

15 Easy Ways to Grow Your Ezine or Mailing List

While there are seemingly endless ways to promote your ezine (newsletter) or mailing list and attract new subscribers, here's a list of the top 15. Which ones are YOU using?

Print this out and check those you already do, and note those you should "get a move on."

___ **1. Tell your clients, associates, and friends.** Send out one of your best issues (or your first issue) as a sample issue, inviting them to sign up if they like it. (Never sign anyone up without his/her permission.)

___ **2. Put a signup form on your home page and every page of your Web site.** No matter what page people may land on, this way they'll know about your amazing e-zine. Don't let them click away and lose them forever!

___ **3. Use a pop-up or pop-under box on your site.** Yes, they're irritating if abused, but I can tell you they work. Studies show pop-ups/unders can increase your e-zine signups by up to 10 times! Give it a try and test it.

___ **4. Offer a free goodie for new subscribers.** We all get so much e-mail these days, that you have to work hard to get anyone's e-mail address. Offer new subscribers a valuable free article, report, resource list, e-book, etc.

___ **5. Offer a free sample issue on your Web site or have one available by e-mail autoresponder.** Some people won't sign up for anything until they can see it first.

___ **6. List your e-zine in free e-zine directories.** There are hundreds of these on the Web where people visit to search for e-zines on particular topics. Make sure you're here so you can be found!

___ **7. Swap ads with other e-zines.** Search online e-zine directories for other e-zines whose target readership matches yours, and contact their publishers. Swap at least three ads in a row for best results.

___ **8. Buy ads in other e-zines.** Again, search those directories for other

e-zines whose target readership matches yours, and see their ad specifications and rates. Purchase at least three ads in a row for best results.

___ **9. Plug your e-zine in your e-mail signature.** After your usual contact information at the bottom of all your e-mails, be sure to include a two- or three-line plug for your e-zine.

___ **10. Get published in OTHER e-zines.** There are dozens of Web sites where other publishers visit to pick up free content for their e-zines. Why not post YOUR articles there for them to use? You get free exposure and plenty of traffic back to your site.

___ **11. Do a co-op with other e-zine subscribers.** You can cross-promote with other e-zine publishers on your own, or use an automated service such as Subscription Rocket, which I used when I got started years ago.

___ **12. Try a pay-for-subscriber service.** These services advertise your e-zine for you and bring you subscribers automatically for as little as 10 to 30 cents apiece.

___ **13. Announce your e-zine to all of the professional organizations and associations you're a member of.** They usually allow you to make announcements in their newsletters or on their online bulletin boards.

___ **14. Advertise your e-zine on the back of your business cards.** In the text, be sure to tell people how they can sign up for your e-zine.

___ **15. Become active in a few online forums where your ideal readers hang out.** In your posts, position yourself as a resource in your area of expertise, and include a signature file that promotes your e-zine!

For STEP-BY-STEP instructions on all of these strategies (and dozens more) contact www.rsbsite.com

Note: You may distribute this article as long as you do not change the article in anyway.