

Give Your Ezine A Boost - Promote With Power

By Reynaldo Perales

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How to get massive exposure to your webs <http://the-essence-of-success.com/Article3.html>

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by Reynaldo Perales (c) 2001, 2002

<http://www.the-essence-of-success.com/eza.html>

Let me ask you a powerful question. "What is the purpose of your ezine?" I mean, do you intend to sell advertising and produce a line of income from it? Do you intend to use it to drive traffic to your Web site? Is your primary goal to provide an added value for those you do business with?

Now, let me ask you a second question. "How do you plan to accomplish your goals?"

Regardless of the reason for your ezine, one thing is a given. You must have subscribers in order to get the end result you're seeking. And how do you gain subscribers? Promote, promote, promote!

There are several things you can do that will increase your ezine's circulation. Some provide immediate results and others take longer but offer more lasting success.

In any event, be prepared to spend a great deal of time promoting. Large circulations don't happen overnight unless you choose to buy subscribers.

Below are several ideas for promoting your ezine with power in order to keep a steady flow of new subscribers coming into the ranks.

Ad Recommendations

One promotional method that works wonderfully is to have other publishers recommend your ezine to their subscribers.

Just find publishers that have newsletters which are similar to yours but not identical.

For example,

a copywriter might team up with a Web designer or a printing shop (both of whose customers will need copy writing services).

When a subscriber registers for the Web designer's ezine, the welcome letter they receive will state something like,

Another ezine you will find beneficial is ABC Ezine from Copywriting Services, Inc. ABC Ezine will help you create great copy for your site in order to get the best results from it. You can subscribe by clicking here.

In return, you would include a "plug" for the Web designer's ezine in your welcome letter.

You can also exchange ads with other publishers on a regular basis to gain new subscribers.

Submit To Directories

Yes, you've heard this before but most only provide a small sample of ezine directories to submit to. There are literally hundreds that you can use and they are FREE. Here is an extensive list of sites you can visit to list your publication.

But don't stop here. To be truly successful, you'll need to take the time to research and submit to all that you can find. Just visit your favorite search engine and type in "ezine directory".

<http://bizx.com/cgi-bin/miva?newsletter.mv>

<http://Ezine-Universe.com/>

<http://Globemark.net/FreeZinesOnline.htm>

<http://gort.ucsd.edu/newjour/submit.html>

<http://inkpot.com/submit>

<http://marketingwise.com/ezines.htm>

<http://www.arl.org/scomm/edir/template.html>

<http://www.bestnewsletters.com>

<http://www.cashpromotions.com>

<http://www.catalog.com/vivian/intsubform2.html>

<http://www.disobey.com/low>

<http://www.ezinehits.com/>

<http://www.ezine-news.com>

<http://www.ezinesearch.com>

<http://www.ezinesseek.com>

<http://www.ezineworld.com>

<http://www.INFOJUMP.com/>

<http://www.intersuccess.com/ezines.htm>

<http://www.lifestylespub.com>
<http://www.liszt.com/submit.html>
<http://www.meer.net/~johnl/e-zine-list/keywords/>
<http://www.netmastersolutions.com>
<http://www.netterweb.com>
<http://www.newsletter-library.com/ven.htm>
<http://www.oblivion.net/zineworld>
<http://www.site-city.com/members/e-zine-master/>
<http://www.theideaspot.com/directory/register.html?pfm>
<http://www.time4profit.com/newsletters>
<http://www.topbiznews.com>
<http://www.webcom.com/impulse/list.html#Search>
<http://www.web-source.net/web/>
<http://zineconnection.hypermart.net/ezinelisting.html>

Article Submissions

This is also an extremely important step. By submitting your own, original articles to various article archive sites, you are allowing them to be reprinted in thousands of other ezines. Each article has a resource box or bio with it.

If you place the subscribe instructions for your ezine in your resource box, you can generate a multitude of new subscribers over time.

This is a "semi-automatic" promotional tool as the archive will normally allow your article to remain for up to one year.

Tracking Your Responses

Because successful ezine promotion takes so much time, you'll want to track your responses to find out which methods are bringing you the most subscribers. That way you can focus on the areas that work while dropping the ones that don't perform well.

One way to track is by asking your new subscribers to let you know how they found your ezine. Just provide an email link or a Web page link where they can submit their answer.

Another way to track the response of ezine ads you place is to use the URL for a "copy" of your subscribe page in the ad. By "copy", I simply mean to copy and save the subscribe page of your site with a new URL.

Instead of www.abccompany.com/ezine.html, the copy might be www.abccompany.com/sub.html or /ezinesub.html.

Each time you place an ad for subscribers, use a new URL so you can track the results with your hosting service.

When you take some time and develop a plan of action that produces results, you'll soon find that all your hard works pays off with your subscriber base growing at a tremendous rate!

Reynaldo Perales can offer you a way to totally automate your ezine promotion. You can actually gain more subscribers and spend less time on promotions with the help of this powerful tool. Reach the goals you've set for your ezine NOW! Click here for complete details

<http://www.the-essence-of-success.com/eza.html>

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