

# 5 Ways To Give Back To A Great Ezine

By Timothy Ward

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All of us are subscribed to ezines that we enjoy and look forward to reading. But how many of us show our appreciation for these ezines. Listed below are 5 ways you can show your appreciation and thanks to the people who publish great ezines.

### 1. Feedback

One of the easiest ways to give back to a great ezine, is by sending the publisher some positive feedback. You'd be surprised at how good a few kind words from a subscriber can make a publisher feel. Let the publisher know that you think he/she has a great ezine and tell him/her what you enjoy about the ezine. Also, don't be afraid to mention any areas where you think the ezine can be improved. Constructive criticism helps good ezines become great ezines. Just as long as you mention the good stuff first...

### 2. Check Out Offers In Ezine

Most ezine publishers will occasionally promote different offers and programs in their ezine. Instead of passing these offers over, take a few minutes and see what they're all about. If it's something that interests you why not sign up or join. On the other hand if you're not interested, just the fact that you took the time to further investigate the offer will be appreciated by the publisher.

### 3. Visit the Website

If the publisher mentions a website for the ezine, or any other website that he/she owns, why not take

a few minutes and check it out. Take the grand tour! See what the site has to offer. Click on a banner. Visit one of the website's sponsors. If there is a guestbook, be sure to sign it before you leave.

#### 4. Tell A Friend

Forwarding a copy of an ezine to a friend is a great way to give back to an ezine. Word of mouth has always been one of the best form of promotion, especially when it comes from a trusted friend. So if you like an ezine tell a few friends, forward a few copies, add a link to it on your website.

#### 5. Purchase Advertising

For most ezine publishers advertising is where they make the bulk of their money. So if you really like an ezine, why not purchase some advertising space in it. If you think about it the few dollars that you'll spend for the advertising is a really small price to pay for all the free information that you regularly receive from a good ezine. Plus when publishers begin to see money rolling in, they will start spending even more time and effort on the ezine, and this means an even better publication for subscribers. These facts, combined with the fact that ezine advertising is one of the most effective forms of advertising on the Web, show that purchasing advertising not only helps out the publisher, but you as the subscriber and advertiser as well. So why not buy a solo ad or top sponsor ad, or some other advertising package from that ezine you like so much? You and the publisher will be glad you did.

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Timothy Ward publishes the 'Free Promotion Tips' ezine, a weekly ezine that consists of articles, tips, and resources designed to help you find no-cost methods of online promotion. Visit:  
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