

Free Ezine Advertising by Writing Ezine Articles

By Jean Lam

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Ezine Advertising is one of the best mediums for advertising your products and services. There is no other way you can reach such a big and targeted audience of potential buyers.

You go and find these people and not letting them come to you if you depend on search engines. You can either purchase a classified ad or even better a Top Sponsor ad or Solo ad. This could come as a surprise but did you know that you can get free ezine advertising for life?

Well there is a simple answer to this question. Write ezine articles and get them published. But you may wonder how come I can get free ezine advertising with my ezine articles?

Your resource box or author bylines/bio at the end of your ezine article will contain a brief note about you and what you do. To learn more about article writing and how this can be profitable to your business, check this link out:

<http://www.zineguru.com/ewriter>

I must admit that writing ezine articles is a really powerful web marketing tool. And not only is it highly effective but you can save lots of money if you bypass ezine advertising. I have never paid for ezine advertising before for I've discovered this technique quite early.

An ezine article pulls as much as a Top Sponsor ad. Remember an ad is there simply because someone has paid for it. But your article is there because the publisher thinks you have something important to say.

In other words, you have been endorsed by the ezine publisher. And endorsement is one of the most powerful selling strategies on the web. In a nutshell, ezine articles are the king of ezine advertising.

If you want to reach an audience which is highly targeted and get free exposure, write ezine articles and save hundreds in ezine advertising.

Almost all ezines are archived, thousands of people read these archives, your article will be seen by these people at no extra cost. This can bring in exposure and extra sales on a long term basis.

Writing ezine articles is one of the best forms of free ezine advertising to get your name known, establish yourself as an expert. People are more likely to buy from experts than other people who are totally unheard of.

Once you get 10, 20, 30 or even more ezine publishers who regularly use your articles, you will get free ezine advertising for life and massive exposure for any products or services you may be promoting. Your name will be seen in many ezines and websites too and your credibility will increase considerably.

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