

Charlie Page's

Ezine Advertising Live!

Preview Tele-Training



Ezine Advertising Live Preview Call

Important note from Charlie

Before reading the transcript below please **download and print** the Success Guide for this call.

The Success Guide is a 9 page interactive document that will help you get the most out of this transcript and help you quickly and easily apply what you learn here.

The Success Guide is free – my gift to you.

You can get the Success Guide now by visiting this link.

<http://www.EzineAdvertisingLive.com/pdf/PreviewSuccessGuide.pdf>

About Charlie Page



Charlie Page is the author of [over 10 eBooks](#) on Internet marketing and the owner of the Directory of Ezines.

The [Directory of Ezines](#) is the world's first and best online resource for advertising and article marketing with ezines, also known as newsletters.

He is considered the leading expert on marketing with ezines.

Charlie began his online career as a copywriter. His specialty as a copywriter is writing sales letters, selling emails, and autoresponder messages that cause readers to take action in record numbers. One of Charlie's sales letters garnered an amazing 34% conversion rate during the introduction of a very well-known eBook about Internet marketing.

In 2000 Charlie **joined the Directory of Ezines as a member** and began using ezine marketing to grow his business. The result? **18 months later he bought the company!** He continues to teach his DOE members how to create their own success story using ezines.

Charlie has contributed to books in print as well as eBooks, helping **Robert Allen** complete *Multiple Streams of Internet Income* as well as working with Jay Aaron and Jay Conrad Levinson (the father of Guerilla Marketing) to create their web and print project called [Guerilla Marketing to the Masses](#).

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The Eight *Ezine Advertising Live* Modules

1. Ezine Advertising Secrets Revealed: "How to Make Ezine Advertising Work for You"
2. The Right Ezine: "Endless Pools of Pre-Qualified Prospects"
3. The Right Ezine II: "Types of ads and getting the lowest prices"
4. The Right Ad: "Write a Power Ad & Get It Seen By Millions"
5. The Right Ad II: "Where and how to submit your power ad"
6. Track & Analyze Results: "Repeat the Winners and Achieve Real Success"
7. Advanced Techniques: "Expert Methods That Give you an unfair advantage"
8. FAQ: "Your Ezine Advertising Questions Answered By Charlie Page"

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This is Charlie Page, and this is the preview call for [Ezine Advertising Live](#). I really appreciate you being here. Thanks so much for being on the call.

I want to begin by telling you a story.

I first heard this story on one of my favorite TV shows called *The West Wing*, written by a fellow named Aaron Sorkin who is one of the greatest writers, in my opinion, for television, plays and movies. As a writer, I like to read good writing, so I read Sorkin. Here's how the story goes.

There's a man walking down the street who fell into a hole in the ground, and it was a deep hole. He looked up and tried to climb out, but he couldn't get out. No matter what he tried, he couldn't climb out.

Pretty soon somebody came along and he thought, "Oh, I'm rescued." It was the pastor of his church. And he said, "Pastor, can you help me?" The pastor of the church wrote up a prayer on a piece of paper, threw it down the hole, and kept walking. A few minutes later his doctor came along. And he said, "Doctor, can you help me? I've fallen into this hole and I need to get out." So the doctor wrote out a prescription, threw it down in the hole, and kept walking. A couple of minutes later a friend came along. And he said, "Hey friend." He said, "I'm down in this hole. Can you help me?" And the friend jumps into the hole. And the man who fell in the hole originally looks at him and

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said, "Are you nuts? Now we're both in the hole." And the friend looked at him and said, "Yeah, but I've been here before, and I know the way out."

That is what I want to do - I want to be the guy who comes alongside you and shows you the ins and outs of ezine advertising **no matter where you are now**, because I've been there. I've started with no money. I've bought ezine ads when I had only a little bit of money. I've published my own ezine. I've written and distributed articles; so many that I can barely count them anymore. And I've worked with a lot of ezine publishers. I've also consulted with today's top marketers, almost all of them, about how they can make ezine advertising a part of what they do to enhance the success they've already had or, in some cases, to help them start the success that they wanted.

So I'm going to cover a lot of material tonight, but I'm going to try not to talk too fast, because people say I tend to do that. So I've got a nice note here that says, "Slow down" ;)

This call is going to last approximately two hours. We may go over that, but we'll take a break in about an hour for ten minutes. And I want to tell you now that at that time there will be silence, because the technology I'm using, which is wonderful - it's Rick Raddatz's [Instant Teleseminar](#), and I recommend it to everybody. I like it but it doesn't allow for hold music. So that's kind of a limiting factor.

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I also want to say that you will receive the transcript and MP3 audio file from this call in just a few days.

I have **a couple of goals** for tonight's call. My first goal is for you to fully understand what ezine advertising is and how anyone (and **especially you**) can use ezine advertising to their advantage. I want you to understand anybody can do this. When I started doing this, I'm telling you what I knew about the Internet would fill a thimble. But I learned, and I'm hoping to help you find the shortcut based upon the things that I learned.

The second thing that I'd like to see happen is for you to have **an action plan** for taking the next step. Now for you *that next step might be your first step*. In other words you might not have ever done ezine advertising. You might not even have an ad ready. So whatever your first step is (or your next step is) be that writing an ad, finding the right ezine, setting a budget, talking with others about ezine advertising, or something else, I hope that you'll have an action plan for doing that.

And the third thing is kind of self evident. I hope that you actually do take action. If you do something concrete with what you learn tonight **within the next 24 hours** you're going to be ahead of 95 percent of people online who listen and don't act.

So I think it's very important for us to understand what the Internet can do. You know, working online is just not the same as working offline, and it shouldn't be.

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Working online levels the playing field. **It no longer matters who you are but only what you offer.** This is why I sent the "Why Not Me?" message a couple of days ago.

It was a real epiphany for me when I was first starting out and trying to make a living online to realize that, hey, people would buy from me if certain things were in place. They'd buy from me just as easily as they'd buy from Yanik Silver or just as easily as they'd buy from Dan Kennedy or just as easily as they'd buy from anybody else. Not that I was aspiring to be Yanik or Dan, but I did want to sell things online. And I realized that it didn't matter who I was. **It mattered what I offered and how I offered it.**

So I want you to know that you can succeed online no matter your age, your background, your education, or your current circumstances. What's needed is this: **finding a way to reach your audience for a price you can afford.** I'm going to say that again in case you want to write it down. Finding a way to reach your audience for a price you can afford. Because there are audiences out there for what you're offering.

It doesn't matter if you're selling a book about how to use ad trackers or you're selling Global Resorts Network or you're selling Mangosteen or you're selling your time as a copywriter or you're selling your time as a coach or a consultant or you're selling access to a members only website or you're selling designer t-shirts. It doesn't matter what you're selling. The thing that does matter is to know there's an audience for it out

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there, and you've got to find a way to **reach** your audience for a price that you can afford.

Ezine advertising can help you do that, and it can help you build a strong foundation for you online success.

So that being said, let's get into this a little bit and talk about what ezines are, what they're not, and how they work. First of all, I pronounce the word "ee-zeen." A lot of people pronounce it "ee-zayhn," and that's perfectly fine. The word ezine began by mashing together two words. The first word is electronic, and the second word is magazine. So if you take the E off electronic and you take the Z-I-N-E off magazine, you've got ezine. Some people say "ee-zayhn." Some people hyphenate it E hyphen Z-I-N-E. Some people put a space between.

It doesn't matter. It's all the same thing, and it is an electronic magazine. **An ezine is an electronic magazine that is sent via email to subscribers.** Subscribers are people who ask to receive the ezine, and we're going to talk a little bit about subscribers and how they come to subscribe to things in just a few minutes.

Ezines are not spam even though they're delivered by email because the people who receive ezines have asked to receive them. **They have opted in.** I'm certain that you've heard the phrase "opt in" at some point or maybe even the phrase "double opt in."

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Now would be a good time, as a matter of fact, for me to mention to you that **in the success guide** I made available to you, toward the back of the success guide, you will find **a glossary of common ezine advertising terms**. So as I go through the night, if I'm talking about opt in or if I'm talking about ROI or solo ads or some phrase that you're not familiar with, the odds are that phrase is going to be covered in the glossary. It's another reason to download and print that success guide.

So ezines aren't spam. They're sent to subscribers. Now, how do these subscribers join these ezines? Well, they learn about ezines the same way you do, and you probably have subscribed to one or more by visiting websites where information is offered about what they're interested in.

We all know that Google is the 800-pound gorilla on the Internet now, and the reason that they're so big and powerful is that they deliver relevant search results. If you're looking for blue tricycles, you're probably not going to get an ad or a website for somebody who can paint your house blue. You're probably going to get ads about tricycles, because their algorithm knows that what you're looking for is a colored tricycle. Blue, red, green, it doesn't matter. They're going to key off that word. They know how to deliver very relevant search results, and that's a real blessing for us because we're going to use Google to find some ezines later this evening.

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But the reason I point it out now is that many people who search for things on Google end up on a site that provides some information but **not all** of the information they're looking for. And **that site will often go on to offer an ezine**, a newsletter, a periodical, where they, via email, can continue to learn about the information that they're looking for.

You know, I play golf a lot, so golf is a passion for me, and I read several different golfing ezines. The reason that I read these is not because I couldn't learn all I needed to know in a book or by taking a course but because there are new developments in the world of golf all the time, new equipment, new techniques, new information that I want to receive. But I don't want to have to go to the Internet every time I want to get that information and pull it. I want that information delivered to me. So very happily *Golf Digest* offers an ezine, and I subscribe to their ezine.

Now most ezines are delivered free to subscribers. Some are paid subscriptions, but most are free, and happily that one is free. So I get regular ongoing golf information and I see regular ongoing ads about golf products by subscribing to their free ezine.

Subscribers learn about ezines the same way we all learn things. They Google. They go to Yahoo!. They go to one of the big search engines. They are taken from one

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site to another via a link, and lo and behold there's a little subscription form that says, "Would you like to get more information? Join our newsletter. Subscribe to our ezine."

Now sometimes subscribers go to what's called a **co-registration** site. While this teleseminar isn't strictly about co-registration, I will say this about co-registration is the process of offering a person who's just subscribed to something more information that might be of interest to them.

It's really a pretty simple concept. Jane goes to a website about motorcycles, because Jane's a motorcycle rider. And she sees that they have an ezine, and she subscribes to that ezine. Now that ezine publisher has one of several options of what that publisher can do with Jane at that point. They can bring Jane to a success page. "Success! Thank you. You're subscribed. Have a nice day." They can offer Jane a motorcycle-specific product, or they can get paid by offering Jane free subscriptions to even more ezines and other motorcycle and travel-related products. When Jane subscribes to other ezines after successfully subscribing to the first ezine, the publisher of the first ezine gets paid.

That's called co-registration, and you've probably heard a lot about that. There are really expensive courses on the Internet about how to use co-registration to build your mailing list and more. The thing I would say about co-registration is it's one of the ways in which subscribers are being built by smart ezines publishers. So that's building

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the world of ezines, and these are some of the ways that subscribers come to subscribe to ezines.

Now these ezines we keep talking about are going to contain advertising, and that's a very natural thing. I had a person say to me not too long ago, "You know, I don't think my ad's going to get paid attention to. I don't think it's going to get noticed, because these people, they want information about cats. They don't want to see ads."

And here was my reply. If you go to your local news stand or you go to your grocery store or market and you pick up a magazine, are there going to be ads in there? You betcha. If you pick up *Time* or *Newsweek* or *Business Week* or *Glamour* or *Golf Digest*, you expect to see advertising. And let me tell you, that advertising works.

Now you might be saying in your mind, "It doesn't work on me," because I've heard that before, but the fact of the matter is it works. It works in the big picture sense. It works because these magazines continue selling it, and it works because the advertisers continue buying it. It's targeted. It's effective, and for them it's profitable. Happily, ezine advertising costs much less than advertising in an offline magazine. We're going to talk about that in just a little while.

Another thing is you should consider publishing your own ezine if you have something to say. Publishing ezines are wildly profitable, but that's another teleseminar. We'll save that for later.

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Let's talk for just a minute about why ezines work so well. There are a number of reasons that ezines work well, and when I say "ezines work well," I mean ezine advertising works well. The first, and we've touched on this, but I really want to drive this point home, is that **ezines are highly targeted**. They're extremely targeted. Golfers read golf ezines. People who want to work at home read work-at-home ezines. People who cook read cooking ezines and on and on. It's one of the most, if not the most, highly targeted forms of advertising online.

Today a lot of people like pay per click advertising, and I'll tell you the truth, I like pay per click advertising. We sell a bunch of products using pay per click advertising. We are not so focused on ezine advertising that ezines are all we do. We do lots of pay per click, and pay per click is highly targeted because there's an assumption that a person who clicks an ad that they see with pay per click is going to be interested enough to make a real prospect. And that's a valid assumption, but it doesn't always hold up.

We all know that there's a lot of click fraud in the pay per click industry, and if you do enough pay per click advertising, you'll see lines on your statement where people are getting rebated for fraudulent clicks. But in the main, it's very targeted depending upon how you write your ad.

Ezines, in my opinion, are **even more targeted**, because people who are interested in a specific topic are the ones who are going to **take the action** to subscribe

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to ezines. In many cases, an ezine will be double opt in. You might want to look that up in your glossary, but basically what it means is this. The person goes to a website, and they fill out a form requesting the ezine the website has offered. In order to receive that ezine, they're going to need to click a link that's going to be in an email that is response to them filling out the form.

The reason that publishers do that is they want to verify. They want to take that double step. They want to verify that that person really intended to opt in and that their email address isn't being used wrongly. So that creates a very highly targeted set of circumstances.

Another reason that ezine advertising works so well is that ezines arrive via email and are **highly personal**. Now there's a lot of discussion these days, when it comes to ezine advertising, about "is better to do plain text or HTML?" And when we do the full course of [Ezine Advertising Live](#), we're going to really deeply explore those. But for now, let me just say that my choice is to do plain text, even though I know the benefits of HTML advertising are substantial. You can do much better tracking. You can determine open rates. There are a lot of things you do with HTML ezines that you can't do with plain text.

But here's why I like plain text, and it gets to the point of why ezine advertising works so well. **When my best friend emails me, he emails me in plain text.** When

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my wife sends me an email or any of my friends or my golf buddies want to set up a tee time, they send me emails in plain text. That's personal. **I respond to that.** When an ezine arrives and it's in plain text, it just feels personal to me.

So when they arrive and they look all slick and they're pretty and they've got moving widgets and gadgets and sound and all these little doohickeys, that's fine and that's attractive. But it feels like a web page to me, and when I'm reading my email, for me, reading email is a separate entity to surfing the web. Sure, I'll click a link and go to a website. I do that all the time, but in the main, I'm going to sit down and read email a couple of times a day, and when I'm doing that, I want to just do that. So I want to see the entirety of the ezine in there, and I don't really want to see web pages.

So another reason that ezine advertising works so well is **it's highly personal.** You'll reach readers with ezine advertising that are resistant to other forms of advertising, because ezines are pushed to the reader. Now, they're not interrupting the reader. They're in fact **the ultimate form of permission marketing.** Seth Godin has written wonderful books about permission-based marketing. And I've read them and recommend them, and I think he's right on.

The wonderful thing about ezine advertising is it is the ultimate form of permission-based marketing. **The publisher has the express permission, sometimes verified permission, of the reader before they ever send a single**

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issue. So to me, it's the best of both worlds. You get to push advertising, yet you're not interrupting people. A telemarketer who calls you during dinner is pushing advertising, but they're also interrupting something else you want to do. And advertiser who places an ad in an ezine is pushing advertising, but they're not interrupting you.

Do you see the difference there? It's a really important difference to get your hands around.

Here's another reason ezine advertising works. Ezines are often **archived** for years on the website of the publisher, which means that your ad could be shown for a very long time to come. Now that's not a guarantee, and a lot of publishers don't do that, and a lot of publishers don't include the ads when they do that.

But there are many publishers who do archive their ezine issues from months and years and weeks past, and they just put them up as is, which means your ad could be out there on a lot of websites for a long time. I know when I do searched in Google of articles, the ezine articles that I've written over the years, it's not uncommon for me in 2008 to find an article I wrote in 2004 still displaying on a website. The reason for that is that ezine publisher has archived those issues and put them on a website.

Ezine advertising is also affordable. Compared to the thousands of dollars offline publishers charge for a single page in their magazines, ezines are a downright bargain. And of course it's not completely apples-to-apples to compare any ezine online

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with *Sports Illustrated* or something like that. I understand that, but I have to tell you that these ezines are highly affordable, and their readers are often more responsive than offline readers because it's so easy to respond. **Ezine advertising makes it very easy for the reader to respond** when you do it right and of course we're going to talk tonight for a couple more hours about just how to do that right.

Here's, to me, the icing on the cake. Let me read this carefully, because I want you to really get the import of this. This is the most important thing I've said so far. **When you choose ezines carefully, you can know before you place the ad that readers are interested in what you have to offer.** Think about that for a minute. That's very important, and this is one of the turning points for me, the epiphanies that I had about ezine advertising that helped me succeed with ezine advertising.

I didn't need to use a shotgun approach where I just sprayed ads out there all over the Internet hoping that somebody who was interested would bump into one of them and say, "Hmm, yeah, I'm going to wake up now and do that." Click. "And I'm going to go buy something from good old Charlie Page because he needs the money." Click. I didn't have to count on that. I didn't have to hope for that. I didn't have to use that shotgun approach, because with ezines I knew **before I placed an ad** for an affiliate product that I was reaching the people that I wanted to reach.

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Let me give you an example. There are products that I promoted that were specific to affiliates. They were products that were geared towards people who wanted to do affiliate marketing. They were products like [Affiliates Alert](#), which helps you find affiliate products, and these were products that would help you refine your affiliate marketing effort. When I wanted to promote those products and make money as an affiliate selling those products, I found it very easy to do in ezines, because I could drill down right to **only those ezines that were specific to the topic of affiliate marketing.**

I didn't place any ads at all in a cat ezine or a cooking ezine or a golf ezine. But I did place ads in ezines about how to do affiliate marketing, because I knew those readers would be interested. And that worked, and that is what can work for you. And that, to me, is **the most exciting part of ezines.**

I'm going to say it again just in case you wanted to write it down and I went too fast, because this excites me and I tend to go too fast. When you choose ezines carefully, you can know before you place the ad that **the readers you reach are interested in what you have to offer.** That's incredibly powerful.

Now, who publishes these ezines? Are these people we've heard of? Are they unknown people? Is it 19 people offshore? Who is this? Well there are a lot of ezines, so there are a lot of ezines publishers.

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In general, there are **four types of publishers**. There's a person who publishes their own ezine because they're **passionate about their topic** – the people who have an issue, and axe to grind, a point of view that they want to promote. These are all very good things, and I mean them in the best possible light. But people with a point of view to promote will often publish an ezine about that. People who are fans of things will publish ezines. In fact, a very long time ago they used to be called fanzines, because that's what they were. They were fan clubs via email. So people who are passionate about a topic will publish an ezine.

Big name marketers will publish ezines because they realize it's a very easy way to build a mailing list, and they know that the money is in the list, which it is. So you've got people like Jim Daniels and Corey Rudl before he passed on, (Derek Gehl now) publishing an ezine. Len Thurmond publishes an ezine. The list goes on and on. These are well-known marketers who are very successful online with multiple products of their own, and they publish ezines because they want a regular ongoing way to communicate with people in such a way that they can give before they receive. They can give good, solid information via the articles in their own ezine.

These are not advertorials, which we'll talk about later. These are real how-to-do-it articles that these people write or have written for them, and then they publish them in their ezine.

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The third type of person who publishes an ezine is **a professional ezine publishing company**. There are a number of companies online who do nothing but publish ezines. They publish topic-specific ezines about a wide variety of topics. Although it's not uncommon for a particular publisher to have a theme – health, pets, sports, business, things like that. But these publishers are professionals because they publish ezines because they know how to be profitable by publishing an ezine. They know how to sell products. They know how to sell advertising. They know how to make these publications really sing as far as the quality of the content and the deliverability.

Now these are professionals who know how to publish multiple ezines. Often they have staff working for them who does research, who write the articles, and these companies will offer 2 or 12 or 20 or sometimes up to 75 different publications. So they're professional publishing companies.

Now the fourth category is **offline publishers who go online**. This is a trend that we see accelerating rapidly in 2008, and we've watched it begin to accelerate since 2005 and begun establishing relationships with these publishers at the [Directory of Ezines](#) and actually having conversations with them about how ezines are best published and best practices regarding advertising and things like that. These are offline publishers who go online every day – *Cat Fancy* magazine, a huge magazine, *Sports Illustrated*, *Golf Digest*. These are names you know. *Oprah*, I believe, has an online component. I can't

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with 100 percent certainty say that, and the person who would know is not in front of me.

These offline publishers are going online every day. We're very aggressively researching this right now, and it will be a major feature of the updated [Directory of Ezines](#) programming. And that will be released in a week or two. And when that's done, you'll see that offline component bring in. So offline publishers are going online pretty quickly, and that's a very refreshing thing to see because they are now acknowledging the power of the Internet to bring in advertising revenue.

So there you have the four types of people who publish ezines – the advocate, the big name marketer, the professional publisher and the offline publisher going online.

One thing I want to cover because people have asked is this. Are blogs and ezines the same thing? Is a blog an ezine? Is an ezine a blog? What is this stuff? Blogs and ezines are **not** the same thing. An ezine is specifically an online newsletter **delivered via email**. Blogs, you know what they are, because you've visited them before. They're an online presence, a website of sorts, where people register opinions. They have conversations back and forth, and it's just another form of creating a webpage, although a much easier one. And I'm glad blogs are around.

RSS is a technology that delivers the information from these blogs into a different type of reader similar to your email program. And while RSS is a very good thing, it's

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not the same as email and in no way will that, in my opinion, replace email or in any way replace ezines. Ezines and blogs are just completely different. Some bloggers today are notifying readers of blog postings via email, and that's fine, but that's still not the same as the traditional ezine and, frankly, it hasn't been proven to be highly effective. An ezine is **a complete piece of information** you receive in your email program, not just a notification that a new posting has occurred.

Now, **what is ezine advertising?** Now you know what an ezine is, an electronic newsletter that's delivered via email to subscribers, to people that have asked for it, and it contains advertising. It contains articles. It can sometimes contain survey questions and be interactive. So what is ezine advertising? Well, simply put, ezine advertising is **the process of placing ads in ezines** just as you would place an ad in an offline magazine or a newspaper.

If you wanted to sell your bicycle, you'd probably call your local newspaper and say, "Hey, I want to put in a classified ad," and they're going to sell you a little three-line classified ad that has a certain number of characters across that you can go. They're going to charge you a certain fee, and your ad is going to appear for a certain number of days.

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It's very similar to ezine advertising.

- You buy the ad space.
- You provide the ad copy.
- You confirm that the ad ran
- And you track the ad results.

That's really what it comes down to.

Now, let's talk about something a little bit different. We're doing pretty well on our time, and I want you to take out your **success guide** if you've printed it out. And I'm going to take mine out. You can hear it rattling around back here. The first page says, "What are **the eight steps** of Charlie's proven ezine advertising system?" We're going to go through these eight steps and get you to fill in the blanks and make some notes.

And let me just say that I'm going to teach the following eight steps in great detail in the full course. And the special price that I'm offering you now won't exist much longer. This is not a hard sell. I'm just saying to you if this information interests you and it's something you want to learn more about, consider the full course. It's never going to cost less than now. We're never going to offer the bonus we're offering right now again.

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So, here's the eight-step process, and I hope you have your success guide out.

The first step is to know you. Now, I am not a Zen master, and I'm not trying to say "Know yourself" in that way. What I am saying is this - know your target market. Know your budget. Know your own ad writing skills, and know how much time you have available. If you just know those things, that will help you get a great start in finding the right ezine for your advertising.

So know yourself is the first step, and I'm going to go through this again. So if you are making notes, you can write it down. Know your target market. You've got to know who you're targeting. If you're going for women or men or does it matter? Or if you're going for an older demographic or a Baby Boomer demographic or a Generation Y (the millennials) demographic or if it doesn't matter, get to know your target market.

You've got to know your own budget. If you don't set a budget before you begin ezine advertising, here's the real truth of it. And a lot of people tell me that I say things that other people won't say, but I'm just going to tell you the truth. If you don't have a budget set you're going to be tempted to buy some ad in some ezine that does a real good job of selling you on their ad, but you're going to lose sight of the big picture and how much you can afford to spend. You'll run the risk of losing sight of where you are in your budget process.

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I'm going to talk in a little while very specifically about how much to spend, how much not to spend on ezine advertising, and more specifically, I'm going to talk about how much of a particular budget do you spend. If you've got \$100, how much do you spend of that \$100 in one place?

We're also going to take a look at a case study from the real world about how someone in the coaching business used ezine advertising. We'll get to that in just a few minutes.

So the first step is to know you. Know your target market. Know your budget. Know your ad writing skills, and know how much time you have available.

Now here's the second step. **Start small.** That might sound like odd advice to you. Everybody says, "Put your ads everywhere on the Internet. Go out and post, post, post. Put those ads out there. I don't agree with that. Let me tell you why. I believe that *quality is better than quantity* in most things, and I know for a fact that it's better than quantity in ezine advertising. And I know for a fact that that quality is better than and more important than quantity when it comes to online advertising and when it comes to traffic.

You know, last year I brought a million visitors to my website. Now, I've got a website that's been online since 1998. That's ten years. This is our tenth year, so I think it's fair to say we know a little something about being online, and certainly we can

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accurately predict what our website will do sales wise on any given day. And I know for a fact that we convert eight percent of visitors to sales every day. A hundred people come to the Directory of Ezines, eight of them become members. We know that. We've been tracking it for years.

We brought a million hits, and guess how many sales we made. Zero - Zero sales, a million hits. Oh, our web counter was "spinning like a top." It was going crazy. Our "server was smoking" - all that hype that people write about. Zero sales.

So let me get back to my point which is to start small. I think you should crawl before you walk. I think you should start small, and here's what I mean by that. Choose a group of small ezines. Now, what is a small ezine? There are many sizes of ezines, and some of the have five subscribers, and some have 150 subscribers. And some have a thousand, and some have 20,000 and 100,000. And I know of very good ezines that have well over a million subscribers.

*I consider a small ezine to have about 20,000 subscribers. So 20,000 or under, I consider that small, and that's the kind of ezine that I'm going to look for the first time I'm going to do ezine advertising. And you know why? Number one, I can get that ad in there **quickly**. If you approach an ezine that has a million readers, you're going to have to wait a month, sometimes three weeks, sometimes ten days, but you're going to*

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wait. If you reach out to a smaller ezine to buy advertising, now you're going to get your ad in there very quickly.

Secondly, it's obviously going to cost less money. So I say start small. Point two, start small. Choose a group of small ezines whose content matches the product you're offering. Sell cookware to the cooks. Sell vitamins to the people who are tired and need more energy and aren't sleeping at night or they've had a diagnosis. Sell advertising information to people who are trying to sell things online. Sell golf clubs to golfers, not to cooks.

A big mistake is starting out too big and not testing the copy, not testing the sources, and not testing how the process feels. Now let me tell you why I say start small, and here's something else probably not a lot of people will tell you, but I talk to people all the time who say, "Yeah, I tried that ezine advertising," or, "I tried that pay per click advertising," or, "I tried the joint venture thing." And what they did was they put all their eggs in one basket. They just put it out there. They spent all their money like in 24 hours, and because they didn't know what they were doing, the process didn't work. And now it's like, "Well, that doesn't work for me."

You must avoid a situation where you spend all of your money trying something that you could end up doing much better the second time around,

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but for you there's no second chance, because now you have no money. This is really an important point. I'm going to say this again.

Start small by choosing a group of small ezines (about 20,000 subscribers) whose content matches what you're offering. The big mistake to avoid is spending all your money trying something that you could succeed with the second time around. If you do, you rob yourself of having a second chance, because not you've got no money left. And don't do it on the credit card.

Okay, here's number three. **Be a reader.** Let me just recap these as we go. Number one, know yourself. Number two, start small. Number three, be a reader. Subscribe to the ezines you're interested in. It's the only way to know if your ad runs. I mean, some publishers will send you an email saying, "Hey, your ad's running," but it's important to be self reliant when it comes to advertising online. So you need to subscribe to these ezines so that you know what your ad runs. Plus you get a feel for the voice of the ezine and the publisher, and you determine if it's something that you really want to be in.

So point three, be a reader.

Point four, **look for quality.** You want to check the quality of the ezines that you're interested in, and here's what I mean by quality. Are the articles of good quality?

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Do the ads look attractive within the ezine? If so, move ahead. If not, find other ezines that are of good quality and use them.

So number four, look for quality.

Number five, **find testimonials**. You really do want to see that other people have advertised in an ezine and has success with it before you plunk down very much of your hard-earned money. Most publishers should be able to provide testimonials. Not every single one of them have these testimonials displayed on their site. So send them an email. See how responsive they are. These people are selling you a product that you need, and they should be responsive to you just in the same way as anyone else selling you a product that you need.

If you don't see them, ask for testimonials, and when you ask for them, try to categorize them a little bit. "Hey, this guy is selling this product that I'm also selling, and this worked for PIPS, will it work for me too?" Probably so. So take a look at the testimonials and see are they for the most common or the most popular programs today. Are they for a program you're promoting, a type of product you're promoting, maybe they very same product? There's nothing wrong with that.

We're going to get to a frequently asked question about saturation later that I think is going to surprise you. So find testimonials. Look on the publisher's site to see if

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they list testimonials, if they don't, ask the publisher for testimonials from successful advertisers.

Number six, **count the cost.** Now what do I mean by that? You have to determine the cost of advertising in an ezine, and you have to calculate that in what's cost per thousand. That's really the only way to get a good gage of whether the basic rate they're asking for their ad is appropriate. so it's a very easy thing of taking the amount of money they asked for the ad, dividing it, by the number of thousand subscribers, and determining is that cast something that's acceptable to you.

Now, I'll give you my rule of thumb, because I told you on this call I was going to get very detailed, and I am. **I don't pay more than \$8 per thousand** for an ad unless it's an unusual situation. There are times when I have done that, but it has to be a unique situation. It has to be almost an advertorial where they publisher is saying, "I know Charlie. I like him. You should buy from him." But generally I look to keep my cost per thousand down around four or five bucks if I can. So five bucks at 20,000 works out to be – you're ahead of me already – a hundred bucks. That's what I'll pay for a solo ad to a 20,000 to a 20,000-subscriber ezine, and I feel that will work for me based on other criteria such as subject or content. So I hope that's specific enough for you.

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I've got to make sure the costs are reasonable, and here's another thing, and this is important so please write this down. **Spend no more than your total 25 percent of you total ezine advertising budget on any one ad or any one source.** You really have got to be very calculated and businesslike about this, and don't spend more than 25 percent of your total budget on any one source if you can avoid it.

Now some people say, "Well, I've got a hundred bucks and I can risk it." It's almost like being in Vegas and putting it down on black and hoping that wheel spins around and hits black. That's not a good way to do business. You've really got to be disciplined, so try to spend no more than 25 percent of your total ezine advertising budget on one ad or one source. And when I say "source," I mean a particular ezine.

Okay, number seven, **take action.** Place an ad in each of the ezines that your budget allows. So in the previous step we said start small, right. In step number two we said start small, and in the start small step what you're doing is you're gathering a list of ezines that meet your criteria. That could be five, seven, or two. If 25 percent of your budget allows you to place ads in three of these ezines, place them all at one time. Don't put your toe in the water, but don't jump in all together either. Take action and place an ad in each of these ezines as your budget allows. If that's one ezine, so be it.

Step eight, **review results.** Now if you know me at all, you know that I'm a big believe in ad tracking. And when it comes to ezine advertising I believe ad tracking is a

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must, because it's really the only way to determine if the ad was successful. So always use an ad tracker. We're going to talk a little bit about ad tracking. In the full course, we're going to talk very deeply about how to use ad trackers. Do you use it for every ad? Or do you use it for every ezine? What kind are best, the ones that you put on your own server, that type of thing?

But here what I need to say to you is to review the results using your ad tracker. That is your crystal ball in predicting profits in the future. After your ad has been out there for about a week, write down and analyze the results. Ezine advertising has a pretty quick return on investment, you know, they say you can put a pay per click ad in and 15 minutes later you've got traffic, and that's true. But ezine advertising is different in the respect that there's a lag time between when you want to place the ad and when you can place it because publishers presell ads and so you have to wait in line.

But when your ad does go out, you should see results from it very quickly. Not one week - you should see results beginning the first or second day after publication. But after it's been out for a week, write down and analyze the results. You have to remember the different between clicks and sales. It's really, really important when you're reviewing results.

The job of the ezine ad is to sell the click. The ad can only create clicks. **Only your website can create sales.** So if 50 very interested people come from any

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form of ad, a legitimate form of ad, not traffic you buy, they come to your website, and you make two sales, then the reason why 48 people didn't buy is not the fault of the ad but the fault of the website. And really "fault" is the wrong word. It's just that maybe the ad source you're using needs a different type of website. That's why so many people have different landing pages where you could bring a particular person from a particular ad to a special page.

But you've got to review the results, and the job of the ad is to get clicks, not to get sales. Your site will make the sale, but your ads will sell the click.

So let me review these eight steps. Let's look at the case study, and then let's take our break. Sound okay? Here are the eight steps so you can fill in the blanks.

1. Number one, know yourself.
2. Number two, start small.
3. Number three, be a reader.
4. Number four, look for quality.
5. Number five, find testimonials.
6. Number six, count the cost.
7. Number seven, take action. Place those ads.
8. Number eight, review the results.

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Now I told you before you arrived here that I was going to reveal to you my own 8- step formula, and I just did. This is an eight-step formula that I have used for many years when I place ezine advertising, and I really do start small, and I really do all of these steps. When I do all eight steps my ezine advertising works.

Now let's talk about a case study. It will only take a couple of minutes. Then we can take our break. Hang on until I finish with this case study, because I want to talk to you about the break. Here we go.

This is a case study from the real world. I think you'll like it. We'll use many, many of these case studies over the eighteen hours or so of teaching we do in the full [Ezine Advertising Live](#) course.

This is a coach who has an emphasis on teaching students how to best manage their time, how to get more done in less time. That's not an uncommon thing. It sounds like a great product because it has universal appeal. But there are also incredible amounts of competition. That's why I chose this specific example out of the many, many examples I have to share. This is a highly competitive industry. Everybody and their dog is teaching time management. You go to Barnes & Noble, Borders, whatever bookstore you go to, you're going to see lots of time management books, including multiple books from gurus like David Allen. You can find all of these books online as well, many with corresponding websites.

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So this coach wants to teach students how to best manage their time, how to get more done in less time. Our target market is women who are busy juggling the demands of work and family and trying to carve out just a little bit of time for them as well. Does this sound familiar to anyone? I don't know many women who this doesn't apply to.

Now, her budget for ezine advertising is \$500. That's what she can afford to spend, and so that was her starting budget. Perfectly fine - it's a great budget. In fact, it's a generous budget. She sells as a product the recordings and transcripts from a two-hour teleseminar that she conducted on time management and on getting things done. And she offers email support as a bonus to her offer.

Let's recap - She's a coach. She wants to target women. She sells a \$97 product that are the MP3 recordings and the PDF transcript from a two-hour teleseminar, a really action packed 2 hour teleseminar on time management, and she's offering email one-on-one support as a bonus. The product sells for \$97. It's bought online via her website, and it's available via instant access in a members' only website. This is not an uncommon model today for information sellers. It's one reason that I chose it.

What are the specific steps, because I told you I was going to get specific, that will bring this coach results using ezine advertising?

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Well, here's what we did. We find ezines in the right categories. That's the first step. Now what are the categories for her, because there's thousands of ezines out there?

Well, here are the categories that are right for her – business, because time management appeals to business people, work at home and business opportunities – I'm combining those into one category, work at home and business opportunities. I know nobody in the business opportunity/work at home market who's not too busy, who's not tired, who doesn't work at 2:00 in the morning. That's a little much, but really, people work very late hours trying to make money online.

The Internet marketing community is a part of her audience, and so we're talking with Internet marketing ezines, looking at them. Parenting, busy moms of young children; I don't think anybody's busier in the world than a mom of a two year old, especially if they work outside the home. It's just unbelievable how much energy these women have to have to even stay upright, much less to have a successful life. So we're looking at that. We're looking at ezines that focus on women's issues, because this is an offer to women primarily. And we're looking at financial ezines, because these are ezines for busy people.

Now looking at all that, we come up with a list of ezines that look like they're right, and decided to use a solo ad since her budget will allow it. And the solo gives her

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room to explain her idea. After the break, we're going to talk about ad writing, one of my favorite topics. We're going to get into some real specifics about how to write solo ads, and I think you're going to like that. But in this case she decided to use a solo ad because the solo ad gives room to express the idea.

So I suggest we place one solo ad in an ezine with around 50,000 subscribers or less. Not 20,000 but 50,000 because the budget's a little higher. She pays \$3 a thousand. It costs her \$150. That's good. She has a valid test, and we haven't spent so much as a percentage of the budget that if it fails we have no recourse.

So let's take a look at two scenarios, if the ad works and if the ad doesn't work, because you know, I'm not going to lie to you, not every ad works. That would be foolish to say that. If the ad works, I'm going to recommend running that ad again but changing the headline – the headline is the most important part of the ad – and comparing the results. So if the ad works, what does that mean?

It's really simple. If she makes more than \$150, the ad worked. **That's really the measure of success.** If she makes \$700, the ad worked great. If she makes \$1,700, the ad worked like crazy. But if she makes \$151 and spent \$150 then the ad worked, but not as well as it could. So now let's say, "Yes there's some success. There's some life there, but let's manage that. Let's work with that and see if we can make even better results." So if the ad works, I'm going to recommend running that ad

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again, but I'm going to change the headline, because that's the most important part of the ad. That's what draws people in, and now I'm going to compare results between A and B.

In a little while, I'm going to talk about a thing called a control ad, and when I do, pay really careful attention, because that's a super important part of ad writing.

I'm going to advise her to **consider clicks** and not sales as the measure of success, of course. If she gets clicks without sales, then the ad worked and she might consider creating a landing page just for this ad so that the sales copy in combination with the ad can be tested and refined. Now this sounds like a lot of work, doesn't it? But here it is. She's got a \$97 product. If she sells ten a day, guess what magic number she's at? That's a whole lot of money. So we've got to keep at this and be systematic about it until we find something that really works. Now her marketing is automated.

What happens if she gets no clicks? I'll be honest. There are ads you place and you get zero clicks. What happened? Oh my goodness. Well, you know, if that happened, the ad failed, and we have to look at it. We have to say that's a piece of information. What failed? Did the ad copywriting fail? Did the source fail? How do we do it? That's why we don't spend our entire budget up front.

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So I'm going to advise her to consider clicks and not sales, and I'm going to advise her that if she gets a lot of clicks and no sales we consider a different landing page. If she gets no clicks or too few clicks, here's what we're going to do. We're going to contact the publisher and say, "We in good faith bought an ad. You know, it didn't work, and we'd like you to run it again and not charge us. And if you'll do that and it works, we're going to be a good customer for you. And if you do that and we get no clicks again, we'll all have learned something. It's not costing you anything Mr. Publisher or Ms. Publisher."

Am I saying they do that every time? No - they don't do it for me, and I own [Directory of Ezines](#). But they do it. They will do it if you approach them in the right way -not all of them, but some. So if she gets no clicks and it's a well written ad and we've carefully chosen that ezine, I'm going to go to that publisher and say, "Listen, run an ad again for free or reduced price, or let us pay you per click. Let's find some way to test this ad again." If that doesn't work then it's on to the next ezine. We still have some budget left. This is a learning process.

Now, let me tell you, in all the years I've done this, I've seen very few situations where there's zero clicks, and a lot of situation where there's a few clicks and then more clicks and then more clicks, and we build up to where we've got what I call a super ad. Now we're going to look at super ads in just a minute.

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Now, what I want you to do is look again at your success guide. I want you to go now to the next page that says, "**What are the five types of ezine ads available?**" And just on kind of a housekeeping note, I can tell now we're going to go past two hours, so feel free to hang around as long as you want. We'll probably go a bit past two, because I want to do some of these frequently asked questions at the end and, of course, remember you're going to get the audio and the transcript if something happens where you can't stay with me on the call.

Okay, you've got your success guide. It says, "What are the five types of ezine ads available?" And let's start looking at that.

The first one is the solo ad, by far and away the ad that's asked about most often. The reason it's asked about the most often is there are a lot of people who are on the Internet who are in different businesses and are saying to people, "You've got to go out and place solo ads, solo ads. We place solo ads, and we made X amount of money the first week, the first month, the first whatever." And that's fine, but there is a growing perception that's not completely accurate that a solo ad is the only thing you want to run. Forget the sponsor ads. Forget the classifieds. Forget all this all stuff. And I'm here to tell you that from my perspective that's not true.

Now, what is a solo ad anyway? A solo ad is just an email that **goes out by itself**, hence the name solo, to the entire mailing list of the ezine you've chosen. You

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let's say for the sake of discussion you've chosen an ezine that has 50,000 readers, and that ezine wants \$300 for a solo ad. So you're okay with that cost, and you're going to place a solo ad.

What's going to happen is this. You're going to provide sales copy. You're going to provide an ad, a solo ad. It generally can be about 500 or 700 words long, believe it or not. It can be really long, like an article. Or it can be as short as you want it to be, but you know, why would you do that? And that ad is going to go out by itself to the entire mailing list of the ezine publisher. That's perfectly acceptable. In no way is it spam, because when ezine subscribers sign up, they understand they're going to get some advertisements.

If you find an ezine publisher who's publishing solo ads every day, are those ads going to be very effective? Well, what does your common sense tell you? My common sense tells me no, they're not going to be very effective. When we get to placing ads we're going to talk about this. One of the things you want to look at is how often do solo ads go out, but for now, we just want to identify what is a solo ad.

A solo ad is an email message that stands alone, that goes out alone, by itself to the entire list of the ezine publisher in question. And it can be, generally, of unlimited length. Now, you're not going to write *War and Peace* in an ad. You're going to limit it to the 500 to 700 words at the most, but I have seen solo ads that are

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1,400-1,500 words. One of the neat things about ezines is that a lot of the rules you use for writing an ezine article can apply to writing an ezine solo ad, but in a solo you can be more overt about selling your product.

So the first line should read solo ad, and you should know now that a solo ad goes out by itself.

The second type of ad is a sponsor ad. This is less well known, but I'm telling you, highly effective. If I were limited to just running sponsor ads, I'd be fine. Solo ads are great, but let me tell you, this is the thing that's stepped over the most often that really, really works, and it's called a sponsor ad.

Now you want to make a note about this. There are three types of sponsor ads. Let me tell you first that a sponsor ad is a shorter ad, longer than a classified, shorter than a solo. It's generally between twelve and fifteen lines of text long. So a line of text is generally about 65 characters wide. It's about 12 to 15 lines long, enough space to have a headline, enough space to have benefits, enough space to make a really strong call to action. "Click here. Send this email. Make this phone call."

You've got enough room in a sponsor ad to really tell your story, but sponsor ads cost way less than solo ads, and I mean way less. That's why I said I would be perfectly happy. If all I could ever place again for the rest of my life was sponsor ads, I guarantee you I could run any business in the world on sponsor ads.

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There are **three types of sponsor ads**. The first is a **top sponsor ad**, and that's the most attractive type. A top sponsor ad always appears at the very top of the ezine. Sometimes it will appear above what they call the masthead. The masthead is the name of the ezine, the publication number. I'm sure that all of you subscribe to my ezine called "[Real World Tactics](#)." When you first open it up, the first things you see is "Real World Tactics, Year Seven, Issue Number five," or something like that. That's the masthead. It generally contains the name of the ezine, generally the date, the publisher's name, and other things like that.

And your top sponsor ad, if the publisher offers them, will appear above that masthead, so it's literally the first thing that a reader sees when they open the ezine, which is super cool because you get a chance to be the first thing they think about. And if you've got a compelling headline, guess what's going to happen? They're not going to make it very far down the page. They're going to look at your ad. So top sponsor ads sell for a little bit more than the others, but they're just one of the three types of sponsor ads.

Now, here's another type of ad, a **middle sponsor ad**. Some ezine publishers only publish middle sponsor ads and bottom. They don't offer a top sponsor ad. The ezine that springs to mind right now is called *This is True* by a wonderful guy named Randy Cassingham, a great publisher with a great ezine. I really recommend you subscribe to it.

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Randy publishes neat true stories about things that will surprise you, and Randy offers a middle sponsor ad, and as I recall, a bottom sponsor ad. I'd have to get into the DOE to look that up. But he doesn't offer top sponsor ads. So that's cool. He's the publisher. He can do what he wants.

That middle sponsor ad sells for less than a top sponsor, but it's the same format, generally 10-12 or 15 lines long. It depends on what the publisher has to say, whatever he or she formats their ezine to, generally 60 to 65 characters wide, and enough room, again, to express yourself, to really have a headline, some benefits statements, and a good call to action. Middle sponsor ads work well and you should consider using them as a resource in your own marketing.

The bottom sponsor ad - I'll bet you got it figure out already. It appears at the bottom of the ezine. Usually it will appear before what everybody likes to call all the adminitrivia. And I'm not sure where the word "adminitrivia" comes from, but it's kind of cool to say. It's all the administration stuff at the bottom. "This ezine is published by Joy Frederick, and you can reach Joy at this email address. And if you want to unsubscribe, use this link," and all that. The bottom sponsor ad generally appears above all the administrative stuff. Generally it will appear right below the article.

Now, if you're a really good ezine advertiser and you're in communication with an ezine publisher, let me give you a little advanced technique even before we get into the

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advanced techniques. If you're a really sharp ezine advertiser and you know how to communicate with publishers, you can find out what articles are going to run. You can make your ad match the article, and then place a bottom sponsor ad that has a headline that refers to the article.

And that works like wings. I'm telling you, this is one of the little secrets I discovered many years ago about buying really cheap ezine advertising, because bottom sponsor ads are the cheapest of the sponsors. The top, middle, and bottom costs run in that order. And that bottom sponsor ad, when it talks about what comes in the article, because it comes right after the article, is powerful. If you communicate with publishers the right way, they'll tell you what articles they're going to run, because they generally will know and you can tailor your bottom sponsor ad to match the idea of the article.

If you find a product and plug it in right there, man you've got some super cheap, very powerful advertising, because in some cases, the reader thinks they're still reading the article. They think, "Oh, this sounds just like the article. It's about the same thing. Cool! I'm going to click this." Some of the highest click-through rates we generate were using that one little trick, so there is a really specific advanced ezine advertising tactic for you to take home.

Now, the third type of ad is **a classified ad** and everybody knows this ad. We placed them as kids. We wanted to sell our bicycles or other things, and we used

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classifieds. You probably read through them in your local newspaper just for fun from time to time. A classified ad online is just like a classified ad offline - three to five lines long, whatever width the publisher published in, generally 60 characters wide.

It's a little three-line ad, and it just makes the case. No fluff or filler. "Tired of working for someone else? Kiss your boss goodbye. Click here." "Feeling tired? We've discovered the fountain of youth. Click here." These are classified ads. They're little snips of information that do one thing and one thing only, and that is to build curiosity. Nobody sell products using classified ads, and when we get into the ad writing section, we're going to talk about that. And in [Ezine Advertising Live](#) we're going to do some role-playing with members about how to do classified ads. But you don't sell a product through the classifieds. You sell the curiosity. You sell the click.

Now the fourth type of ezine ad that exists out there is **a banner ad**, and that might take you by surprise. But the fact of the matter is in HTML ezines (ezines that look like web pages) you can place banner ads, just like you can place a banner ad on a website. So that's a very cool thing to do. If you know something about the makeup, the demographics as it were, of the ezine that you're advertising in, you can choose the right type of banner ad. If you find an HTML ezine and the publisher is a very enthusiastic person then you can place a flashy banner ad. You can place one maybe that moves, an animated GIF, a banner ad that moves around a little bit. In other words it's like a billboard that rotates.

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If you have kind of a sedate publisher, more of maybe an intellectual approach than an excited approach, not that they're mutually exclusive, then you might want to place a different type of banner, one that's a more of get all the facts before you decide type banner. Banner ads in ezines are an overlooked tactic; something that people overlook but is very powerful when done right.

Now, the last type of advertising, and it goes in slot number five, is **an advertorial**, A-D-V-E-R-T-O-R-I-A-L, advertorial. Advertorial is a smashed up word of an advertisement and an editorial. Just like ezine is taking the E off electronic and zine off of magazine and squishing it together, an advertorial is taking advertising and editorial and squishing it together. They're hard to find, but they're out there. We do list them in the DOE, and there are publishers who still do this.

An advertorial is an ad that's essentially disguised as an article. In other words, it's an ezine article where you can sell to your heart's content, as much selling as you want to do. An advertorial is best combined with another ad in the ezine if you can do it, because the ad will support the idea in the advertorial. But advertorials, if you can find them, are very powerful marketing machines, because they allow you in an editorial way, in an ezine article type of way, to just sell your brains out. You can sell as much as you want.

So let's go through the list again and make sure you've got your list filled out.

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1. Number one, the wonderful solo ad. Everybody loves the solo, and let me tell you, solos are powerful. They're tremendous, because your message stands alone. So solo ads are great. I'm not diminishing them in any way, shape, or form, but let me tell you this. If somebody has said to you, "Only place solo ads. Don't place any other kind of ads," and you follow that advice, you're shortchanging yourself. You're cheating yourself out of results you could get that cost less than solo ads cost. Because of their popularity, the cost is up a little bit.
2. Type two, sponsor ads. It can be a top. It can be a middle or a bottom sponsor.
3. Type three, classified ads.
4. Type four banner ads in HTML-enabled ezines.
5. Type five, advertorials, hard to find, but very powerful when you do find them.

Now let's move on to cost. All of this advertising in ezines is all well and good, and it's wonderful, but if it costs a lot of money how can you do it? The happy news is it doesn't cost a lot of money. We're going to talk about some specific things in a minute, but let's look at something I promised to give you, which is **my seven-step formula for avoiding paying too much.**

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I think this is something that can really help you. I didn't make a special page for it in the success guide, so if you're looking at the success guide, it won't be in there. Just flip it over if you want to make note of the seven steps, but remember you get the transcript, so it will be in there too.

Here are my seven steps for avoiding paying too much. I hate to pay too much. I think we all do. The first thing is you've got to know that **publishers set costs in the ezine world**. If you're familiar with offline advertising, then you're familiar with a term called cost per thousand, CPM. You're familiar with publications like the one called the SRDS that list standard rates and data about offline publications.

The ezine world is different. You know the Internet's different in every single way, and in this way it's different, too. Ezine publishers set their own rates. So if you've got an ezine publisher who says, "I've got 10,000 subscribers, and I want \$1,000 to run an ad." he or she has every right to ask that price. Whether they're going to ever get it or not is a different matter, but they have the right to ask that price. But understanding that standard rates don't apply is a really important step. It takes people by surprise. I don't want you to be surprised by it.

So step one, understand publishers set cost, and they can be complete arbitrary. It also means, which is step two, they're negotiable. **Always ask for a discount.** What's the worst thing – I'm sure your mom and dad told you this - What's the worst

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thing you can do when you ask? People say no. That's fine. Not a problem, but if you don't ask, you don't get, and so ask for the discount.

Now it's better to have a reason for asking for the discount, and that leads me to number three. **Ask for quantity pricing.** I have found over the years that quantity pricing generally kicks in after committing to about three ads. So you go to a publisher and you say, "Hey, Jane. I'll tell you what. I'm going to buy three solo ads over the next six weeks. I'm not going to run them all in one week. I'm going to run them over the next six weeks, and I'll pay you as they run, but I guarantee you the three. Will you give me a discounted rate?" Sometimes Jane will say, "No way." And sometimes Jane will say, "Sure." And sometimes Jane will say, "Pay me for all three, and I'll give you the discounted rate."

I don't know how it's going to work for you. I know in the past it's worked well for me. I will ask them for quantity pricing. Now, I'll say this too, and I'm going to go aside from our list of seven here for one moment to say that if you get into ezine advertising and it becomes a real medium for you, becomes a real workhorse for you and you do a lot of it, you'll want to establish relationships with publishers where you're in their publication almost all the time. And there are really ingenious and ethical ways to do that by rotating the ad size that you're in – one time a classified, one time a sponsor, one time a solo or some other combination.

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But you've got a presence in that ezine all the time, a very, very effective technique. I've done that with many ezines and it really works.

So step three, ask for quantity pricings.

Step four; **buy ezines ads expressed as cost per thousand** even if they don't sell them as cost per thousand. Now, that's not a hard thing to do. Sonia just handed me a list of ezines that I asked her to pull, and here's a health ezine that sells as solo for \$100 to 40,000 people. So you take the 100. You divide it by 40, and you come up with \$2.50 per thousand if my calculator works right. That's pretty reasonable.

Here is a general interest ezine, so they talk about a wide variety of topics. For a solo to 124,000 people they charge \$375. It works out to \$3.02 per thousand. For a top sponsor they charge \$50. Here's a really good lesson in ezine advertising costs – a top sponsor in the same ezine for 50 bucks. Isn't that amazing – \$375 to \$50 bucks?

Here's a travel ezine, 12,000, small ezine, the publisher is asking \$50. That's \$4 per thousand. That's a little high for me for such a small ezine. Here's a sports ezine. Now, this is kind of on the high end – 50,000 subscribers, \$300 for a solo, and \$6 per thousand. That's a little high, but I'd pay that, you know, if it was a sports-related product and my profitability in the product was right. So you've got to be careful. You have to buy ezine ads expressed as cost per thousand even if the publisher doesn't

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know what cost per thousand means. You as the buyer need to always figure ezine ads in cost per thousand.

One of the features of the new [Directory of Ezines](#) programming is to express these solo costs as cost per thousand so that you can more quickly find that.

Now, here's another factor, and this is something you probably won't hear other people talk about, but I think it's very important and that is considering **the weight of the publisher's voice**. Now what do I mean by weight of their voice? That sounds kind of weird. What I mean is how much credibility does that publisher have with their audience, and I'm going to give you an example.

There are some ezines out there published by publishers who publish 20 different ezines. I told you about them earlier. They're professional publishers. They're very good at what they do, but they're distant from their readers in the respect that they are the publisher who facilitates the publication of 20 ezines. They don't have a personal relationship with these readers, implied or real. There's no personal relationship.

Now let me give you a very specific example with Alexandria Brown. I don't know if you know her or not, but she's just a wonderful person. She calls herself the "Ezine Queen," which I think is so cute, and she publishes an ezine in which you can buy advertising. Now, Ali, if you're listening don't be offended, but her prices aren't the

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cheapest. You know what I'm saying? They're not the cheapest ezine advertising prices out there, but I pay them.

And you know why? Because when Ali speaks, her audience listens. So if I can get my solo ad, if I can get my sponsor ad, if I can get even my classified ad in front of that audience, it is an implied endorsement from her. And that carries what I call the weight of the publisher's voice. Does that make sense to you?

I like to consider the weight of the publisher's voice. If it's a publisher who's distant, I'm going to look at it just as numbers, just dollar and cents. If it's a publisher like Ali who has a real voice with her readers, now I'm going to be willing to pay more, because the fact that my ad appears is an implied endorsement of my product.

Okay, item number six, **consider your budget**. Now this is going to sound simple, but if it's too much for you, then it's too much to pay. That's the bottom line. You know, you can want the Rolex watch or the Rolls Royce all day long, but if you don't have the money for it, what's the good of wanting it? It's the same thing with ezine advertising. There are ezines out there that have a million subscribers, and they sell a solo ad for \$5,000. Well, that would probably work great. But if you're hitting your credit card to get that \$5,000 or you just don't have it don't do it. If you can't afford it, you can't afford it. There are plenty of ezines out there you can afford. They will help

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you earn the money you need to get into those top tier ezines if you just, again, start small.

Okay, here's number seven. **Don't put all your eggs in one basket.** We've talked about this before, so I'll just touch on it lightly. Don't spend more than 25 percent of your entire advertising budget on one ad ever. I mean, it would have to be an extraordinary set of circumstances to get me to spend more than 25 percent of my total budget on one ad.

There are not uniform standards online like there are offline, and my personal rule is I don't pay more than \$8 per thousand. I like to pay six. I'm in love when I pay four, and it would have to be very strong for me to pay eight. I would pay Ali ten because her voice is that strong, but that is an unusual situation.

So we've gone through some sample ezines. We've talked about circulations and costs and costs per thousand, and now I want to talk a little bit about finding the right ezines. And I want to start by telling you a story, and this is a true story. A long time ago, my father-in-law, who I just love, this guy is the greatest guy, took me fishing. And he lived on a lake at the time, so we went fishing. I'm not much of a fisherman, I'll be honest. I mean, I know the right side of the pole, and I can bait the hook, but I'm not much for fishing. As we drove out in his boat, we saw there was an accumulation of

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boats. There was a gaggle of boats in this one area. And they looked like they were doing okay.

And he said, "We're not going there." I said, "We should go there." And he said, "No, no, we're not going over there." And I said, "Okay. Why not?" And he said, "See those birds over there - that's where the fish are." And I said, "How do you know that?" And he said, "Because the fish have this relationship." He explained it to me.

So we went over there, and we caught our limit in 20 minutes. And we were the only people over there, and he looked at me, and he said, "Let me tell you something." He said, "Never go fishing where the other fishermen are. You **go fishing where the fish are**," and I never forgot that. I use that phrase all the time.

And he's right. You go fishing where the fish are, and you have to learn where the fish are. Now the first way to do that is to consider the **audience** you're trying to reach before you ever consider an ezine. So the first step to finding the right ezine is that you have to consider the audience you want to reach. Most people make this mistake when it comes to ezine advertising. They try to stay so closely to the category of the ezine to what they're selling that they lose sight a little bit of the audience.

And here's what I mean by that. In the main, matching the category of your ezine to your product is very important. I've been on my soapbox all night long about selling golf clubs to golfers and not to people who cook, and that's fine. But there are times

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when that product is not so clear-cut. There are times when it's not a golf-related product or a "person who exercises" type product. It's a product that could appeal to a wide majority of people. What do you do in those types of cases?

What you do is you try to draw a snapshot. You try to get a profile of the person who you think **best represents** your perfect customer. Now, let me say that again, because that's really important. The person who best represents your perfect customer, is it a man or a woman? Are they under 50 or over 50? Do they make \$100,000 or do they make \$30,000 a year? Do they have children in their home, or are their children grown and gone? Are they struggling to pay for college? Are they saddled by college loans? Some of this information can't be precisely figured out, but a lot of it can, and so you've first got to consider the audience you're trying to reach.

Now consider your offer before choosing the ezine. Now, another step in choosing ezines is what are you trying to accomplish? I know that we're all trying to sell something. That's kind of the nature of the Internet, whether we're selling a product, a service, a membership, an idea – we're selling the idea of donating to this charity. We're selling the idea of whatever. We're all trying to sell something, and I've got that part, but here's what I'm talking about. Are you making a direct sale, as in, "Come to my site and buy"? Or are you making a secondary sale, as in, "Come to my site to learn more"?

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You see **how you sell has something** to do with the ezines that you choose, because some ezines are chock full of buyers. You know, they're people who want to buy things. They'll look at a lot of things, and they won't buy anything necessarily, but they're just really active beehive people, just buzzing around, clicking links. And that's fine. That's an audience. That's a good audience to find depending upon your product. If you're trying to make a direct sale, it's an impulse sale. It's an emotional thing. It costs a hundred bucks or less. It's something that has real strong sales copy. It's downloadable; therefore it's immediate gratification. You want that buzz, buzz, buzz, high activity ezine.

But if you're selling the thing where you make a thousand dollar commission, and therefore there's a slower selling cycle. And therefore people are going to need to ask for information; you might want a different type of ezine for that. Because when you go with the buzz, buzz, buzz type ezine, these people look at the offer and go, "A thousand dollars or whatever? You've got to be kidding? I don't have that kind of money," and they click off. You get a lot of clicks, but you don't get any sales. Why? Because you haven't matched **the way you sell** to the type ezine you advertise in.

So you have to consider what you are trying to accomplish. Sometimes you're trying to build a mailing list. It's a **different approach** with ezine advertising than trying to make a direct sale. It's a completely **different type of ad writing**, completely **different type of ad placement**, but a very, very effective way to build a

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mailing list, because these mailing list people you get, these subscribers are highly qualified, because they've come from another ezine.

If you're giving away free material, that's a different approach. You know the buzz, buzz, buzz ezine? That's great free material. They love to eat that stuff up. You want to look for the type of ezine that had 800,000 readers and the classified ad is 20 bucks, because they're going to read those classified ads. They're seeking freebies. "Freebie seekers" a term that is often used in a negative way, but I don't necessarily believe that to be true. I think these are people who are looking for information, have a limited budget, and a sincere desire to get information that will help them. So why not appeal to them by placing a small, cheap ad and offering them something free?

But you're not going to spend \$1,000 on a solo ad in some big fancy-schmancy ezine in order to give away free stuff unless you've got a selling pipeline that's so proven that you know you're going to get a return on investment. It would not be wise to risk that kind of money.

So you've got to match these things with what you're doing. Are you promoting a business opportunity? Are you giving away free material? Are you trying to build a mailing list? Are you trying to make a sale today? Are you trying get them into a pipeline so that you can let your follow up system do the sales? You have to fish where the fish are. You can't worry about the other fisherman.

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Now, there are a lot of ways to find ezines, and I'm going to go through three of the easiest ways. The first is the [Directory of Ezines](#). Yes, I'm biased. Yes, I do own the company. But you know, it's the first ezine directory on the Internet. Ruth Townsend just invented the idea, and she was a really smart lady. It's fast, and it's thorough, and we list 45 or 50 different pieces of information about each ezine. And nothing is perfect but we are the fastest, easiest way to find ezines by category, by number of subscribers. Do they sell solo ads? Things like that. And we absolutely help members succeed, and have for 10 years as of 2008!

So here's what I think. If your time is worth money, then the DOE is worth the investment. If you don't have the money, that's cool, too. We can go on to the next things. But I'm going to say that the [Directory of Ezines](#) is a rich resource, and it grows. We've been doing this for ten years now. We're fixing to take our next major step forward. I think it's going to be a good thing. So the first best way, in my opinion, is the Directory of Ezines.

The next way is using good old [Google](#). Now there are a number of ways to find ezines using Google, and probably the first best piece of advice I would have for you would be to learn something about Google's advanced searching. Most people go to Google, and they never look at that advanced link, and it's a funny thing, because you can get some really very specific results by using the advanced search.

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For example, if you put in the term ezine advertising, you'll find one set of results. "Ezine advertising" brings another set of results. [Ezine advertising] brings a third set of results. All of this is covered in their advance searching techniques, so do take a look at that, and if you have any questions about it, enter a support ticket and I'll help you if I can. But if you look for the term ezine advertising, fair warning, you're not going to really find ezines that selling ezine advertising. You're going to find resources like mine, Directory of Ezines or Ezine Advertising Live, that want to sell you information about ezine advertising.

So here's how you do it instead. Let's say that you're in the cat business, and you want to sell cat collars. What you would do is you would put in "cat ezine" in quotes. Now that's going to yield a certain set of results, and you're going to see now a set of ezines that are about categories. Sure, you're going to get some results that aren't going to be about cats and ezines, but in the main, if you're putting it in quotes or braces, you're going to find ezines about cats.

What you have to do now is you have to determine do they sell advertising? So you can go "cat ezine" in braces or quotes + advertising. That's going to bring up site where cat, ezine, and advertising are all in the search results. Unfortunately you're going to get some unscrupulous search engine optimization black hat guys who want to sell you lottery tickets, and they've optimized on cat ezines, because they understand

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Cat Fancy has a circulation of about a billion people. I don't know how many, but it's a lot.

So you have to be a little careful there, but Google is a fantastic resource for finding ezines in which to advertise. I make no bones about it. It's a wonderful resource. I've used it many, many times, and we use it in our research to see if ezines can be included in the Directory of Ezines. So if you use the advanced search techniques, and you find a website that looks like it might be right for you, how can you quickly determine if they do sell advertising and, if they do, how much is it and all these other things?

Well, here's the secret. Look at the **bottom of the page** for a link that says advertising. Now, you may be saying, "Duh, everybody knows that," but I don't think everybody does, because when I share this one on one, people usually light up. Generally publishers don't do the best possible job of selling their advertising on their website, because they're busy and they're doing other things. So you want to look for the link that says advertising. Sometimes it's at the top of the page. In my experience it's mostly at the bottom. If they've got an advertising link, they probably have "buy now" buttons, but they might not have a rate sheet. So you look for the buy now links. You don't have to click them but look for them, and that will help you to determine how much their ads cost.

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So now you've determined there's an ezine. It has a certain circulation, because they'll almost always say that. It does sell advertising, and here's how much the ads cost. Put that on a piece of paper, and now you're starting to build yourself a little list. So if you're going to use Google, that's the process to use.

Here's a third method for finding ezines, and that is to search forums. Now, there are several Internet marketing forums. I have found over the years there are forums for almost every possible situation. There are fitness forums, and there are Internet marketing forums. And there are real estate forums, and there are financial investment forums. There are forums about Ford Mustangs. I mean, there are all kinds of forums out there, and you want to visit these forums and ask some questions about ezine advertising. But I'm going to warn you about something, which is that you've got to be a little bit careful about what you hear. You know there's an old saying that a happy customer tells one person and an unhappy customer tells everybody.

So you've got to be a little bit careful what you listen to, but here are a couple of tips that help you. Be very specific about what you're asking. Don't go into the forum and say, "Does ezine advertising work?" because you're just asking for it. But say, "Hey, I'm looking for three ezines to advertise in. Does anybody here advertise in ezines? If so, what are their names? If so, what results did you get? And can I send you a private email about it?" And then ask for some people who have had real experience, not just, "Yeah, I heard about that, now please buy my product" You want

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people who have really placed ads, not people hanging out in forums to try and sell things to you.

Take the good. Take the bad. Filter it out. Get specific, and then decide for yourself how to move forward. Forums can be a good way to find ezines in which you can advertise.

The longer you hang around forums, and the more well known you become, the less you will get what I call false positives - in other words people just saying anything they want to you. If you've been around the form for a while, they're going to respect that, and they're going to give you a more accurate answer.

So just to recap, the three best ways in my opinion,

- [Directory of Ezines](#)
- Using [Google](#) or another search engine,
- Visiting forums

Now, let's talk about writing ezine ads. Oh, this is one of my favorite subjects, and I know, by the way, that it's 8:58, and so what we're going to do is we're going to go a little longer. And we're going to get through the material that I had planned on getting through tonight. It looks like it will probably take about another hour, perhaps a little bit less, but I really think it's important to get through here. And so I'm going to keep going, and I hope you stay with me. And if you don't, remember you get the

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transcript. You get the audio, and do remember – I'd be remiss if I didn't say – that the special offer that I'm making about the free solo ad writing ends at midnight tonight no matter what. Nothing we can do to extend to that. It's a really special offer we're making just for a short period of time. So if you're on the call now and are going to jump off, please bear that in mind.

Let's talk about writing ads. You're going to want to pull out **your success guide**, and you're going to want to look for the page that says, "**What are the five steps of the sale you ezine ad must address?**"

Now I've been a salesman all my life and I learned how to sell at a very early age, because I was in love with my high school sweetheart, and we got married young. So I had to go out there and learn how to sell, and here's what I learned.

There are **five steps to a sale**, and I'm going to give them to you right now, and we'll talk about how they apply.

1. The first step is **attention**. You've got to get their attention before you can do anything else. A lot of people think that the headline is the attention getter, and it is.

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2. The next step is **involvement**. You have to get the person involved with your presentation, with your offer, before they can go any further. So you got their attention, and they're going, "Hmm, yeah, okay." And we've all heard you have three seconds to get their attention. I don't know who makes this stuff up, but maybe it's true, maybe it's not. But you don't have very long. That's absolutely true.

So you want to get their attention. Now you want to get them involved. That's generally saying something about a common problem. Are you tired all the time? Do you not have enough energy? When you look in the mirror, do you want to turn away? Things like that.

3. The next step is **conviction**. You've got to convince them. That's the step most people miss, and I'm going to talk about that in just a second, but I want to give you all five steps.
4. The fourth step is **desire**. You've got to create a desire.

Let me talk just one second about the difference between conviction and desire. I'm completely convinced the Golden Gate Bridge is a great bridge. As bridges go, I think it's the top, but I have no desire to own it. You couldn't give it to me for a dollar. So you see, there has to be a difference there between convincing somebody that something's true and making them desire it. Unfortunately the desire part is where

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people jump up and down and do this hyped up sales copy, and we're going to talk in just minute about why that's not a good idea.

5. The last step, the fifth step, is the **close** or **call to action** as some people like to say.

So the five are attention, involvement, conviction, desire, and close.

Now, some marketers teach what's called an AIDA formula, which is attention, involvement, desire, and action, skipping the conviction part. I think that's fine as far as it goes, but I think it's incomplete. People who put testimonials on their site are convincing you that they are credible. That's why they put them there. It builds no desire for you to own their product.

What builds desire for you to own their product is **what it will do for you**, because let me tell you, this is what buyers care about, one thing. **What's in it for me?** And it's just true. It really is true. When people get down to that pulling out the Visa stage, they care about what's in it for them. And when you get to ad writing, you've got to know this formula, this **AICDC formula** – attention, involvement, conviction, desire, and close.

Now in the full course, we're going to do a really neat thing which is we're going to hold a **workshop** about writing solo ads, and **we're going to choose products from the people who are in the full course.**

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I'm going to write an ad about those products while the people who have bought the full course are watching and interact on a white board. It's going to be very cool. We're going to try to use some advanced technology there. I think it's going to be fun.

Let's talk about ads for a minute, and it doesn't matter what kind of ad we're talking about now size wise, although there are different techniques for writing different type ads. What I am fixing to say to you is something not many people talk about, very, very important, and universally true. It doesn't matter what size of ad you're talking about.

The goal is control. The goal is true create a control ad. A control ad is an ad that **stands the test of time.** It becomes what I call **a super ad** that can be placed everywhere and you know it's going to work before you place it. Once you have a super ad, you can prove or disprove advertising sources based on that ad, because you know the ad is so good.

Let me give you an example. Let's say I write an ad that I think it just fantastic. It's got all the elements. It's got attention, involvement, conviction, desire, a close. It calls for action three different ways. They have a buffet of ways that they can respond. I'm making a great offer, something I know people want, and I put it in an ezine. That is not a control ad. When I've run that ad five, seven, nine, twelve times, now it becomes a control ad. When I test it against other ads, it becomes a control ad.

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So what you're trying to create here, and remember this phrase, "The goal is control," you want to create **a control ad**, an ad that is so proven that you know it's going to work almost anywhere you place it. Now, you can't place it in a fishing ezine if your thing is a business opportunity and expect it's going to work, but within reason, if you place it anywhere, it's going to work. It's a super ad.

Years ago there was a product called the Cookie Cutter. Do you all remember that? The Cookie Cutter was this really neat little piece of marketing information where the product was the opportunity, and the opportunity was the product. It was teaching about Internet marketing, and you could sell the memberships and make a profit. And there was an ad written back then, and it started out, "This little dumb ad." It said something like, "This dumb little ad puts \$20 bill in my pocket all day long." It was something like that. I can't quite remember, and I've lost touch with Gary, so I can't get an original copy of the ad.

But that was a control ad. That was an ad that had been tested. The headline had been tested. The benefits had been tested. The call to action had been tested through many different versions and had proven to work in a variety of locations so that the ad was reliable. It was a control ad.

We create control ads by running ads that succeed and then modifying those ads **one piece at a time**. Now what are the pieces of the ad? Well, basically you have the

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headline, and then you have **the problem** that you're going to solve. In other words, are you tired? Do you want to lose weight? Do you want to make more money? Do you want more time with your children? Next there is **the proof**. Proof that it's working for others. Proof that it can work for you. And then there's a **benefit statements**. Think how great it would be to work when you want, where you want, only if you want. Think about being able to take a week off and never looking back. Think about these type of things, and then there's a **call to action**. If that sound good to you, then you need to click here. If that sounds like what you want, then you need to do this. If that's what you want but you're not experiencing it, then you need to do this other thing.

So you want to modify your ad one piece at a time. Remember in our case study we talked about what would we do if that coach's ad worked? We would run the ad again, but we'd change the headline. Why bother to change the headline? It worked. You made money. You spent 150 bucks and made 700 bucks. Why in the world would she change the headline? I told her to change the headline because what we wanted to do is create a control ad, and the next ad we spent 150 and made 900. We changed the headline again and spent 150 and made 400. Which headline of the three do you think we went back with? You betcha! It was headline number two, but **we weren't guessing**.

We knew that that was creating results, and so we could test that headline again and again. And eventually we created a super ad, because the headline was very well

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tested. The revelation of the problem, in other words getting them to relate to the problem became very proven. The benefits in order were very proven; the call to action was clear-cut. These people don't want to make phone calls. They're too busy. They don't want to go to a website. They're too busy. Guess what they do want to do. They want to hit reply and get more information, so an autoresponder turns out to be the best response device. But **you don't know that if you don't test** out the idea that they can call a phone number. You don't know that if you don't test out the idea that they can visit a website.

And let me say this. If all of this sounds like too much work to you, then okay. That's your choice. But if you want to succeed with ezine advertising, these are the type of efforts it takes. I'm not going to lie to you. I'm not going to pull any punches. It's not as hard as maybe it sounds to you right now, and it's very clear-cut when you'd got somebody who's clearing the path in front of you who knows what they're doing, but it does take these type efforts.

Okay, so let's talk about the formula we talked about – attention, involvement, conviction, desire, and close. Obviously they build on each other, there is a progression. One step builds on the next. It's very important when it comes time to write a solo ad that you have all of these elements in place.

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It's pretty obvious I'm sure that you can't put all of this into a classified ad. In a classified ad you're going to put attention, headline, desire, and close. That's it. I mean, you're going to try to get them involved. No room. You're not going to try to convince them of anything. You just get them to the website.

In a solo ad, if you miss adding these elements, your solo ad starts strong and then gets weak. And unless you know where to put your call to action links at the top of the solo ad – and by the way, you never put a call to action link at the top of the solo ad. Let them read a couple of hundred words and get them in, and then put your link. So you don't really want them to think you're selling them for lack of a better term real early on in the process of a solo ad.

But your solo ad needs to cover all these. If it doesn't include that conviction stage, that "I'm convinced this person is for real. I'm convinced this opportunity is for real. I'm convinced this product will solve my problem," then all the desire in the world is not going to change anything. So don't miss that conviction step. That's the step most people miss. It leads to more and more hype, trying to pile on more and more outrageous desire statements, and we must answer the logical reason why before we can build desire if we expect to make sales.

People are of two minds, logical mind and emotional. There are two different characters. It's often been said and it's absolutely true that people buy with emotion

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and defend it on logic. That's why people go out and buy \$30,000 cars when they need an \$850 set of tires. "Well, I had to do it, honey. We're going to have to buy tires." You know, I've got a friend that actually did that. He went out and bought a Suburban because he needs \$600 worth of tires. He wanted the Suburban, and the logic he was using was, "Well, it had a lot of miles on it. It needed tires." We buy with emotion, and we defend it with logic. "I need that new dress because there might be something coming up. Hey, it's going to be Easter soon," whatever. "I need that new set of golf clubs because I've just got to beat John in the club championship," when the set of golf clubs you've got are perfectly fine if you learn how to use them.

So we buy with emotion. We defend it with logic, and when we advertise, my friend, let me tell you, this is really important - when you advertise and you forget to also click off that logic button, you make your advertising weak. You've got to make those ads strong. Give them a logical reason why they should buy.

Okay, so the headline matters the most. You want to use tools like Headline Creator Pro. I love that product. I'm giving it with resale rights to people who buy the full course. It's going to be a fantastic tool for them. I use it. I generate about 50 headlines for every ad that I write, and I start looking through them, and I pull out the best ones that I can find.

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Now, here's another thing you want to do. You want to **start a swipe file**. A swipe file is simply a text document that you keep on your computer somewhere, where you can copy the best headlines you see and paste them in there. Never ever, ever, ever use somebody's copy word for word. Always use their copy as inspiration for your own.

And don't overlook the classics. I had a guy say to me not too long ago, "Oh, that Headline Creator Pro, you love that program but it's full of these old classic headlines from the '50s.

And then not six weeks later I heard an ad on TV for a language translation program that I won't say their name of, and the headline went like this. "They laughed when I said I could speak Italian until the waiter brought the check."

And I thought to myself, "I've heard that somewhere. Where have I heard that?" I went into Headline Creator Pro, and sure enough, one of the classic headlines they list in there, it's not one that they generate for you, but one of the classic headlines was, "They laughed when they said I could do this, until I did that and proved it." And I thought to myself, "This company is spending millions of dollars on advertising, and they're using a headline that was originally written in the 1950s in the year 2007. And they're knocking lights out because it works."

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So don't overlook the classic stuff. Do start a swipe file. When you get email every day, when you go to a website, grab that headline. Put it in there. Use that for inspiration. Mix and match the way that they introduce the idea, the way they make the idea come to the forefront. It's really important to do that.

Here's something else that's important – **understanding benefits** and what they are. Now, I'm going to give you the short version because it's late. And here it is. A feature is what a product does. A benefit is what it does **for me**. That's really just the bottom line. It's as simple as that. A feature is what a product does. A benefit is what it does for me. Why do I care that my car has electric windows, which is an option that I paid for. Well, let's see, my wife's out at night, and she needs to roll the window down on the other side of the car. Is that safe to get out of the car and go talk to somebody? Not really, but she can roll the window down from her seat, so I care about that, because it does something for me. It makes me feel more secure.

Now here's another thing. Don't confuse benefits with a call to action. That's really important. A benefit is something that a product does for a person, but listing benefits doesn't cause people to take action. You have to ask them to take action. You have to cajole them to take action, but you have to expressly get them to take action. You can't just make a list of benefits.

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My product is the best in the world because it does this and that and the other thing, and it's read and then expect that people are going to come to the conclusion on their own to take action.

They won't do that. They'll never do it, because they're inert. They're sitting there. They're reading the ad, and they're into the ad. That's good. You want that, but they're not going to make the leap that, "Ooh, what I need to do is go learn more at the website." You need to tell them to do something, and the way you tell them to do something is by asking them if they want that benefit.

Let's say you have a weight loss product. Let say you have a fitness product, even better. You're going to teach people how to work out, and they're not doing it now, and you know they're not doing it now. And you're saying in your ad, "You can have more energy, and you can look better. And you can be more attractive," and these type things. Don't say, "Click here now to learn more." Say "Click here now to get started," don't say that either. "Click here now to lose your first five pounds this week. Click here now to learn how to tone up those thighs. Click here now to – whatever the benefits statement is.

If you're selling a business opportunity, it's not, "Click here for more information," as much as it's, "Click here to set yourself free." It's funny to me that people will use all kind of expressive language in the writing of an ad, and then when it comes to the most

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important part, the call to action, the telling of the reader what to do, "Do this," they'll use really stale language. They'll use what they see on websites, which doesn't work, and by the way that's why most websites are thrilled to death to have a 1% conversion ratio. Why? Because they don't know how to close the sale. They know how to get people interested, but they don't know how to close the deal.

So we're drifting from ezine advertising except that it's just as important when you write a solo ad or a sponsor ad to know **how to call them to action**.

Here's another thing that's very important. You've got to choose what response device you use. Now, what is a response device? It's what it sounds like. **It's the way people respond**. If you go to some websites they will very wisely have an 800 number you can call. Sometimes you can fax your order. You can buy online. You can do 19 different things to give them money, because they like getting that money, and that's smart, because they have tested over the years that these different response devices work for them.

Different marketers operate differently. Some people want it to be really automated. You just do it online. That's it. That's okay if that's you. But when you need every single sale and you're starting out and you're testing things, you want as many ways to respond as possible. Don't overlook them sending you an email and

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getting more information. Setup an autoresponder. Let then send an email to that. Now you can drip messages out over a period of time.

In always recommend to my ezine advertising clients, as well as my article marketing clients, that they use **multiple response devices** in the call to action. "Click here to learn more." That's not the best one. "Click here to lose 20 pounds in the next two weeks," or send an email to or make this phone call. It could be a website. It could be email, phone, fax, smoke signals. It doesn't matter. As long as they respond, that's what matters.

Now, let's talk about **tracking ads and why tracking matters**. We're going so much longer than I thought we'd go, and I'm having a good time.

Okay, here we go. Tracking matters for a very simple reason. **It's the only way you're going to know if you get results**. Sales won't do it. Only clicks will do it. Only knowing how many clicks, because when you know how many clicks, then you know how many sales, then you can do your ratios. I got ten clicks. I made five sales. Wow, I'm happy. I got 300 clicks. I made no sales. Now I'm unhappy, but you can't know if you don't track.

So you absolutely have got to track these ads. You can use an ad tracker that you install on your own domain. That's what I recommend personally, because I think it builds your brand. So if you have a domain you can hire somebody to put an ad tracker

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on there, and learn how to use it. And all your ad trackers go to your domain name with the name of the tracker at the end of the URL. You'll notice I did that with my ezineadvertisinglive.com/specialoffer. It's easy to remember. You've got to get these things as simple as you can, and most affiliate programs don't give you easy to remember URLs, so you want your own. Even if you sell your own products, it's really best to have a tracker that includes your URL.

You can use a service. You can use a script on your site, but the only way to avoid wasting money and knowing what the true results are is to use an ad tracker. I like this script better than the service, but let me tell you, I used [Ad Minder](#) for a long time. They did a great job for me. The downside to using a service, I'll warn you about this now, is if you stop using that service down the road, all the links you put out prior to you stopping **will stop working**. So if you're placing articles with links in them or you're placing other types of things with links in them, and you're using an ad tracking service, and then you suddenly quit using that service, all those link are going to stop working. So be very careful when you do that.

Harvey Segal and you can Google him, Harvey Segal, S-E-G-A-L, he wrote the book on ad trackers. He's the guy I go to when I need ad tracking information, but you don't need it more than once, because once you get the concept. It's really pretty straightforward. But Harvey has a wonderful book.

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I'm 99 percent sure it's free, and Harvey knows his stuff.

So let's talk now about a couple of **advanced techniques** and then get some frequently asked questions and then finish.

The advanced tactics we talked about tonight are **the advertorial**. Advertorials are very powerful. Here's a little secret about advertorials. If you ask publishers to run them, they often will. They won't advertise that they'll run them, and why, I can't figure this out. I think they don't want to be seen as selling their content. I'm not certain. I'll be candid, but I know this. I've asked before. "Would you consider running an advertorial, "And they've said, "Yeah, I'd consider it."

It costs about the same as a solo ad. Sometimes it can be much stronger. Sometimes it costs less than a solo ad, but if you show them the advertorial and it's written well, and one thing we're going to talk about inside [the full course](#) is how to write these, of course. But if it's written well and it's not just blatantly a solo said, you'd be surprised how many publishers will take those, even though they don't advertise they take them. So one little advanced tip is ask about the advertorials. Ask if they'll do that.

Here's another advanced tactic, and that's **advertising for subscribers**. You want to build a mailing list of your own, and you want to use ezine ads to do it. How do you do that? Well, you're not going to use a solo ad, but here's what you do. You find

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an ezine that has your perfect target, and then you place classifieds in that ezine every week if you can afford it. Classifieds are pretty cheap, so it should be an affordable proposition. More subscribers are made through **classified ads** than any other type of ad, and I'm not certain why except people who are subscribing are often looking for information that doesn't cost anything today.

And that's fine, so they're looking in the classified ads for a bargain, for some information. If your ad's well written, you'd be surprised at how many clicks you get. So if you're trying to build a mailing list of your own - and really you absolutely should - it's just the best thing in the world to have your own mailing list - you can learn from them. You can help them. It just is a win-win situation.

Here are a couple of other hints. **Give something away free for subscribing.** A lot of people miss that. They just say, "Hey, subscribe to my ezine. It's cool." And that's fine. Or, "Subscribe to this information." It doesn't have to be an ezine, and that's fine, but giving something free is generally much more effective. When you advertise for subscribers in an ezine and you're using classified, I like to send them to a lean capture page. I don't want to give them too much information. They've seen a classified ad. They clearly are motivated to learn more, because they've clicked.

Now **you don't want to satisfy that curiosity.** You want to **capitalize** on that curiosity. If you're selling a product you want to satisfy the curiosity. But if you're

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trying to get them to take another action, one that doesn't involve whipping out their credit card, you want to build on that curiosity by **continuing the curiosity** and asking them to take a simple action which is to subscribe.

Here's a little advanced technique. People who buy co-registration names – there's nothing wrong with buying co-registration names, but they're generally 35 or 45 cents apiece. If you buy leads, it's really easy to spend a couple bucks apiece. Sometimes **advertising for that type of thing is more effective than buying the leads** themselves. So you place classified ads in ezines saying the same thing that the co-registration company would be saying in order to get subscribers, but you can get them directly. So that's a tactic that I taught to a guy a couple of years ago. He's built a huge mailing list using it, and it's been very effective for him.

Okay, well, we've covered a lot of ground. This has been a lot of fun. Now what I'm going to do is answer some **frequently asked questions** that came into the website. So bear with me while I shuffle, shuffle, shuffle my papers.

Let me make sure – oh, you know, on your success guide, I wanted to tell you that I also put in the back of this a **call schedule** for the full [Ezine Advertising Live](#) course in case you decide to take it, and those dates are firm. But everybody who gets the Ezine Advertising Live full course is going to get audio and a transcript from every call.

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So not to worry if you look at those dates and say, "I'd like to do it, but I can't make those dates." It's just like this call here. I'm going to give the transcripts and the audio, because hey, not everybody can be here all the time.

Okay, are you ready? Here are some **frequently asked questions**. These are questions you asked by using the form on the website you went to about tonight's call.

Rodney in the UK asks, "Hey, Charlie. Do you think it's still possible to do an ezine advertising campaign for **affiliate programs without your own website** when starting your own business? And if not, should you have your own website or blog for affiliate programs or try to develop your own product first?" It's a really good question and one we've gotten before, and I want to answer it by saying this. You absolutely do NOT need your own product.

Having your own product is great, and it puts you into a different category online, because now you can have affiliates of your own. You can do joint ventures with other people, because you keep a hundred percent of the profit, but you can give away 90 percent, 20 percent, anything you want. When you have your own product, the sky is the limit, but not everybody can have their own product, and that's fine.

For a long time I didn't have my own product. I marketed as an affiliate, so I think it's absolutely possible to do a successful ezine advertising campaign for affiliate programs without having your own website. **I absolutely support that idea and can**

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show you how to do it. It's being done successfully now, and so you can't let that stop you from doing ezine advertising.

That said, I'm going to put the idea in your mind that you want a website of your own, because you want to **build your own mailing list** over time. People who buy products buy other products, and why should you not have access to them to offer them other products, ask them what they need, and then make offers and more? So I think that it can't be emphasized enough that building a mailing list is important online, and I would recommend that you have your own site for that reason. But to answer the question directly, **you can absolutely succeed as an affiliate without having your own site and doing the pure affiliate marketing thing using ezine advertising.**

And I'm going to teach how to do that in the full course.

Now, here's a question we got nine times, so I know that it's on people's minds. Jeff in Oregon was the first to ask it. "My question pertains to the topic of saturation. I'm wondering if it's common and, if so, how common for advertisers **for a particular opportunity to over saturate an advertising platform** or venue such as the DOE or even ezines in general." That a really good question and well worded, Jeff.

Here's my answer. **I don't believe that saturation exists in the world of ezine advertising for these reasons.** Number one, the world of ezine advertising is much bigger than you probably think that it is. So even if it feels like there are

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thousands of people out there promoting at the same time, there really are not. The number two answer to that would be that **it takes repetition to make a sale**, and people who receive an ezine they look at that ezine as a standalone thing. They don't think to themselves, "You know, I received 15 Global Resorts Networks ads. I just never want to hear that name again." They don't think to themselves, "Well, all I ever see in this ezine are ads for a Plug-In Profits site. I never want to see that name again." They don't think that way.

You might be thinking that way, because **you're the advertiser** and you're concerned that you're going to get a response. But **readers don't think that way**, and there is a degree to which the people who have advertised the same product you're selling and have come before you **have laid a foundation for your success**.

If you're in Plug-In Profits or you're in Global Resorts or you're in Wealth Masters or Success University, one of these popular programs, let me ask you this question. **Did you buy the first time you looked at it?** Probably the answer is no. For most of us, we go home. We think about it. We pray about it. We talk to our spouse. We look at our budget. We wait until the time of the month is right, you know, like we've got our mortgage paid, our insurance paid, our car paid.

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Now we've got a little free money. Okay, I can invest in this, and so **you can build upon the success of other people** actually ***by advertising the same thing*** they're advertising.

And believe me; I've seen this work because of the fact that human nature is to wait. Human nature is not to buy the first thing we see. Our parents warned us against it. Didn't your dad tell you or your mom, your aunt, somebody in school, "Don't buy the first thing you see." Everybody heard that, and we take it to heart whether we want to take it to heart or not. It's just part of our DNA. So because we don't buy the first thing we see, there's no reason to believe your ad won't be the ad that brings the person over the tipping point to taking action.

Now that being said, is it wise to think about these things and to consider them? Sure, absolutely, but I don't believe there's any saturation going on in the ezine world, just I know there's not a duplicate content problem in the article marketing world if you're distributing original articles. If you're distributing private label articles that you buy off a site and you put your name on and you send them out, big problem. So I don't believe the saturation problem exists. Like I said, we got the answer about nine times. The Reverse Funnel, the Plug-In Profit, **these are great programs that can be great for the person involved if they are consistent about advertising in places where they know the audience is already interested.** And that, my friend, is ezines.

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But is it going to be over saturated? No. There are programs that have happened in the past that have been, and I'm not exaggerating, **40, 50 times bigger than the programs going on today**, and there was no saturation then. And by the way, there were fewer ezines to choose from back then, fewer publishers. So I have not seen as a practical matter any saturation effect. If I do, I'm going to find a way to market around it, and then I'm going to share that with you.

Next question, John in Baltimore, "Is **classified advertising** effective today in ezines, or should we stick more to solo ads?" I kind of covered this earlier, but I want to get back to it a little bit. Don't think that solo ads are the only way to go. Solo ads have their place, but if you were an offline advertiser, you'd look at TV. You'd look at radio. You'd look at billboards. You'd look at magazines. You'd look at direct mail. You might do an infomercial, and these are all tools that **when they come together** build a powerful house. You can't take a hammer and go build a house. You've got to have a saw, and you've got to have many other tools to build an entire house.

So a solo ad is one of those tools that can help, and sure it's visible. And sure it's powerful, but if somebody said to me, "You can only run solo ads. That's all you can do," I would find that very limiting, because I think there's definitely a place for classified ads.

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Now, let me teach you a little advance technique. When you want to talk to a publisher and get them to give you a really, really good price, you can say to them, "I'll put an ad in **every ezine you publish** for the next three months." It's not a solo ad. You see, you put a solo ad in once, and you put two or three top sponsors in. You put in five classifieds, and you put in another solo. You're in that publication **every single time**, but you're not paying the solo rate every single time.

So you see classifieds are very, very powerful. While I'm on the subject of classifieds, I'm going to say something a little controversial but true. Here it is. Are you ready? I hope you write it down. Free ads don't work. **Free ads don't work to sell products.** So if you spend a lot of time with free classified ads, you can stop. Free ads work for testing various elements like headlines. You put ten different headlines on the same body of an ad, and you put it out there free, because it doesn't cost anything. And if you get any clicks at all, you've learned something. But if you're thinking about selling products using free classified ads, don't, because it will waste your time. And I tell that to the people who buy the [Directory of Ezines](#) every single day.

You'll notice on the Directory of Ezines sales letter I don't mention free ads much and the reason is they just really don't work. They can work for testing, but they don't work for selling things.

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Okay, one more, Roger in Singapore asks, "How does ezine advertising **compare with other paid traffic generation methods** like pay per click, social ads, classified ads, etc.?" Well, Roger, I assume when you say "classified ads" you mean classified ads sites, and I think that those don't work so well. I think they work well for testing and not so much for selling products, and here's why.

I've never met somebody yet, and I've met a lot of people, who said, "You know, I need to buy a leaf blower. I'm going to go find a classified ads site and look at all the classified ads." They just don't do that. There are so many ads. I've been to classified ads sites that have literally a million ads, and it doesn't matter how they categorize or subcategorize them, there are so many ads that your eyes just roll back into the back of your head after a little while. So I don't find these classified ads sites to be especially effective for selling things. I do find them effective for testing.

Social ads, the jury is out. We don't know. Social marketing and networking is still new enough that we don't know is it creating traffic to traffic's sake, or **is it creating traffic that buys something?** Because I'll tell you, I'd rather have 100 people come to my website and get ten of them to buy than have a thousand people come to my website and get only a few to buy, and the reason for that is that I'm looking for **qualified buyers** who are interesting in what I do, because it takes effort to get every one of them to your site. So I know people spend tons of time on the social

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networking, and is it effective? I don't know. It can be effective for traffic. I understand. I'm not too sure it's effective for actually making sales.

Now, **pay per click**, that's a very good comparison. Ezine advertising, in my opinion, can be **more effective than pay per click** for this reason. With pay per click, you pay for every click. So if I run an ezine ad for, I don't know, let's say \$300. I run a solo ad in a big old ezine for \$300, I might get 1,000 clicks. If I get 1,000 clicks, I've paid a really cheap cost per click. But if I'm on Google and I'm bidding against everybody, now **I'm going to pay for every single click**. So it's like buying clicks in bulk in my opinion, ezine advertising.

Also it's **more targeted**. The people who click on pay per click ads **should** be highly targeted but there is a real problem with click fraud, with competitors trying to drive your advertising costs up and more. No one is going to do that in an ezine ad.

Okay, I'm going to take one more, and then we're going to call it a night. Allison in Georgia says, "How many times do I run one ad in an ezine, **how many times should I run an ezine ad?**" That's a great question, because I think one of the big problems with ezine advertising is that people run an ad one time, and they don't get as much response as they'd hoped to get, and then they figure "that's it for ezine advertising".

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And you know, let me tell you, **if trying something once and quitting was an effective technique**, very few of us would be married or have any success on any level in our lives!

You've got to try things over and over again. You're got to try this. If it doesn't work, then you try that. Then you try this other thing. Now, the reason that I shared with you tonight that you want to **be careful with your budget** is because you'll do something better the second time than you do it the first time. That's just a natural thing. If you go work out with a trainer and he teaches you how to do a pushup, your 500th pushup is going to be a lot better than your fifth. There's just no doubt about it. Your technique will improve as you practice.

It's the same with ezine advertising. The fifth ad you place will be better than the first ad you write, because you'll know more about how to choose. You'll know more about what to pay. You'll know more about how to write an ad. You'll have results to compare to, so how often do you place an ad is impossible to say, except I would say this, and this is an advanced technique that I teach clients. If an ezine ad works, if you've bought an ezine ad and it's made a profit, even if the profit is a dollar, you place that ad again immediately, and you change the headline. That's the way to go.

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And when that ezine ad stops being profitable, you stop placing it. But it's like the old saying, if you gave me five dollars, and I gave you back ten dollars, **how many times a day would you do that?** If your ads are profitable, you repeat them, and you repeat them immediately. And you begin building a control ad by changing the elements.

So that's it for me. I've had a great time, and I mean I've had a great time. And I appreciate everybody who was on the call tonight, and it's really special when you all are on the live calls. And I'm going to do something I don't normally do, which I'm going to open up the phone line. I'm going to stop the recording and open up the phone line. Anybody that has a comment, question, or anything like that, I see we've still got some people on the phone, jump in, and we can hang around for another ten minutes or so.

Charlie Page: All right. This was fun. I didn't get to every single question, but I'm going to answer the questions I didn't via email. Does anybody have a question you want to ask now?

Female: Yeah.

Charlie Page: Fire away.

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Female: Well, I'm not really sure that my particular area would be good for ezines in terms of taking you up on the wonderful solo ad bonus. So how could I figure that out?

Charlie Page: Okay, what's your area?

Female: Entertainment industry, theater, film, and television.

Charlie Page: What aspect of theater, film, and television? Are you teaching how to do it?

Female: No, we have a membership website where anybody in that industry can join, and then our specialty is to match investors with unfunded projects, theater, film, and television projects, to match investors who join with those projects, although anyone can join, actors, actresses, composers, crew members.

Charlie Page: Okay. I think ezine advertising could work, but I think, candidly, it would be a secondary method for me. In the ezine world the method I would use first for that would be article marketing.

Female: It would be what?

Charlie Page: I'd write articles about what your site does and distribute those to ezines and to ezine directories. And the reason I say that is that your

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product requires a more educated sale than just a sales pitch, for lack of a better term. So I would write and distribute articles as my foundation in the ezine world, and then I would supplement that with some ezine advertising in the ezines that pick up the article. If they pick up the article, they're going to be interested enough that it's going to be worth doing some advertising with them.

Female: Well, that's great, because I joined your [Article Marketing Live](#) program. So that will be great.

Charlie Page: That will teach you how to do it. That would be the strategy I would use. I wouldn't go straight into the advertising.

Female: Thanks.

Charlie Page: Sure.

Male: Charlie, what do you recommend as far as the best shopping cart and the best autoresponders?

Charlie Page: Well, to me they're both combined. Although if you're using an autoresponder in a pure sense, in other words all you're going to do is use an autoresponder to broadcast or to respond, and you don't want it to do anything advanced that's transaction based, for example, then

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I recommend [AWeber](#). Tom Kulzer has been in the business a long, long time, a very good man, very responsive company. And I think AWeber makes the best pure autoresponder.

If you want a combination package, the way to go is 1ShoppingCart. I use a private label of it called [1AutomationWiz](#). But any of the 1ShoppingCarts will do, and I switched about two years ago from AWeber to 1Automation for my autoresponders. I will say this. They are not as advanced or sophisticated as AWeber. They go out just as effectively. The sending is no problem. The delivery is no problem, but what they will do that AWeber won't do is they will move somebody from a prospect for a product series into a buyer for a product series based on a transaction.

So I'll give you an example. I broadcast to a list inside 1ShoppingCart that's Ezine Advertising Live Preview Call prospects. That's my selling message about, "Hey, buy my \$20 call." When you buy the \$20 call, you're moved automatically from that to a buyers list where I can now send you the access information, send you the transcript, etc., and you're automatically moved based upon the successful transaction. AWeber won't do that.

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Charlie Page: Anybody else?

Male: Yeah, your full course, what is the cost of tuition?

Charlie Page: The cost tonight is \$199, and if you buy it tonight, we're giving away a solo ad. I'll write a solo ad for your product so that you have an ad to work with while you're learning how to write your own ads. The price will change in the next week or two. The calls begin on June 17th. I'm not sure what the price is going to be, probably \$400 on June 17th. When the course is over and we're selling it in an alumni sense, the last calls have ended; it will go to \$799.

Male: So we can pay the \$199 signup, say, tomorrow or something like that?

Charlie Page: Yeah, the \$199 price will last for a few days more, but the solo ad writing offer is purely tonight until midnight Central.

Male: Okay.

Charlie Page: Yeah, anybody else?

Male: Yeah, I've got a question.

Charlie Page: We've got all the time in the world. Fire away.

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Male: Yeah, this is Howard in Tennessee. How do we go about getting the ad now, Charlie?

Charlie Page: Howard, I'm going to put the information – actually, I've got the information up to Eric, but he hasn't had a chance to put it in yet. I'm going to put that inside the members' area of Ezine Advertising Live. So when you login to Ezine Advertising Live tomorrow probably after 3:00 Central, frankly, because we've just been real swamped with getting ready for tonight, there will be a contact form for just this purpose, and that will come directly to me. So I'd say tomorrow, at the worst day after, look inside the members' area of Ezine Advertising Live, and it'll jump out at you.

Male: Okay. Thanks. I enjoyed the call. Really a lot of good information here, Charlie. I appreciate it.

Charlie Page: Thanks, Howard. I appreciate your business. Anybody else?

Male: Yes. Hi, Charlie. It's Sammy in the UK.

Charlie Page: Hey.

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Male: Yes, it's Sammy, Charlie, in the UK. Charlie, when you locate an ezine with a large circulation and you think the profile matches what you're requiring, is it an idea, is it a dumb thing to approach the publisher to ask whether you could do a test ad, solo ad for example, to a small portion of that publication just for test purposes just to see what sort of response you'd get? You'd pay for that, but you don't want to go to the full circulation. Can you do that? How do you go about that?

Charlie Page: That's a good question. How large is the ezine in question?

Male: I don't have a particular one in mind, but let's say they have a circulation of, say, 150,000.

Charlie Page: With 150, you're probably not going to get them to bite on that, although they should. I have to be candid. They really should be able to segment their list, but a lot of publishers are running their ezines out of an autoresponder, and they don't have the ability to send to a small group. I think your idea is perfect, and I would absolutely encourage you to try it, but with 150,000 subscribers, I'd be surprised if they can segment. At half a million or more, almost all the publishers can segment. So they could send 10,000, and you could test your idea.

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Male: Right. The reason I'm asking is I was thinking of, for example, testing my solo ad across, let's say, 10,000 people, but for the sake of argument, ten different headlines to 1,000 people each and see which ones perform better. And then pick the winning headliner, and then go to the full circulation. That's kind of scenario, that's what I had in mind.

Charlie Page: I don't think 1,000 readers is enough of a test, personally. I think that's a really small number. That's a lot of work for an ezine publisher to put ten iterations of the same ad out to a thousand at a time. You'll find some publishers will do that, but I don't know many who will, especially at 1,000.

Male: Sorry, what's a good number? Because I heard 1,000 is good for pay per click advertising for testing. What's a good number for ezines?

Charlie Page: Well, when you say you hear 1,000 is good for pay per click, you're talking about 1,000 actual clicks.

Male: That's right.

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Charlie Page: Yeah, now we're comparing apples and oranges, because 1,000 subscribers getting an ezine and 1,000 people clicking an ad taking action are two different things. I might take 10,000 subscribers to create 1,000 clicks. It may take a million subscribers to create 1,000 clicks. It just depends upon the offer and many other variables. I would test with groups of about 5,000.

Male: I see, okay.

Charlie Page: I think that in this case the formula doesn't hold up, because you're talking about one group who has taken action. They've clicked an ad. Now you're talking about a group who has not taken action. They're passive. All they've done is receive an ezine. They haven't taken any action. To compare one group to the other would be pretty difficult to do.

Male: No, I was obviously doing the wrong comparison. But if you're saying that 5,000 as a minimum is the number to go for, then it's only down to getting to see whether the ezine publisher will actually split that low or not. But I get your point. Thank you very much for that.

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Charlie Page: You're welcome. I would think they would split it. If they're willing to split it, I would think they'd split at 5,000, and I think that would be a good test.

Male: Great. Thank you very much for a wonderful presentation.

Charlie Page: You're very welcome. Anybody else?

Male: Yeah, I have a question.

Charlie Page: Go ahead.

Male: Yeah, I have about 50 different products that I sell. They're kind of a specialty pet fence products.

Charlie Page: They're what kind of products?

Male: Pet fence, you know, like invisible fence.

Charlie Page: Yes.

Male: So it's kind of a specialty thing, and I sell all the do-it-yourself stuff. And I can see your point with the ezines. Do you think where I have a lot of products that this would work for me, or would I be better off – what would you recommend on that?

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Charlie Page: Well, I would pick a product. I wouldn't do 50. There's an old saying in sales that an unfocused mind can't take action. You know, you have to get a person down to where they're making a concrete decision, so I think you have one of two approaches you can use. You can use a superstore approach. You know, "We're a superstore for invisible fencing-type products, everything that a pet owner would need to create their own fence but do it much cheaper than you can have it done. And we'll beat your local prices," and terminology like that. I think that's one way to go.

I think another way to go would be to put together a kit out of the materials that you have and sell that kit for a particular price. So you're pre-building the elements they'll need to start from scratch, assuming they don't have an invisible fence now and they need to build an entire one.

Or you could use an approach where you're kind of there when they need you type of thing. If you need a part for this or you need a part for that, then come by our site. I would think that would be the

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weakest of the approaches. So I would try to pick a product and get that product as the thing that generates the most interest.

Male: Yeah, I have a couple of real niche products that not too many people get their hands on, and they're real popular products, so that would probably be what I'd do.

Charlie Page: When people have multiple products, one thing that I often recommend to them is to use a survey approach. In other words, they place ezine ads that ask people to fill out a survey and win a prize. Not like these survey things where you win a free iPod, but ask them to fill out a survey. Give them something free, an information product they can automatically download, and then you can discern from those responses what product people are really interested in.

Male: Mm-hmm, okay. Now to sign up for your \$199 special, we've got to sign up tonight.

Charlie Page: Well, the \$199 price will be good for a couple more days. The free solo ad writing offer is only good tonight.

Male: Okay. How do I do that?

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- Charlie Page:* You should be able to go to <http://www.ezineadvertisinglive.com/specialoffer> if you made it to the page where the teleseminar was, there's a big button that says, "Get the special offer."
- Male:* Okay, I have your homepage, but you said what, dot com slash what, specialoffer?
- Charlie Page:* Yes.
- Male:* Okay, I'll try that.
- Charlie Page:* Okay.
- Male:* If I have any problems, I'll step back in.
- Charlie Page:* Yeah, sounds good, or if we're off the call just email me.
- Male:* All right.
- Charlie Page:* Anybody else?
- Male:* Hi, this is Roger from Singapore.
- Charlie Page:* Okay, Singapore. Go ahead.

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Male: Just now you mentioned about ad checking. I understand at Ad Minder there is a feature that allows you to know where these people are coming to your website from. So currently I'm using a script that is ad tracked on my own domain. I find that I could not configure that. So, what do you advise, Charlie?

Charlie Page: Well, I would go back to the people you bought that from and get them to support it.

Male: I see.

Charlie Page: I mean, you bought an ad tracking script from somebody. The installed it for you?

Male: No, I installed it by myself. It's Adtrackz.

Charlie Page: Yeah, I'm familiar with that. I have a site I can recommend to you. Just one second.

Male: That would be cool.

Charlie Page: I have a – hold on one second. There's a site for programmers. Okay, here's the site you can go to. It's called yourownprogrammer.com. It's just three words smushed together dot com – yourownprogrammer.com. These are guys who install programs and

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fix broken programs for a pretty cheap price. I think they'll install or fix anything you've got for 25 bucks.