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This Jumpstart Guide outlines the three essential strategies you need to have in place to build subscribers for your e-zine FAST.

1. Make a Plan: Before you concentrate on building subscribers you need to what you will offer and to whom, how this will benefit you, and how you will get the word out.
  - What value you are offering and to whom? Without this clarity you can't make the offer.
    - Who is your ideal reader?
      - Age
      - Sex
      - Occupation
      - Life conditions
      - Challenges and concerns
      - Values
      - Dreams
      - Level of education
      - Cultural characteristics
      - Income
      - Marital status
      - Family status (children? Grandchildren?)
    - What do they need that you can provide in your e-zine?
    - How is what you offer different from other offers in this area?
    - What's in it for your reader?
      - Quality
      - Convenience
      - Speed
      - Accuracy of data
      - Unique information

- How you are going prosper as a result of providing that value?  
Without this knowledge you cannot sustain your offer.

Note: “Prospering” includes all the ways you will benefit from creating and promoting your e-zine. Be sure you are creating an e-zine that fulfills your personal vision of prosperity in all respects. This includes your quality of life, the way the e-zine supports and reflects who you intend to be in the world, and economic well-being.

- Set a specific goal for subscription growth.
- Know how having these subscribers will create value for you.
  - As prospective clients
  - As purchasers of your products
  - As test market that will give you valuable feedback
  - As source of community and dialogue
  - As source of referrals
  - Or ???
- Write out your plan. Without a written plan you cannot keep track of what you have done, nor can you improve your system.
  - Where will you promote your e-zine?
    - Look for places you naturally show up. (Pass out cards with subscription info at networking events; put subscription info in your email signature, etc.)
    - Look for places you LIKE to show up.
    - Look for places your READERS show up.
  - What do you need to do/know in order to promote it? Write this down!
  - How will you track your results?
    - Weekly chart of subscribes/unsubscribes
    - Number of sales
    - Number of referrals
    - Amount of feedback from readers

2. Make Your e-Zine a Magnet for Subscribers (also see above about offer and ideal reader)

- Give market quality content
  - Quality of writing: pleasing/satisfying to readers who know good writing when they see it
  - Quality and value of information: actionable, can turn into results, can be tested
  - Accessible: the value can be recognized and realized in minutes
- Clearly defined niche
  - Where and with whom your work is of most value.
  - Think in terms of whose language you speak.
  - Where are you the biggest offer?
- Rich offer in your niche
  - What makes you different from the others guys?
  - What are you afraid of revealing about yourself? This can be the key to your offer!

3. Put the Magnet Where It Matters: Get your newsletter and subscription info in front of people who want what you have to offer.

- Get your articles (with link to subscription page) on high-traffic Web sites
  - Make sure these sites appeal to your niche
  - Make “how to subscribe” ULTRA obvious

- Get your articles with “how to subscribe” info published in other e-zines
  - Large circulation OR
  - Smaller circulation but perfect audience, example: get an article from your fitness coaching into an e-zine on nutrition
  - Make it ultra easy for readers to subscribe
- Paid subscription services
  - <https://www.listmedia.com/cgi-bin/ref.cgi?00746>
  - Before you pay for subscribers, understand how you intend to recover your investment.
- Your own high-traffic Web site
  - Must offer same value and benefits as NL
  - Must have high search engine ranking
  - Consistent and recognizable brand

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## ***“Shorten Your E-zine Learning Curve” Audio Tapes***

Learn the secrets I’ve used to build *The New Leaf* from 45 to over 11,000 subscribers in less than four years with audio tapes from live teleclasses. The 3-tape series includes:

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