

Your E-zine Promotion Checklist

By Alexandria K. Brown

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Boost Business With Your Own E-zine <http://www.ezinequeen.com/>

While there are seemingly endless ways to promote your e-zine and attract new subscribers, here's a list of my favorite 15. Which ones are YOU using?

Print this out and check those you already do, and note those you should "get a move on."

___ 1. Tell your clients, associates, and friends. Send out one of your best issues (or your first issue) as a sample issue, inviting them to sign up if they like it. (Never sign anyone up without her permission.)

___ 2. Put a signup form on your home page and every page of your Web site. No matter what page people may land on, this way they'll know about your amazing e-zine. Don't let them click away and lose them forever!

___ 3. Use a pop-up or pop-under box on your site. Yes, they're irritating at times, but I can tell you they work. Studies show pop-ups/unders can increase your e-zine signups by 5 to 10 times! Give it a try and see what happens.

___ 4. Offer a fr*ee goodie for new subscribers. We all get so much e-mail these days, that you have to work hard to get anyone's e-mail address. Offer new subscribers a valuable fr*ee article, report, resource list, e-book, etc.

___ 5. Offer a fr*ee sample issue on your Web site or have one available by e-mail autoresponder. Some people won't sign up for anything until they can see it first.

___ 6. List your e-zine in fr*ee e-zine directories. There are hundreds of these on the Web where people visit to search for e-zines on particular topics. Make sure you're here so you can be found!

___ 7. Swap ads with other e-zines. Search online e-zine directories for other e-zines whose target readership matches

yours, and contact their publishers. Swap at least three ads in a row for best results.

___ 8. Buy ads in other e-zines. Again, search those directories for other e-zines whose target readership matches yours, and see their ad specifications and rates. Purchase at least three ads in a row for best results.

___ 9. Plug your e-zine in your e-mail signature. After your usual contact information at the bottom of all your e-mails, be sure to include a two- or three-line plug for your e-zine.

___ 10. Get published in OTHER e-zines. There are dozens of Web sites where other publishers visit to pick up fr*ee content for their e-zines. Why not post YOUR articles there for them to use? You get fr*ee exposure and plenty of traffic back to your site.

___ 11. Do a co-op with other e-zine subscribers. You can cross-promote with other e-zine publishers on your own, or use an automated service like I use such as Subscription Rocket. (<http://www.SubscriptionRocket.com/>)

___ 12. Try a pay-for-subscriber service. These services advertise your e-zine for you and bring you subscribers automatically for about 10 to 30 cents apiece. One I've had good luck with recently is Lead Factory. (<http://www.leadfactory.com>)

___ 13. Announce your e-zine to all of the professional organizations and associations you're a member of. They usually allow you to make announcements in their newsletters or on their online bulletin boards.

___ 14. Advertise your e-zine on the back of your business cards. In the text, be sure to tell people how they can sign up for your e-zine.

___ 15. Become active in a few online forums where your ideal readers hang out. In your posts, position yourself as a resource in your area of expertise, and include a signature file that promotes your e-zine!

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ABOUT THE AUTHOR

Online marketing coach Alexandria K. Brown, "The E-zine Queen," is author of the award-winning tutorial package, 'Boost Business With Your Own E-zine.' To learn more about this step-by-step guide, and to sign up for FREE biweekly how-to articles, visit <http://www.EzineQueen.com/>

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