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Introduction

If you have been online very long, you have probably heard the word "ezine" and wondered what it meant. After all, the word "ezine", like so many terms we need to know to do business online, is a new Internet word. There is no "ezine" in the offline world.

You may have heard that ezines are one key to your success, and still have questions about how to use them.

This eBook is designed to answer your questions about ezines, and show you how to use them to sell more of whatever you sell.

HINT: It might be helpful to look at (or print) the glossary of ezine advertising terms you received as a bonus with this eBook before you begin. This way, you will know what each word, like ezine or CPM, means as you read.

What you will learn in this eBook is **the truth about how to make money with ezine advertising**. Some of what you read may contradict other books or reports you have read, especially in the area of free ads.

The first thing you must know is that **advertising successfully with ezines takes effort**. At the [Directory of Ezines](#), we get calls every week from well meaning people who don't want to learn anything or do anything; they "just want to place ads."

In many cases, these sincere people have been told to "place ads everywhere you can" by someone in a business opportunity they have joined. While this will create a great deal of busywork, it will not create results.

What does create results is finding ezines that match your product, placing ads in them, evaluating the results, and fine-tuning a process of ezine advertising that is **specific to you, your budget, your product**. As you may have learned already by hard experience is that cookie-cutter "just do what I do" marketing campaigns rarely work. My goal is to teach you a process you can apply to your own situation. A process **you can rely on**, and **repeat**, when you want to sell products and services online.

Ezine Traffic Formula by Charlie Page

Learning and applying that process is the purpose of this eBook.

My goal with this eBook is not to criticize any marketing method or marketer.

My goal here is simply to tell the truth about ezine advertising from the perspective of someone who has **worked with literally thousands of advertisers**. It will fall to you to decide how to use what you learn here.

You must understand that no one can guarantee that you will make money online. Like all entrepreneurial efforts, (and forms of advertising) advertising in ezines involves some risk, and you might even lose money. Anyone who guarantees your success is being less than truthful with you.

That said; this eBook is designed to **give you the inside track** by sharing with you **the step-by-step process** to use ezine advertising successfully in your business. This is the same process I use and recommend to my clients.

There are many ways to make money with ezines, including ...

- Ezine Advertising – The purpose of this eBook.
- **Publishing articles** that ezine publishers can use in their ezines.
- Doing true **Joint Ventures** with ezine publishers to sell your product.
- **Publishing your own ezine** & building a list of loyal subscribers.
- And more.

Directory of Ezines members learn to do all of this and more. And they get personal guidance from me. Working together we tailor an advertising program that is effective for their needs, taking into account their budget and experience. [To learn more visit the Directory of Ezines now.](#)

The track record for ezine advertising is **very** good. Most people who market successfully on the Internet, whether they sell cat toys or autoresponders or are marketing "gurus" selling information products, use ezine advertising to grow their business.

Ezine Traffic Formula by Charlie Page

Ezine advertising is the **most effective** form of advertising available. To do it well you need to understand the basics, choose your ezines and ad types carefully, watch costs, and have a **plan of action** that creates success.

And that is exactly what you will learn to do in the next 45 minutes!

Ezine advertising overview

An ezine is an **online newsletter** that is delivered to subscribers via email. The power of ezine advertising is that it is **highly targeted**. By highly targeted I mean that **you can KNOW, before you place your ad, that the readers of the ezine are interested in your type of product!**

This is a powerful factor, because you can **target your ad to people** who have **already expressed an interest** in what your product does!

- Golfers read golf ezines.
- People who want to invest in real estate read real estate ezines.
- People interested in health matters read health-related ezines.
- People who want to make money online read business opportunity or Internet marketing ezines.
- People who want to make money as an affiliate read ezines about affiliate marketing.
- People who love cats read ezines about cats and caring for them.

And on it goes. There are literally thousands of ezines online in thousands of niches.

While not all ezines sell advertising, many do. And those are the ezines you need to find fast. The DOE exists to make the job of finding the right ezines easier for members, and has done that job very well for over 11 years now.

Here is what might be the most important point of this eBook.

The secret to success with ezine advertising is to match the content of the ezine to your offer.

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I call this my "Prospect Matching System" and it works very well.

Please read the statement above again, for it holds the key to your success with ezine advertising. Matching **the product you want to sell to the right ezine** is the key.

Let me give you an example.

CASE STUDY – Selling an autoresponder service like Aweber

If you wanted to sell Aweber's excellent autoresponder service you might be tempted to find the ezines with the largest circulation and buy an ad there. The logic would be sound – more people seeing your ad is better, right?

So you find an ezine with 500,000 readers and are considering placing an ad. This is a general interest ezine that runs articles about travel, homemaking, raising kids and some business articles too. Looks good and the size is quite large. You are interested but unsure.

But you know too that there are ezines with smaller circulation numbers (number of readers) but are **highly targeted**. Using the Directory of Ezines you find an ezine with 50,000 subscribers. The topic of that ezine is one thing and one thing only – how to market online, also called Internet marketing.

In this case you would do MUCH better buying an ad in a smaller but highly targeted publication about a topic like Internet marketing.

Why? Simply because the people who are interested in Internet marketing ARE going to use an autoresponder at some point. Every course they buy and every book they read about Internet marketing is going to suggest they build a list and use an autoresponder.

So while the Internet marketing ezine is smaller it will deliver much better results due to the highly targeted nature of the readership.

Since ads in smaller ezines cost less you would end up **spending less money and getting more clicks** in the smaller but highly targeted ezine!

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Rather than casting a wide net and **hoping** some of the people are interested, you can **know before you buy an ad** that an ezine's readers want to know more about your product. And THAT is marketing power!

Ezine advertising is even **more targeted** than Pay-Per-Click programs!

And ezine advertising can cost less than pay per click as well since you buy an ezine ad once and **you get all the clicks** it generates for that one price.

INSIDER TIP: Ezines are affiliate-friendly! If you have done any pay per click you know that it is competitive, expensive and not as friendly to affiliates as it used to be. Ezines are completely affiliate-friendly. Ezine publishers welcome affiliate advertising!

People who read ezines are doing so because **they requested the ezine**, and have a high level of interest in what the ezine contains.

This is why ezines are the ultimate niche-marketing tool!

HOT TIP: One thing you should know going in is that it does NOT take a list of 100 ezines to succeed. The goal here is to find **a core set of quality ezines** in which you can advertise regularly, and make a profit every time.

The ezines in which your ads do well become your core set of ezines.

So the goal is to find YOUR core set of ezines – those ezines in which your ads do well and from which you get clicks and sales. Once you find them you can advertise over and over again in them and expect good results.

Imagine the peace of mind you will have when this happens for you. No longer will you wander the Internet searching for the right place to promote your new product or your affiliate link. You will know that your next offer will do well because your last offer did well and you now have a reliable and inexpensive source of advertising at your fingertips! This is what [Directory of Ezines members](#) experience every day.

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There are two important reasons why you can do very well advertising often in your **core set of ezines**.

1. **Ezines gain new subscribers every day.** As these new subscribers see your ad, they will respond just like the older subscribers responded.
2. **Few people buy the first time they see an ad.** I'll bet you've done this too. You see an ad the first time and say, "Hum, I'll check that out sometime." Then you see it again and say, "I've been meaning to check that out." Then you see it a third time and say, "I'm going to check that out right now!" and you click on the ad.

Ezines come in all shapes and sizes. Some are published as plain text, and arrive looking like an email from a friend. Some are published in HTML and arrive looking like a web page.

Ezine sizes can vary too. The number of subscribers determines Ezine size. I've seen ezines that list 5 subscribers and ezines that list 2.5 million and more.

In this eBook, we refer to small, medium, and large ezines. Here's what we mean by these terms.

- **Small** – Under 20,000 subscribers
- **Medium** – Between 20,000 and 100,000 subscribers
- **Large** – Over 100,000 subscribers

Another powerful factor about ezines is that they are delivered by email.

Email is now, and will remain, the most powerful form of marketing on the Web. Email is personal. People like email. And the way for you to tap into the power of email marketing **without sending spam** is to advertise in ezines!

You see, true ezine advertising is never spam! The people who read ezines have opted in to those publications. In many cases ezine publishers actually use a double opt-in process to ensure that the only people who receive their ezine are the people who requested it!

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So when YOUR ad goes out to their list you can rest assured that you would never be accused of spam or any other unseemly marketing practice.

Ezine advertising has been proven effective **for over 12 years** for this very reason. **Readers of ezines WANT to know more about the topic of the ezine.** When the product you offer matches the topic of the ezine **readers will WANT to know more about the product you are promoting!**

Successful Ezine Advertising Is A Process

Here is the process of ezine advertising. It is a very thorough process, designed to put you in a position to **realize the greatest return for your advertising dollar.** This process has been proven effective for over 12 years.

Many of the points below are discussed in detail later in this eBook. For now, **seeing the big picture** will be helpful to your efforts.

1. **Know** your target market.
2. **Choose a group of small ezines** (small being under 20,000 subscribers) whose content matches the product you are offering.
3. **Subscribe** to those ezines.
4. **Check the quality of the ezines.** Are the articles of good quality? Do the ads look attractive within the ezine? If so, move ahead. If not, find other ezines that are of good quality.
5. **Look on the publisher's site to see if they list testimonials.** If they don't, ask the publisher for testimonials from successful advertisers.
6. **Determine the cost of advertising** in the ezine in terms of CPM (Cost Per Thousand subscribers) to make sure the costs are reasonable. See the section on the RIGHT PRICE for more detail.
7. **Place an ad in each** of these ezines.
8. **Use ad tracking** to determine if the ad was successful. After your ad has been out for one week, write down and analyze the results.
9. **For ads that made a profit** or came very close, refine the ad, changing only one element at time (such as headline or call to action) and place the ad again.

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10. **Repeat step 8 for these new ad placements.** (Some marketers will test three times – I test twice.)
11. **Isolate the ads that made a profit** both times you ran them, and continue running them in that ezine until they are no longer profitable. **You now have proven ad copy!**
12. **Find similar ezines** to the ones you used for testing, and place your proven ads there as well.
13. **Find similar products** to the one you sold using the original ads, write and test ads using the formula above, and place ads for those products in the first set of ezines. NOTE: Ads for similar products should work well in your core set of ezines almost immediately.

This is the surest way I know to succeed with ezine advertising, and **build a core list of ezines in which you can successfully advertise** for literally years to come.

DID YOU KNOW that we GIVE Directory of Ezines members products they can sell and keep all the money to help them extend their success? Our DOE 2.0 package includes products you can begin selling today! You can [use this link](#) to become a member now.

Step 1: Choose the RIGHT EZINES

Now it's time to find that hot market for your product and use ezine advertising to make sales.

The key is to find ezines in the same **category** as the product or service you sell. Since ezines are about very specific topics, you can KNOW that the readers of the ezine WILL be interested in your product.

Where to find the right ezines

The Directory of Ezines

At the risk of this sounding like a shameless self-promoter, I must say that the Directory of Ezines is the **fastest and best** way to find ezines in which to advertise. In fact, that's one reason I bought the company!

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I started out as a member of the Directory of Ezines many years ago. At that time, my focus was on distributing articles to ezine publishers who wanted to use outside articles (articles they didn't have to write) in their ezine. This is still one of the best uses for the Directory today.

I soon learned that the Directory of Ezines is THE premier source for finding ezines in which to advertise. There are three reasons why I feel that the Directory of Ezines is better than any other method.

1. **A commitment to members.** I work with DOE members to help them succeed. That is why we have put tons of very detailed information inside our members' only site.

In mid 2009 I took this commitment up a level and added **free one-on-one telephone consulting** to DOE members. Members can now call me on the phone once a week to discuss anything on their mind. This is **not limited to ezine marketing** and has been incredibly popular. In addition, members can email me any questions they have and I answer them every day personally via email. We love our members and it shows!

2. **Comprehensive listings.** More than just a title and a paragraph, we list **the things you need to know** about each ezine. Circulation, **ad costs**, how long they've been publishing, where and how to contact them, **if they accept joint ventures or articles**, and so much more. **We even list publishers' blog and RSS feeds!**

More detail than any other resource on the Internet means you save time when searching for the perfect ezine in which to advertise your offer. Plus, we are continuously improving the DOE!

3. **A commitment to the publishers.** Over the years, we have helped many ezine publishers succeed. For publishers, the DOE is more than just a place to list their ezine. It's a place to learn more about the ezine business. **A place to get support** when they need it. A place dedicated to their success, and dedicated to the ezine industry.

I've been blessed to see the ezine industry from every angle. I'm a publisher, an advertiser, a writer who distributes articles, and a Joint

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Venture partner. And I can honestly say that there is no better ezine resource on the planet than the Directory of Ezines.

And yes, I do want your business.

[Get your membership to the Directory of Ezines today](#)

Google

Searching Google, or other search engines, for ezines in which to advertise is time consuming. I know, because it's one of the many methods we use to find ezines for the Directory of Ezines.

You see - most ezines do not sell advertising in their publication. That means you have to search through quite a few ezines to find even one that does sell ads. Then you have to discover ad costs and all the other details you need. But it can be done, and here is the process.

If you are going to use a search engine, here are some tips. These tips are specific to Google, but the ideas can apply to any search engine.

- **Search for the topic** you want and combine it with the words ezine or newsletter. Three examples: health ezine – golf ezine – real estate ezine. The term health ezine yielded 948,000 results.
- **Enclose your search in quotes.** Example: "health ezine". The term "health ezine" yielded 5770 results.
- Pay special attention to **the first 150 listings** that you find.
- Visit each site to see if they do publish an ezine.
- Look for the word "advertising" or "rate card" on their site to see if they sell ads.

Once you find a group of ezines that fit your category and do sell ads, follow the process we outlined above to determine if they are a good fit for your particular product.

Forums

Forums are a great place to find ezines in which to advertise. The advantage here is that you can **ask other forum participants about what and where they advertised**, and the results they received.

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Since they have no stake in whether you buy advertising or not, they should be open to sharing their results, at least in a general fashion.

You should be aware that **people on forums sometimes will mislead you, and some might try to sell you their product**, especially if their product is advertising-related. Since you are looking for ways to advertise, they might consider you a "hot prospect" and try to sell you something.

Free ezine directories

There are a large number of free ezine directories on the Internet. The last time I counted, there were 56.

These directories usually boast listing several thousand ezines. The ezines are listed by category, and there is usually a paragraph describing the ezine, with **a link for you to visit the ezine website** and learn more.

The upside to these directories is that they are free. The downside is that they really don't save you much time over using a tool like Google.

They don't tell you if the ezine sells ads, accept articles, or what the ad rates are, but you can find ezines here **if you work very hard at it**.

These free ezine directories are ad driven, which means the owner gets paid for displaying ads on his or her site and not based on the quality of the information provided. For this reason you will often find "ezines" listed that have 5 subscribers or are not ezines at all but rather sales letters for products.

To find these directories just type "ezine directory" into Google.

If your time is worth money you will do much better with a membership to the [Directory of Ezines](#) than by going it alone.

Does size matter?

Many people begin their ezine advertising task by searching for the biggest ezines, the ones that have a half-million subscribers or more.

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While the thought is logical, this can also be a mistake for three reasons.

1. You will **pay more** for ads in these ezines. Paying more during a testing phase is a bad idea.
2. These ezines are often **very general** in nature (which is how they build a large subscriber base) so you give up the tightly targeted aspect of ezine advertising.
3. **Your ad will appear to be one of many**, and have to compete for the readers' attention.

One important factor is to know where you are in the ezine advertising process. If you are new to ezine advertising, and using an ad that has not been tested and proven effective, stick with small ezines in the beginning. If you are using an ad that has been proven effective by creating results in smaller ezines, it's time to leverage that success with larger ezines.

The key is to understand how to use small, medium, and large ezines in your advertising campaign.

Smaller ezines **can** be cheaper, and that can be very important when placing ads to test copy and considering overall costs.

HOT TIP: Smaller ezines sometimes charge VERY high prices for their ads. This is because they have to collect a certain amount of revenue or they just can't stay in business. A comparison would be buying one bottle of shampoo at a convenience store vs. buying a case of shampoo at a wholesale club. The convenience store operator has to charge more just to stay in business.

EXAMPLE: It is better to pay a large ezine \$1.50 per thousand for advertising than to pay a small ezine \$7.00 per thousand **UNLESS you can't afford the overall price of the large ezine.** This is why I recommend testing your ads in small ezines before spending more money in large ezines.

NOTE: For a further understanding of costs, see the section entitled Pay the RIGHT PRICE

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Of course, **size can matter when it comes to ezine advertising**, and there is little to compare with the results that a tested and proven ad can bring when shown to a million people!

Since it's important to know how to advertise in all sizes of ezines, let's take a minute to look at the specific techniques for each.

Why buy ads in small or medium ezines?

What is a "small" or "medium" ezine? For this example, I'm calling **anything under 20,000 subscribers** small, and anything from 20,000 to 100,000 subscribers medium-sized.

Here are **four things that make using smaller or medium sized ezines attractive** for you, the advertiser.

1. **They are affordable.** While it's great to get your message out to a giant crowd, sometimes it just costs too much. You can afford to test different ads because you will pay less per ad in smaller ezines.
2. **They offer a broader reach.** By placing your ads in a number of smaller ezines, you spread your message around to more types of readers. The chances are that your offer will appeal to many distinct groups. By using smaller ezines, you can afford to place ads that will reach several target groups.
3. **They are responsive.** Smaller ezines generally sell fewer ads than the big ezines, which means you can get your ad placed quicker and the field will be less crowded. Any time your ad stands alone, or even close, you're in good shape.
4. **They are connected.** Readers of smaller ezines often feel connected to the publisher or editor in a special way. They feel like their subscription really counts. As ezines grow large, it's hard to maintain that "personal" feel.

No matter the size of the ezine, always look for people who treat you with respect and act professionally. **This is YOUR money!**

Why buy ads in large ezines?

Since advertising in large ezines can be expensive, care must be taken to do it right.

NOTE: Not all large ezines are expensive. One ezine listed in the Directory of Ezines has 175,000 subscribers and you can buy an ad for \$35. Another has 200,000 and sells SOLO ads for \$50. Not bad. You can find more bargains like this in [The Directory of Ezines](#). In fact, we list several hundred ezines that offer a discount to our members only!

Here are **four things that make advertising in larger ezines** worth your time and money.

1. **Large ezines cost less per thousand readers.** Expect to pay much less per thousand readers in an ezine going to 100,000 readers than an ezine going to 20,000. Generally, smaller ezines must charge more per thousand readers to stay in business.
2. **Large ezines give your offer credibility.** I know it may sound odd, but when your ad appears in a larger ezine, the **readers tend to give you more credit for being a real business.** One reason is that they think the publisher has screened you and allowed your ad in the ezine.

Another reason is that you can afford to be in the ezine in the first place. It's the same idea behind seeing someone's ad on a cable channel late at night vs. seeing his or her ad during the Super Bowl.

3. **Some people read only one ezine per topic,** and choose the largest ezine thinking it will provide the most information. There is little doubt that reaching the widest possible number of readers **within** your target market is smart business. Large, targeted ezines do that.
4. **Larger ezines usually archive their issues on their website,** giving your ad increased exposure over time. Not all publishers archive their issues, which is a shame. **These ezines are keyword rich and draw search engine spiders like bees to honey.** You can bet that larger ezine publishers know the value of

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this and make back issues, including your ads, available. Not all publishers leave the ads in the archived issues. Be sure to check this for yourself.

At the risk of being repetitive, let me stress that buying ads in larger ezines **is best done when you are working with proven ad copy.**

In my own ezine advertising, I'll choose a solo in an ezine with 20,000 subscribers first, then move on the ezines with 80,000 or so subscribers, and **then** move on to the larger ezines once I know the ad should work well.

Now let's look at one of the most overlooked methods of getting results from ezine advertising ... getting to know the publisher.

Get to know the publisher and the ezine

Why in the world would getting to know the publisher of an ezine matter? After all, aren't you simply buying advertising?

Yes, and no.

To be clear, **I'm not saying that you need to spend time on this if you are placing one ad in a small ezine.** It couldn't hurt, but it's not necessary or very helpful.

If you are going to buy **a flight of ads** (more than one ad at a time) and the ads cost money, getting to know the publisher is smart business. Here's why.

Publishers are generally an unappreciated group of people. They work like dogs to get an ezine out to subscribers and, more often than not, get complaints, not compliments from readers. That's okay. It's a business and publishers understand this.

But like all people, **publishers appreciate a little respect and understanding.** When you take time to write the publisher and tell them that you enjoy their ezine, and in fact are going to spend money with them, you create a friend who can ...

- **Give you better pricing**
- Give you better positioning

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- Tell you how many of your competitors have advertised
- **Make sure your ad runs on time, every time**
- Tell you which type of ads work best in his or her publication
- **Tell you how ads for products like yours have performed.**
- Help you make your ad more productive in his or her ezine
- **Publish your articles**
- And much more.

The bottom line is simple, and powerful. A friendly publisher can **advise you on how to get the most from his or her publication!** And when you are spending serious money on ads, this one factor can make all the difference.

Get to know the ezine too

More than just striking up a friendship with the publisher, getting to know the ezine is helpful too.

The key here is to **make certain that your ad matches the tone of the ezine.**

Some ezines are written in a very "enthusiastic manner", while others are more "just the facts". It's safe to believe that the readers will match the tone of the ezine since they choose to get it in the first place.

If your ad blows someone's hair back but runs in a low-key style ezine, your results may suffer.

Be sure to subscribe to any ezine in which you want to advertise. Read a few issues and get the feel before placing your ad.

Two tips for smaller or medium sized ezines

If you are going to use "smaller" or "medium sized" ezines in your ad campaign, here are **two techniques to make your ad more effective.**

1. **Use an "advertorial" if you can.** An "advertorial" is a solo ad where the publisher endorses your product or service. Fair warning ... publishers will sometimes want an extra fee or a percentage of sales for this. That's only fair since they are loaning you their credibility.

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Also, expect to give the publisher your product or service to test before the advertorial runs. If you want to help a publisher say, "yes" to your offer, be prepared with lots of testimonials before you approach them.

2. **Use repetition.** It's been said for decades that prospects need to hear our selling message seven or more times before they will buy.

While **I am NOT saying you must run any ad seven times before you can know its effectiveness**, the great thing about smaller ezines is that you can afford to run your ad more than once and conduct a true test.

Three tips for larger ezines

Here are three tips to make your ads in larger ezines more effective. These tips will be **especially important if you buy classified ads** in large ezines.

1. **Ask for the top spot.** When you advertise in a big ezine, you're going to be in a crowd. People will get tired of reading and you can get lost if your ad doesn't pop. Obviously, the top ad in the section is read the most.

While there are no guarantees, ask the publisher to give you to top spot in the section. Ask nice. If they don't sell that spot for more money, (few do) you have a good chance of getting it just by asking.

2. **Use a catchy headline.** I know ... I know ... you've heard this a million times. But what I mean is not just the words, but also the characters you use.

I start many of my ads with a few asterisks. You could use dollar signs, question marks, etc. The goal here is to **catch the eye of the person scanning** by showing them something different. Which of these three ads catches your eye?

Make MONEY with ezines! Find the perfect ezines in minutes!! Save time. Make money. Easy to use. Start selling today!

<http://www.directoryofezines.com>

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*** Make MONEY with ezines! *** Find the perfect ezines in minutes!!
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You can also **use bold text creatively** to achieve a similar effect. Look
at the difference bold makes!

MAKE MONEY WITH EZINES! Find the perfect ezines in minutes!!
Save time. Make money. Easy to use. Start selling today!
<http://www.directoryofezines.com>

Make MONEY with ezines! Find the perfect ezines in minutes!! Save
time. Make money. Easy to use. Start selling today!
<http://www.directoryofezines.com>

Now **combine the two effects** and you have something that works.

Make MONEY with ezines! Find the perfect ezines in minutes!! Save
time. Make money. Easy to use. Start selling today!
<http://www.directoryofezines.com>

*** **MAKE MONEY WITH EZINES!** *** Find the perfect ezines in
minutes!! Save time. Make money. Easy to use. Start selling today!
<http://www.directoryofezines.com>

3. **Use a well-written ad.** This is easier said than done. Remember
that the job of the ad is to **sell the click**, not the product. Selling the
product is the job of your website or email follow up. **The headline
sells the ad, the ad sells the click, and the site sells the product.**

DID YOU KNOW that we write three classified ads free for every DOE
member? It's part of our exclusive DOE Rewards Program that also
includes a video site review, a free 90-day membership to a second

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CharliePage.com site and much more. [Click here](#) to learn more about the DOE Rewards program.

Three Insider Tips for ANY Ezine Ad Campaign

Use these tips to **supercharge any ad**; no matter what size the ad or what size the ezine in which you place the ad.

1. Be easy to do business with.

Read the ezine's rules about formatting and line length before you send the ad. Pay them at the time of the ad. **Don't expect them to check your ad copy for typos or that your link works.** Do all of this work before you contact them.

Be sure to **check your ad against the spam filters** before sending it to the publisher. This extra step ensures that your ad is professional, and lets the publisher know that you are a professional too. You can do this free at <http://spamcheck.sitesell.com/>

If you need to check more than an occasional ad, you will want a professional service like [E-filtrate](#).

The easier you are to work with, the more welcome you will be the next time.

2. Use an autoresponder AND webpage for your response device.

This one works. The usual ezine ad sends the reader to a website. That's okay since the hope is to make the sale now. **But using only a web address in your ad might be costing you sales!**

In addition to using a URL in your ad, use **an autoresponder email address.**

If they respond to your autoresponder, set it up so that they immediately get the first message and include the same link you displayed in your ad.

Then start sending them follow up messages **until you make the sale!** This is how many of the top marketers today do things, and it works.

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If you don't have a follow up series now I will teach you how it's done at my membership site [Follow Up Selling Systems](#)

By using autoresponders in this way, you are getting **much more value for your ad dollar**. Every person who responds to the autoresponder and remains in your follow up series will see your ad many more times.

3. Do not use an over-used ad when marketing as an affiliate.

That may sound weird coming from a person who runs an affiliate program, but it's true.

When you run **the same ad that everyone else runs**, (the one the affiliate program supplies) you are at risk for people saying, "I've seen that, no thanks". Of course, the argument can be made that all of these identical ads reinforce each other, but I don't believe it to be true.

If you want to base your ad on the one that the affiliate program provides, that's fine. But don't use the same ad as everyone else or you risk poor results.

DID YOU KNOW that we provide [Directory of Ezines](#) members with pre-written solo ads for today's hottest Clickbank products? Members can copy these ads, insert their Clickbank nickname and place them in ezines for easy sales. And since only DOE members ever have access to these ads they are never over-used!

Step 2: Place the RIGHT TYPE OF AD

It's time to talk openly and honestly about free ads.

The fact is; **free ads do not work to sell products.**

To be 100% clear, I am talking about ads you can place on free classified ad websites. I am NOT talking about ad placements you might get free of charge or as a bonus for buying a product.

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Sadly, free ads have probably caused more people to fail than any other concept on the Internet.

Probably the easiest idea to sell online is the idea of free ads. **It sounds too good to be true** ... FREE ADS! How can you pass up free ads? That's why almost every money-making "program" online tells you to place free ads ... it **SOUNDS** good.

Many "programs" tell their members to "place as many free ads as you can". While this might **keep the member busy** (which creates the **illusion** of success – busy people are successful, right?) it simply does not lead to success. The only people who succeed financially with free ads are the ones who sell you "how to do it" information about placing free ads or the ones who own the free ad sites.

Being busy and being successful are completely different things. **Free ads will waste your time**, time you could use doing something productive. Avoid them at all costs.

With that said, there are two ways in which free ads **might** be useful to your business.

1. Free ads can be effective **when you are freely giving something of real value**. If your ad creates curiosity, and your giveaway item is compelling, you might get some visitors with this strategy. **Don't think that giving away the same free eBook that everyone else gives away will work**. Your freebie must carry a real value and be unique.

HINT: We give viral reports like these to [DOE](#) members. No need to create a new one – just download one of ours, brand it with your affiliate links and give it away!

2. **Ezines that offer a free ad in exchange for a subscription** will run those ads in the ezine, a real ezine. Since these "free ads" (they aren't really free since you are exchanging your time) **appear in a real ezine**, and not on a free ad site, there is **some chance** your ad will create results. But these ads are **always** classified ads, the type of ad that produces the poorest results.

IMPORTANT NOTE: Even in these situations, please do not spend

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much time on this type of activity. It does not work to make direct sales.

The truth is this. Free ad sites exist for the purpose of letting anyone place a free ad. Placing ads on these sites does not work if you want to sell products. You might get a few subscribers using free ads, and you can use free ads for testing headline effectiveness but don't count on making money by placing free ads on free ad sites.

Do not think that you will sell products with free ads. History has proven that 99% (or more) of people who visit free ad sites do so **to place ads**, not to buy products.

Now that we've covered free ads, let's look at **how to choose the right type of ad for your product.**

Choosing the right type of ad has to do with three things primarily.

1. Do you use **a one-step or two-step** selling process?
2. How much can you afford to pay for an ad?
3. How often do you want to run the ad?

Since points #2 and #3 pretty much speak for themselves, let's look more closely at point #1, the type of selling process you use.

Knowing this can make all the difference to your results.

Do you use a one-step or two-step selling process?

The difference between a one-step ad and a two-step ad is that **the one-step ad tries to make the sale on the spot.** Here's a one-step ad example.

RED HOT BUYS on name brand karaoke machines! Want a Whiz Bang model 1234 but think they cost too much? NOT ANY MORE!! Order today and get a whiz bang model 1234 for only \$350!! Hurry ... sale ends tonight! Why pay more when you can click now and SAVE! Visit <<URL HERE>> now!

This ad serves one purpose, to appeal to people **who know that they want** a Whiz Bang Karaoke Machine and want to save money.

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Now compare that to **this two-step ad for the same product.**

BECOME THE LIFE OF THE PARTY TODAY! If your parties are dull or you simply want more friends, you need karaoke! Men and women LOVE karaoke and YOU will be the life of the party with your own Whiz Bang Karaoke Machine. Incredibly affordable! Visit <<URL HERE>> now!

The purpose of this ad is to sell the click to the site. You're not asking the reader to spend money, but rather to get more information.

When you are using a one-step process, bigger ads are better. When using a two-step process you let the website sell the product, while the ad sells the click to the site, so using smaller ads can work.

Knowing which selling style you are using is vital to choosing the right ad type.

Now let's look at the four most common types of ezine ads.

Solo ad

This 'ad' is actually an email sent to the list of subscribers of the ezine. When you buy a solo ad, your ad is the only thing the reader sees, hence the name, "solo".

The advantage of a solo ad can't be overstated. This is a situation where your ad is all the reader sees, and it's being sent by someone (the ezine publisher) the reader trusts.

While these ads cost more, **if you have proven ad copy and IF your website is converting well,** a solo is the way to go.

HOT TIP: Make sure your site is converting visitors into buyers **before** spending much money on a solo ad. Most sites don't need more visitors as much as they need better sales copy. This is precisely why I added my **exclusive video website review Reward** to the [Directory of Ezines](#). Having a full time marketer look at your site can often reveal small improvements that can create huge results.

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Generally, a solo ad can be 500 words long, or more. But be careful to avoid making your solo ad too long, or you will lose the reader's attention. **My preferred solo ad length is 300 words.**

Sponsor ads

A sponsor ad is **shorter than a solo but longer than a classified.** Usually five to fifteen lines in length, there are three types of sponsor ads. You can read about them in the glossary of ezine advertising terms you received with this eBook.

Every time you buy a sponsor ad, ask **exactly** where the ad will be placed before you buy. And look at the ezine to see if their sponsor ads jump out at you. A sponsor ad must be noticed in order to work.

Classified ads

A typical classified ad is usually **between 3 to 5 lines long and 60-65 characters per line.** These types of ads are generally grouped with other ads in it's own section.

You can think of a classified in an ezine much like a classified in your local newspaper. Classified ads appear in a section, grouped together.

Ads within the article

VERY few publishers will let you place an ad within the body of an article. But if you find one who will, jump on it.

This type of ad pulls very well indeed because you can place it at just the right point in the article, and usually costs about the same as a middle sponsor ad.

HOT TIP: You will probably have to ask for this type of ad.

Using different ad types for different desired responses

People often ask what type of ad will work best for their product. The answer is **not to match an ad type to a product, but to match an**

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ad type to the purpose of the ad. Here are three examples from my experience.

- **Solo ads** work best when you want to **tell your whole story** in a short sales letter fashion. With a solo, you sell the idea and the **convinced** reader clicks on the link.
- **Sponsor ads** work well for driving traffic to your website where the reader can learn more. With a sponsor ad, you **tease or bribe the reader** into clicking your link.
- **Classified ads** work best for reminding people of your offer or creating curiosity. And they work very well if you are giving away something of value. With a classified ad, you **remind the reader** to click your link.

Step 3: Pay the RIGHT PRICE

When buying ezine advertising, or anything else for that matter, you should never pay too much. This section will help you understand ad costs, and give you some tips to help you get the best price.

How much do ads cost?

The best way to figure ad costs is to think in terms of **Cost Per Thousand**. In the advertising business, online and offline, this is expressed as CPM, and it's a **very important** measure for you to understand.

HOT TIP: Even if the publisher doesn't price his or her ads by the thousand, use the CPM measure in your own cost comparisons. It's the only way to get a fair price.

To calculate CPM you simply **divide the cost of the ad by the number of subscribers to the ezine expressed as thousands**. Here are three examples.

These are actual examples from ezines listed in [The Directory of Ezines](#).

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1. Circulation of 34,000 – Solo ad cost of \$272 – Sports ezine
272 divided by 34 (the number of thousands) = \$8.00
2. Circulation of 65,000 - Solo ad cost of \$125 – Marketing ezine
125 divided by 65 (the number of thousands) = \$1.92 CPM
3. Circulation of 200,000 – Solo ad cost of \$300 – Joke ezine
300 divided by 200 (the number of thousands) = \$1.50

As you can see, ad rates vary wildly when you know how to compare them using the CPM formula. **This formula is your key to paying the right price when buying ads!**

As you will see next, as good a measure as CPM is, it should not be your only measure.

Paying more for one ezine than another – why CPM is not always the only measure

There are times when it makes sense to pay more on a CPM basis. You have to consider this **very** carefully, but here are three situations where paying more might be smart.

1. **Small publishers** who can't compete with large publishers have to charge more per thousand to stay in business. If you want the advantages of a small ezine listed in the previous section, expect to pay more.
2. When **a publisher agrees to endorse your product**, you can expect to pay more.
3. When you are **placing one ad**, you can expect to the full price. That's reasonable. Like all things, buying more than one ad gives you a strong negotiating position.

Paying more for an advertorial

An advertorial is a mixture of an article and an ad. Not often used in ezines, but very common in newspapers, this type of ad will cost you more. **You might find it more cost-effective to run a solo ad.**

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If you find a publisher who will run an advertorial for a reasonable price (anything less than 150% the cost of a solo ad) strongly consider it if you can afford it. An advertorial will allow you to submit what looks like an article, but is really an ad for your product, and that's a powerful piece of marketing.

The bottom line about price

No one can tell you what you should spend for an ezine ad. There are simply too many variables. If you spend \$100 and earn \$1000, you have made a profit. If you spend \$100 and earn \$101, you have earned a profit as well.

A very important lesson with any form of advertising is to avoid going for the big score. I've seen advertisers disappointed at only earning \$3 for every \$1 they spend! If you think it through, that means earning \$3000 by spending \$1000, and I'd be happy to do that any day of the week.

Here are some hard figures that I use when evaluating ezine advertising. You should discover your own figures over time, but I hope this helps you get started.

- Try to spend between \$1 and \$4 per thousand for a solo ad. **It would take something very compelling to get me to spend over \$4 CPM for a solo ad!**
- **Always buy ads based on CPM**, even if you have to calculate it for yourself.
- **Ask for a discount only if you earn it.** Publishers are approached all day long by advertisers who are going to buy "all the ads they can get" once their first ad works. If you are making a commitment to more than one ad, expect a discount. Otherwise, pay what the publisher asks.
- **Never spend your entire budget on one ad.** You must run more than one ad in order to test the effectiveness of the ad.
- If money is tight, **ask publishers if you can trade** your product or service for his or her ad space. Be sure to trade on a retail price to retail price arrangement.

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Is money tight? Did you know that we let DOE members place ads on my own websites free? You can't buy this ad space - it's only available to [Directory of Ezines](#) members! In fact, members can place both text AND banners ads right on the DOE website!

The secret is to find ezines in which you can make a profit and then run your ad, tracking results carefully, and **expand to other similar ezines**. This is the surest path to success with ezine advertising.

Step 4: Create the RIGHT AD for your product

A very important step in successful ezine advertising is writing a great ad.

There are some **very important general rules** to consider when writing an ad for any ezine. Let's look at each, as well as how you can put them into practice in your ads now.

HELPFUL HINT: I have written ads for a living for about over 30 years now. Some have asked me to teach them how I do it so I included an in depth training about ad writing in my Ezine Advertising Live membership. [Click here to learn more about Ezine Advertising Live](#).

Sell the click not the product – Remember that the job of the ad is to sell the click, not to sell the product. Unless you use a one-step sales approach, (not recommended) your ad's job is to romance the reader into clicking the link. You have to make them want what you offer, and want it now.

A powerful headline – You have about 3 seconds to get the reader's attention, and your headline had better POP and pop loud. While using hype or overstatement is not recommended, it is vital that **your headline convey the #1 benefit of your product**. You MUST tell the reader what's in it for them, and do it LOUD!

Body copy full of benefits – The body of your ad must contain as many benefit statements as possible. When writing ads, there is a

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distinct difference between **features** and **benefits**. A feature is what your product does – a benefit is what it does for ME. And "what it does for ME" is all that your reader will care about.

A clear call to action – Many ads fail to tell the reader what to do. Much more than just "click here now", great ads **tell the reader exactly what to do** next, **and what they will get** for doing as instructed. Don't let your ad get the reader excited, then leave them hanging – wondering what to do next.

How to format the ad – Be sure to format your ad according to the publisher's instructions. That usually includes things such as character width and number of lines. Using a great **text processor** like NoteTab will help you format the ad properly, which will ensure that there are no delays in running your ad on time. **Do not use a word processor** (like Microsoft Word) but instead use a text processor like NotePad or NoteTab.

Tools to use when writing ads – My two favorite tools for writing ads are Headline Creator Pro and NoteTab. You can [get NoteTab free here](#), and you can get Headline Creator Pro for [a very reasonable price here](#).

Since headlines are probably the most important part of your ad, learning to write a great one is important enough to use a tool like [Headline Creator Pro](#).

The real value of Headline Creator Pro is in the variety of wording ideas it gives you, not finished headlines.

Remember to match the tone of the ezine – The number of times you use special characters like exclamation marks and dollar symbols will be determined, in part, by what other ads (and articles) will appear in the ezines you choose. Your goal here is to match the tone and voice of the ezine while making your ad stand out from the crowd.

Don't want to write ads? Remember that we write three classified ads for every [Directory of Ezines](#) member as part of our Rewards program! Let us do the writing!

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Need solo ad writing or something more than classified ads? I offer an ad-writing package when time allows. You can use [this link](#) to see if the package is available now if this is something you need.

Step 5: Choose the RIGHT TIMING

Many people wonder when the best time is to run an ezine ad. My answer is a resounding NOW!

Contrary to some myths you hear online, **I've never found a bad time to run an ad, other than the obvious holidays** where everyone is away from the computer. And I've run ads on every day of the week, and almost every hour of the day, carefully tracking the results.

That careful research has revealed that **some days (and times) are best** for my particular offers. Here's what I've learned.

- Ending a sale **on Monday** yields the greatest results.
- Running an ad on **Friday in the early afternoon** works well.
- NEVER have your offer arrive on Monday morning. It's just too easy for people to delete it at that time.
- Having your offer arrive at night works well if you sell to consumers.
- Having your offer arrive **on Saturday morning** works very well for the work-at-home crowd.
- ALWAYS ask the publisher what time is best for his or her publication.
- Running ads near holidays is smart **IF** you can connect your ad to the holiday, such as having a Valentine's Day sale.

How much control you have over when your ad arrives will depend on the ezine you choose and on a friendly publisher.

Be sure to always subscribe to any ezine in which you place ads **so you can see when your ad arrives!**

The magic of the 17th of the month

Here is a "trick of the trade" that is worth 10 times what you paid for this eBook, minimum!

The BEST time for your ad to arrive is between the 16th and the 19th of the month. Here's why.

Most people who read ezines work at a job. And most people who work at a job are paid on the 1st and 16th. And most people schedule their largest bills to be paid near the 1st of the month.

So, what does all that mean? It means that they have **more disposable income** just after the 16th of the month than at any other time!

This technique has worked like magic for me. I hope it works well for you too.

Step 6: Do the RIGHT TRACKING & TESTING

Tracking ad results and testing various parts of the ad copy are important to your long-term success.

There are some very simple, yet effective, guidelines that will help you test and track more effectively.

How to test your ad copy

Testing your ad copy is quite easy. The key is to test one element of the ad at a time so you can accurately measure results.

The elements you want to test are **the headline, the body copy, and the call to action.**

Let's say you run an ad in Joe's ezine. Your ad produces a profit, so you want to run it again. Instead of running the same ad, you can **change one element** of the ad and see how your results compare.

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Let's say you change the headline, and the first headline worked best. Now you know that you have a good headline, and can use that first headline with some new body copy.

By doing this over time, **you can develop a killer ad that you KNOW** will produce results.

Remember to change only one element at a time, or you won't be able to tell which change made the most impact.

How to track your ads

The thing to remember about tracking ad results is this: **Unless you are tracking results, you are guessing** about the effectiveness of your ad! And that's not a good thing. ;)

The main reason to track ad results is so you can repeat your successes and avoid repeating your losses. There is no need to deeply analyze your ad tracking results. If you want to get into deep detail you can, but knowing **some basics about your ad results** will do for most advertisers.

Here's what to look for.

- How many **clicks** did my ad generate?
- How many **sales** did my ad generate?
- How much **profit** did my ad generate?
- **When** did the clicks occur? On the first day, second day, one week later?
- If you are offering free information, you want to know how many **actions** your ad generated. An action is when the reader does something you want them to do, like subscribing to your ezine or requesting more information.

Knowing more than these basic facts is important to some advertisers, but for most people knowing only this is enough to help guide future ad purchasing decisions.

The goal of advertising is to make money. Based on the truth of this statement, the third factor above (how much profit) is the first thing to consider.

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Taking the process one step further, it is valuable to know how much money you made per click because publishers often know how many clicks an ad produced, but won't know how much money the ad generated for the advertiser.

By comparing the number of clicks an ad generated for a product similar to yours, you can get a general sense of how well an ezine will work for your offer.

Tracking actions is a bit harder. To know how many actions are taken is one thing, to assign a dollar value to those actions requires knowing how much revenue you can expect from every prospect who asks for information. If you have this level of detail about your business, I congratulate you. If you don't let me encourage you to gather these statistics as you can.

Tools to help you track

There are several ways to track ads. You can use a script that runs on your website, use a service, or do it yourself using your server logs.

HOT TIP 1: If you use a script or service to track ads, stay with it. If you stop using a service like AdMinder, for example, the links you have placed in the past will no longer work, and the clicks will go to AdMinder's site, not yours.

HOT TIP 2: If you use a shopping cart, consider using the ad tracker, they provide. It will track sales automatically and usually offers other features as well.

Here are two scripts that work well – [AdTrackz](#) or [DynaTracker](#)

Or you can hire a service like [HyperTracker](#)

Or you can do it yourself free, as shown below.

The amazing FREE ad tracking technique

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Here's how to do it free **if you have your own website**. Add a ? and number to your URL and you can track ads free by using your server logs. Here's what it looks like.

<http://www.directoryofezines.com>

Changes to

<http://www.directoryofezines.com/?123>

A person who clicks either link goes to the same page. But my **server logs will show how many hits went to the ?123 page** separately from the main page.

To track your ads simply start a spreadsheet (or use a piece of paper) and create an ad chart. On top of the chart, give each ad a number, list the **location and duration of the ad** and allow room for daily results. Remember, it's best to use a separate email address or URL for each ad.

At the end of each day, **tally the results of each ad**. When the week is done, tally the numbers and list how many total responses you had for each ad. **Which ad wins will become very clear, very quickly**. A typical chart looks like this.

Date	Source	Ad #	M	T	W	T	F	S	S	Total
3/28	Joe's	003	1	12	13	19	11	9	5	70
4/12	Sue's	014	19	22	37	89	32	22	9	230

Now you can go on to figure costs per click. To do this, simply divide the amount you spent by the number of clicks. For example, let's say you advertise in an ezine that charges \$45 for an ad. If you get 500 clicks from that ad, your cost per click is

\$45 divided by 500 = 9 cents per click.

Whether the cost per click is good or bad depends on your product, how well your sales material works and your profit margins.

Tracking ad results is the #1 tool of successful advertisers from Madison Avenue to the one-person business operating from home.

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Learn to track & test your ads effectively and you will sell more while spending less. Now that's a beautiful thing!

To learn much more about testing and tracking ad results please consider my complete course called [Ezine Advertising Live](#).

Step 7: ALWAYS REPEAT YOUR SUCCESSES

Here is a second piece of advice that is worth many times more than the cost of this eBook.

When you run an ezine ad that is successful - run it again immediately!

Everyone who markets successfully using the Internet knows that following up with people who are interested in your product is highly profitable. Running a second ad, (and perhaps third or fourth) in the same ezine that produced results is the ezine advertising equivalent of using a follow up system! Of course, nothing can compare to having your own email follow up system. I will teach you how to create your own system [here](#).

To be 100% clear, I'm talking about a situation where you have run an ad that has produced a profit. The size of the profit is not what matters. The indication that there is a market in that ezine for you, by virtue of the fact that you made a profit, is what matters.

If you are like most people, you don't buy things the first time you see them. You think about it. You shop around. You compare features and prices. Then you buy.

When YOUR ad runs in more than one consecutive issue of an ezine, you establish a presence and put yourself in position to harvest sales from those people who, like you and me, are thinking it over!

Here are a few more ideas to help you extend the success of a successful ad.

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- **Look for similar ezines** and then run the same ad at the same time and see what happens. Find ezines that are similar in size and content and you should find more winning ezines for your offer.
- **Look for complimentary ezines.** If you've been successful in an ezine about exercise, consider an ezine about diet as well. You will find that readers of these "complimentary" ezines have a lot in common.
- **Do some pay-per-click to support your ad.** Use the keywords from your ad to run a pay-per-click campaign on Google AdWords or Overture. This will support your ad.
- **What sites will the average reader be visiting?** Ask the publisher if he or she knows what type of sites his or her readers visit. If you can discover this, contact those sites about advertising on their pages.
- **Don't overdo it** – Know when to scale back. An ad working once is a sure sign that you should keep advertising, but NEVER fail to track every ad every time it runs. There will be a point when you want to step away from any ezine or, at a minimum, scale your ads back a little.
- **Keep a presence with classifieds.** If you find an ezine that performs well for your offers, and want to minimize your expense, maintain a steady presence with a classified ad. This keeps your relationship with the readers (and the publisher) fresh and can be very cost-effective. Of course, track results!
- **Rotate solo, sponsor, and classifieds for maximum exposure.** To make the maximum impact in any ezine, with the minimum expense, **rotate** between solo, sponsor, and classified ads.

EXAMPLE FOR A WEEKLY EZINE: Run a solo one week, then the next two weeks run sponsor ads, then two or three weeks of classifieds after that. Then come back with another solo and repeat the process. This keeps you in the readers' mind without costing you a fortune.

In Conclusion

Let me conclude this eBook by simply stating what I'm sure is obvious to you by now.

Ezine advertising works and will very likely work well for you!

As you have seen, **there is a proven process** that one can follow to greatly increase the odds of success while saving time and money too.

The Internet is all about advertising. In fact, it is **the greatest advertising medium ever created.**

But because there are so many people online trying to sell products the market is **crowded and super-competitive.**

In this environment **you need a competitive advantage.** You need a way of promoting almost any product quickly and cheaply. Ezine advertising can provide that for you.

It really is possible for a "newbie" – someone with no experience and few resources – to sell things online and even work up to making a full time living online.

I know it can be done because I did it myself.

When I started online I was too sick to work for anyone else and the fee for joining the [Directory of Ezines](#) was a stretch to put it mildly.

But join the DOE I did. And I worked my membership hard, buying ads, placing articles and forming relationships with the great publishers I found inside the Directory of Ezines.

The result?

In less than 18 months I went from being a member of the Directory of Ezines to owning the company!

I am **passionate about ezine marketing** because ezine marketing worked for me.

Ezine Traffic Formula by Charlie Page

I am passionate about helping you succeed because I have walked in your shoes. I have suffered from information overload and been so confused I didn't know what to do next. I have wondered if this thing called "Internet marketing" is for real and I too have been cheated by sites that promise the moon only to deliver disappointment.

I have often been asked why I don't just sell the Directory of Ezines and retire. The reason I don't do that is simple – I really enjoy working with members and helping them succeed! Which is why I have **expanded my involvement with members by offering free one-on-one consulting** instead of selling my consulting time as so many successful online marketers do.

While I can't promise that you will succeed with ezines as wildly as I have **I can promise you this** - I will teach you what you need to know to succeed with ezines and will stand next to you on every step of your journey with ezine marketing.

Thank you for reading this eBook. Your time and attention honors my efforts, and I appreciate that more than words can say.

I wish you only the best life has to offer!

- Charlie Page

BONUS SECTION

Frequently Asked Questions & Insider Tips

How many times should you run an ad before you know it will not work?

While there is no hard rule on this, **I run an ad three times before "calling it quits"**. If the ad creates no response (and I mean zero clicks but I know the link is good) then I'll change one aspect of the ad (usually the headline) on the second run. If the second run does nothing, or little, I'll make the ad much stronger and run it a third time.

This formula will not work for everyone, but **running one ad and stopping is usually a mistake**.

I got 100 clicks and no sales – now what?

If you get clicks but no sales, **the ad is not the problem**. In these cases, your sales letter, (the wording on your website) is usually the problem.

Another problem could arise if there is **a disconnect between your ad and your website**. If your ad makes a strong promise that your site can't deliver, people will click away after seeing your site.

Another situation that causes clicks but no immediate sales is using a "name squeeze" or **"lead generation" type of page**. Not everyone will fill out a form. In fact, some of today's top marketers report that about 50% of visitors complete the form.

This is not to say that using a squeeze page is a mistake. Using a great squeeze page is the only sure way to build a powerful list of your own, and having your own list is the MOST important thing you can do online. In fact, I have an entire course on the subject. [You can learn more here](#). Sending people to a squeeze page in order to build your list is a very effective use of ezine advertising and something I recommend.

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In all of these cases, **strengthening your web copy is the answer.** You can hire a writer to do that or do it yourself. If you hire a writer, I recommend [Kevin Nunley at DrNunley.com](http://DrNunley.com).

And remember that my video website review – [a Reward of DOE membership](#) – can help make your web copy stronger too. I write copy for a living and can help you make weak copy stronger so you can convert more browsers into buyers.

What if you get no clicks?

If you get no clicks the first thing to do is **make sure that the link you provided in the ad works.** You would be surprised at how common a mistake this is. I know ... I've done it several times. ;)

The second thing to do is to **look at the actual ad that ran.** Not the ad you provided the publisher, but **a copy of the publication** that was sent via email. This is why you must subscribe to ezines in which you advertise.

Only by seeing the actual ezine can you know if clicking the link in your ad gets a person to your site. Publishers make mistakes just like the rest of us, and could have put in the wrong link or mistyped it.

How can I increase the response of a poorly performing ad?

If an ad gets clicks and makes sales, but not enough sales to suit you, don't get rid of the ad. **Improve the ad instead.**

Start by strengthening the headline. If that creates results, go on to change the body copy (including lots of benefit statements) and then the call to action.

Sometimes ads perform below par the first time they are run. Another valid technique for marginal ads is to **simply run it again** and see if things improve. It takes repetition in advertising to succeed, and you can't correctly judge an ad on one run.

Are spam filters killing ezine advertising?

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Well, the people who sell alternatives to email would sure like you to think that. ;)

The fact is; good email marketing (which includes ezines) is as productive than ever.

What is NOT as productive as it used to be is what I call quasi-spam. Quasi-spam is **an ezine that promises to deliver useful content, and instead delivers nothing but ads and endless pitches for products.** That worked in the year 2000, but not anymore.

There are great strides being made in the war on spam. The CAN SPAM act is a beginning, and helps legitimate marketers. Services like e-filtrate, where you can check your messages against the current spam filters, are **another important step** in getting messages through.

Today, shopping carts and autoresponder services like Aweber are providing the same service. As publishers move toward verifying permission, using **techniques like double opt-in**, things are improving.

Before you go, I'd like to give you my very best ...

RED HOT Insider Tip!

Consider buying a solo ad INSTEAD of doing a joint venture!

You have heard about the wonders of "joint ventures" by now. When done right, a JV can be a beautiful thing. But there are times when I will turn down a JV and buy advertising instead. Here's why.

You see - **a joint venture is simply an arrangement between someone who wants to sell their product and a list owner.** And MOST of those list owners are ezine publishers.

Now let's **look at the costs.** Here's a **very conservative** example.

Let's say you offer **a product that sells for \$47.**

If you **buy an ezine ad for \$200**, and **you sell 20 copies**, you have made **a profit of \$740** after the \$200 cost of the ad.

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(\$47 times 20 = \$940 minus the ad of \$200 = \$740)

If you did a joint venture at a 50/50 split (the most common split in joint ventures) and sold the same 20 copies you would keep only \$470!

Sure, you didn't have to pay for an ad, but you gave away the difference between the \$740 you would have made and the \$470 you did make! **That's a difference of \$270** – just to avoid buying ONE ad!

What if you sold 100 copies?

While joint ventures can be great, they can also be **very hazardous** to your financial health! Consider a solo ad instead.

Thank you again for reading Ezine Traffic Formula!

- Charlie Page