

## **Ezine Advertising for Team Zenith**

**Combine this with the Ezine Conference Call held on April 23 and you will be on your way to building an empire. Here is the link to the conference call:**

<http://www.secrets-to-lifetime-income.info/personalbranding/linked%20files/ezineadvertising.mp3>

### **What are Ezines?**

Ezines are online newsletter that people subscribe to because they have an interest in the subject matter described in the newsletter.

Personally, I believe Ezine advertising could rapidly become your fast ball. I know of people who have used this very strategy and created some exceptional growth in their business. Just to give you an idea, one Ezine ad that was sent to a list of a little over 2,000 subscribers that cost \$31, generated 55 new leads and 12 new distributors in the course of 24 hours. That's a 22% lead to sign up conversion ratio!

The best part is, the people that joined their business from this mailing were focused savvy Internet marketers. They joined their business and just ran with it. I estimate that those 12 sign-ups account for about 40 new down line members in the course of a month and 100s at this point. (*That is of course, the exception, it is not the rule.*)

Wouldn't you like to have the same happen in your business?

It gets me excited just sitting here writing about it! So let's get on with it . . .

Which Ezines will we target?

We want to advertise in Ezines that target Home Business Entrepreneurs, Network Marketers, Biz Opp Seekers, Self and Personal Growth/Development, and especially EcoQuest's product niche. These are the people that are actively interested in making money online and/or the solution to their particular health challenges. These people will see the most value in what you're offering. There are free places as well as paid places to find highly targeted Ezines to send your ads to.

### **Here are some ezine resources:**

[www.Ezine-Universe.com](http://www.Ezine-Universe.com)  
[www.DirectoryOfEzines.com](http://www.DirectoryOfEzines.com)  
[www.solo-ads.com](http://www.solo-ads.com)  
[www.ezine-dir.com](http://www.ezine-dir.com)  
[www.topsurfer.com](http://www.topsurfer.com)  
[IdeaMarketers.com](http://IdeaMarketers.com)  
[EzineArticles.com](http://EzineArticles.com)  
[iSnare.com](http://iSnare.com)

**QUICK TIP:** A couple of these are by paid membership. Should you decide to join (a good idea), I would advise going with the one year membership as opposed to the lifetime membership. Reason: Because by following the methods I've described herein and the conference call April 23rd, by this time next year you will have developed so many strong relationships with great Ezines that you'll have your own rolodex of great places to advertise.

## **What type of ad do we want to place? - Either Top Sponsor or Solo Ads**

There are two ways to go about this, the fast way and the slow way. To go about this the slow way would mean we would first place a small classified ad in the Ezine that we plan to target. We would then track (Use Aweber's tracking) our response to see if a larger ad is warranted

This method works well with direct marketing online because it decreases risk, but it will drastically increase the time frame until we see our most wanted response – lots opt-ins.

Why? Because we will have to wait and track responses at each step.

**The fast way:** There is a faster, but a little bit more risky method. What you do is call or email the list owner to ask about their lists to try to get a feel if it is a good match for your ad.

### **Here is what you want to find out:**

**A. How many mailings do they send out a week?** - You don't want to send an ad to an Ezine that sends out more than 2 solo ads a week because most likely no one will read them.

**B. How many new subscribers does the Ezine get in a month?** - You want an Ezine that gets a steady flow of new subscribers.

**C. Have similar ads to mine for my same business run in the recent past?** - You don't want to advertise in an Ezine that has had similar ads run in the past month or so.

**D. Does the Ezine owner have a list of references?** - Ask if the Ezine owner can provide a short list of references that you can contact to see what their response rates have been like in that particular Ezine.

**E. Is there a newsletter archive that you can take a look at?** - Since you're going to be running the ad you want to see the layout of the Ezine so you know how your ad will look.

**Bonus Tip:** Ask for an endorsement. Ask the Ezine Owner if they will add a couple of short sentences to endorse your ad. If they will do this, it'll greatly increase your response rate.

Ask them to include something like . . ."This is "LIST OWNER", the following message is from "YOU" a good friend and accomplished expert in "SOMETHING". Please pay very close attention to the following time sensitive message."

### **What do you do next?**

Find a few good Ezines and ask the List Owner some of the above questions to help you decide if their list is a good match for your offer.

After you've done your homework you'll want to go ahead and place your Solo Ad (recommended) or a Top Sponsored ad.

Place about 3 or 4 at a time and be sure to track your click- thru rates. If you don't track your responses you won't know if your ad or the Ezine is a dud or not.

If you place a \$50 ad and you only get 40 click- thrus, but you get 20 “opt-ins”, that’s NOT a dud. You didn’t get many click- thrus but you got your most wanted response – “opt-ins” and a possible strong conversion ratio. (Of course if you are marketing a product - sales.)

On the other hand, if you place a \$25 ad and you only get 5 click- thrus, that Ezine is a dud. (If you used the same ad as above.)

### **How do you track your ads?**

Here is what you could do. Go to Aweber and set up a separate ad tracking URL for EACH and EVERY Ezine ad you place. Note: You could you a software program like Adminder tracking which links directly in your email marketing but you will be looking at another \$20 a month.

### **What ad are you going to use?**

Here is a great article on advertising with solo ads that should give you some great insight on creating your very own solo ads.

There is a lot of info in this article, but what I want you to concentrate on is point #2 & #3 “Write the Solo Ad” & “Write an Effective Title”. They are the most pertinent to you as an Internet Network Marketer.

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#### How to Use Solo Ads to Make a Small Fortune

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Newsletter advertising has been getting a bad rap lately. Around every corner you can find someone complaining about how it doesn’t work. But when you ask them if they’ve tried it, most say no. The others who have, had NO idea what they were doing. Today we’re going to talk about exactly what kind of solo ads sell and what factors are important.

Let’s start by going through the process of publishing a solo ad.

1. Choose a Newsletter/Ezine to publish in.
2. Write the solo ad
3. Write an effective title
4. Design the website where your visitors will go...

**1. Choose a Newsletter/Ezine - [Extremely important.]** You must do your best to choose the most targeted group possible. You must choose a “good-sized” list. Also, the group must be responsive.

The best searching technique is to go to the websites in your niche market that are popular and find the links that say “advertising” or “advertise with us.” It’s normally quite self-explanatory from there...

I personally recommend not using any Newsletters with less than 5,000 members – unless they are **extremely targeted** and very responsive.

To determine how responsive a group is – ALWAYS ask or look for testimonials from others who have advertised before. If the publisher is unwilling to provide these – don’t waste your time promoting there.

**2. Write the Solo Ad [Most Important]** - One word – **story**. That’s the BEST way to sell someone something – tell them a story. Most people are so skeptical now every time they receive an e-mail that the only real way to warm up to them is to tell them a story.

Start talking about how you went from a “nothing” to having this great success. Or, how you went from not knowing anything about “such and such” to now becoming an expert. Or, how the product benefited you or someone close to you.

The next tip is to give them a “feeling” of what they are about to learn – \*start\* to teach them about the topic and then say “O...to learn the rest, click here.”

I’ve learned that the best solo ad never sells a thing, it only pre-sells and warms up to the reader. I guess this is where the theory of “Pre-Sell” prevails and ...establishing a relationship.

**3. Write an Effective Title [Most Important]** - Quite possibly the MOST important part of your entire campaign. Don’t underestimate the readers of the Ezine. They \*know\* when the regular issue comes and when the Solo Ads come. They’re already skeptical. If you want to catch their eye, you better have a title that really appeals to them.

Here are some good title tips:

1. Use Numbers - ex/ How to Get 2000+ Targeted Visitors A Day instead of “How to Get Traffic”
2. Be Specific – Your title should reveal EXACTLY what you talk about...
3. Keep It Short – The shorter the title, the more it will be read...
4. Avoid SPAM words – Don’t use “FREE” “MONEY” – These words are turn-offs now...

If you can write an effective title, you’ve won half the battle already!

**4. Design the website where your visitors go...** [*Great* idea but not 100% necessary]

The BIGGEST mistake (in my opinion) is to simply send the traffic to your company provided replicated website. I recommend you set-up a SEPARATE website for THAT particular ezine. Make that visitor feel as if he/she is VIP for coming in from that newsletter.

Greet them with a “Hey! Glad you could make it *from* “INSERT NAME HERE” to our site!  
This makes your site more personal and the visitor feels more comfortable reading your message.

A quick tip for your website:

Always talk about the success YOU had with our program or the product you are selling – tell a story and reveal how well YOU did with it. You will see a HUGE increase in sales.

Once again, people want stories and they want stories about **YOU**.

If you apply these four factors the “right” way, you’re bound to do extremely well with Solo Ads.

## **What do you do after placing the ad?**

Tracking: Make sure you use your Aweber ad tracking links [http://www.aweber.com/news/new\\_from\\_aweber\\_systems\\_ad\\_tracking\\_6.htm](http://www.aweber.com/news/new_from_aweber_systems_ad_tracking_6.htm) and then wait for your ad to run and track your results. If you get a good response to your ad then add this Ezine to your list to advertise in frequently, if not, trash it.

TASK: Place Solo Ads with at least 3 to 4 appropriate Ezines a month Time frame: Ongoing - starting today. Just keep doing this until you either run out of Ezines or your ad doesn't pull any responses anymore. Then just create a new ad and start over again.

Note: Please don't underestimate what I've just taught you here. This tactic can help you grow a large team very quickly and it's simple.

## **Here are two articles I found that will help you in ezine advertising.**

### **How To Write Effective Ezine Ads...& Then Some" By Wayne D. Anderson**

When writing an ezine ad, there is a big mistake that most people make when writing an ad. That is, they try to sell something in those ads, and there is a good reason why you don't want to do that.

Let's think about this for a second, if it will take *seven* times for most people to buy your product. Then how many times will you have to run that same ad to the same people in the same ezine, to get the majority of them to buy. That is one of the reasons you will need to have your Aweber autoresponder geared up with at least 7 follow-up messages.

That is a huge waste of time and or money, this is definitely not the way to go.

What you want to do is to get their email address. Remember this, "the way to a person's bank account is through their email box", and there are several ways to accomplish getting their email address.

One way is to give away a newly, exclusive, or valuable special report related to the product or service you are planning to sell them.

It's good to offer something new, because not everyone will have it, and the want for it will be greater then if it been on the internet for a several months.

Offering something that is exclusive is even better. Knowing that they can only get it from you makes them want it even more. Most importantly, offer something valuable, nothing worthless.

You do not want to waste your time with trying to get someone's email address in exchange for something less than valuable. They will not think twice about not giving their email address to you.

You can also write an article discussing how the product or service that you will eventually sell them, help them.

Now that we've discuss how you should advertise in your ezine ads. Let's discuss how to make the most of the 80 percent of your ad that determines success, your attention-grabbing headline.

Your headline, the most important part of your ad. This is what gets the reader's attention and builds their interest. If you *can't* get the readers attention, we can safely say that your headline needs work. It doesn't matter if your offer doesn't pertain to someone's interest. A good headline captures the attention of any and everyone, even if its just for two seconds.

What you want to do when writing the headline is list the benefit, not the feature of whatever you are offering. A feature is a distinctive attribute or aspect of whatever you are selling. A benefit is what *you can achieve* from the feature.

For example:

The feature of Yanik Silver's and Jim Edward's, "7 Secrets To An Instant Traffic Stampede" report would be of course, 7 secrets to an instant traffic stampede.

One benefit of that feature would be:

Dramatically increase you website traffic. Remember, whatever you are offering, **people are only interested in how it can help them**, the benefit. Not what the product can do, the feature. Begin the headline with an attention-grabbing word like "STOP! ", "LOOK!", or "FREE!". Dramatically increase you website traffic or if you are giving something away, it's a good idea to begin the headline with the word "FREE"

FREE! Dramatically increase you website traffic

One thing you can do with your headline is to enclose it with "quotations". You'll will get better results if you use "quotations".

"FREE! Dramatically increase your website traffic"

Try using capital and lower case letters in your headline. One thing I've always done is capitalize the first letter in each word, it has always been very effective.

"FREE! Dramatically Increase YOUR Website Traffic"

Now, once you've the prospects attention, it's time reel them in with your offer. This is when you can list the feature(s) of what you are offering. Now, depending on the amount lines the publisher allows you, you may have to shorten your offer. So be very mindful of what you include in your ad.

"FREE! Dramatically Increase YOUR Website Traffic" 7 Secrets To An Instant Traffic Stampede

Special characters such as (!, \$, #, \*), can be your best friend when your ad is shown along with a lot of other ads.

First you want to check if the ezine publisher allows them. You could find this out by reading their ezine, or just contact them and ask them if they do.

Using special characters will limit the space of your ad, but it will also help gain the attention of the reader. It goes both ways, so it's up to you to decide.



7. Include a “call to action.” - At the end of your e-zine ads, include a call to action that tells your reader what you want them to do next (i.e., visit your site or subscribe to your e-zine).

8. Don't be cute or funny with your ad. - You might put your reader in a good mood, but don't count on that translating into more visits to your site or more sales.

9. Offer something for free. - Provide an incentive for visiting your site such as a free ebook, sample chapter, or trial.

10. Subscribe to or view the archives of the e-zines you would like to advertise in. - You'll be able to see the quality of the content provided, how many ads are published in each issue, and you'll get a good idea of the products those readers are interested in by the ads being run.