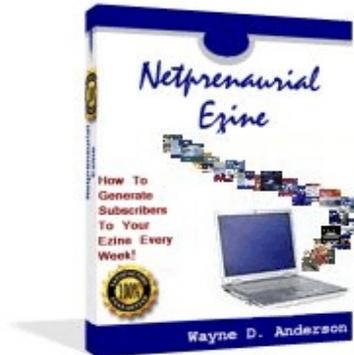


# How to Generate New Subscribers to Your Ezine Every Week!



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## How to Generate New Subscribers to Your Ezine Every Week!

Allow me to paint you a picture, a picture of you relaxing on a nice sandy beach. Just gazing at the setting sun overlooking the transformed golden ocean, and you have the time to do this, because you didn't have worry about how you were going to acquire new subscribers for your ezine.

Sounds nice, Doesn't it? Well it's very possible indeed.

I will show you everything you need to know to generate new subscribers to your ezine every week. Every resource discussed in this ebook is tested, proven, works, and is free.

Let's get started.

Acquiring new subscribers is a very common task among all ezine publishers, but what's not so common, is the way they achieve this task.

Have you ever wonder why some ezines receive hundreds of new subscribers every month, while others receive virtually none.

It has to do with two things, these two things determine how well you do in generating new subscribers.

First of all, where are you promoting your ezine, are you just submitting to ezine directories, even though this is an excellent way to generate new subscribers, this itself will not do.

Secondly, are you persistent in your ezine promotion, no matter what, you have to be persistent. If you're just submitting to ezine directories, then be persistent with that, be persistent with everything you do in life, it pays off.

The first thing you should do when promoting your ezine is to submit to ezine directories.

When submitting your ezine to directories, most require you to fill out a form with such information as your ezine name, ezine description, subscriber's address, keywords, frequency, and circulation.

Create a text file and include all these in the file, you don't want to keep having to type everything over again.

It will take some time to submit your ezine to each of these directories, so pace yourself, and don't try to do all at once.

### **Ezine Directories**

<http://www.bestezines.com/submit/>  
<http://discussionlists.com/>  
<http://www.eyesmail.com/>  
<http://www.ezadsuccess.com>  
<http://www.ezinelinks.com>  
<http://ezines.searchking.com/>  
<http://ezinerearch.com/search-it/ezine/>  
<http://www.freezineweb.com/>  
<http://www.lifestylespub.com>  
<http://www.newsletter-directory.com>  
<http://www.ezineadsources.com/>  
<http://www.ezine-marketing.com/>  
<http://ezine-universe.com/>  
<http://jogena.com/ezine/ezinedata.htm>  
<http://www.tile.net/lists/>  
<http://www.webscoutlists.com>  
[http://www.topezineads.com/submit\\_ezine.html](http://www.topezineads.com/submit_ezine.html)  
<http://everydaybusinessonline.com/ezines/>  
<http://www.ezinelocater.com/>

Getting listed in these directories will greatly increase the subscribers your ezine receives. If for some reason your ezine doesn't get listed in any of these directories, just submit to them again, persistence.

You might want to make a list of all the directories that you've submitted to, and when your ezine has been listed in a certain directory, just mark that directory off the list.

### **Announcement Lists**

Announcement lists are mailing lists that are committed to publicizing new ezines. Submit a description of your ezine once a week to these lists, some only let you submit once a month.

In order to submit to these lists, you're required to subscribe. I also included the website of some announcement lists.

Make sure you are very descriptive and creative in your

description, read others description to get an idea.

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[http://groups.yahoo.com/group/for\\_all\\_ezine\\_publishers/](http://groups.yahoo.com/group/for_all_ezine_publishers/)  
[http://groups.yahoo.com/group/Ezine\\_News/](http://groups.yahoo.com/group/Ezine_News/)  
[http://groups.yahoo.com/group/ezine\\_announce/](http://groups.yahoo.com/group/ezine_announce/)  
<http://groups.yahoo.com/group/FreeZineScene/>  
<http://groups.yahoo.com/group/WritersAnnounce/>  
<http://groups.yahoo.com/group/AnnounceYourEzine/>  
<http://groups.yahoo.com/group/ezinebuilder/>  
<http://groups.yahoo.com/group/highestresponse/>  
<http://groups.yahoo.com/group/mailman/>  
<http://groups.yahoo.com/group/misterlister/>  
<http://groups.yahoo.com/group/promoteyourlist/>  
[http://groups.yahoo.com/group/publisher\\_network/](http://groups.yahoo.com/group/publisher_network/)  
<http://groups.yahoo.com/group/writerlists/>  
<http://groups.yahoo.com/group/WritersZines/>  
<http://www.newsletteraccess.com>  
<http://www.promotefree.com>  
[http://groups.yahoo.com/group/list\\_of\\_lists/](http://groups.yahoo.com/group/list_of_lists/)  
<http://groups.yahoo.com/group/listpromo/>

### **Swap Ads**

Another great way to generate subscribers is to swap ads with other ezine publishers.

This type of ezine promotion requires you trade advertising space with other ezine publishers, use this chance to promote your ezine. You place an ad in their ezine, and they place an ad in your ezine, it's 100% free, and you can soon be promoting your ezine to thousands of potential subscribers.

Below I have collected a list of websites and egroups that have ad swap services.

<http://adswappers.20m.com>  
<http://www.bizpromo.com/ezinetrades.htm>  
<http://www.ezine-swap.com>  
[http://www.pertinent.com/newsletters/bins/ad\\_swap.asp](http://www.pertinent.com/newsletters/bins/ad_swap.asp)  
[http://groups.yahoo.com/group/swap\\_ads/](http://groups.yahoo.com/group/swap_ads/)  
<http://www.businessstructure.com/ezineadswap.htm>  
<http://www.linkydinky.com/swap/>  
<http://www.swapezineads.com/>

### **Place Free Ads In Ezines**

Even though placing free ads in ezine doesn't work as well as trading ads with other ezine publishers. It shouldn't be looked at any less,

it's still a great way to promote virtually anything.

Many publishers use free ads as a bonus to recruit more subscribers to their ezine, use these free ads to promote your ezine.

Subscribed to any of the ezines below to place a free ad.

<http://www.listpartners.com/cgi-local/subscribe?934> 100,000+

<http://bizzybees.hypermart.net/advertiser.htm> 6,900+

<http://www.ezines-r-us.com/fread.htm> 11,000+

<http://www.nova-news.com/> 110,000+

<http://www.onlinemoney4u.com/newsletter.htm> 11,000+

<http://successful-marketing.com/advertise.html> 26,500+

[http://geocities.com/howardr\\_32303/ezine.htm](http://geocities.com/howardr_32303/ezine.htm) 25,000+

<http://www.workhome1.com> 16,500+

<http://www.tucats-design.com/> 16,000+

[http://youonline.net/free\\_sub.htm](http://youonline.net/free_sub.htm) 11,000+

<http://bestnewsmarketinggazette.homestead.com/> 38,000+

<http://evieb.com/new-z.html> 35,000+

<http://www.tucats-design.com/ad/index.html> 800,000

<http://www.ultimateresourcebarn.com/> 10,000+

<http://www.inet-unet-weallnet.com/welcome2.html> 10,000+

### **Add A Pop-up**

Be sure to add a pop-up to your main page, I know some people do not like them, but after researching, I found that adding a pop-up could raise your subscriber rate up 300%.

There are several places on the web where you can get a certain type of software that create pop-ups for you. I only recommend one, reason being, it's free.

[http://resell\\_ebooks.tripod.com](http://resell_ebooks.tripod.com)

### **Subscriber's Box On Every Page**

A really good way to increase your subscriber rate is to place a subscriber's box on everyone of your web pages. Give a visitor to your site more chances of subscribe to your ezine. Take a look at my site above, I give a person every available chance to subscribe to my ezine. You will not find a page on my website without a subscriber's box, I truly advise you to do this too.

### **Add A Bonus For Subscribing**

What is everybody doing? You guessed it, almost every ezine & newsletter you see are offering some kind of bonus to get people to subscribe. Whether its an ebook, a free ad in their ezine, or something else.

Publishers that are offering something valuable, are generating new subscribers.

Visit a couple of ebook directories around the web, most of them have ebooks that you may give away. Use these as bonuses.

Several sites that you might want to visit are listed below:

<http://www.theebookdirectory.com>

<http://www.mindlikewater.com>  
<http://www.bizzydays.com>  
<http://www.ebooktalk.net>  
<http://www.ebookjungle.com>  
<http://www.virtual-ebooks.com>  
<http://www.ebookpalace.com>

You can always join my ezine, and receive tons of free ebooks that you may offer as bonuses to subscribers. [I also give away other free software and free web courses.](#)

One thing you should make sure of is that anything that you are offering as a bonus pertains to your ezine. In other words, if your ezine is a vegetarian type ezine, then I don't think you would want to offer people a cookbook called, "The Texas Way To Grill A Steak".

### Let 'em Know

This can literally quadruple your website traffic. It's a referral form that allows visitors to recommend your site to people that they know.

All they do is input their name and email address, and the name and address of, 2, 3, or even 4 people that they know.

After they click the Let 'em Know button, an email will be sent to all the addresses they listed, letting them know about your site.

Very nifty, but I'm going to tell you a great way to maximize your efforts on using this.

Offer your visitors something free, if they will just let 4 people that they know about your website. You can't lose, but make sure you are giving something that is valuable. You do not want anything trashy, people will think twice about submitting the form.

Below is the one that I have implemented in my site, you can get a free one just like this at. <http://www.letemknow.com/>

Know anyone who might enjoy this software? Please ... Let 'em Know! It's FREE!		
	Full Name	Email Address
You	<input type="text"/>	<input type="text"/>
Friend	<input type="text"/>	<input type="text"/>
Friend	<input type="text"/>	<input type="text"/>
Friend	<input type="text"/>	<input type="text"/>
Friend	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Tell me how to add a referral form to my site.		
<input type="button" value="Let 'em Know!"/>		<input type="button" value="Reset"/>

## Writing Articles

Most likely the best way to gain exposure for any type of product or service. If done right, this type of promotion could bring you a continuous stream of exposure.

When writing an article to promote anything, the article should be very informative & entertaining, and also cover the aspects of what you are promoting.

You want to make it so that the reader is the one who benefits from your article the most.

List helpful free resources in your article. Let's say that your article is about cooking BBQ ribs, and you know a place on the web where someone could get free ribs, then by all means list the address to that site.

I'm pretty sure you heard this before, but don't blatantly advertise, the only place you should advertise anything is in the resource box at the end of the article.

Make sure you make a reference to your ezine, usually in the resource box, or at the very end of your article.

Remember, when writing an article, make entertaining, make it beneficial, make it informative, and make sure it's clear and concise.

The way you submit your articles to directories differ from the way you submit them to ezines.

When submitting an article to a website or egroup, you usually send them the autoresponder address where your article is located, or you fill out a form with your article included.

When submitting an article to an ezine, 95% of time you are required to email the publisher your article. This is great, because you may personalize the message to him/her, therefore increasing the chance of your article being read by the publisher.

When personalizing a message to a publisher, they're two things you need to know about the publisher.

First you will need the publication's name, by that I mean the name of the ezine. Secondly you will need the name of the publisher.

Below I have included a sample email that you may copy or model from.

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**Subject:** !!Brand New Article [Publisher's Name] For [Publication's Name]!!

**Body:** Hello, [Publisher's Name]

I have just finished my newest article titled, ["Article's Title"], that would be of extremely great use to you and your subscribers of [Publication's Name].

I wanted you [Publisher's Name] to be one of the first to receive this article. Since I know you and [Publication's Name] would benefit from it the most.

If you have any questions, comments, or concerns [Publisher's Name] about this article, than by all means you are more than welcome to contact me.

Your Fellow Publisher,  
[Your Name]  
[Your Email Address]

[Here Is Where You Put Your Article]

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Below I have listed a few websites, directories, and egroups that you may submit articles to. They came straight from my Favorites folder, I urge you to use these resources.

<http://groups.yahoo.com/group/aabusiness/>

<http://groups.yahoo.com/group/aainet/>

<http://groups.yahoo.com/group/PromoteYourArticle/>

<http://groups.yahoo.com/group/homebizsolutions/>

<http://groups.yahoo.com/group/EzineZone/>

<http://groups.yahoo.com/group/WeeklyArticles/>

<http://www.webmasterhelps.com>

<http://www.articleblaster.com>

<http://www.articlecentral.com/suggest.asp>

<http://www.theglassceiling.com/wib2/>

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

### **Turn Your Article Into A Free Ebook**

I know this must sound strange, but believe me, the more things you have working for you, the more subscribers you will generate.

A fast approach to this, is just to compile your entire article into an ebook.

This is a really good idea, even though it's just your article in an ebook, it allows you to promote it to ebook directories, and ebook related sites.

This very ebook that you are reading now was originally a simple article to promote my ezine. I wanted more exposure for my ezine, so I compiled it into an ebook.

Below I have compiled a list of what I have found to be the best ebook directories.

<http://www.free-ebooks.net>

<http://www.ebook88.com>

<http://free-ebooks-download.netfirms.com>

<http://www.ebooksnbytes.com>

<http://www.ebookdirectory.com>

<http://www.mindlikewater.com>  
<http://www.ebookjungle.com>  
<http://www.virtual-ebooks.com>  
<http://www.makingprofit.com/mp/>  
<http://www.ebookpalace.com>  
<http://www.ebooktalk.net>  
<http://www.websuccessmaker.com>  
<http://www.ebook.com>  
<http://www.jogena.com>  
<http://ebooks.searchking.com>  
<http://bitbooks.com>

It would also be a good idea to post a review of your ebook to a few egroups.

<http://groups.yahoo.com/group/Exchange-ebooks/>  
[http://groups.yahoo.com/group/I\\_Love\\_eBooks/](http://groups.yahoo.com/group/I_Love_eBooks/)  
<http://groups.yahoo.com/group/bsm-ebooks/>  
<http://groups.yahoo.com/group/ebook-publishing/>  
[http://groups.yahoo.com/group/writing\\_online/](http://groups.yahoo.com/group/writing_online/)  
<http://groups.yahoo.com/group/CoffeehouseBuzz/>  
<http://groups.yahoo.com/group/netmarketplace/>  
<http://groups.yahoo.com/group/ebookchat/>

Utilizing all the methods described in this article will extremely help you in generating subscribers every week. There's one thing that you have to be though, you have to be persistent in your promotion.

I hope that you have found this ebook to be extremely helpful.

If you would like more great marketing strategies and tips in your email box every month. Then subscribe to Netpreaurial Ezine, by subscribing you also receive quality free marketing ebooks, a free pop-up generator, free web courses, and free software. All this free software and web courses itself is very valuable, but can not compare to the value of the powerful marketing strategies discussed in the monthly ezine.

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[netpreaurial@yahoo.com](mailto:netpreaurial@yahoo.com)

Thank you and have a great day!