

# How To Put Your E-zine Promotion On Autopilot

By Ken Hill

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Ken Hill  
kenh1201@aol.com

Publish Your Own Newsletter By Next Week <http://net-promotion.us/ezinepublishing.html>

One of the best if not the best way to promote your business online is to publish your own e-zine.

Publishing an e-zine allows you to successfully follow up with everyone that signs up for your publication, and run prime position advertising for your business in every single issue you publish. Publishing an e-zine also helps to establish you as a trusted authority in your area of expertise which will lead to more sales of your own products as well as any products you recommend.

To put your e-zine promotion on autopilot and start generating a continual increase in subscribers every single month that are interested in your products and services:

1. Submit your e-zine to e-zine directories.

This is an easy way to get your e-zine noticed by people actively interested in the topic your e-zine covers.

When submitting your e-zine to these directories, make sure your ad stresses the benefits of subscribing to your publication. Tell what makes your e-zine unique. To further increase your subscriptions, offer your new subscribers free bonuses for subscribing to your e-zine such as free ebooks, a free marketing course, or a free ad.

Some good e-zine directories for you to submit your e-zine to are:

1. <http://ezine-marketing.com/home.shtml>
2. <http://www.ezinelocater.com/>
3. <http://www.ezinesearch.com/search-it/ezine/>
4. <http://www.cumuli.com/>
5. <http://www.ezineadsource.com/submit.htm>
6. <http://www.ezine-universe.com/>

7. <http://www.webscoutlists.com/>
8. <http://www.freezineweb.com/>
9. <http://ezinesplus.com/links/>
10. <http://www.bestezines.com/>
11. <http://www.netterweb.com/>
12. <http://ezine-marketing.com/home.shtml>

2. Submit your e-zine to e-zine announcement lists.

These lists allow you to post an ad for your publication on a daily, weekly, or monthly basis depending on the list.

When submitting your e-zine to these lists be sure, just like when submitting your e-zine to directories, to stress the benefits your new subscriber will get from subscribing to your e-zine.

Some good e-zine announcement lists to post your ad to are:

1. <http://groups.yahoo.com/group/sitesandzines/>
2. <http://groups.yahoo.com/group/AAnnounce/>
3. [http://groups.yahoo.com/group/1\\_List\\_Advertising/](http://groups.yahoo.com/group/1_List_Advertising/)
4. [http://groups.yahoo.com/group/List\\_Of\\_Lists/](http://groups.yahoo.com/group/List_Of_Lists/)
5. <http://www.topica.com/lists/mailman>
6. <http://groups.yahoo.com/group/PromoteYourEzine/>
7. <http://groups.yahoo.com/group/ltsOnTheNet/>

3. Write articles for publication in other e-zines.

Writing articles is a technique used by many successful online marketers and can substantially increase the number of people that subscribe to your publication.

One of the advantages of writing articles is that your readers that subscribed because they enjoy your articles will be much more likely to read every issue you publish.

Your subscribers will also be much more likely to see you as a trusted expert in your field which will generate more sales of your own products as well as any products you endorse.

4. Submit your articles to article announcement lists.

Submitting your articles to announcement lists is a great way to get your articles in front of e-zine publishers actively searching for articles to place in their e-zines.

When submitting your article to these lists, your title is going to be key in getting your article published as this will be the first thing these publishers see, and also because many e-zines use their feature article's title as the subject line of their e-zine.

Some good announcement lists for you to submit your articles to are:

1. [http://groups.yahoo.com/group/article\\_announce/](http://groups.yahoo.com/group/article_announce/)
2. <http://groups.yahoo.com/group/ArticlePublisher/>
3. [http://groups.yahoo.com/group/free\\_content/](http://groups.yahoo.com/group/free_content/)
4. [http://groups.yahoo.com/group/Free\\_eContent/](http://groups.yahoo.com/group/Free_eContent/)
5. <http://groups.yahoo.com/group/Free-Reprint-Articles/>
6. <http://groups.yahoo.com/group/FreeWrites/>
7. <http://groups.yahoo.com/group/freezinecontent/>
8. <http://groups.yahoo.com/group/netwrite-publish-announce/>
9. [http://groups.yahoo.com/group/publisher\\_network/](http://groups.yahoo.com/group/publisher_network/)
10. <http://groups.yahoo.com/group/ReprintArticles-Paradise/>
11. [http://groups.yahoo.com/group/WriteitPublish\\_Announce/](http://groups.yahoo.com/group/WriteitPublish_Announce/)
12. <http://groups.yahoo.com/group/TheWriteArticles/>

5. Get your articles listed in article directories.

Submitting your articles to directories that list articles for e-zine publishers to use in their e-zines will give you great exposure for your articles.

As with article announcement lists your title is going to be very important in attracting publishers to read and then publish your article.

Some good directories for you to submit your articles to are:

1. <http://www.allnetarticles.com/>
2. <http://www.certificate.net/wwio/index.shtml>
3. <http://www.connectionteam.com>
4. <http://www.ebooksnbytes.com>
5. <http://www.ezinearticles.com>
6. <http://www.goarticles.com>
7. <http://www.makingprofit.com>
8. <http://www.marketing-seek.com>
9. <http://www.netterweb.com/articles/articlessubmit.htm>
10. <http://www.opportunityupdate.com/articles>
11. <http://www.ultimateprofits.com>
12. <http://www.webmasterslibrary.com/>
13. <http://www.webmomz.com/>
14. <http://www.web-source.com>

Once you get start writing articles, you'll find that your articles can be provide you with a substantial increase in subscriptions. Use all of these tips when promoting your e-zine and you can see a continual growth in your e-zine's circulation for a long time to come.

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