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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!**

Zoom in on Ezines

By Scott F. Geld

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Do you know how to really increase your sales & profits online? A guaranteed route to success used by many Internet marketers who turn a profit is to incorporate ezines & newsletters into their marketing strategy. Ezines and newsletters are a genuinely useful tool in the Internet marketer's armory. They serve as a platform to communicate products & services to subscribers who have a qualified interest in a certain field or subject - either through advertising, product endorsement or articles and content. Some ezines offer free advertising - especially to new subscribers - whilst others grant advertising for a small fee. You can even purchase advertising space through auctions such as at <http://www.ezineadauction.com/>.

There are several thousand ezines up & running on the web, so you are sure to find a bunch that have subscribers who match your target criteria. If direct advertising in the ezine is not an option, then contact the owner/webmaster and offer to write content in exchange for insertion of your tagline or URL, and - hey presto! - free advertising! Many owners are only too glad to receive help developing fresh content.

More success can be gained if you start up your own ezine or newsletter. Not only will you be able to advertise your products & services to your own subscriber base, but you can turn it into a profit center all of its own by offering advertising space to others! As recognition of ezines & newsletters as a valuable marketing tool increases, then you will find escalating opportunities to sell advertising space to people and companies clamoring to get on board and gain access to your subscribers.

A quick tip - A good way to add subscribers to your ezine is to advertise it in other related ezines and newsletters - this will build up your subscriber base real quick!

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

By Jason Mann

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

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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