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If Content Is King. Then The
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**Getting Started with
E-ZINES**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

Getting Started With Ezines

Announcement Lists a.k.a. Ezines

Often referred to as Ezines or email newsletters, people subscribe to announcement lists because they are interested in the content. Unlike discussion lists these are a one-way communication vehicle between the publisher and subscribers - and content normally consists of helpful articles, reviews, resources, updates and the like. You can also use ezines to promote your products and services, both directly and indirectly.

Once someone has subscribed to your opt-in mailing list, the rest is up to you. You must show respect for your readers. If you send them garbage, they will unsubscribe. If you send them quality information, you'll be able to contact them on a regular basis for as long as you want - and that's powerful. One of the best ways of doing this is by... starting your own ezine or newsletter.

Why You Should Publish an Ezine

In terms of building long-term relationships, and profit potential, one of the best things you can do for your online business is to publish a periodic email newsletter related to your industry. Sharing information through e-mail is the best way to build an ongoing relationship with your potential customers or clients. There are a host of other good reasons you should consider publishing your own ezine as well, such as:

- It's an inexpensive and extremely effective advertising and marketing tool.
- It gives you the chance to sound off (or show off) about your area of expertise.
- Your subscribers don't have to find you, you'll be in constant touch with them.
- You can keep your readers abreast of any new developments in your business.
- You can make money offering classified ads or sponsoring advertising.
- It's the cheapest form of promotion around, as there are no printing or postage costs.
- Since you don't have to pay to publish, your customers don't have to pay to peruse. You can offer free subscriptions, insuring a larger readership.
- It's relatively simple to put together, all you need really is a good e-mail program.
- Another good reason to build your own opt-in list is that it gives you "leverage" with other marketers. Without this leverage paying for ads on a constant basis is a drain on your finances. When you have a good base of say 3000-4000 subscribers then you can start to charge for your advertising space.

What to Consider Before Launching an Ezine

1. Who do you want to reach? This is the most critical question of all. Before you fire up the presses, you must identify your readership and make sure that your content is useful to them.

- One of the benefits of an online newsletter is its timeliness. You can communicate up-to-the-minute information much faster electronically than you can using print media, so make sure you include only up-to-date, top quality information and keep it short and to the point.

2. What will you write about? Hopefully it'll be a topic near and dear to your heart.

- The good news is that you don't have to do all the article authoring yourself. There are plenty of excellent ezine article & content resources, offering hundreds of articles on every subject imaginable; articles that are yours for the taking providing you give credit where credit is due by simply including the author's resource box at the end of each article.
- If you are planning on doing most of the writing yourself on a favorite niche topic, you should identify magazines in your selected field so you can quote from their articles and get on the mailing list for any newsletters or discussion groups that might provide info you can use.

3. Who will do the work? If you have your hands full just running and promoting your online business (and parenting, taking care of your family or meeting other obligations that comprise your off-line life) you might want to consider passing the job of editor (or contributing editor) on to someone else. If you do opt to remain at the helm, however, you should try to put a large part of your business, as well as the formatting, publishing and list handling of your newsletter, on autopilot.

- Several helpful and FREE ezine creation tools include: [Ezine Assistant](#) and [E-zine Builder](#). For ezine templates, check out <http://www.websuccessmaker.com>.
- For automating your list management and ezine publishing chores, you can't do any better than these standout [Email List Management Resources](#).

4. What will the USP of your ezine be? Just like your Website, your ezine must have a strong USP (Unique Selling Proposition) in order to make it stand out from dozens to hundreds of other similar publications. Your USP lets your readers know immediately - right up front - what's in it for them!

- Remember, including valuable and original information with each mailing will help you keep happy and attentive subscribers.
- The best strategy early on is to establish a track record of always putting your reader first. Each and every issue that you send out must be done with your readers' best interests in mind. Adhering to this policy will help you to establish a great relationship with your readers. They will look up to you as someone who is willing to help them, instead of someone who is just trying to sell them something.
- When including references to the products or services you are promoting, rather than saying "Buy X product at this URL ...", a better tact is to say, "For more information about X, visit this URL ..." Once you have the person at your site, let your effective web copy do the "gentle selling."

5. What will the publication look like? You have two choices: You can send a plain-text version that doesn't look very pretty but that everyone can read easily, or you can send a formatted HTML version that looks like a Web page but that only people who can receive and understand formatted e-mail can read. Bear in mind that many e-mail system providers discourage or prohibit HTML-formatted e-mail, and many users don't like it because it takes longer to download the graphic files. For this reason it's probably best to go with the simple text format that you know everyone can access. If your content is compelling, no one is really going to care that much about the look of your newsletter.

Some general formatting guidelines you should follow:

- List what's in your newsletter at the top of the first page so you're readers can see at a quick glance what the issue will cover.
- Limit classified ads to a reasonable number.
- As a general rule, keep your text line length to 65 characters. When you reach 65 characters, use a hard carriage return (hit "Enter"), or you can use a program called [TextPad](#) or [NoteTab Light](#), which can be set to automatically return at a pre-set line length.
- Provide readers several reasons to revisit your site and provide the link throughout.
- Always add your signature file at the bottom of articles and at the end of the newsletter.
- Make sure you include instructions on how to un-subscribe in each issue.
- Include a subscription e-mail address in every issue or e-mail you send out. This helps to build your opt-in mailing list (which you can use for other marketing purposes as well).
- If you plan to use your ISP to send your publication out to your list, it's a good idea to get their approval of your regular bulk mailing lest you be accused of spam!

***TIP:** Always send a sample copy of your ezine to yourself before sending it out to subscribers, so you can see what it looks like and correct any formatting problems.*

6. How often will you publish? You can publish daily, weekly, bi-weekly, monthly, every other month or even twice a year. If you don't have a lot of time to spend getting your newsletter ready for print, however, a bi-weekly or monthly publication schedule is probably a better alternative than having to race the clock to get a newsletter out every week. You don't want to have to sacrifice quality to quantity. On the other hand, if you use your newsletter as a form of follow-up or a way to stay in touch with your customer base, you probably don't want to go too long in between publications.

- Weekly or bi-weekly mailings seem to work best. Anything more than that is usually overkill, and can easily result in your emails being ignored or deleted without being read. The last thing you want to do is bombard your subscribers. Once a subscriber gets in the habit of deleting your e-publication, they will usually continue to do so without opening your messages. And eventually they'll unsubscribe.
- This said, when you are just starting out, you might want to begin by only publishing once a month until your subscriber base has grown and you have gotten the hang of it.

***TIP:** When you get down to deciding which day of the week you're going to send your ezine out on, bear in mind that people are rarely keen on reading newsletters on a Monday morning. You're better off picking any other day of the week, Tuesday and Thursdays being the most popular.*

7. Will your ezine support advertising? You'll be losing a prime source of revenue if you don't, but you should probably wait to begin selling advertising space until you have at least 1000 subscribers. You can sell ad space for \$25 for every 1000 subscribers you have.

- There is a lot of advertising competition to take into consideration when selling ad space so, you may want to begin selling your space at a lower rate or offer special incentives like: "Buy two weeks of advertising and get the third week free!"
- Try to limit the number of ads per issue to ten and place them in the center of your publication. This will afford your advertisers adequate exposure while not overwhelming your subscribers.

Now we come to the last, and unquestionably the most important consideration,

8. Who will host your ezine?

Although the work of producing an online newsletter is greatly offset by the benefits you get in return, there is a considerable amount of work involved. If your newsletter offers plenty of top-quality, newsworthy information, you may soon find yourself swamped with hundreds or even thousands of subscribers, and you'd better be prepared to handle the ongoing creation and distribution work. Managing an ezine mailing list, keeping up with all the messages from people who want to subscribe or unsubscribe and those who ask for more information, is a very time-consuming job; one you should either outsource or automate as much as possible.

Important Publishing Points To Remember

Newsletters work only if they appear on a regular basis and if they consistently maintain a high level of quality. If you decide to create a newsletter and receive subscriptions, you're making a substantial commitment. But if you are out to establish a serious presence as a Web marketer, there is no better way to build familiarity, credibility and a solid customer base.

Remember that the bottom line in ensuring that your opt-in subscribers remain subscribed is that people care about themselves - not about your business. If, and only if, you can provide them with something that is worth their time will they have any interest in communicating or doing business with you. While you don't need to write award-winning content to have a successful newsletter, you do need to separate yours from those that contain nothing but reprinted articles and advertisements.

If your ezine or newsletter is just like the others your readers already subscribe to, you're in trouble. On the other hand, despite the thousands of email publications that already exist on just about every topic imaginable there's still room for yours if it's any good. Don't let anyone tell you that there are too many email newsletters covering your industry already - because cream always rises to the top.

A Word About Viral Marketing

One of the best ways to introduce yourself and your website to the online world is to write free content for other websites, ezines and/or e-books. Writing articles and e-books will allow you to establish a reputation as an expert in your field, driving more visitors to your site when they click on the links in your e-book or in your resource box at the end of your article.

More importantly, if you offer the articles and/or e-books for FREE - and they are of high quality - you can bet they will be passed around to others, and that the others will pass them on to others - and before you know it, you will be well on your way to making a name for yourself on the 'Net merely by putting your wisdom into words.

SIDEBAR: If you'd like to put [viral marketing to work for you in a big way](#), without having to do any content creation, please visit us at <http://www.websuccessmastery>, where you will learn how you can effortlessly make all the money you want without selling a thing!

Writing Articles for Ezines

If you're already marketing online you probably know a great deal of useful, insider information about whatever it is you're peddling, so why not share some of your knowledge and establish yourself as an reputable expert on the subject at the same time. It's not only a great way to build credibility and it works wonders in publicizing your site. At the end of your article simply include a short, four or five line footer or resource box (like a sig file), including your URL and autoresponder address.

Oh and... don't get hung up on the author bit. You don't have to be a professional writer to submit articles and get published. As long as you can communicate fairly well with the written word you'll do fine. Below are some tips that might help.

1. Once you decide on a topic go to the Search Engines and find as many Websites as you can that deal with that subject. As well as collecting information for your article, make note of any URLs that offer free resources dealing with the topic of your article and include those URLs in your article.
2. Once you've done the basic research, take a break. Go out and take a walk or do something around the house, giving the material time to gel in your head without dwelling on it. You'll be surprised at the way inspiration sneaks up on you when you least expect it. This is the best way to come up with the all important Title to your article.
3. When you've decided on a Title, jot it down in the middle of a blank sheet of paper and circle it. Then jot down your information in lines that radiate out from the title, like the spokes of a wheel. This technique is called "Mind Mapping," and ezine expert Michael Southon recommends it as a very effective way of organizing your ideas. (You can find out more about Mind Mapping at: <http://www.mind-map.com>)
4. Once you've got the article laid out, proceed to take each idea and elaborate on it in paragraph form. Keep your paragraphs short and to the point. Provide useful information. Do not use your article as a platform to peddle or promote your product or services. You can do this with a 5 or 6 line resource box at the end of the article.
5. When you've finished writing and proofing the article, put it aside for a day. You'll find that when you come back to it after some remove, you can review it with a fresher and more critical eye.
6. Make any necessary changes or improvements, spell check everything and format the article to 65 characters per line (so it will look good in all browsers). Now you're ready to submit your masterpiece to some publishers.

- *See the Recommended Resource section below for some excellent courses on this topic.*

You really should give article writing it a try - it's possible to get as many as 10,000 hits or more to your web site within 48 hours of having an article published in an ezine with a large subscriber base. Maybe you could write an article every other week. Keep in mind, any articles that you submit for publication can also be posted on your site or published in your own newsletter - so it's like killing 2 or 3 birds with one stone. And normally you can submit the same article to as many publications as you want, so as you discover new lists you can immediately submit articles you've already written.

Submitting Your Article for Publication

When you submit your article, you should send it in the body of an email, not as an attachment and personalize it to the owner of the ezine. Use the ezine publisher's name in the subject of the email if you want it to be read. Bear in mind, you will be competing with dozens of other daily submissions, so your article will have to stand out. The more current or newsworthy the article, the better chance it has of publication.

Basically, there are two ways of getting your article published:

1. General Distribution will get your article in front of more readers faster and with less effort expended on your part. General Distribution of your article can be accomplished in one of two ways: by using Article Announcement Lists or by posting your article on Websites that provide free content to ezine publishers.

Some Announcement Lists include:

- <http://www.mail-co.com/promote.htm>
- <http://New-List.com>
- <http://www.web-source.net/articlesub.htm> or subscribe: article_announce-subscribe@egroups.com
- <http://www.egroups.com/group/Free-Content> or subscribe: free-content-subscribe@onelist.com
- <http://www.egroups.com/group/PublishInYours> or subscribe: publishinyours-subscribe@onelist.com
- http://www.egroups.com/group/articles_archives or subscribe: articles_archives-subscribe@egroups.com
- <http://gort.ucsd.edu/newjour/subscribe.html>

Some Websites that accept (and provide) free content include:

- <http://www.ezinearticles.com>
- <http://list-resources.com>
- <http://www.ideamarketers.com>
- <http://www.isyndicate.com>
- <http://www.mediapeak.com>
- <http://www.certificate.net/wwio/ideas.shtml>
- <http://www.MakingProfit.com>
- <http://www.websuccessmaker.com>
- <http://www.web-source.net/articlesub.htm>

2. Individual Submission is a more time consuming publishing process, but it is the most effective way of getting your article before the most targeted readership, as you can pick and choose which ezines you submit to. Before making individual submissions, find out if the Ezine Publisher accepts article submissions and, if so, what are the guidelines you should follow. If all this sounds like a heck of a lot of work, it is... but fortunately for you...

TIP: Jason Potash has come up with a nifty tool to automate your individual article submission chores. If you want to save yourself a load of time and effort, I highly recommend you try [Ezine Announcer](#) software. I use it to blast out my personalized articles to over 500 ezine publishers (and over 25 article directories) with a few mouse clicks. It also helps automate my submissions to ezine directories, announcement lists, etc. It's a real time saver and worth every penny of it's very reasonable price.

While writing ezine articles is a great way to garner free publicity and build credibility, an even better way to get the word out about your business and share your expertise is to go ahead and start your own newsletter.

Resources for Promoting Your Ezine

If you aim to join the ranks of ezine publishers, below are some of the best resources you'll find for getting the word out about your newsletter in order to further build your subscriber base. Posting your ezine to as many directories as possible will greatly increase its exposure, along with increasing your website's link popularity.

Ezine Broadcast Services & Software

These services will greatly simplify the time consuming and labor intensive task of hand submitting to the various directories individually.

[EzineAnnouncer](#)

Now it's easier than ever to launch and promote your ezine. Auto-pilot ezine promotion software shows you where you need to be and does 80% of the work for you! Save yourself the pains of struggling to grow your ezine - [EzineAnnouncer](#) automates ezine submission to the top 80 ezine directories and provides you with instant access to over 900 promotional resources. You could easily waste 12 months wandering around the Internet trying to find this information yourself.



[NewsletterPromote](#)

[Newsletter Promote](#) will hand submit your ezine to 70 of the leading ezine directories quickly and painlessly. Saving you hours of wasted time that could be better spent building your business - or writing your next issue! Or, if you've got more time than dollars, you can avail yourself of their new Ezine do-it-yourself submission service. You can use their painstakingly compiled, up-to-the-minute submission data to carry out your own ezine submissions to the top 40 ezine directories on the net.



Note: If you're considering taking advantage of the power of an HTML newsletter, but just don't have the time, resources or creative staff to devote to learning how to do it right, consider using [NewsletterPromotes' HTML Newsletter Design Services](#). You can choose from a selection of customizable templates -- or have them design a newsletter template that reflects your organization's style and message.

E-zine Directories

If you want to do the job by hand, here are some of the top places for you to begin.

- [Ezine & Banner Ad Directory](#)
- [TopEzineAds](#)
- [E-zine Adsource Directory](#)
- [The Free Directory of Ezines](#)
- [Newsletter Access Directory](#)

- [The Newsletter Library](#) (If this link doesn't work, click [here](#).)
- [NetPower Publishing](#)
- [E-zines Today](#)
- [EzineCenter.com](#):
- [EzineSeek](#)
- [Marketing-Seek.com Ezine Directory](#)
- [Ezine-Tips](#)
- [Email Publishing Digest](#)
- [The List](#)
- [The ListTool](#)
- [The Ultimate Magazine Database](#)
- [Tile Net](#)
- [Web Loft Publishing](#)
- [E-ZineZ.com](#)
- [BestEzines.com](#)
- [Ezine-Universe.com](#)
- [EzineHub.com](#)
- [Flying Inkpot's Zine Scene](#)
- [John Labovitz's ezine-list](#)
- [Foxcities Ezine Directory](#)
- [Get Published](#)
- [HandiLinks](#)
- [Inkpot Zine Scene](#)
- [L-Soft International](#)
- [Publicly Accessible Mailing Lists](#)
- [Site City](#)
- [The Etext Archives](#)
- [The Internet Mailing List Network](#)

Ezine Advertising - The Bargain of the Millennium

Why Ezine Advertising Works So Well

Email has always been, and always will be, the most powerful online marketing medium of all. The reasons that email marketing is so attractive are primarily three-fold:

1. It's extremely easy to reach large numbers of highly-targeted prospects.
2. It's fast - you'll see results within hours rather than days, weeks, or months.
3. It's easy to test your ad creative and calculate your ROI (return on investment).

By far the most popular (and effective) method of direct e-mail advertising is ezine advertising. Ezines, online newsletters, are perhaps the most powerful and cost-effective way to attract targeted, qualified prospects to your website. Whereas most direct mail companies charge several hundred dollars per thousand mailings, most ezines only charge a rate of \$5 - \$50 per thousand subscribers mailed. Much cheaper than real world magazine rates, and since you select the ezines to publish your ad in, you can garner a highly targeted audience.

As with offline publications, ezine ad rates are generally determined by the number of subscribers who will see your ad. Some of the smaller ezines, those that reach a few thousand subscribers, charge an average of

\$20 per ad. The larger ones, with upwards of 100,000 subscribers, usually get between \$35 and \$100 per ad, which is peanuts compared to the rates charged by their offline equivalents.

Although it's usually true that the higher the subscriber count, the better the response you'll get to your ads, this isn't always the case. In general, you'll get your best responses from highly targeted, 100% opt-in newsletters with original, highly informative content and not too many classified ads.

E-zine advertising works so well because your ad is delivered directly to your target audience via e-mail. Your prospects don't have to find your ad, your ad finds them. And, if you pick the right ezines, it finds them by the thousands.

Types of Ezine Ads

There are three types of ezine ads, listed below from cheapest to most expensive (and most effective):

1. *Classified Ads* - Placed in a grouping of other ads, in the middle or end of a publication. These are the cheapest but they don't pull nearly as well as single, sponsor ads.
2. *Sponsor Ads* - Placed on the top of the ezine publication, usually before the main article. These can cost anywhere from \$50 - \$1000 or more, depending on the publication and the size of the subscriber list, but the response rate is worth the cost.
3. *Solo Ads* - Your offer comes out by itself in an email separate from the main newsletter. These will get you the most sales, but they also carry a premium price.

SIDEBAR: If you really want to get the most mileage out of your ezine advertising, you should write some top ezine publishers or editors and see if they will endorse your product or service. This will generate more results than any advertisement written by the world's best copywriter, because editors have the inherent credibility that comes with publishing a good ezine. Just be sure you personalize your message to the editor, and make sure that the product you want them to endorse is truly new and worthy of their consideration. Remember, most top publishers are in the forefront of Internet Marketing, and they are not going to be interested in old news!

Some things to bear in mind:

- Sponsor and solo ads pull the best, but they are more costly.
- Keep your ads brief. Remember, ads are intended to generate interest and produce leads, not make sales. Don't try to sell your product/service directly in your ads.
- Use your ads to direct prospects to subscribe to your opt-in list. Then, program a series of autoresponders to follow up your ad with sequential, informational messages, in order to establish credibility and build a relationship with your prospective customers.

A Step-by-Step Guide to Ezine Advertising

1. Find three "good" ezines that you want to advertise in. By "good" I mean:

- 100% opt-in subscriber base. What this means is that every subscriber who is on a particular list has explicitly asked to receive it. This is a must. Low-quality lists that aren't 100% opt-in really throw off your numbers, because although the owner may claim to have 25,000 subscribers, less than 1,000 may actually read anything that is sent to them.
- Content is related to what you want to advertise. This is just plain common sense, of course. You want targeted candidates reading your ads; candidates that are pre-qualified.
- Quality, original content - as opposed to nothing but reprinted articles and ads. The ezines that contain nothing but rehashed content and ads are less likely to be read.

Chances are you already subscribe to and are familiar with many of the ezines you'll want to advertise in, and you'll have a pretty good idea if they meet the above criteria. Odds are, if you like an ezine, other subscribers probably do too ... meaning it's a good candidate.

The number of subscribers is not really important. Generally speaking as the number of subscribers goes up your ads will simply cost more. If you're just getting started, it is however a good idea to do your testing with low-cost advertisements. Wait until you have a proven winner before you start spending lots of money on ezine ads.

If you aren't already subscribed to at least three ezines that meet the above criteria, any of the resources listed below will keep you busy for hours and yield lots of prospects.

- [TopEzineAds:](#)
- [E-zine Adsource Directory](#)
- [The Free Directory of Ezines](#)
- [Yahoo groups \(formerly eGroups\)](#)
- [E-zines.com](#)
- [Copywriter.com](#)
- [Listex.com](#)
- [Liszt.com](#)
- [Paml.net](#)
- [Lifestylepub.com](#)

Spend some time looking for "good" ezines to advertise in. Most have a web page where you'll find archives of past issues, subscriber demographics, advertising rates, lead times, etc. Jot down down important information in a notebook for easy reference - it will come in handy later.

Finally, as you investigate potential candidates pay close attention to the ads that run in each issue. If you see the same ad(s) repeated on a regular basis, this is usually a good indication that the ad is profitable for the advertiser. After all, not many people will continue advertising in an ezine if it isn't profitable.

2. Write an ad that makes the reader want to know more.

This is the only thing you should be concerned with when writing your ezine ads. You aren't trying to sell anything at this point. You simply can not fit enough information in an ezine ad to sell anything -- the trick is to use what's called the "2-step" method and direct the reader to your autoresponder or web site for more information.

The absolute best way to do this is by offering something of value for free. Whether it's a free report, a free download, a free evaluation, or a free consultation -- FREE is the most powerful word in the entire dictionary and encourages a reader to take action.

3. Implement a reliable method of tracking response to your ad.

This is absolutely critical as it is with any other form of advertising, and it will mean the difference between success and failure. You need to keep track of the response that an ad generates, or you'll have no idea if it was profitable and worth running again.

If you're directing the reader to an autoresponder it's easy, because any autoresponder will provide you with some way of knowing how many times a particular autoresponder message was requested - if nothing else you'll receive a copy of each request.

If your autoresponders allow you to track the subject line of a request, use something like mailto:moreinfo@yourdomain.com?subject=tracking_code in all of your ads, with a different tracking code for each ad that you are running simultaneously. If your autoresponders can't do this, just setup a separate autoresponder for each ad.

If you're directing the reader to your site, hopefully you already have a site tracking system in place and you can track the response to your ads using this same system. In your ads you would use something like http://www.yoursite.com?tracking_code and any decent web site statistics system will allow you to track response based on the query string in the URL (which is everything after the question mark).

4. Place your ad(s), then cross your fingers and wait.

If you selected "good" ezines to advertise in, and you wrote a decent ad, you should start to see some action within 24 hours of your ad(s) being published. Typically, the majority of the results will be seen within the first 72 hours - and trickle in after that.

In order to get an accurate picture of the effectiveness of your ads, we suggest running each in at least 3 different ezines. If you run an ad in a single ezine and the campaign flops, you really won't know if the problem was your ad or the ezine itself.

Another thing to keep in mind is that due to the recent popularity of ezine advertising, depending on the publication there may be a lead time of up to several weeks or even months. Be sure to plan accordingly, especially if your offer is time-sensitive.

And remember, test your ads in smaller ezines that don't have a long waiting list. You wouldn't want to run an untested ad in an ezine that you had waited months to get in to, only to find out your ad was a complete dud. Once you have a proven winner you can "roll out" by advertising in as many "good" ezines as you can find.

5. Determine if your ad(s) were profitable or not.

Wait a week or two, then decide if the ad was cost-effective or not. If it was you now have an additional, and probably steady, stream of income. You also have your first "proven" ad which new ads can be compared to in order to determine effectiveness.

If you ran the same ad in more than one ezine, be sure to compare the results of each. This will give you a general idea as to the profitability of advertising in one ezine over another. On the other hand, if your ad didn't produce the results that you needed to justify the cost you'll have to go back to the drawing board and try again. Fortunately, there are only two possible reasons for this -- and they are both easy to identify and correct:

- You didn't advertise in a "good" ezine as described in step 1.
- Your ad didn't do its job of getting the reader to take action.

The first thing you should do is check your autoresponder or web site logs. How many people responded to your ad? There really is no average response rate because there are so many variables involved, but if the cost-per-visitor works out to be less than the amount you've determined your average visitor to be worth - and the ad still wasn't profitable - chances are that the readers who responded to your ad were just curiosity-seekers rather than qualified prospects. In this case the ad did its job, but the audience wasn't right. You'll want to try the same ad in other "good" ezines.

On the other hand, if dividing the cost of the ad by the number of responses results in a cost-per-visitor that is much higher than is acceptable - and you know the audience in question should be interested in what you're offering - chances are that your ad did not do its job of getting the reader to take action and you'll need to go back to step 2 and try again. Be sure to read the material on how to write an effective ezine ad.

Once you have a proven ad, the rest is easy. Just go back to step 1 and find a bunch of "good" ezines to start advertising in. While almost any ad can be improved (and you will want to continue testing new ads) if an ad is profitable in one ezine, chances are it will be profitable in other related ezines that are of similar overall quality. Just don't run the same ad in any one ezine more than a few times in a row, because response will start dropping off dramatically after subscribers have seen it a few times. If you're constantly testing new ads you shouldn't have to worry about this.

Ezine Ad Swapping

Ad swapping is one of the most effective ways to advertise at no cost. In addition to the obvious benefit of getting free, targeted advertising, ad swapping helps to:

- Build relationships. By contacting other publishers, you form business, and sometimes personal, relationships, which can lead to link exchanges, joint ventures or other networking arrangements valuable to growing your business.
- Provide content for your ezine. Many of the ads you get in exchange for yours are valuable resources, which your readers will appreciate.
- Broaden your Readership. You are introduced to a whole new audience through your ads, many of whom will come to your site and/or subscribe to your ezine

The whole process is as simple as it sounds. When you find an ezine you'd like to swap with, contact the publisher and tell him/her a bit about your ezine (name, content, target audience and number of subscribers). You should then ask if he/she would like to view a sample issue and give them a link where they can see one. Briefly explain why you'd like exchange ads and ask if they would be interested. If they reply that they are, you would then run a classified ad promoting their ezine in your publication in exchange for them running your classified ad in theirs, all completely free.

Some Useful Ad Swap Lists include:

- <mailto:Ezine-Ad-Swaps-subscribe@topica.com>
- <mailto:AdSwapsForYou-subscribe@egroups.com>
- mailto:swap_it-subscribe@listbot.com
- <mailto:EzineAdSwap-subscribe@topica.com>
- <mailto:ezineadexchange-subscribe@topica.com>
- mailto:LB-Ad_Awaps-subscribe@egroups.com

Ezine Ad Swap Directories:

- <http://www.freezineweb.com/ad-swaps1.html>
- http://209.53.3.96/newsletters/bins/ad_swap.asp
- <http://www.list-city.com/adexdb.html>
- <http://www.netterweb.com/ezines>
- <http://www.webheadcentral.com/ezine.html>

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Everything Email Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Everything Email](#)

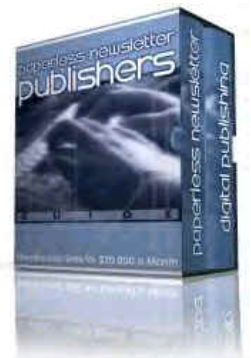
Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[The Paperless Newsletter Publishers Guide](#) by Monique Harris

"Techniques For Turning an Electronic Newsletter Into a \$20,000+ a Month Automatic Profit Generator!"

If you thought publishing e-books was the next big money making revolution, think again. Monique Harris, who co-authored, [Make Your Knowledge Sell](#) with Ken Evoy, and who has authored and published dozens of other books devoted to teaching others how to sell their information products online, has developed an electronic newsletter publishing formula that's so powerful, you can stop marketing today - not get another paying customer for the next 6 months - and STILL pull anywhere from \$10,000 - \$20,000 a month! Bottom line - there's no other information product out there that'll give you a *constant revenue stream*, from such a small number of customers. Not e-books... not audio tapes... nor special interest videos - NOTHING else costs so little to deliver, while giving residual income month after month, year after year, except electronic newsletters.



Eva Almeida, editor of eBooks N' Bytes raves: *"As you know, I am quite fond of ebooks having many different websites on the subject... but when I came across Monique Harris' new ebook, I was utterly flabbergasted! I had no idea that a person could make so much money from creating a paid newsletter instead of spending considerable time publishing a free one. If you look at your newsletter in a new light, that of a potential money-maker instead of as a traffic generator, you may be amazed at your results too!"*

[Ezine Launch](#) by Mani Sivasubramanian

An excellent step-by-step guide to planning, creating, publishing and distributing an ezine. An essential primer on e-zine publishing for the first-time e-publisher. In [this value-packed e-book](#) Dr. Mani reveals all his time-tested, guaranteed tips, tricks and strategies along with personal examples, sample emails, ezine templates, reviews of the best software packages and services, self-assessment tools and a lot more - all the resources you need to jumpstart your own ezine.

He teaches you EXACTLY what he did to launch his three successful ezines from scratch - the "Three Golden Rules" of publishing, along with proven fast and easy methods to launch your ezine - and blow your competition out of the



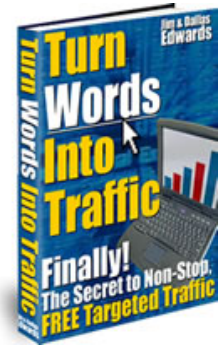
water. By simply duplicating his methods, you can use your ezine to build up your business to a huge, profit-spinning money machine.

[Turn Words Into Traffic! The Secret to Non-Stop, FREE, Targeted Traffic!](#)

by Jim & Dallas Edwards

Jim, best-selling author and syndicated newspaper columnist and his father Dallas, respected author of seven books himself, show you quick and easy techniques for pumping out high-quality, professional articles. They also show you how to persuade dozens, hundreds, even thousands of website owners and ezine publishers to put your article in front of very targeted readers who can visit your website and purchase your products.

If you don't have time to write articles yourself, they'll show you how to easily find other people to write them for you... and you can claim the articles as your own! Regardless of whether you actually "write" your articles or not, since these visitors come to your website after having read an article you wrote, they come with a very different mindset than if they're clicking on a search engine listing, a banner, or an affiliate link. Anyone who comes to your Web site as result of reading your articles is very interested in learning more about you and your products. They are "pre-sold" on you! Why? Because they now see you as an expert who can help them solve a problem or fulfill a need! This e-book answers all your questions and provides all the source information you'll need to get your articles published and let them start doing all your promotion work for you.



[Ezine Writer](#) *by Michel Southon*

"Ezine Advertising - How To Get a Flood of Traffic To Your Website and Dramatically Increase Your Sales...on a Zero Budget!"

'[Ezine Writer!](#)' is 15 Chapters of solid skills and techniques, everything master copywriter Michel Southon has learned about writing ezine articles and getting them published all over the 'Net. Here are just some of the things you'll discover: A very simple technique for getting new ideas for your articles; The one ingredient that will guarantee that your articles get published; A simple system that makes it virtually impossible to get "writers block"; The 4 key elements that make your Resource Box sell; How to get massive exposure for your articles by sending just 6 emails; The best places on the Web to get your articles listed... and lots more. Since ezine articles are a quick, cost effective and powerful way to get lots of targeted traffic to your site, you can't afford not to download this vital marketing masterpiece.



[Desktop Marketer](#)

Desktop Marketer is the next generation of e-mail style marketing. Why lose sales due to service providers unfairly marking your opt-in e-mail messages as spam when you can send messages direct to your client's desktops through this innovative software? With [Desktop Marketer](#), you can bypass e-mail altogether and deliver messages STRAIGHT to the computer desktops of your customers and subscribers.

That's right - you can send text and HTML messages directly to your customers' desktops - instantly, reliably, and electronically - without wrestling with e-mail filters, bounce backs, or competition. That means you have a constant, private communication channel that is NOT filled with other people's messages and is NOT interrupted by third-party "filters" or "blockers" - so your messages get read every time... guaranteed!



[Site Build It! Mail Out Module](#) - Just one of 20+ modules that make up the SBI system! - Just one of 20+ modules that make up the SBI system!



"THE ULTIMATE E-COMMERCE OPERATING SYSTEM FOR SMALL BUSINESS."

No question about it, the arrival of [Site Build It!](#) has leveled the internet marketing playing field, so that even novice marketers can sell like the pros. For anyone who wants to be virtually assured of success in their online venture, this innovative tool is an absolute "must have." It leaves very little to chance. What makes [Site Build It!](#) better than the other major small business hosting solutions? They do not grow traffic (warm, willing-to-buy visitors), nor publish and e-mail your newsletter, nor do *anything* to build your business. Have a look at some of the **email features that come bundled with SBI**:

- **Email Mail Out Modules** (including catchall and redirects, forwarding and autoresponders.)
- **E-zine Subscription and Delivery** (with the point-and-click HTML builder and *automatic* text translator-conversion for subscribers who can't read HTML.)
- **SpamCheck** (Never worry about any ISP mistaking your email for SPAM. It will tell you exactly what to do to improve your email before you send it out.)
- **OpenRate** (Reports on both the number of subscribers who open each issue of your ezine - and the percentage. It's an invaluable window into the desires and behavior of your subscribers. Helps you create ezines that get opened!)

With SBI, you get it all - all wrapped up in one neat, amazingly easy to use "*e-commerce for the rest of us*" bundle! [Site Build It!](#) goes so far beyond basic Web design and hosting that there is simply no "close second place." This streamlined site-building and Net-marketing system of highly automated tools helps you build a professional-looking, "in-demand" Web site that attracts people on the Net who are interested... and who want to buy. No other web presence solution to date can offer as much for as little... so before you just go and put up any old web site, do yourself a favor and stop by the [Site Build It!](#) site.

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We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



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Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.
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