

# Build Your Ezine Subscription List With Online Auctions

By Sydney Johnston

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Most people believe auctions are giant flea markets, but they are much more than that. In fact, they are an excellent way to build your ezine subscription list.

Online auctions attract millions of targeted customers. You don't have to go in search of subscribers – they will come to you.

And the price is right. On eBay, you can buy a 10 day ad for 40 cents, or \$1.20 per month. If you get only 12 new subscribers, (and you should get many more), your cost is only 10 cents. Are you willing to pay a dime for an targeted reader?

Here is what you need to do to take advantage of the thousands of potential subscribers.

Step 1: Decide who your audience is. This should be easy because you've already done it. You know who is interested in your ezine.

Step 2: Choose an appropriate category. Go to your auction site of choice and browse the categories. eBay, for example, has thousands of categories, but that isn't as intimidating as you might think because you can dismiss most of the categories at a glance.

For example, let's say you are selling an ebook on how to make money in real estate with foreclosed properties. eBay's front page lists 27 main categories, but there are only three possibilities for your product: BUSINESS, BOOKS and REAL ESTATE.

Looking at the subcategories in BUSINESS we see EQUIPMENT and SUPPLIES. Not appropriate.

In BOOKS we see TEXTBOOKS, EDUCATIONAL: BUSINESS. A definite possibility.

Looking in REAL ESTATE we see a FORECLOSURE section.

So, we've narrowed it down to two categories. Which one is "right"? The only way to know for sure is to test, test and then test again. But at these ridiculously low prices, why not experiment with both categories?

Step 3: Create your offer. Of course, your foreclosure ebook is excellent, and you want to describe it in a positive and seductive way, but what else can you do to make it irresistible?

- \* Pile on the bonuses. It is very easy to find all kinds of free and worthwhile ebooks that you can offer with your real estate book.

- \* Perhaps a guarantee is appropriate.

- \* Do you have any testimonials? If not, how can you get some?

- \* Use pictures of homes from deals you have personally done.

- \* Perhaps you have checks from closings that you attended?

Step 4: Write a compelling headline.

This is where most sellers fail. Your prospective reader is scrolling down a long list of items for sale. You have a second (or less) to grab her attention. Your goal is to get that click! Nothing will happen without it.

The auctions all have a space limitations on headlines, so you have to say a lot in a small space. For the best results, qualify your audience.

As an example:

"Secrets of Real Estate Foreclosure + 7 Bonuses"

If I were a real estate investor, I would certainly click on this headline.

Step 5: Throughout your sales copy, work in references and inks to your ezine.

Mention your ezine list in a "contextual" way. And, do it more than once.

For example, you casually say, "I am in the foreclosure business myself and learn new things constantly. In fact, I publish the Foreclosure News ezine once a week which includes my latest tips and ideas." Then, offer a way for readers to sign up – regardless of whether they buy your

book or not! You will have many more "lookers" than buyers. Why let all that targeted traffic get away?

Later on, you mention that Foreclosure News has a "Deal Of The Month" issue where you give an in-depth analysis of one of your successful deals, including how you found it, how you persuaded the owners to work with you, the financing of the property, how you disposed of it and the profit you made. A genuinely interested prospect couldn't possibly resist this offer.

Experiment with your listing until it's dynamite and then put it on some of the biggest sites on the internet. Here is a list to get you started:

Amazon: <http://auctions.amazon.com>  
Cnet: <http://auctions.cnet.com>  
eBay: <http://www.ebay.com>  
Excite: <http://outletauctions.excite.com>  
Lycos: <http://auctions.lycos.com>  
Microsoft: <http://auctions.msn.com>  
Nbc: <http://auctions.nbc.com>  
Softseek/zdnet: <http://auctions.zdnet.com>  
Yahoo: <http://auctions.yahoo.com>

eBay, Amazon and Yahoo charge for listings, but the rest are free.

Once your ad is creating a steady stream of subscribers, simply leave it up as long as it works and count on a growing list of new prospects for your products and services.

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Sydney Johnston is the author of Make Your Net Auction Sell!, published by Ken Evoy and sitesell. For many more creative ways to use auctions to grow ANY business, subscribe to her newsletter, Auction Gold. <http://auctionknowhow.com/AG/ezine.shtml>

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