

HOW TO GET THE MOST FROM YOUR SUBSCRIPTIONS

A Free to Distribute Report
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Dear Potential or Current Ezine Subscriber,

As an ezine publisher and ezine ad co-op owner, I feel it is my “duty” to call your attention to a fantastic advertising venue, often used but never to its fullest potential - the ezine or newsletter subscription.

The most obvious reason for taking and reading ezines is to obtain information and/or to submit advertising. However, there is a basic fundamental use very often overlooked by the would-be reader/marketer.

Your active participation!

Often we stumble around on the internet in search of new and different ways to market our products, programs, and services.

Yes, there are plenty of free advertising resources – the startpage program being just one – a free resource to put your *website page* in front of millions of potential eyes.

Sales are not the goal with something like a startpage program. You’d use this type of resource merely to “website brand” your webpage in the minds of surfers. [In reality though, very few actual sales are generated from this type of method. Don’t get me wrong this is a great idea, but not the focus of this report.]

But consciencely thought of or not, we do rotate our webpages in from of others to *brand that program, product, or service in the minds of viewers*.

Now let’s head back to our exploration of your active ezine subscription.

While your website is “branding” itself in the minds of others, what are you doing about branding yourself?

Believe it or not online marketing is just like offline marketing. We tend to return to the same local stores (or even a bit further afield) for many reasons – the best prices and because we are most often “treated right” are two that readily come to mind.

Now take this concept back to the internet.

People buy online from either well-known (well advertised) websites and/or *from people they feel they know!*

Now ask yourself, “What am I doing to help others get to know *me?*”

It is not impossible – the “marketing gurus” are doing it all the time.

With a little extra effort on your part, you can become as well known as all those so-called “gurus.”

So, what does this have to do with making the most of your ezine subscriptions?

Stop and think for just a moment... what is the one thing the guru has that you probably do not? Give up? A good-sized mailing list.

Think about it, anytime they feel the need to announce something new or motivate/pick up their sales, at their fingertips is a vast number of subscribed individuals to immediately contact.

Yes, I’d encourage you to create your own list – get started now if you aren’t pursuing this already – but again that is not the focus of this report.

Ask yourself, “If I don’t have my own list to use, who does?”

Bingo! Your friendly internet publisher!

Often an ezine allows you a free ad every now and then, and while this is an excellent free resource to make good use of (it's purpose again to just keep your ad and website url in front of as many eyes as possible on a consistent basis), you can take your subscription to a much higher level – very quickly and easily!

All you need to do is... PARTICIPATE!

Are you READING any of your ezines? Great, if so, which ones?

The ones YOU read are the ones you want to become actively involved with!

Okay, so what do I mean by “active participation” ?

Can you, or do you currently, write articles? If yes, wonderful! If not, give it a shot – it's truly not that hard to do once you commit yourself to doing it.

Focus an article around the “main theme” of the ezine(s) that you read. Write individually for each ezine – or make your article “general enough,” but content rich enough for a wider variety of publishers to print.

And, of course, here comes your personal name branding... The article writer's resource box at the end of every article.

Inside that resource box always speak of yourself from a 3rd person point-of-view, and focus on the benefits of someone making contact with you either via a mailto email link or by visiting your website, or both!

Voila! You're starting to “name brand” yourself!

Remember...
"How to Tip #1"
Write and submit articles!

But what if you either cannot or do not want to write articles, are you out of luck?

No you are not!

Your active participation to build your own personal name branding can come from many different directions.

Again, I ask you are you **READING** your ezines?

Head back to the one or ones **YOU** read on a consistent basis. Reread the latest issue only this time think along the lines of "I'm going to supply feedback" to the publisher.

What to look for – what to respond to...

- ✚ Was there an article that did catch your eye and fill a need for you? Was it good enough to get at least a comment or two out of you and into an email to the publisher?
- ✚ Was there a program promoted that caught your attention to the point where you actually clicked the link and visited the website?
- ✚ Did the publisher specifically address an issue in their "welcome" section of their ezine? Or, if they write though own column, did they talk about something you know or mention something that you'd like to learn more about?
- ✚ Did the publisher chit chat about a visit to XYZ city – a place you've been before – or visiting relatives – or

having some sort of troubles – or were they just plain happy and sharing that with you?

- ✚ Did another subscriber write in looking for the answer to a specific problem that you do know the answer to?
- ✚ Did the publisher specifically point you to a “call for action” (I use that term because I actually have a section in my own newsletter, <http://www.thewizworld.com/MRCCache.html>) and ask you to provide input? Is it a subject you know something about? Even if not, did it provoke a question in your mind to ask?
- ✚ Is the primary focus of the ezine(s) you read a subject you are either 1) knowledgeable about, or 2) willing to investigate/research? If so, go for it! Send feedback!

Okay... whoa!

Let's stop for a second here and count the possibilities ☺

I just listed 8 separate ways – 9 including actual article writing – where you can participate.

Again, why would you participate?

Just say to yourself, *“People are more willing to buy, signup with, visit, etc., the websites of other people they feel they know!”*

You know this is true.

So above and beyond the obvious reason for taking any given ezine, USE that resource to *make other readers aware of who you are!*

Naturally, the more intelligent you sound – based on good solid knowledge or well-phrased questions and/or answers, the bigger impression you'll make to the other readers.

But, don't let grammar stop you! Hey, there's no harm in asking the publisher/editor to "punch it up a bit" for you (maybe check your feedback/input for grammatical errors, spelling, etc.). Many publishers perform this sort of task routinely prior to publishing.

The whole point though is that every time you sent in something to any publisher of any ezine be sure to include:

YOUR NAME
YOUR WEBSITE NAME
YOUR WEBSITE URL

And... do not be afraid to request that the publisher, should he or she use your input, to please make sure to use your signature file (the above information).

You will be absolutely amazed at how readily good input (even constructive "negative" feedback) will be welcomed with open arms by your chosen publisher.

Remember...
"How to Tip #2"
Provide feedback, comments, insight!

So... do MORE THAN read! Participate and watch your own personal name branding/name recognition grow online!

All the best to you & yours,

Theresa Cahill

<http://www.mywizardads.com>

<http://www.thewizworld.com>