

Subject: **Getting Your List or Ezine OUT THERE**  
List Building Lesson #7

Welcome back,

So you have your List or Ezine ready to hit the Net!

How do you get your Ezine '**Out There**' on the internet?  
How do you let future subscribers know about your great ezine or list?

Here are some ideas that have worked for me.

If you have a website, make sure you put an online version of your ezine on your site.

Once it's **indexed** by the search engines - you will get a lot of visitors searching for your subject area.

Write each issue of your ezine with a few **keywords** in each issue. Over time these pages will get your ezine into all the search engines.

Remember, that's why it's a good idea to put your site's main topic or keyword into the title of your ezine.

This will **speed up** the process.

People searching for 'NeedlePoint Patterns' are likely to land on your site if you have 100 or 200 highly related linking pages pointing to the keywords of 'needlepoint patterns'!

Keep a close eye on the search phrases people are using to reach each issue of your ezine. Check your web logs.

Sometimes, it's surprising what phrase will **trigger** a search, but if it's something that's related to what you're marketing or you can supply an affiliate product for what they're searching for.

Go back and place this affiliate link on the page, with a little write up or additional information.

For example, if the phrase 'sewing machines' triggers in the search engines one of your ezine pages - see if you can get an **affiliate link** or product dealing with sewing machines.

If someone clicks on your affiliate link and makes a purchase - you earn a small commission.

This is one way your ezine can bring in a little income for years to come!

## Need Help Getting Your Site or Ezine Indexed by the Search Engines?

Try [SEO Elite](#). A Great Resource that will quickly get you Top Rankings.

Another great technique that works best; **write** well informative or entertaining articles on your subject for your ezine.

Include a resource box or tag line at the end of each article pointing to your site and ezine. Make sure you have your 'keyword' in the anchor text. That's the text pointing to your link.

Search Engine will find these 'keyword anchor texts' and rate your site highly for your keyword(s).

Post your articles on your site and throughout the web. Here are a few good places.

<http://ezinearticles.com>

<http://www.goarticles.com>

After Google's Panda/Penguin Updates articles marketing is no longer as effective as it once was - be careful or limit your article marketing to "unique posts" on the web.

You will have no doubt noticed that at the end of each of these lessons there are 'brandable viral products' - which you can rebrand with your ID's and pass along your subscribers, visitors, etc.

Making your OWN viral products is also **easier** than you think. You can purchase 'ebook' software for under \$30 and produce your own viral 'brandable' articles, reports, ebooks, toolkits, etc.

This single **one step** can really put your name and ezine 'Out There' on the internet.

The software I used for my simple ToolKit was **Activ eBook Compiler** - it's real easy to use and has the re-branding feature that really makes your product viral.

It can also take any html site and turn it into a **'brandable viral product'** within minutes!  
It's Great for extending the reach of your site  
and Great for creating links to get your rankings up.

Simple way to make PDF files is to use Google Docs.  
Upload your files and simply download & save as PDF files. Just click here:

<http://docs.google.com>

But there are other options, many marketers recommend that you use the pdf format for your viral products (it can be used on all PC types). Check out how to make and brand PDF files **[here.](#)**

But you do have to be at the stage where you feel comfortable at producing your own products. Bookmark

this idea in your mind! When you're ready, then and only then, take the next step in your list building and your marketing - go **viral!**

In the meanwhile, here's another great idea to get your ezine 'out there'.

Do a search in Google and find popular sites related to your site's topic. See if any of these sites will put up **co-registration** pages on their subscription form.

Say a site on 'favorite indoor pastimes' would include your subscription link on their site and you return the favor.

Find a very popular site and your ezine will get noticed very quickly.

Another old trick - run a **contest** (give away a free prize) to those signing up to your ezine. This one has been around for a long time because it still works.

Another trick that's as old as the internet!  
Give **testimonials** for the ezines or products that you really like. Of course, provide a link back to your ezine with your 'keyword anchor text' neatly tucked in place.

Don't forget the marketing forums! Posting to the **marketing forums** regularly will bring in a lot of subscribers if you give good helpful advice or information.

Of course, **ezine directories** are always good places to submit your ezine. Here are a few:

<http://www.ezineseek.com>

<http://www.ezinesearch.com>

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

<http://www.new-list.com>

## Still Need Help in getting Your Ezine Out There?

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Use RSS (Really Simple Syndication) to publish your ezine! Use RSS Feeds to get your ezine out there! All for Free. Find out how by clicking here:  
[FREE RSS Guide & Report](#)  
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Word of advice, make sure you host your blog on your site. Using the free WordPress software is highly recommended. I use it on all my sites and have found it extremely helpful for keyword optimization.

Of course, the key to getting your ezine or list 'out there' is producing a high quality ezine that people will read and recommend to their friends.

Never underestimate the power of **'word of mouth'** and the viral element that's built into the internet. A great ezine will sell itself and spread very quickly all over the web.

By this stage you should realize the importance of having a list or ezine - I hope these lessons have been helpful. At the very least, I hope they have given you some starting points and inspiration to begin your own list or ezine.

The next move is yours!

**Go get 'em!**

Always remember:

"Your Net Income Starts With Your List."

Best regards,

# Titus

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List Booster!

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I have one last favor to ask of you!  
If you found this 'list building' series helpful -  
Please recommend it to a friend. Direct them to this link:

<http://www.bizwaremagic.com/opt-in.htm>

Never know they might even thank you!

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