
<http://www.netpromarketer.com/autoresponders.html>



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!**