

Study Guide: Please print this page, read it and then listen to the recording.

Why TOP/EXCLUSIVE E-ZINE ADVERTISING?

-by Jerome Chapman

I'm sure if you're doing any kind of advertising on the Net, you've already heard of e-zine advertising. E-zines are those electronic newsletters that are usually sent by e-mail, to a list of people who have chosen to be subscribed. It is one of the most "targeted" forms of advertising on the Internet, because these people have subscribed themselves to the newsletter, ensuring you'll have a very high readership ratio.

Is e-zine advertising truly effective? Well, if you do it right, it can be very, very effective. When you first heard about advertising in e-zines you probably went out and placed an ad in the first couple of e-zines you found, only to find out you didn't make a dime after the ad was released. Well, did you select a "targeted" e-zine? How many ads do they release in each of their publications? Was it a Top Solo Ad or bunched together with 20 other ads? These are just some of the questions you should be asking yourself when placing ANY, electronic newsletter ad.

Does your ad placement really matter? You bet it does! Ads at the top of the e-zine generally get a greater number of responses, than those at the bottom. One thing you definitely don't want is to have your ad grouped with a bunch of others.

Readers tend to hit the "advertising section" and skip over it. Experience has shown us that an ad can get NO responses when placed at the bottom of an e-zine along with many others. The SAME AD in the SAME E-ZINE can get a tremendous response when it's at the top all by itself!

Why targeting can make or break your business! **Targeting is essential to any successful, profitable marketing campaign.** Targeting is simply the process of advertising to people who fit the profile of those who buy your types of products and services. Sometimes this is obvious and sometimes you need to approach targeting from a more subtle angle. Do more men than women use your products? Do people in a certain age group make up a large percentage of your customers? Once you've identified who your customers are, then you can concentrate on advertising methods that reach those people. Try to think of the other things they would be interested in. What sort of hobbies are they likely to enjoy? Which industries have a high percentage of individuals that fit your target market?

It's a very common mistake for business owners to think that if they just advertise to enough people then they will make sales. The secret is not how many people see your ad; it's how many

of the RIGHT people see your ad! For example, if you are selling cat collars, you want to advertise only to people who have a cat. Spending advertising dollars to reach those who don't would be a waste of money!

Listen, I could go on and on and on! The fact remains that you can profit from the most effective form of Internet Advertising, if you simply follow the rules. Make sure the audience you're trying to promote to sees your ads. E-zines that will place your ad at the top, such as e-zines found at www.TopEzineAds.com, will WAY OUTPERFORM having your ad at the end, bunched with many other ads. Most of all, after you place a few Top/Exclusive e-zine ads, find the ad that makes you the most profit and just let the cat out of the bag. Start placing as many of that same ad, in as many targeted Top/Exclusive spots as you can find, and watch the money roll in.

Here is something I wrote up in an old training manual I used to send to my team. It should help as well:

How To Determine Which E-zines To Advertise In

This is how you will determine if you have a good source. Yes, I have deliberately chosen not to list them here so you can do your own legwork in finding them for three reasons:

- a) We don't want to saturate the e-zines we use.
- b) It's better you learn and seek then be given everything.
- c) They change so often, I don't want keep editing the information.

However, since that you have educated yourself on e-zines it won't be hard to find ones that pull well. There are tons of them out there and I am going to give you a few guidelines for choosing which ones you should advertise in.

1. When you find one that "sounds" interesting... SUBSCRIBE. You must be your own judge to decide if the content is interesting enough that you would read through it. You will find really good ones, and you will find terrible ones that are filled with fluff. Take the time to determine which is which or you may be throwing dollars away.
2. Be sure the e-zine does not have an overwhelming number of ads in it... too much can distract the viewer from your own ad.

3. We have always done SOLO ads only. There are some debates about this. Some people say to test with TOP ads first, and if they pull a good response, go back and do a SOLO mailing. You decide which is better for your budget and go from there. What you will find is they are usually very affordable.

4. **Big LISTS** are not always better, nor is a higher pricing always the best. We have found GOLD in little \$10 ads. It all depends on your target market, and the message you send to them!

5. When placing your ad, find out when your ad will go out... and watch for it. Since you are subscribed to the list, you will see it go out. If you don't contact the e-zine owner and they will usually resend it.

So how do you search for e-zines. You can do a search engine search for business newsletters or e-zines. But I prefer to use a directory that has them all compiled for me. It saves me time, and categorizes them. Two of the best directories I have found are:

1. www.FastEzineCash.com - Even if you decide not to purchase this directory, you owe it to yourself to go through the sales pages. They give a lot of helpful tips describing why Ezines are so effective, and yet hardly anyone uses them... **SHHH it's our little secret!**
2. If you are looking for another directory, visit www.topezineads.com for another very popular one.
3. www.ezineadauction.com
4. www.ezinelisting.com

If you are on a tight budget and looking for ezine's without having to purchase a directory, just get creative in searching with the keywords you search for in google. There are tons of ezine's out there, from different niche topics to general work from home categories.

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