

Getting 75 to 125 New Subscribers per Week almost Free!

By Art Luff

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Art Luff
vtnews1@aol.com

iNetStar/iStarZine http://www.roibot.com/w.cgi?R19306_last1

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Being an ezine/newsletter publisher can be an almost never ending assortment of "Things to do" and the most important is the daily promoting of your publication to get New Subscribers.

I'd spent countless hours submitting my newsletter to all the ezine directories. Subscribed and replied to the lists at Yahoo, Onelist, Egroups, and Listbot. Sent my promotional ads to them weekly, picking up subscribers along the way. Not any abundance of, or with any consistency.

It seemed at times I was taking 3 steps forward and 2 backwards. My dream of building a Huge subscriber base that wanted what we published was having a tough go of it.

I did Ad Swaps with other publishers. These were the most effective as I was able to get my publication in front of quite a few people as opposed to the casual surfer.

I offered Free Ads and Free Ebooks with lots of requests for both.

My Newsletter was my primary focus. I marketed it as one would market any product or service. I used signature files, sent my subscribe information to Opt-In Lists, free classifieds, and Yes, even posted to 1000's of FFA Pages. The results, to say the least were mediocre.

I read somewhere that a New Ezine could be published and subscribers could be had for free. It was harder and took longer, but it could be done. Since I've never been accused of doing anything the Easy Way. I opted for the tough road. :-) Not because I enjoy Pain and Anguish but because I had to operate with a \$0.00 budget.

Well it seemed I was out of ideas and was floundering. Didn't know where to go or how to get there.

No Funds, No Ideas, No Plan, Confused, Pissed Off and yet Determined. Requests to The Man With the Master Plan seemed to have landed on Deaf Ears.

Wrong!

I received an email from a fellow publisher whom I'd swapped ads with. He told me about an ezine co-op that allowed established publishers to list their publications for free. All I needed to do was run the ads that I was sent and in doing so I'd pick them up as subscribers. The publisher was Cliff McGillivray at 'cliffsedge Ezine!' <mailto:cliffsedge-subscribe@topica.com>

It would be safe to assume that he was instrumental introducing me to Ezine/Newsletter Co-Ops. Thanks Cliff!
(People Helping People. Where would we be without one another?)

So here I was with this new information and it started the ball rolling. My imagination began to function again. I decided to give it a try.

1. The first co-op that Cliff had told me about was the \$2 Ads Program run by Chris Killian. I checked out his site and listed my newsletter with him. I began to receive subscribers the same day.

If you're interested in new subscribers I strongly suggest you visit his site and register your publication. It's free!

http://www.roibot.com/w.cgi?R19306_dd

For a limited time he is also offering a Pro autoresponder to established ezine publishers Free.

I took him up on his offer since I hosted my newsletter at Listbot and they were shutting down. This was a great alternative. I don't for one second regret using this service. Check out its features at <http://www.rapidreply.net>

2. The next one is the 2Bucks an Ad Program run by Bo Eckval.

You can list your publication free here as well. Check it out at

http://www.roibot.com/w.cgi?R19306_tba

Just run the ads sent to you and add the advertiser to your list.

3. Next we have Tons of Hits. Tom MacDonald is the webmaster with this one. This is a goody. The potential subscriber joins his program and becomes your subscriber from his site. Just run their ads and add them to your list. This is also Free.

http://www.roibot.com/w.cgi?R19306_TOH

4. Next is the 10Dollars20Ads program. Mike Hills is the man who runs the show. It's free to list your ezine and all you need to do is be willing to accept 10 new subscribers and ads per week. A very good program.

http://www.roibot.com/w.cgi?R19306_CG

