

Getting subscribers for your newsletter is as simple as this

By Emma Okafor

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Having a newsletter is one thing but how many subscribers do you have? Or are you ok with the number of subscribers you have? If you are not satisfied with the answer, then this article is for you. This article will show you how a simple approach did it did it for me, so now is your turn.

A good way of achieving this is through writing an article for submission in newsletters and ezines. Lets say your article got been published in an ezine with 100,000 subscribers and you make 1% success (1% readers click your tagline) and subscribe from your newsletter). It means you have 1000 subscribers. What if you make a 10% success that means 10,000 subscribers. For just only an article that didn't cost you a dime!

Another way to build up a potential subscriber mailing list is with a drawing at a convection or trade show. You can have cards printed up for people to fill their names and address. All attendees would be interested in the subject matter of your newsletter. You can place ads in trade magazines that cater to the topic you are pursuing.

Include the full details of your newsletter, or use a leader to get inquiries and sent out details later. Build a direct mail piece that describes the benefits and features of your newsletter and pushes for subscription. You can offer a special free booklet to new subscribers or a discount. You may include a sample newsletter in the direct mail piece to show how worthwhile the publication is.

Pricing is always a tricky aspect of selling information. How much you price your newsletter and still keep your subscribers matters. You need to research the market to find out who will buy subscription and how much they are willing to pay. But there are sound methods of testing the market so you can be sure to come out ahead and establish yourself in the field. Frequency of your publication is also important. Although you may be able to prepare and publish a weekly newsletter, your subscribers may not be able to keep up with reading it and prefer a monthly subscription.

In addition to how often you may publish your newsletter, there are a lot of factors to consider. The main factor is how fast you can produce a newsletter? Secondly how long will it take you to research and write material for your newsletter?

Don't forget that a good mailist should be used over and over. If you know you have a list of prime targets for you newsletter, don't stop with one mailing. Follow through with subsequent offer at certain intervals to catch those who couldn't decide the first time.

Follow the guidelines and you will find your newsletter will be readily accepted and flourish. Pal you can reap these PROFITS. You can MAKE IT WORK!

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