

Autoresponder Profits

A Guide To Autoresponders and Ezines

BY

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Introduction

An autoresponder is a great way to add to the usability of your site. Your autoresponder will capture sales you otherwise would have lost, provide additional information to people that come onto your site, and many more.

In this book, you will learn everything you need to know about setting up an autoresponder, and running an ezine. Your autoresponder will increase your website sales and build your credibility.

An autoresponder is an automatic email responder. An autoresponder captures your prospect's email addresses and sequentially sends them emails. This sequential mailing is done automatically.

The autoresponder also handles subscription requests and unsubscribe requests. You can also use an autoresponder to mass mail the entire data base of email addresses. Mass mailing subscribers is how you send your newsletter or ezine out. An autoresponder is the basic building block of your newsletter.

The Benefits Of Using An Autoresponder.

One of the most talked about benefits of an autoresponder is the ability to capture the names and addresses of people who come to your site, but are not ready to purchase. With your autoresponder, you can offer additional information, or a newsletter, so when people are ready to buy they will come back to your site.

It is very rare online to get an initial sales rate higher than one or two percent. Most of your traffic will come and go without spending any money. By collecting the email addresses of your visitors, you will be able to sell to them in the future.

Most of your site visitors are looking for information. Because they are searching the Internet for information, they are unlikely to purchase the first time they visit your site. By educating them and keeping them returning to your site, you will gain their trust. The trust will get you sales. They will buy from you instead of your competitor.

Marketing is about building credibility. Sending a sequence of emails, or a monthly newsletter, or both, allows you to brand yourself. Your newsletter builds your identity with your subscribers. Done correctly, your subscribers will look forward to your newsletter. They will develop trust in you and your recommendations.

The best way to build credibility is to pick a targeted area, the niche that you work within and stay within it. Do not promote things that are outside your niche. For example Terry's Collector Strategies newsletter is geared toward the antiques, collectibles, and eBay niche.

The Collector Strategies newsletter promised information about antiques, collectibles and eBay. There is no promotion of products about search engine optimization or other things outside the interest of the subscribers. Including anything else damages Terry's credibility.

However, you can put a PS or other aside, and stay within your niche. Becky has a popular newsletter for casino gamblers. There are sports betters mixed in with her subscribers. When something

interesting to sports bettors comes up, a simple PS at the bottom of the casino newsletter directed the sports bettors to additional information. This does not damage her credibility because it does not force irrelevant material on everyone. Only the sports bettors paid attention to the short postscript.

If you are interested in more than one niche, you should have separate newsletters for each niche. Also, if your niche contains members of varying skills or interests you might want to have separate newsletters for the different subgroups.

For example, Becky has two newsletters on internet marketing. Her Missing Link newsletter is written for marketers with some experience, and her "Beginner's Guide to Marketing And Making Love" ezine is written for marketers with little or no experience.

Becky's two newsletters refer to each other and there are many subscribers who get both her newsletters. By tailoring each newsletter for a specific segment of readers, she does not talk down or talk over her reader's heads. This builds credibility and trust because the information is accessible to her subscribers.

Why Use An Autoresponder?

An autoresponder is easier to maintain and more professional than using your address book. If you send an email to everyone in a group from your address book, everyone in the group gets the email address of everyone else. It also looks very unprofessional.

If you are using one of the larger Internet service providers like Earthlink, and send an email out addressed to over 25 recipients, it cuts it off at the 25th. Limiting the recipients is an anti Spam protection.

Even if you can send to multiple addresses, it looks terrible. If you use your address book, people will complain because you are sharing their email address with the other subscribers. Also, many Spam filters block emails with hundreds of email addresses in the address line. An autoresponder sends a separate email to each subscriber.

In addition to looking unprofessional, using an address book is also a lot of work because you need to handle subscription and unsubscribe requests manually. An autoresponder will automatically place a remove link in the bottom of every email. It automates the subscription process freeing your time for other, more productive, matters

Many people use their address books because they think it is difficult to set up an autoresponder. The truth is, it takes you less than an hour to set up an autoresponder.

We will show you step by step how to set up your autoresponder later in this book.

Another benefit of using an autoresponder is you ***set it and forget it***. This frees up your time. For example, you can have an entire years worth of newsletters go out without lifting a finger. Terry's mini sites each have a sequence of emails that look like a newsletter.

It is not really a newsletter, It is actually just emails, each of which provides information and attempts to sell the people the book. Most of the site visitors do not buy on their first visit. However, they do sign up for the newsletter in order to get the free mini course.

The autoresponder sends the newsletters and dates them. A subscriber who signed up in July gets them one month apart in July, August, September, etc. . . It is all automatic. The newsletter reminds them of their interest and sells them the e-book. The emails are written so they are evergreen. There is no references to holidays or other time sensitive material. The message always looks current.

The big advantage of your ***set it and forget it automatic email responder*** is it frees you up to deal with more important stuff. Your message is delivered automatically, and anyone who gets an email can then send you an email and ask questions. This allows you to deal with your prospects and clients and maintain communication without continually writing new newsletters.

Perhaps one of the reasons you have not started your own newsletter yet is you are unsure how to write a newsletter? Writing a newsletter is not like your high school composition class where you have all these rules to follow.

A newsletter is an information delivery vehicle. The purpose of your newsletter is to provide information while building your credibility with the reader. You then use the your credibility to sell the reader. Nothing else is important. Later in this book, we will show you how to easily write newsletters.

The last benefit of an autoresponder is back end selling and promoting affiliate products. Back end selling is when you sell other products you create to your list.

For example Terry has a number of e-books aimed at the antiques, collectibles and eBay niche. Once someone buys one book, they are a prime candidate to buy something else because they have already raised their hand and said, "I'm interested in this information." As a result of getting his newsletter, they go on to purchase his other related products. The newsletter drives the back end.

This is the most profitable way to make money selling anything. It is very expensive to get the first sale. If you are doing pay per click advertising, you might have to pay three, four, or even five dollars in fees to the search engines in order to get one person into your site who buys something.

Once you sell them something, it is easier to sell them additional items because you have earned their trust. Your newsletter builds on this trust, and keeps the channel of communication open.

If you do not have additional products, you can use your newsletter to sell other people's products. This is called affiliate income. We will explain how to do affiliate promotions later in the book.

Choosing An Autoresponder Service

Many people consider cost before anything else. This leads to costly mistakes. Cost is not the most important thing.

Thinking of dollars rather benefits like ease of use, security, and reliability leads people to make the wrong decision. The saying is penny wise and pound foolish. Cost is a minor consideration.

Once you have your newsletter established, you should be able to pull in two, three, four hundred dollars or more a month in income just promoting affiliate products. The difference between paying ten dollars a month or twenty dollars a month is rather small compared with the potential of your newsletter. This doesn't mean a more expensive service is better than a cheaper one.

Anyway, consider the benefits rather than the costs. Now the biggest concern when you choose an autoresponder service is the ease of use. How easy is it to use? How easy is to set up and maintain?

Get referrals from the people that you are getting newsletters from now that you trust. Go on a discussion forum, and ask other people what they are using. Ask what they recommend, and what they recommend that you stay away from.

Do a little research now, and it will save you hassles later. Many people select the wrong system and then must learn how to use another system. Look for easy to use set up menus, easy to use client menus. You want a control panel where you click on buttons and paste things into boxes and everything is else is for you.

On many autoresponder services free accounts are offered so you can use the system and find out how the system works. You should take advantage of these free "test drives."

When you choose an autoresponder service another important thing to look for is reliability. Reliability is hard to determine by just looking at websites. You will need ask questions in the forums and

the discussion groups from other newsletter writers to find a reliable service.

If the autoresponder service offers a newsletter sign up for it. If the autoresponder service does not offer a newsletter on their site, that could be a warning sign. Would you trust a vegetarian butcher?

Sign up for every newsletter you can find in your niche. Later these other publishers will become your peers, and you will surely be promoting each other's products. Ask the other newsletter writers what autoresponder they use and why. You can see what kind they use by looking at the source code of their subscription form. We will show you how to create your own subscription forms later in the book.

Security is an important concern for Internet marketers. You must have high security within the host to prevent Spammers from using your email lists. You need to have security in order to protect your lists. Most hosted autoresponder services have great security. Some of the host it yourself scripts have poor security.

We will talk a little bit later about backing up your list so that you can protect it. But this is a major consideration when choosing an autoresponder. You need to frequently back up your subscriber list to protect yourself from catastrophic events. Hopefully you will never have to use your back up, but if you need it, you will grateful you have it. How hard is it to back up your list? It has to be simple and easy or you will not do it often enough.

A good hosted autoresponder company is AWeber. Many of the top names in internet marketing use Aweber.

Here's a link: AWeber.com

Host It Yourself Or Use A Service?

For most of us, hosting an autoresponder is not an option. Setting up and maintaining an autoresponder platform is quite difficult. Unless you have CGI and other programming skills, this is not an option for you. You are better off concentrating on more productive areas. Spend your time researching and finding a service you feel comfortable with.

Single Opt In Versus Double Opt In

With a single opt in your subscriber either sends an email to subscribe or fills out a form on your website to subscribe. On a double opt in they fill out the web form or send an email, and then have to reply to an email.

If you are running a newsletter just for promoting your own products or promoting affiliate products, you should use single opt in. A single opt in is easier to subscribe to and will get you more subscribers. A double opt in lowers the subscription rate because it is more work to subscribe. Double opt in lists are used primarily on ezines selling expensive ads.

Setting Up Your Account

After you have selected an Autoresponder provider, you will need to set up your autoresponder. The instructions below are the basic steps for all autoresponders.

Depending on the autoresponder you select, the instructions may vary. Use the help menus or follow the instructions on the site. If you are unsure what to do ask questions of the support personnel. This will give you a chance to find out how the support works.

1. Click on the Create Account Link
2. Fill in the form fields. Fields with * are required. You cannot use email addresses at any of the free email sites like hotmail or yahoo to create an account. Use the email address for your website. This address will be the one emails from your

subscribers are sent to and where you get notification emails from from the autoresponder about your account status.

3. Make sure you read the terms of service and mark that you have read the terms by checking the box, then hit sign up now.
4. You will receive an email with your login information. You should print this email and save it for future reference.
5. Login to your account using the CLIENT LOGIN.
6. From the CLIENT MENU Select CONFIGURE AUTORESPONDER.
7. The first three options are used for collecting additional information from your subscribers. You don't need to set them up unless you want to make use of these options. Each is explained fully online. The fourth option allows you to always have the same footer on all your emails. This will appear directly above the unsubscribe information. You can use this for your signature and URL or leave it blank and put the information into each email or newsletter. That is up to you.
8. Click on Set-up redirect link for sign up forms. This is the page your subscribers be directed to after signing up from a form on site. You will need to create this page and place it on your server. A simple page saying thanks for subscribing and reaffirming the value of your ezine is enough. You should also have links to your other site pages on this page.

Using Forms On Your Website

Most of your subscribers will come from a subscription form on your website. The form is easy to set up. All Autoresponders will generate the code for you. You just paste the code into your web pages and the system will handle everything else. You can place the form on a pop up. There is a pop up script and instructions at:

<http://www.nalroomail.com/tools.shtml>

There is a sample page included in the Scripts Section of this manual. You can modify it for your use.

1. Create your subscription page. Tell the reader why they should subscribe to your newsletter. If you are offering an incentive tell them what it will do for them. Tell them what they are going to learn from you.
2. Login to your autoresponder account and from the CLIENT MENU select GET FORM CODE. Select the demographics items from the list that you want. (Email and First Name are required the others are optional.) then hit GET FORM CODE. The next page will contain the HTML to create the sign up form for your site.
3. Copy and paste the form code into your subscription page. You don't need to do anything to the form, but if you like you can modify the table properties to change the way the form displays on your site. If you don't know how to write tables you should not mess with it.
4. Save the subscription page and move it up to your site. You should always have a subscription page on your site even if you use a pop up window to get subscribers. Some browsers block pop ups and will miss your newsletter unless you link to the subscription page. Also you want search engines to index your subscription page and most search engines ignore pop up windows.

Using Pop Ups

Your pop up subscription form is a simple page telling people why they should subscribe and maybe offering them a bonus. If you use a pop up window, you should also have a link to a page on your site that tells the people about your newsletter.

There are two reasons for this.

- 1.) Search engines will not see the pop up window or index it because Java Scripts are used to generate the pop up

window. Search engines do not follow JavaScript links. Many people search for newsletters on specific topics. If the search engines don't index you sign up page, people will not find you in search engine listings

- 2.) In many cases your visitor will want to see your site before subscribing. They have not seen enough to trust you. The majority of visitors will close the window and go back to reading your site.

By including a link in your pages to a sign up form, people can read about your site, decide to subscribe and then click on the link and subscribe. If there is no link, they will be unable to subscribe.

The subscription forms and pop up scripts are in the back of this book.

Getting Subscribers

Using Bonuses

One of the most common ways to get subscribers is offering a bonus. The bonus can be an ebook, a special course, a discount coupon on the next purchase, or some other information with a high perceived value. It is important any bonus that you offer has a high perceived value.

An ebook is great because you can easily write one or buy the reprint rights. There are also ebooks you can brand with your affiliate links then give away free. With a branded ebook you will make affiliate income while getting subscribers.

Terry offers two different ebooks about eBay for people to use as subscription incentives. Both are brandable - that means your versions will have your affiliate links in them. You can get a copies of the books in the affiliate section of IWantCollectibles:

<http://www.news.iwantcollectibles.com/affiliates>

If your website sells or promotes ebooks, you should give an ebook away as a subscription bonus. You want your subscribers to become familiar with ebooks so they will buy them from you in the future. Giving them an ebook teaches your subscribers to value ebooks.

Another great bonus is a special email course with articles delivered every few days. Offering a course is a great option because it makes your subscribers more familiar with you. Use your course to educate your subscribers and build their trust. The autoresponder will send out each issue of the course for you. In a later chapter, we will show you how to write a simple course you can offer your subscribers.

Another good bonus for subscribing is a coupon good for a discount on future purchases. You can easily set up a password protected page on your site and send your readers the password in your welcome email. You can find free scripts for this purpose on the web.

You can also offer special introductory prices on your future products. This is a great way to make sure your subscribers know you are selling information. Tell your subscribers they will get a chance to save money on your future offerings because you announce them at special discounted rates to subscribers.

Discount coupons and future discounts do not have the same power as an ebook or mini course. There are other bonuses you can offer. You should test different things to find out what works best for you. By now, you should be subscribing to other newsletters. Look for interesting ways other publishers attract subscribers and model yourself after them.

If you do not have your own products yet, you can form joint ventures with other publishers who have products that might be of interest to your subscribers. Ask these joint venture partners if they would let you promote their products to your list for some sort of discount or some sort of special offer.

The best way to get new subscribers is to offer a combination of an ebook and a course. On Terry's IWantCollectibles.com site, he offers a special course on buying and selling antiques and collectibles. It is a five email sequence sent out by the autoresponder. The first email goes out immediately when they subscribe and the next four of them are sent out on 48 hour intervals.

The course has a really high perceived value and allows the subscribers to get familiar with Terry's writing style. All subscribers also get a bonus ebook about eBay.

The bonus books provide more information, builds their trust, and teaches them to value ebooks.

Remember, whatever you offer has to have a high perceived value. Think of it this way, if you can not sell it, it is not worth your reader's time. The bonus must be high quality, or you risk damaging your credibility.

When you are offering a freebie to your potential subscribers make sure you position your free bonus as a sample rather than an end all solution. Otherwise, you are teaching your subscribers you will give them things for free.

You have surely seen websites where everywhere you turn it says, "Free Resources," "Free Software," and "Free ebooks." Then, when you sign up for the newsletter, you get 30 more free ebooks. This activity encourages the freebie mentality. Sometimes people go searching for free ebooks and end up on these sites. They don't even realize that these sites have anything for sale.

When you offer a free bonus to your subscribers, consider it a sample. Particularly if you sell information products. So, for example, when Terry sells his eBay Success Video, he offers a smaller ebook and an email course to whet his subscribers appetite for more information. Then he can through repeated email contacts, sell the eBay Success Video and other products.

Unless you teach your subscribers to value your time and information, they will pester you mercilessly wanting answers to their

questions. They will be unwilling to buy anything because they expect it for free. Why should they buy a cow, when they can get the milk for free?

Getting Subscribers From eBay Auctions

If you write a newsletter about anything sold on eBay, you should offer your newsletter to everyone who looks at your auctions. eBay rules do not allow you to put links in your auctions, or subscription forms. Ebay will allow you to put links to your website on your eBay Me page. Put a link to your subscription page along with your bonus offer. Then put a link in all your auctions to your me page telling people about your newsletter and offering the bonus for subscribing.

Tests have shown a link in the auction works better than telling people to visit your me page without a link. Tests have also shown including your newsletter information at the top of your description works better than at the bottom. The best place for your me page link is directly below the first image in your auction.

The two brandable ebooks on IWantCollectibles are designed to be used on eBay me pages. There is even sample text for building your me page. You can get a copies of the book and brand it with your affiliate links in the affiliate section of IWantCollectibles:

<http://www.news.iwantcollectibles.com/affiliates>

The Force or Squeeze Page

A newly popular way of getting subscribers is with a forced page. This is where you force visitors to subscribe in order to enter your website.

This is quite similar to using a bonus, but you offer access to the site instead.

Getting Subscribers By Advertising

One of the best places to advertise your newsletter is in other newsletters. People who subscribe to a newsletter within your niche are more likely to subscribe to a second newsletter.

Running an advertisement for a newsletter works much better than running ads for products. This is because it is difficult to describe the benefits of your product in a five line ad. It is much easier to say "Free Newsletter about Antiques, Collectibles and eBay. Sign up on link below."

When you try to sell something, people immediately react with resistance. In a five line ezine ad, there is not enough space to overcome this resistance. With a newsletter you can capture the reader's interest without spooking them.

Before Terry started his newsletter, he ran short ezine ads for his eBay Success Video. The readers saw an ad saying:

Sell Antiques and Collectibles on eBay
Two hour video completely explains selling on eBay.
You will learn how to put great photos in your auctions,
how to find the right category, how to write a better
auction
description, and other ways to get higher bids.
http://www.iwantcollectibles.com/ebay_video.html

Response to the ad above was rather low. In some ezines the sales did not even cover the price of the ad.

When the ad was changed to:

Free newsletter will teach you about eBay
You will learn how to put great photos in your auctions,
how to find the right category, how to write a better
auction
description, and other ways to get higher bids.
<http://www.iwantcollectibles.com>

Sales went up. People subscribed to the free ezine and went on to buy the video and ebooks.

Later with the introduction of Terry's Auction Revolution book, terry started using this ezine ad:

Free Quiz Will Test Your eBay Knowledge

eBay Sellers - Are common eBay selling mistakes costing you money? Check your eBay knowledge now. This short quiz will help you earn more m0ney in your eBay auctions.

<http://www.auction-revolution.com/>

This is the most effective ezine ad so far. One of the reasons is this ad links to a squeeze page. In order to get the answers, the reader has to put in a valid email address.

Here is something to take into consideration when you are looking at other people's newsletters. Ask yourself, "Why are they selling advertising space?" It could be an indication their newsletter is not productive. This is not always true. Some ezine publishers sell ads because they are modeling their newsletter along the lines of printed magazines.

Finding Ezines To Advertise In

You can find ezines to run ads in by searching on Google or other search engines for newsletters within your niche. You can also go to ezine ad market places. Merle runs an auction site to put publishers together with advertisers. You can read more about Merle's Ezine Ad auction site in the Bonus Articles section at the back of this book.

Before you advertise in a newsletter, you should subscribe to get an idea if the content is good and the publisher is reliable. If a newsletter is over run with ads, it might not be worth advertising in. Look at the format of each ezine to see how accessible the content is.

This will help you determine where to spend your advertising dollars, and you will get some ideas for your newsletter.

You can also advertise for subscribers in trade magazines. Small classified ads can be effective. You can find trade magazines in your niche in the Standard Rate and Data Service publications. Your local library should have them. Ask at the reference desk for SRDS.

Submitting To Directories And Lists

Submitting to ezine directories is an efficient way to get new subscribers. Spend some time on Google searching for ezine directories. One popular ezine directory is <http://www.ezineuniverse.com>

Submit your ezine to all the directories with relevant topics. Do not pay to be included in a directory, or spend much time trying to get into the directories.

Most of the ezine directories have small readership and even if you can get included, it is doubtful you will get many new subscribers. There are lots of better ways to get new subscribers. Your time will be better spent promoting your ezine within your niche.

Here is a list of ezine directories:

<http://list-resources.com/s/Promotion/Directories/>

Similar to ezine directories are ezine announcement lists. These lists have very small subscriber bases. Like the directories, the lists are a hit or miss proposition. Because of the lack of specific topic interest and the small numbers of subscribers, announcement lists are unproductive.

Here are two announcement lists you can submit your ezine to easily. A few minutes work might get you a few new subscribers.

<http://www.List-A-Day.com>
<http://www.BestEzines.com>

Submitting Articles To Other Ezines Or Websites

Submitting articles to other ezines or websites is a very productive way to get new subscribers. Subscribers to related ezines are very likely to subscribe to your newsletter. Most ezine publishers are constantly looking for valuable content. After your newsletter is established you will be asked for permission to run your articles, but when you are just starting out, you will have to offer your articles.

Search on Google for newsletters similar to yours. Or look in the ezine directories. Then send personal emails to the publisher offering your articles for their use. If you are selling a book or other product, include information about your affiliate program.

These emails must be personal emails, or they will not be read. A simple note offering them an article on a subject related to their ezine will work. Do not submit articles to newsletters on topics uninteresting to the readers.

You can also submit your articles to article databases. These databases put your articles in front of publishers looking for content. Here is one article database:

<http://www.ideamarketers.com/>

Ideamarketers.com is an easy to use site. You just place your articles on the site and publishers use them. You can find other article databases by searching google for article databases. You should not pay for this service.

You can either offer past issues of your newsletter, or write special articles. Always save everything you write. Then you can simply rework an article rather than starting from scratch. Do not worry about using the same article in different newsletters. If a reader has already seen your article they will just skip it.

Your guest articles will establish your credibility, and position you as an expert in your field. Terry is an expert on eBay, antiques and collectibles. His articles are frequently included in other newsletters. People see his articles, and then subscribe to his newsletter.

Never let someone use your article without including your contact information. Remember, the only reason you are letting someone use your articles is to get traffic. Without contact information and a URL, you won't get traffic.

Your content is valuable. You won't charge others for using it, but you should be compensated with a simple bio statement and link.

Here are two simple BIO statements with contact information:

Rebecca Hagel is the author of the popular "The Missing Link" book, and the editor of The Missing Link Newsletter. This article was originally published in Becky's newsletter. Her newsletter covers internet marketing, site building and list building. You can learn more about Becky's techniques and sign up for her newsletter by visiting her website:

<http://www.marketingauction.com/>

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Terry Gibbs is a collector/dealer of old toys and trains, and teaches others how to buy and sell antiques and collectibles. Gibbs is the author of two best selling eBay books "The Auction Revolution," and "The Complete Guide To eBay Consignment Sales." He has also written numerous other books about buying and selling antiques and collectibles. Learn more at his website:

<http://www.news.iwantcollectibles.com>

Getting Subscribers By Posting On Discussion Boards

Posting on discussion boards works very well. You can find discussion boards related to your niche by searching on Google. The first step is to participate. If you just post an ad for your newsletter

and leave your post will probably be deleted. These are called drive by ads.

You must provide content. The easiest way to do this is by answering other posts. Look for posts related to your niche. Read the post and write a reply in Word and so the spelling is correct. Then paste your reply onto the board and add your signature line or links to your site.

You should write your replies in Word and save them. You can use them later for newsletter articles. Or as a basis for free reports etc... Every post you write will help you build your writing skills and help you get new subscribers.

Posting on discussion boards also builds your credibility. Other newsletter publishers will see your posts and start asking you for articles.

Using Co-op Exchanges To Get Subscribers

Cooperative exchanges like Subscription Rocket can be an effective way of getting new subscribers. These larger co-ops are easy to join and easy to set up. The major drawback of the big ones is they are not focused. Because they are not specific to certain topics many people who see your newsletter will not be interested.

A better way is to form a joint venture with a other newsletter publishers in your niche. For example, find another ezine publishers and on your thank you for subscribing page or within your confirmation email, suggest to your subscribers that they sign up for other complimentary newsletters. The people that you are doing the joint venture with should also promote your newsletter. This is much more focused than Subscription Rocket.

Another way to do co-op exchanges is to promote other newsletters in your newsletter. This is called cross promotion. Just send an email to other newsletter writers offering to tell your subscribers about their newsletter if they tell their subscribers about yours.

You can cross promote with ezines in your niche or outside your niche. This works very well with slightly related newsletters. Some good examples are copywriting and marketing, or search engine optimization and web site design. Cross promotion works because both sides win.

Getting Subscribers With Brick And Mortar Joint Ventures

One thing Terry does to get subscribers to his toy train newsletter is joint ventures with toy train mail order companies. Terry sends the companies a professionally printed pamphlet about how to build a fantastic train layout. The pamphlet is called "The Secrets of Building a Fantastic Layout." Terry sends these out to his friends around the country who sell trains by mail order. They throw them in the boxes when they ship them out.

Terry rides on the credibility of these large mail order houses. You can set this up in your niche easily. If you know eBay sellers who specialize in products relating to your newsletter, ask them if they will work with you. You will need to explain what they get by adding your brochure to their boxes. Perhaps you will promote them in your newsletter, or send them buyers.

Summary

Getting subscribers is easier than many ezine writers think. The first place you should start promoting your ezine is on discussion boards and your eBay auctions. Once you have written a few issues start submitting articles to other ezines. If you run an affiliate program for your products, your subscription box will collect subscribers sent by affiliates.

Making Money With Your Newsletter

Once you have your newsletter up and running, it becomes a vehicle for constant and steady income. You will make money through affiliate sales, back end sales, up selling your products, or selling ads. Depending on your niche and your products a combination of these methods will be best for you.

Making Money Through Affiliate Sales

Affiliate sales are when you promote other products. These are not competitors products, these are your peers. The people working in the same niche as you. The easiest way to find complementary products you can promote is to sign up for all the newsletters in your niche and see what the other's are promoting.

You can also find affiliates by searching on Google for "Topic Affiliate" or "Topic Affiliates." Replace the word topic with words from your niche. Google doesn't read plural words so you need to do both searches.

ClickBank is the biggest marketplace for affiliates. You can promote any product sold through Clickbank easily. If you are not already signed up with Clickbank use the link below to sign up. It's free.

<http://www.nalroo.com/red/clickbank.html>

One quick note about selling through Clickbank. You need to send the link through a redirect through your own website. Clickbank will not honor a link from an email. This is part of their anti-Spam campaign. In the back of this book creating a redirect link is explained.

Back End Sales

Back end sales are where you sell additional products you create. At this point you might have only one product or no products, but in the future you will create additional products.

Using your newsletter to jump start your promotions on these products is a fantastic way to make additional money. When you create new products, you should announce them to your subscribers. In every issue of your newsletter you should promote one of your products.

Up Selling

Up Selling is when somebody comes into your website and buys a 20 dollar package or ebook and then you use your newsletter to up sell them into a related more expensive package. On IWantCollectibles.com, Terry sells a wide variety of products about antiques, collectibles and eBay. These products sell for prices between 17 and 30 dollars. All of them promote his newsletter and his 130 dollar course on how to buy antiques and collectibles.

Don't be afraid to tell your subscribers you want to sell to them. If you are providing information along with your promotions people will subscribe. If someone doesn't subscribe because you are up front about your aims, they are not going to buy anyway.

Selling Ads

We talked earlier about running ads in other people's newsletters to get subscribers. You can also sell space in your ezine. When you sell somebody an ad, the average price is for ads within the eBay Collectibles niche for a 4 line ad runs about 12 dollars. Depending on the number of subscribers you have you can charge between \$10 and \$100 or even more for an ad.

It is more profitable to write a 600 to 1,200 word essay about someone else's product and capture a couple of hundred dollars in affiliate sales than run an ad for somebody else for 12 dollars. Usually you will make more money by promoting your own products or other peoples' products. But selling ads is an option so we will talk a bit about it here.

Because neither of us sell ads in our ezines, and we have minimal experience buying ads, we asked Merle of Ezine Ad Auction

to write an article for us. Merle runs a service putting ezine publishers together with advertisers. Her article is in the Bonus Articles Section.

Selling Subscriptions

The last method we will discuss for making money with your newsletter is selling subscriptions. This might actually surprise you, but you can sell subscriptions to your newsletter. If you are providing fantastic content and valuable information, you can run the people through a free newsletter and then offer them a paid version of the newsletter. The paid version should be more in depth, and have more information.

The easiest way to sell a newsletter subscription online is to offer a few issues for buying another product. Then when the free period expires, offer a subscription. Today it is still difficult to sell online newsletter subscriptions.

There are so many free ezines out there, people think ezines should be free. When you send out a free newsletter you can promote heavily and not upset your readers. In a free newsletter people understand you need to promote in order to cover your costs.

This is not true in a paid newsletter. In a paid ezine, you must have content first. You must deliver the content, or your subscribers will be unhappy. While selling newsletter subscriptions is an option, you will make more money using a free ezine to promote products.

Selling ezine subscriptions can be done quite profitably, but is outside the scope of this book. If you are interested in charging for your newsletter, model your marketing on successful ezine.

Writing Your Newsletter

There are a number of considerations when writing a newsletter.

Writing your newsletter might seem intimidating at first, but it is actually very easy to do. With each issue you write you will build up your confidence, and you will build up your skills. Like anything else it will take time to get good at writing. You will get good at writing your ezine.

Before you start writing your newsletter you need to decide between HTML and plain text. There are advantages to both formats. An HTML newsletter is constructed so it displays like a web page. A plain text newsletter is plain text.

If you are going to include pictures, you must use HTML. Otherwise either format will work.

Neither of us write HTML newsletters. Of the hundreds newsletters we subscribe to that we actually read few of them are HTML newsletters. There is a reason for this.

The person that writes a newsletter and delivers it in HTML format spends more time on the HTML formatting than on what they are writing about. People subscribe to newsletters because they want information. Having fancy scrolled borders and background images does not increase the accessibility of the information. HTML does not increase the value of the information. And in many cases, it actually makes it more difficult to get the information out.

Another major drawback of HTML newsletters is some email programs can not read HTML. Your newsletter will not show up right. Sometimes these HTML newsletters are huge, 60K or 128K in size. Subscribers with web based email like Yahoo or Hotmail who only get a limited space for their emails will unsubscribe. Sometimes big HTML emails will get sent back just because they go over their space allotment.

Users with dial up modems will have to wait while a large HTML newsletter downloads. Many users will decide it is not worth the wait, and unsubscribe.

Our recommendation is for you to do a plain text newsletter. But, you can do an HTML newsletter if you need to include pictures and things like that.

A better option if you must use pictures is to send out a plain text newsletter with a link to your website for people who prefer to read it online.

Another advantage of plain text newsletters is HTML requires additional time. Your time is better spent working on the content than on making it look pretty. Almost all Autoresponders allow you to send plain text or HTML newsletters.

Line Width

Another consideration is the line width. If you are writing an HTML newsletter the source code will allow the text to flow. HTML newsletters do not need forced line widths.

Many ezines are sent out with a forced line width of 40 to 65 characters. This is done to avoid ragged right edges in the text. This makes the newsletter easier to read within the preview panes of email programs.

Limiting the line length is also optional. Some people do this, some do not. It is up to you. It is not required, and there is no evidence we have seen showing this makes newsletters easier to read.

If you choose to limit the line length, an easy way to is to put a string of 60 or 65 characters across the top of your contents after you have written your newsletter. Then hit enter at the end of a word close to the 60 character limit. Do this for every line working downward. The hard enter is not the same as setting the margins. Setting margin width does not create a hard enter at the end of each line.

Here's an example:

12345678901234567890123456789012345678901234567890

In this issue of Dog Grooming Tips, you will learn how to protect your dog's teeth. Proper dental care is important. You take care of your teeth by brushing and flossing. Caring for your dog's teeth is a bit less work. We will cover a few easy and effective ways to keep your dog's teeth healthy.

There are also a few software programs that will limit line length for you. Textpad from <http://www.textpad.com/> is one. They offer a free evaluation version. With Textpad, you write your newsletter and then go back and format it to put hard returns at 60 characters before saving it.

Newsletter Formats

This is easy. Your newsletter should have a regular format so your readers can become familiar with you.

Most newsletters are set up in this format:

- Subject line
- Introduction and summary of contents
- Content
- Call to action
- Closing statement
- Call to action repeated in PS
- Unsubscribe information

Newsletters with ads usually place the ads within the content section.

This would look like this:

- Subject line
- Introduction and summary of contents
- Content section A
- Advertisement enclosed within ***

Content section B
Advertisement enclosed within ***
Content section C
Advertisement enclosed within ***
Call to action
Closing statement
Call to action repeated in PS
Unsubscribe information

Newsletters directing readers to online content look like this:

Subject line
Introduction and summary of contents
Link to online edition
Closing statement
Unsubscribe information

When you break your newsletter down into these component parts, it is easier to write. Each piece has a function. Each piece should be written separately so we will discuss each piece separately.

The Subject Line

Your subject line tells the reader what the newsletter is about. This should be under sixty characters in length and include the name of your ezine. The main purpose of the subject line is to make the reader open the email.

Your subject line is your most important branding tool. Use the subject line to build recognition for your newsletter. You must use either your name or the name of your ezine in the subject line of every issue. All Terry's newsletters start out "Terry Gibbs Collector Strategies" followed by the topic, This way, when someone sees the issue in their inbox, they know it is an email from Terry Gibbs containing the Collector Strategies newsletter. The newsletter will not be mistaken for Spam, and more subscribers will open and read it.

Once you decide how you are going to make your subject line, for example “Terry Gibbs Collector Strategies,” be absolutely consistent. Then, every time the newsletter comes, your subscribers can just glance through their email, right away they will recognize it is your newsletter. Brand yourself then be consistent.

A new trend in subject lines is using brackets around an abbreviation. An example is Becky’s “The Beginners Guide” ezine. The subject line of every issue starts out [T B G]. The every email in the autoresponder sequence says [T B G], then the topic. The reader knows it is from “The Beginners Guide” and soon realizes [T B G] means “The Beginners Guide.” This way, once they get out of the autoresponder sequence and are not seeing the emails quite as often, they will recognize the regular newsletter.

The brackets and spaces are important. A lot of Spam has random letters in the subject line. The random letters in Spam email never are within brackets and never have spaces. The brackets also make the subject line stand out a bit better.

A big advantage of using initials, is they are shorter. Your subject line should be less than 60 characters long, because email programs only show the first 50-60 characters. A simple identifier like [T B G] only uses 7 spaces. This leaves 53 spaces for your subject.

Introduction and Summary

Your introduction and summary tells the reader what the issue is about, and what they will learn by reading it. The purpose of the summary is to get the reader to read the newsletter. The summary is never more than one paragraph.

As an example, here is a summary for a newsletter about brushing a dog’s teeth.

In this issue of Dog Grooming Tips, you will learn how to protect your dog’s teeth. Proper dental care is important. You take care of your teeth by brushing and flossing. Caring for your dog’s teeth is a bit less work. We will cover a few easy and effective ways to keep your dog’s teeth healthy.

The above summary tells the reader exactly what he will learn by reading the newsletter. If you are sending people to an online newsletter, the link goes below the summary. If your newsletter is in the email the content goes below the summary.

Writing Newsletter Content

We saved the information about how to write your newsletter for the back of this book because we know how intimidating writing can be.

By now you know how easy it is to set up and run an autoresponder. You also know how easy it is to get subscribers and make money with your ezine.

Writing your newsletter is just as easy. Once you get started you will find the writing is the easiest part.

Writing an ezine is not like your high school composition class. Your readers are not interested in how many footnotes you have, or how many sources you site in your bibliography.

Your readers are not going to grade you on your grammar or punctuation. Your readers only want information. If you give them information in an easy to read format, they will be happy.

Now to the actual process of writing your newsletter. The easiest method to write newsletters is to read your subscriber's questions. Your subscriber's questions will also point out topics your readers find interesting.

Whenever you get an email asking a question, you can be sure other subscribers would want to know the answer. Answer your subscriber emails as they come in, and then save them. When it is time to write a newsletter pick a topic out of the saved emails and convert the email into a newsletter.

Because the email already answers a question and teaches information, it is very easy to convert it into a newsletter. Just make minor changes to convert the email from a question and answer format to a short how to article.

This works very well. The biggest advantage of this method is takes very little time. This is called leveraging. You write something once and use it over and over again.

Converting emails into newsletters keeps them very personalized. Your ezine will contain very specific information your subscribers want. When you get a lot of questions about a single topic, you should have an introductory newsletter on the topic. Put the introductory newsletter in your autoresponder sequence. This is how you put together a subscriber bonus course.

Another way to write your ezine is to participate in a discussion group by answering questions. In addition to being a great way to find topics, you are creating articles you can use in your newsletter. Make sure you save all your posts so you can use them later as newsletter articles. Posting on discussion boards will also get you new subscribers.

By writing for other reasons and then converting the material to ezine articles rather than sitting down to write a newsletter you remove the biggest hurdle to writing. You remove the intimidation. It can be hard to sit down and say to yourself, "I am gonna write a newsletter about brushing my dog's teeth."

It is very easy to sit down and convert an email or discussion board post into an ezine article. When you write to one person there is no intimidation.

If you are writing about somebody's book, or some other type of affiliate product, it is very similar. Just write about what you have learned. Imagine yourself writing to one person while you write.

If you are sitting down for the first time to do your first newsletter, and you are getting hung up on how you are going to sound, or how your grammar will sound, or how you are going to write so you sound friendly yet knowledgeable. Sit down with a friend and tell him what you want to say in your newsletter. Tape your conversation, and then transcribe it. Sometimes, just the act of sitting down and telling a friend makes it easier to get it on paper.

One last note. If you are unsure of your grammar, have someone proofread your newsletter. When you have someone

proofread your material choose someone who is interested in the material. One of your subscribers is your best choice.

You should NEVER have uninterested people proofread your newsletter. They will not help you and their advice might do more harm than good. People write much more formally than they talk. Your newsletter should be in a conversational tone. Having the wrong person proofread your newsletter will make your newsletter more formal, and damage the accessibility of your ezine.

Getting Other's To Write Articles For You

One way that you can get articles for your newsletter is to ask other's to write them for you. You can find content for your newsletter by asking people who post on the discussion boards if you can reprint their post in your newsletter. Always offer them a link or a signature line.

It is really quite flattering to get an email saying "Hi, I liked your article so much I'd like to send it out to all of my subscribers." Always look for posts your subscribers will like. You will not have to pay to use the post. But you do need to ask for permission and offer the author a signature line and link.

Another way of getting content is to ask your peers for articles. A short email to people with affiliate programs saying, "I have 1,600 subscribers in my newsletter. Many will buy your product. Do you have an article I can use in my newsletter to promote it?" will get you a flood of articles. Most online marketers will either write an article specially for you or customize one for you.

You can also find articles by reading other ezines in your niche. Look for guest articles, then ask the writers to do an article for your newsletter.

If you want an article about autoresponders, web marketing, ebay, antiques, collectibles, bayonets, building websites, copywriting, or writing ebooks, contact either of us and we will provide you with an article. Contact information is on the title page of this book.

Writing Interviews

Interviews are another great way to get content for your newsletter. Plus they are easy to do. You just send an email to somebody with a list of questions they answer them. Then you use the questions and answers in your newsletter.

Interview newsletters do not sell as well as an article. If you are promoting something, you should use an article. If you are just teaching and building credibility interviews are fine. Especially if you interview someone with good name recognition.

One last thing about writing your newsletter. If you are writing a newsletter to sell something, tell your readers to buy the item. Tell them to click on the link to get more information. Do not be cute. Do not beat around the bush. If you are always cute, funny and joking in your ezine then continue. But if you are only cute and funny when you are selling, your readers will not take you seriously.

Spam Considerations

If your newsletter does not make it through the Spam blocking programs and into your subscriber's inbox, you have wasted your effort. To insure your newsletter goes through these Spam blocking programs, you must know how these programs work. Most Spam filters looking for specific items in the email to identify Spam.

In the body of your email the identifiers can be words like penis enlargement or free money. Oddly "this is not Spam" is actually one of them. There is a list of these phrases at:

<http://www.spamassassin.org/tests.html>

Spam filters assign a value to each of these different phrases. The filter then tallies the individual words to get a value for the whole email. Emails with high value are blocked. A cumulative value of five is enough to get your message blocked

There is a free content checker you can run your ezine through in order to see how it rates. You can find it here:

<http://www.lyris.com/contentchecker/>

Note: when you use the content checker always insert email addresses in the **To:** and **From:** boxes. Your autoresponder will include this information when it mails your newsletter.

The Lyris content checker will email you a report. The report contains information that will allow you to change your message to lower the score.

Here is an example of a Lyris report:

Your message's score: 7.3

If your score is greater than 5, we recommend that you revise your message to conform better to industry anti-Spam criteria. Your score is comprised of points from the following Spam Assassin tests:

LIMITED_TIME_ONLY (0.1 points) BODY: Offers a limited time offer

TAKE_ACTION_NOW (2.9 points) BODY: Tells you to 'take action now!'

AOL_USERS_LINK (1.1 points) BODY: Includes a link for AOL users to click

BANG_BOSS (1.7 points) BODY: Talks about your boss with an exclamation!

HTML_LINK_CLICK_HERE (0.1 points) BODY: HTML link text says "click here"

HTML_MESSAGE (0.1 points) BODY: HTML included in message

HTML_00_10 (1.2 points) BODY: Message is 0% to 10% HTML

CLICK_BELOW (0.1 points) Asks you to click below

You can see by looking at the report exactly what needs attention. Removing the "Take Action Now" phrase removes 2.9

points. Removing the exclamation point from the sentence with the word “boss” will lower the score by 1.7 points.

Just those two changes will lower the score enough to insure your message gets through.

You will see a lot of ezine writers using words like F*r*e*e in their emails. This is a waste of time. The Spam assassin will only assign a high weight to the word free if it is in the subject line. Most of the Spam filters are constantly updated to include work arounds like using “F*r*e*e” in place of “Free.”

Running your newsletter through the Lyris Content checker is fast and free. You should always spend the time because a few minor changes will get your newsletter into more inboxes. (If you are wondering the email above was a real email. After making a few changes the score was lowered to an acceptable 2.6 rating.)

Additional factors the filtering program considers are:

- Lots of spaces in the subject line. Do not include unneeded spaces in your subject line.
- Subject line is all capitals. Write your subject in normal sentence case or in title case.
- Subject contains the words: “As Seen,” “FREE,” (in all capital letters), “free Instant,” “\$,” “GUARANTEED,” “hello,” “Now only,” “Approved” and others. See link to Spamassassin.org above for others.
- If it has a list of characters in the subject that are meaningless letters that are generated by these spamming programs, that’s something that the filter looks for.
- The filter also looks for a predominance of capital letters. When you write something in a normal conversational tone, you do not use capital letters throughout the whole document.

This lists only includes factors relevant to sending an ezine through commonly used autoresponders.

Dealing With Spam Complaints

The best way to deal with a Spam complaint is to immediately send the person an email saying you have subscribed to my newsletter. Or someone else has done this in an attempt to cause trouble. Tell them you have removed them from your list, then remove them from your list. If they have forwarded your newsletter to you, you can click on the remove me link rather than logging on to the system.

The worst thing that you can do is ignore Spam complaints. By responding and showing them that you are a real person who cares about them, you will cut this off immediately.

In today's anti-Spam climate there is a zero tolerance for Spam. This is very important. When someone complains about you spamming, remove them from your list, tell them that you removed them from the list and they had asked for your subscription. If you send out a consistent newsletter, you will not get complaints like this very often. But, every now and then, someone who subscribed will forget they opted in and complain. Or someone will sign them up for your newsletter as a joke and you will get the blame.

Always deal with Spam complaints quickly and politely. Ignoring them will only cause additional problems.

Subscriber Maintenance

Dealing With Remove Requests

Some people who sign up for your newsletter will want out. Most will just click on the link at the bottom of the email and remove themselves. A few people will send you an email saying, "I'm tired of your newsletter, please stop sending it to me."

When people ask to be removed from your list, do not send them an email saying click on the link at the bottom of the newsletter.

Log in to your autoresponder and remove them yourself. If the remove request email contains your original newsletter, you can easily scroll to the bottom, and click on the remove link.

Stopping Remove Requests

Some ezine writers try to talk unhappy people into continuing their subscription. This can be very dangerous.

When someone wants out, let them out. When someone gets to the point where they want to unsubscribe, they will not buy anything from you anyway. Your best option is to let them go and concentrate your efforts on your other subscribers.

Some Additional Considerations

Do you want to put your newsletter up on your website? There are pros and cons to this. A big advantage of putting past issues of your newsletters on your site is that it gives you additional content. It may improve your search engine rankings and it allows you to build some credibility with people who come into your site and read your past newsletters.

A disadvantage of doing this is it removes any incentive to subscribe to your newsletter. Many of your visitors may decide to bookmark your site and come back later. Then they forget about you. So this may not be a good option.

One case where it is desirable to post your newsletter online is if you write information packed ezines where each one has specific information.

If you do put past issues of your newsletters on your site, you may want to make them available to subscribers only. Tell people once they subscribe to your newsletter, you will give access to your past newsletters.

Putting selected past issues on your website can be a great way to get new subscribers.

We have reached the end of the book.

Thanks for reading. If you would like to continue to learn from us, you should sign up for our regular newsletters. Use the links on the title page of this book.

The following **Bonus Articles** are included to give you additional information. We showed you earlier how to get people to write articles for your newsletter.

These are articles we asked for. Enjoy reading them. You should click on the links below each article and subscribe to the writer's newsletters. Some of the writers have books that will help you. You should buy them too!

Thanks for reading,
Terry Gibbs
March 16, 2007

Bonus Articles

How To Increase Conversions Using The Search Engines

By Sean Burns

People who are new to marketing on the internet are often surprised by one particular fact - you will probably only sell to one out of every one hundred people that visit your site! If you could sell to 3%, that would be considered excellent.

Offline, a 1% conversion would be considered nothing less than awful. If your sales people only sold to one person out of every 100 that entered your shop, you'd get rid of them. I worked in a sports shop when I first left school. We had a conversion rate of about 75%. We'd sell something to three out of every four people who walked through the door.

In regards to a retail operation, this is high but most specialty shops would be at least 20% and closer to 50%. So why is there such a big difference between offline and on? Well, the main reason is because it's very easy to shop around online and lots of people will visit your site to check out what you do even if they have no intention of buying.

The other reason is because people focus their advertising on their target market. You want targeted traffic. That's perfect but you still need to sell to them. Offline, you advertise to your target market but those people won't bother coming into your store unless they actually want what you sell. Now, online conversion rates are never going to be the same as offline but you can learn from the offline example.

You see, it's not all about targeted traffic - it's also about motivated traffic. When people enter your store offline, they have been motivated to get off the couch and come and visit you. This motivation is probably based around a need or a want and your marketing just happened to trigger the right response.

Here is what it all comes down to - have people visited your site because someone told them to or because they have decided that

they want what you sell? If they saw a recommendation in a newsletter or clicked on a banner, were they after what you sell before they did it? Sure, some probably were.

The thing is, you are going to convert a lot of the people who already wanted what you sell but you'll only convert a few of the people who didn't want what you sell - if they have been convinced by your site.

Online, there is only one source of targeted and motivated traffic and that is the search engines. Why? Because people have made a decision to search for something that they need, want or are interested in. In most cases, there have been no external influences.

Here is something fascinating. On Overture last month, there were the following search results:

- buy book online - 68 295 searches
- buy a car - 40 260
- buy cds - 10 132
- buy dvd - 9 406

This is just a very small selection. Now, think about the motivation involved in typing those phrases into a search engine. In most cases, it will be because they want to buy something (not all but most). How high would your conversion rate be if you were number 1 for those keywords? Actually getting to number 1 is another issue but the fact is that you can target highly motivated people on the search engines.

The motivation does not need to involve typing the word "buy" - it can also be the fact that someone searches for an actual product. For example, 28 631 people searched for "Nokia 3650" last month. Now, some may have been looking for information and some may have wanted support of some kind but a very high percentage searched for it because they want one. It's not like there is a fan club for them or they just wanted to see some pictures of them.

No other form of marketing allows you to focus just on people who want to buy what you sell. I have pages on my site that get a 5%

conversion rate selling other people's products (I get a commission). So, I get them from the search engines and then send them to the merchants site via a review and one in 20 makes a purchase. Under normal circumstances, the conversion rate would be less than 1% but I have so highly targeted my market (motivated people) that I make sales.

As I said earlier, actually getting those rankings is another story but, with the right information, it's really not that hard. People who own Rankings Revealed have learned how to target the search engines and grab the motivated customers. One person sold over £1000.00 in products within a week of starting their site - purely from Google traffic.

Once you know how the search engines work, you'll find yourself getting many more highly targeted and highly motivated visitors to your site - the only result of that can be more sales at a higher conversion rate.

Sean Burns is one of the top search engine optimization experts. He has helped many Online Marketers achieve top rankings on search engines. Sean is also the author of the best selling book Rankings Revealed and the publisher of **WebmastersReference Newsletter**. You can read more about Sean's techniques and sign up for his free ezine at:

<http://www.nalroo.net/burns.html>

Buying and Selling Ads at EzineAdAuction.com

By Merle

I launched EzineAdAuction.com in June of 2000, after hearing my customers ask over and over again how and where they could sell their advertising space. At the time, the #1 destination on the Net was auction sites, especially eBay. So I thought, "Why not take the auction theme and put it together with buying and selling ezine ads?" That's how EzineAdAuction.com was born.

EzineAdAuction.com serves two markets: the ezine publisher and the ad buyer. Registration is free to everyone, and you get some pretty nice bonuses just for registering to use the site.

Another nice feature of the site is the "My AdAuctions." This allows you to log in and view any auctions you currently have running and any auctions you currently have bids on. Your activity is shown on one easy to read page.

Buying ads is easy.

Ad buyers pay no fees to the site. You only pay for ads you win.

Only ezines with at least 1000 opt in subscribers are allowed to sell space on EzineAdAuction.com. This insures you will see only ezines worth advertising in.

Auctions are listed by category so you can easily find relevant ezines.

Feedback can be left on all transactions. By reading through the feedback, you can make more informed buying decisions based on others' past experiences with a particular auctioneer.

Use the link below to browse the current auctions.

Selling ads is easy.

There are no listing fees on EzineAdAuction.com. Auctioneers are charged only if they successfully auction off an ad spot. If your auction does not result in a sale, you don't have to pay a commission. Successful sellers are billed the following month by email for 17% of the total sold. You can pay with Paypal.

Your auctions' reserve price is based on the actual spot, not CPM. You can schedule an auction to run from 1 to 14 days. When the auction closes, emails are sent to both the buyer and the seller with the contact information. You will deal directly with your buyer to arrange payment and running the ad. All auctions must be completed within 3 days of the auction closing. Bidders who bid, win and don't pay are banned from using the site in the future. This helps to preserve the integrity of the auctions and keeps things fair for other users of the site.

You can easily repost auctions by viewing your closed auctions with "My AdAuctions." Then change a few fields of information and hit repost. There's no need to fill in every detail of the form again as your old information is retained in most fields. All of your past details on any auctions posted or won are kept in the "closed auctions" section for each user for a full two months.

EzineAdAuction.com is a fun way to buy and sell advertising at inexpensive prices.

Merle <http://www.EzineAdAuction.com>

"Where some of the BEST Deals in Ezine Advertising are Made"
Buy & Sell Ezine Ads in a live auction setting! Visit the
Download this FREE e-book on how to "Write Winning Ezine Ads"
<http://www.ezineadauction.com/ebooks/greatezineads.pdf>