

## ii) Ezine Solo Ads

Ezine Solo Ads are as Targeted as You can Get

You can find ezines (electronic magazines) for just about any topic, passion or subject. An easy search on your favourite search engine or more specific research tools can be used to find targeted ezines in any niche.

Electronic magazines are websites or blogs that publish relevant and niche specific content in a variety of topics such as: personal growth, planting, cooking, travel, religion, politics or health and wellness to name just a few.

These sites ask their visitors to opt in so they can receive additional content and tips via email. This creates a targeted subscriber base that you can advertise to.

The publishers post advertising rates on their sites and you can then submit your relevant email ad to be sent out on your behalf to a portion or the entire database.

This type of advertising generates targeted traffic because your niche specific email is only received by people who CHOSE to receive emails from that publisher. Your chance of generating clicks are high and only depend on your email being compelling and relevant to that audience.

Ezine Solo Ezine Ads are Cheap!

Relative to post card marketing, pay-per-click and extensive search engine optimization; posting compelling and relevant ezine solo ads can generate cheap leads. You can find ezines that offer solo ads for as low

as \$20 – \$49 per solo. I've posted ads that have generated dozens of actual OPT INS to my sites for \$49.

### Ezine Solo Ads Are Easy for New Marketers to use

If you're in a network marketing program or MLM, then ezine solo ads can be a great way to get your sales team advertising efficiently and effectively. As a leader, you can supply your team with a small collection sample ads that they can use and work with.

A quick video tutorial can show them how to research and find their own "watering holes" that are relevant to your program and away they go!

You can also supply them with a list of popular and effective ad spots so the newest of the new can get up and running. This can help you quickly have a team of advertisers out there posting ads and generating traffic, which is the heart and soul of fully leveraging the benefits of network marketing or MLM.

There are many more powerfully effective benefits you can gain by learning how to implement ezine solo ad marketing to generate traffic. It's an effective way to get exposure and targeted eyeballs on your content means a potential of consistent flows of traffic to your website.

Ezine solo ads are a super tool for affiliates! It is highly profitable and very easy to utilize especially if you are promoting for any product.

You don't have to be very analytical and knowledgeable about SEO and pay-per-click management but there is still a need for you to use suitable methods in order for you to generate a profitable ROI through these ads.

You may be wondering how this works? It's very simple really.

Firstly you need to find a newsletter publisher. Pay them. After that, send your ad to the mailing list of the newsletter publisher.

The pricing will depend on external factors.

These factors may include the

- Subscribers' count, the quality of the responsive customers on the list (leads) and the reputation of ezine to the public;

Meaning whether the ezine is popular or not.

The main factor here is that Ezine Solo Ads must be exclusive.

It doesn't necessarily have to contain additional advertising or other messages unless you would like it that way.

The following are effective tips to maximizing the profitability of the solo ad:

1. Always remember that the subject line is the meat of the ad.

It is the most essential part of it. Be sure to make the subject line interesting and attractive because people won't be reading it if it doesn't interest them.

You need to entice them so that they will read the ad to its end.

2. Write the hypnotic words in uppercase.

Make sure that these words are benefit-laden. Keep them in all caps but never overdo them.

The purpose of making the words appear in capital letters is for the reader to notice it easily.

Here's an example, "Our latest BLOWOUT offer starts now! This offer is valid for 24 hours only so GRAB THE OFFER NOW! Try out this best deal today!"

As we all know, most of the reader are just skimming so they can easily read "BLOWOUT and GRAB THE OFFER NOW!"

3. Give the ezine solo ads a sense of insistence and scarcity.

Tell your reader that you only have a limited offer; give a specific number of customers to be given the limited offer and until when is the offer (the time and the date).

4. The ad formatting must only contain 60 characters so that reading it will be convenient.

5. There is a rule that paragraphs must be short.

Follow this so that it will be easier for the readers to read and understand the ad. The paragraph should preferably contain 4 lines in maximum.

6. Try adding powerful and convincing testimonials.

7. Ezine solo ads' scope must be short and concise because the long the ad, it's more prone to email filters.

Consider the solo ad to be a teaser that will direct the readers to the sales letter. Long solo ads is also good just be sure that it will pass the spam filters.

8. Add a strong call to action or big benefits.

9. See to it that your ezine solo ads will pass through trustworthy spam filters.

You can have it checked if there are words that can trigger spam before you broadcast it.

The next in series we discuss: What makes Ezine Ad Extraordinary?

I hope you are enjoying the course so far