

The Jumpstart Guide to Promoting Your E-zine

Bonus Report: The Top Three Ways to Build Subscribers Fast

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1. Make a Plan: Before you concentrate on building subscribers you need to what you will offer and to whom, how this will benefit you, and how you will get the word out.
- What value you are offering and to whom? Without this clarity you can't make the offer.

- Who is your ideal reader?
 - Age
 - Sex
 - Occupation
 - Life conditions
 - Challenges and concerns
 - Values
 - Dreams
 - Level of education
 - Cultural characteristics
 - Income
 - Marital status
 - Family status (children? Grandchildren?)
- What do they need that you can provide in your e-zine?
- How is what you offer different from other offers in this area?
- What's in it for your reader?
 - Quality
 - Convenience
 - Speed
 - Accuracy of data
 - Unique information
- How you are going prosper as a result of providing that value?
Without this knowledge you cannot sustain your offer.

Note: "Prospering" includes all the ways you will benefit from creating and promoting your e-zine. Be sure you are creating an e-zine that fulfills your personal vision of prosperity in all respects. This includes your quality of life, the way the e-zine supports and reflects who you intend to be in the world, and economic well-being.

- Set a specific goal for subscription growth.

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- Know how having these subscribers will create value for you.
 - As prospective clients
 - As purchasers of your products
 - As test market that will give you valuable feedback
 - As source of community and dialogue
 - As source of referrals
 - Or ???
- Write out your plan (you can use our PR Worksheet). Without a written plan you cannot keep track of what you have done, nor can you improve your system.
 - Where will you promote your e-zine?
 - Look for places you naturally show up. (Pass out cards with subscription info at networking events; put subscription info in your email signature, etc.)
 - Look for places you LIKE to show up.
 - Look for places your READERS show up.
 - What do you need to do/know in order to promote it? Write this down!
 - How will you track your results?
 - Weekly chart of subscribes/unsubscribes
 - Number of sales
 - Number of referrals
 - Amount of feedback from readers
- 2. Make Your e-Zine a Magnet for Subscribers (also see above about offer and ideal reader)
 - Give market quality content
 - Quality of writing: pleasing/satisfying to readers who know good writing when they see it
 - Quality and value of information: actionable, can turn into results, can be tested
 - Accessible: the value can be recognized and realized in minutes
 - Clearly defined niche
 - Where and with whom your work is of most value.

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- Think in terms of whose language you speak.
- Where are you the biggest offer?
- Rich offer in your niche
 - What makes you different from the others guys?
 - What are you afraid of revealing about yourself? This can be the key to your offer!
- 3. Put the Magnet Where It Matters: Get your newsletter and subscription info in front of people who want what you have to offer.
- Get your articles (with link to subscription page) on high-traffic Web sites
 - Make sure these sites appeal to your niche
 - Make “how to subscribe” ULTRA obvious
- Get your articles with “how to subscribe” info published in other e-zines
 - Large circulation OR
 - Smaller circulation but perfect audience, example: get an article from your fitness coaching into an e-zine on nutrition
 - Make it ultra easy for readers to subscribe
- Paid subscription services
 - <https://www.listmedia.com/cgi-bin/ref.cgi?00746>
 - Before you pay for subscribers, understand how you intend to recover your investment.
- Your own high-traffic Web site
 - Must offer same value and benefits as NL
 - Must have high search engine ranking
 - Consistent and recognizable brand

Shorten Your Learning Curve Audio Tapes

Learn the secrets I've used to build *The New Leaf* from 45 to over 11,000 subscribers in less than four years with audio tapes from live teleclasses. The 3-tape series includes:

- *Technical Fundamentals of Designing and Distributing an E-zine*
- *Writing Content That Captivates*
- *Promoting Your E-zine/Attracting Long-Term Subscribers.*

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