

How To Create A Profitable Ezine Sign Up Process

By Dr.Mani Sivasubramanian

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Ezine Marketing Center <http://www.EzineMarketingCenter.com/ezine-articles/>

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How To Create A Profitable Ezine Sign Up Process

... And Earn Money From Your List Even Before
Sending Out Your First Email!

The questions are often the same on any online forum discussing profits from email newsletters:

- * How many subscribers do I need before running paid-advertising?
- * What CPM rate (cost per 1000 readers) can I expect for advertising on my list?
- * What kind of affiliate programs should I offer my list members?
- * How many ads can I run per issue?

All relate to earning money from a subscriber list
- AFTER people have signed up to receive an ezine or email announcements from you.

Reading Paul Myers wonderful new book, The Amazing List Machine, first opened my eyes to an incredible possibility - that an ezine list could be profitable

even before the first issue is sent out to readers!

Yes, the very process of signing up for your ezine could become an automated money machine, generating revenue as your list grows. This means you can make a profit from your list even before sending out your first email message!

Isn't that exciting?

Let's look at one possible method to use this strategy. For a more in-depth step-by-step analysis of this process, read our special report on "Creating A Profitable Ezine Sign Up Process" at

<http://www.EzineMarketingCenter.com/signup-process.htm>

A standard double opt-in ezine sign up process has the following steps:

- * 1. New subscriber submits a 'SUBSCRIBE' form on your website, giving a name and email address
- * 2. Upon submitting the form, the subscriber is taken to a 'Thank You' page
- * 3. A message is emailed to the subscriber's address requesting a confirmation (double opt-in)
- * 4. When confirmation is received, an acknowledgement that the sign-up is active is sent by email
- * 5. A welcome message is emailed to the new subscriber

Any - or all - of these steps offer profit spinning opportunities. Let's look at one of these elements - the Welcome message.

Your welcome message that goes out to new subscribers is a powerful marketing vehicle. You may use it to offer readers an incredible discount on one of your products (or one you are promoting through an affiliate program) - with the condition that it will never be available to them later on! This forces an immediate response - or the deal is off.

If your offer is created intelligently and targetted to your subscriber's interest, the response rate will be incredible. Using this strategy, I have now started to earn an average of \$0.50 for every new subscriber who signs up to my *free* monthly ezine,

Ezine Launch Monthly.

You can see for yourself how the process works - just sign up for free at

<http://www.EzineMarketingCenter.com/ezlmonthly/>

And there are dozens of other possibilities to market to your new subscribers even before the first issue of your ezine is sent out. Many of these processes can be automated, so that the entire system runs on auto-pilot - earning you cash even in your sleep!

In our special report, we have detailed every single method we use to tweak our ezine sign up process to maximum earning potential. It is available from

<http://www.EzineMarketingCenter.com/signup-process.htm>

Read it today. Then revamp *your* ezine's sign up process to earn you cash as your list grows.

Do it right now - you may be losing hundreds of dollars every month!

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ABOUT THE AUTHOR:

Why are some people getting rich with email newsletters?

Dr. Mani Sivasubramanian has created the *ultimate* guide-
"How to Create your own Profitable *Killer* Email
Newsletter ... In just 14 Days!

FREE details: <http://www.EzineMarketingCenter.com/ezinelaunch/>

FREE email course: <mailto:freezine@ezinemarketingcenter.com>

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