

Special Report ...

“How To Automatically Sign-up **300+** Targeted Subscribers Per Week Using Joint Ventures”

3 Case Studies From Publishers Who Are Doing It,
And How They Are Doing It.



By Jason Potash

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In this special report, I'm going to introduce you to an extremely powerful ezine marketing technique.

In fact, I've gone on record several times saying that this technique is the critical factor that separates a winning ezine from a complete failure.

Lucky for you, not a lot of ezine publishers are using this technique.

Why? Doesn't it work?

You bet it works!

So, why doesn't everybody use it?

Well, I've boiled it down to a few simple reasons.

1. Most people are lazy by nature
2. Most people are looking for a "magic pill" – the easy way out

It's crazy.

I see ezine publishers everyday who spend the time to learn HTML, put together a website that looks good, and then they sign up for all these free programs that simply don't deliver.

Free programs that promise you 100,000 hits or 100 subscribers per day.

You know what I mean ...

You visit a website and are instantly bombarded by flashing banners, spinning logos ... Next, all these windows start popping up asking you to click to other websites or subscribe to a laundry list of other ezines.

Traffic exchange programs, banner exchange programs, subscriber co-ops, exit page co-ops ...

In most cases, the webmaster or ezine publisher is more concerned about accumulating "points" from each page displayed than attracting targeted traffic and subscribers.

This is a BIG mistake.

If you've been involved in any of these programs, then you know exactly what I mean.

"These programs are getting me subscribers and traffic, but why aren't they buying anything!"

Sound familiar?

The problem is, you may be getting hits and subscribers, but are you attracting targeted subscribers and traffic? There's a big difference.

targeted subscribers & traffic = more profits

I'll explain more about this within this report.

The fact that you've read this far will already put you way ahead of the pack when it comes to building a profitable, quality subscriber list and getting targeted traffic to your website.

In this special report, I'm going to reveal several ezines who have tapped into the power of joint ventures. I'll also reveal exactly how they do it.

You can easily incorporate these same tactics into your own marketing efforts to drive more targeted traffic to your website and targeted subscribers to your ezine.

As you'll see in the next few pages, this isn't rocket science. You don't need an engineering degree to put these tactics into motion. Anyone can do it.

So, here we go. Let's take a look at one technique that is working incredibly well for a number of ezine publishers. In the next few pages, I'll show you exactly how to implement the same system to achieve similar results with your ezine.

The only catch?

You are going to have to put in about 30 minutes of work. But once this is all set up, it runs on auto-pilot, feeding you highly targeted subscribers for years to come.

I'm serious.

Here's how it works.

Joint Venture Case Study #1:

How to attract 350+ subscribers per week by exchanging "thank you" pages.

Do you have a "subscribe now" box on your website?

(Enter your complete Internet email address.
Example: **YourName@YourISP.com**
Please check this carefully and make sure it is correct!
Do not use a space in your address!)

Pretty basic, right?

This isn't the important point. What's important is what you do after someone subscribes to your ezine. 95% of ezine publishers miss the boat right here.

On your website, when someone hits the "subscribe now" button, what happens next? If the visitor is directed to a page that simply says "Thank you for subscribing", then you are among the 95% of ezine publishers who are missing the boat. I'll explain why in just a second.

Let me introduce you to 3 excellent ezines:

1. The Naked PC – <http://www.thenakedpc.com>
2. The Internet Tourbus – <http://www.tourbus.com>
3. The Langa Letter – <http://www.langa.com>

Now these guys have got it right.

They all target a similar market (computer users, techies, people hungry for more info about computers, software, hardware, the Internet, etc.).

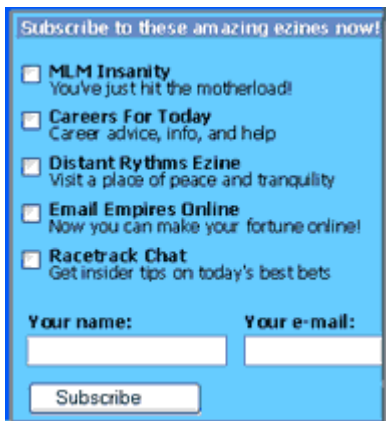
Since they target similar markets, there is a good chance that a subscriber to one of the ezines would be interested in the other 2 ezines. Fair assumption, right?

Targeted subscribers = more profits for you!

Here's what they did. It's a classic joint venture that delivers BIG results!

But first, let's back up a step ... here's what they didn't do.

They didn't put a pop-up window on their websites advertising every ezine under the sun. I'm sure you've seen these before:



Subscribe to these amazing ezines now!

- MLM Insanity**
You've just hit the motherload!
- Careers For Today**
Career advice, info, and help
- Distant Rhythms Ezine**
Visit a place of peace and tranquility
- Email Empires Online**
Now you can make your fortune online!
- Race-track Chat**
Get insider tips on today's best bets

Your name: Your e-mail:

Remember ... targeted subscribers = more profits.

When you visit www.thenakedpc.com you'll be prompted with a subscribe box as shown below:

Tuesday 11 February 2003

What People are Saying About Us!

"I read every issue from top to bottom. You folks keep me optimistic that the Internet is truly a powerful positive tool for home-based business people like me."

Keith P.

"I'd like to thank you, and the rest of The Naked PC team, for making wonderful information available."

The world's **BEST** computer newsletter... **FREE!**

Type in your email address and click **Subscribe** to get this free newsletter delivered to you every other week...

Here! We value your privacy. Your email address will ~~never~~ be shared outside of the Naked PC newsletter.

Here at TNPC we vow to help make your daily PC experience a more productive one. There are plenty of good books, newsletters, and ezines out there (we should know -- we write and contribute to them!) but we hope you contact with a site you

Once you enter in your email address and press the "Subscribe" button, here's the "thank you" page that is displayed immediately after:



In the above "thank you" page, The Naked PC recommends that you subscribe to the Internet Tourbus and The Langa Letter. The text after "Thank You!" above, reads ...

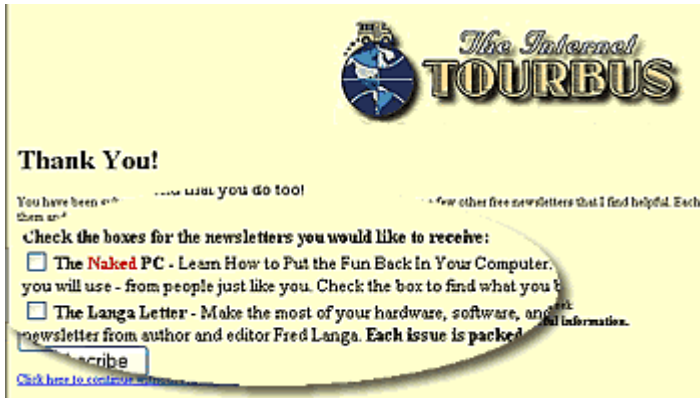
"You have been subscribed and should receive confirmation shortly. Here are a few other free newsletters that I find helpful. Each one has original content and useful information. I read them and recommend that you do too!"

Remember, we already know that the new subscriber is interested in computers and Internet related information. Otherwise they wouldn't have subscribed to The Naked PC, right?

The other partners in this ezine joint venture (The Internet Tour Bus and The Langa Letter) also display a similar "thank you" page after new subscribers have signed up.

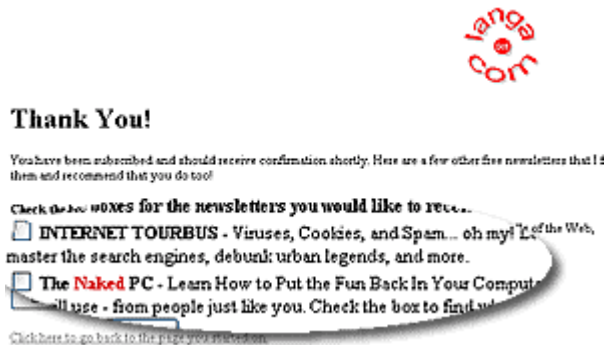
Of course, the only minor modification is that they are promoting the other 2 members of the joint venture. Here's an example:

After subscribing to the The Internet Tourbus, you'll see this "thank you" page:



Notice that the thank you page recommends The Naked PC and The Langa Letter.

And guess what The Langa Letter's "thank you" page displays?



You guessed it ... the other 2 joint venture partner's ezines – Internet Tourbus and The Naked PC.

This simple technique takes about 20 minutes to set up and brings each partner well over 300 new subscribers per week.

Wait, let's clarify that. 300 targeted subscribers. Not just any subscribers off the street.

300 targeted subscribers are more valuable than 3000 untargeted subscribers. I'm serious.

Each member in this joint venture already knows what these subscribers want. Each subscriber has a common set of interests – in this case, how to better use computers, hardware and the Internet.

How can you set up a joint venture like this?

It's easy. And best of all, **it's free** at www.ezinejv.com

Free ezine joint venture script!



First, you need to sign up for an account at www.ezinejv.com.

Once you have signed up, you'll be able to incorporate a "thank you" page just like the ones you saw above. Get 2, 3 or 4 other ezine publishers together and you can set up a joint venture in less than 24 hours.

Note: Internet "heavyweight" Terry Dean has also used this same technique with great results. Terry put together an ezine joint venture with 4 other ezine publishers.

In his own words ...

"I organized [a joint venture] with 4 other ezine publishers and we all made a page offering each other's ezines on our thank you pages. When you subscribed to my ezine, you would then receive a thank you page showing these other ezine publishers. When you subscribed to theirs, you would then receive a thank you page offering mine. At the time I was generating around 15 subscribers a day from my site and this promotion quickly gave me an extra boost to generating 50+ subscribers a day because of all of us working together. There are really no limitations to how this type of method could be applied to helping you build your online business quicker."

Source: [The Internet X-Factor](#), by Terry Dean

Other variations:

You can also use your "thank you" page to send subscribers a mini-course or let them request certain articles. There are really no limitations on where you can go with this. Just use your imagination and a little creativity.

Here's an example of how to use your "thank you" page to drive new subscriptions to a mini-report:

Thank you for subscribing!

Here are some excellent free reports that pack more solid info than some \$27 ebooks. Give them a read. I know you'll enjoy them...

Get More Subscribers

This 4-part report reveals 7 unique ways to get instant subscribers.

Ezine Cash Machine

Learn how to make a full-time income with your ezine - 5-step report shows you how.

The "Viral" Secret

Avoid these two common mistakes and start cashing in on this powerful viral technique. New report tells it all.

Name:

Email:

In the above example, it took me less than 2 minutes to add the highlighted text and customize the "thank you for subscribing" message at the top. All the required HTML code was generated for me automatically at ezinejv.com. Next, I just did a quick cut-and-paste of the HTML code into Microsoft FrontPage and I was all set. It's not complicated at all.

"But Jason, where can I find potential joint venture partners?"

Good question. I'm glad you asked ;-)

There are a few good options here. Ezine directories are a great place to start. I would recommend the following resources since they are up to date and full of solid information on hundreds of different ezines in over 60 categories.

[The Directory of Ezines](#)
[Top Ezine Ads](#)

Alternatively, you can visit a number of other ezine directories such as:

<http://www.newsletteraccess.com>
<http://www.ezinelocater.com>
<http://www.ezinehub.com>
<http://www.ezinesearch.com>
<http://ezine-universe.com>
<http://www.marketing-seek.com>

If you'd like a list of the top 20 ezine directories, send a blank email to top20@demandmail.com and you'll receive a copy by email.

Once you've "hand picked" your potential joint venture partners, subscribe to their ezines. If you like what you read, tell them! Here's a simple example of how you can recruit joint venture partners by sending a simple email:

Hi **<firstname>**,

It's **<your name>**.

I have only been a subscriber for a short while, but I've really enjoyed reading your ezine **<ezine name>**.

I also publish an ezine that talks about **<target market>**. It's called **<name of your ezine>**. Would you be interested in considering a joint venture to help us both boost our subscribers?

Here's what I had in mind.

I'd like to get 3 or 4 of us publishers together and form a joint venture. It would only require us to recommend each others ezines in our "thank you" pages when someone subscribes. You would only need to cut-and-paste about 10 lines of HTML into your website, that's it. Nothing complicated.

If you are interested, I can forward some more details and we will take it from there. Also, if you'd like to recommend anyone else to join us in this joint venture, please let me know.

Looking forward to your reply.

PS - You can subscribe to my ezine here if you like:
<URL or email subscribe link here>

Sincerely,

<your name>

If it sounds like too much work to sort through ezine directories and hundreds of ezines just to pick out 3 or 4 potential joint venture partners, here's another option that requires a lot less work.

When you sign up at ezinejv.com, your "jv announcement" will be broadcasted to all publishers in your category (i.e. Marketing). If anyone is interested in your jv offer, they will contact you.

Once you sign up with ezinejv.com, you will also have access to the ezine jv forum. The forum is a community of ezine publishers (just like you) who are looking for joint venture partners. Simply post a short message explaining what type of joint venture partner you are looking for and you'll probably get a quick response from a few willing publishers!

Joint Venture Case Study #2:

How to more than double your ezine's growth rate in 72 hours or less.

Here's another example of how a simple joint venture can produce some fantastic results.

Brian Alt of [Ezine-Tips](#) reported that he was able to smash through the 10,000 subscriber barrier and instantly double his ezine's growth rate, by making one small change to his website.

I first wrote about this amazing story as one of the 7 keys in my popular mini-course, "The 7 Keys To Creating An Instant Ezine Subscriber Magnet". If you would like to receive a free copy of the mini-course, send a blank email to: 7keyscourse@demandmail.com

In Brian's own words, here is what he says about the joint venture that he put together:

"By far, the number-one effort to drive new subscriptions to Ezine-Tips was the joint venture I set up with other ezine publishers. It took about three days to organize and set up, and now Ezine-Tips (and the other publications) all benefit from significantly more new subscribers each day. (Some of the publications -- including this one -- more than doubled their growth rate.)"

- Brian Alt, [Ezine-Tips](#)

As you can see, the strategy here is "hand picking" joint venture partners. Stick with 3 or 4 ezines that you really feel confident in recommending to your subscribers.

Now, you might be thinking ... "Why in the world should I recommend my competitors ezines?". Good question. Don't think of other ezines in your same market as competitors. Think of them as potential partners.

Joel Christopher ([Master ListBuilder.com](#)) calls this "co-opetition". Befriending your "competitors" for mutual benefit. It is rare that a person subscribes to a single ezine on a particular topic. How many ezines do you subscribe to? One or two? Not likely.

So why not "partner" with your competitors and "tap" into existing subscribers who are targeted and pre-qualified to do business with you?

Here's what Paul Myers says about using the technique he calls "The Tap":

"I call it 'The Tap' because it allows you to tap into another company's customer base for subscribers in a way that they'll thank you for. It's the purest example of going after precisely targeted subscribers.

Source: [The Amazing List Machine](#), by Paul Myers

Anyway, we're a little off topic here ... back to the Ezine-Tips example that we started ...

Here is the "subscribe now" box that can be seen at Ezine-Tips.com:



Subscribe to Ezine-Tips:

Text Version

HTML Version

Weekly Edition

Email Address:

Subscribe

OPT INfluence[®] Co-Registration
Build Your Opt-in List With Us!

Ezine-Tips.com[™]

Once you enter in your email address and press "Subscribe", you are immediately forwarded the following "thank you" page that includes a list of ezines involved in this joint venture:

List-Universe.com Subscriptions

Free Subscriptions!

List-Universe strives to produce the highest quality publications of their kind. Always fresh content, delivered to your inbox just the way you like it. **Sign up today!**

- List-Universe**
Free daily email newsletter keeping you up to date with the List-Universe.com Network, and features tips, news and resources for email list owners and ezine publishers.
- Ezine-Universe**
Comprehensive directory of email newsletters. Browse or search the 50+ categories of resources listed including entertainment, business, and much more.
- EzineArticles**
Weekly email broadcast of requests from online publishers and writers. Come discover fresh articles available for reprint or publishers looking for articles on specific topics.
- BestEzines**
Providing ezine reviews of only the best newsletters with original content.
- New-List**
Featuring 20+ categories of topic-specific new email list announcements. New-List broadcasts approximately 10-20 new list announcements daily.

Your Name:

Email Address:

Recently, Ezine-Tips has slightly altered the “thank you” page that is displayed after subscribing. They now display a page that includes options to receive additional information on a number of topics. Since the page is sponsored by one of their partners, PostMasterDirect, I suspect that there is a financial incentive for running this page.

Ezine-Tips.com™

Thank You!

FREE Special Offer!

List-Universe.com has partnered with PostMasterDirect, the world's largest supplier of opt-in email announcement lists, to bring you free valuable offers by email. Simply check the categories below that match your interests to take advantage of this exclusive offer. You will also have to reply to the confirmation email to confirm your subscriptions

- Email Discussion List Moderators
- Email List Owners
- Ezine Publishers
- Email List Promotion
- Email List Hosting
- Email List Software

[Select All](#)

[More Lists by Category...](#)

<input type="text"/>	Your Email Address
<input type="text"/>	Zip/Postal Code
<input type="checkbox"/> Male <input type="checkbox"/> Female	Gender
<input type="text" value="WebMaster"/>	Occupation
<input type="text"/>	Year of birth - example: 1999
<input type="button" value="Join"/>	

You could easily use a similar concept. Instead of offering additional information on a number of topics, you could offer a few free reports (like this one), or mini-courses or articles delivered via email. I have used this technique and have had great success with it. It's a super way to capture more opt-in subscribers from your website.

Remember, you must find out what your subscribers want - what information are they hungry for – and then deliver it!

Tip: If you sign up with [ezine iv](#), you can use their free script and modify it slightly to promote a few e-courses, free reports, articles or offers (as shown above). It takes about 5 minutes to setup.

Joint Venture Case Study #3:

How to add 77 targeted subscribers to your list in 90 minutes or less.

Not to toot my own horn, but here's a little joint venture that I recently put together.

Would you invest 90 minutes to put another 77 qualified subscribers on your list?

I sure would. And that's exactly what I did to put some new subscribers on my list and help promote my best-selling ezine promotion software, [EzineAnnouncer](#).

Imagine if you could do this once a week. It's a nice way to build your list by investing very little time. 77 subscribers may not seem like a lot, but think about this ...

What if you had 4 techniques to bring in 77 subscribers per week?

That's 231 subscribers per week.

924 subscribers per month.

11,088 subscribers per year!

These "techniques" I'm referring to are really what my friend Paul Myers calls "subscriber streams". Subscriber streams are automated systems that are setup to bring in subscribers. More subscriber streams = more subscribers = build a list faster. It's simple.

Paul dedicates a few chapters on this topic in his excellent ebook, "[The Amazing List Machine](#)". If you don't own a copy, it's definitely worth reading.

So, back to the joint venture that I mentioned earlier ...

Here's how I set this up.

The whole thing took about 90 minutes to setup from start to finish. The other two ezine publishers that were involved in this (Steve Shaw of [PopUpMaster](#) and Paul Barrs of [Home Business Mastery](#)) also received close the same number of subscribers as I did. So everyone benefited from this jv.

Here's what I did:

Did I exchange "thank you" pages with my jv partners? No. Not in this case. We did a joint venture using an article that I wrote. All 3 of us ran small variations of the same article to our lists. Here's a copy of the article in case you want to give it a quick read:

How To Increase Your Opt-In Subscribers By 80% in 15 Minutes!

By Jason Potash

So, you've got a killer website.

You've spent a mint on graphic design.

But, are you getting subscribers?

It's a classic dilemma. You have a great site, but visitors rarely click the "subscribe" button.

Not to worry. Here are 5 proven tactics for getting more subscribers from your website. Each of them is easy to implement, but highly effective.

(article continued on next page ...)

1. Pop-up on entry

Yes, I know.

"People hate pop-ups"

Whether you hate them or love them is irrelevant. The bottom line is, they work!

Here's a case in point. When I first launched a website for my software, EzineAnnouncer (<http://www.ezineannouncer.com>), I did not include a pop-up.

The results? No opt-in subscribers and poor sales.

You've probably read the stats already. You need to follow up with your prospect at least 5-7 times before they respond.

With many websites today, visitors enter, browse, and then silently leave -- never to return again. What a waste of opportunity!

Within one week, I realized that I needed to capture leads from my website. I immediately added a pop-up on entry window.

The results?

Immediately, visitors began subscribing to my list. Soon I was up to 70+ subscribers per day. And my sales? They increased right along with my subscriber list :-)

What was the trick to getting visitors to opt-in from my website?

It was easy. I created a 4-part mini-course, "The 7 Keys To Creating An Instant Ezine Subscriber Magnet" that was delivered via autoresponder. Since visitors to my site were interested in ezine publishing (and increasing their subscribers), most signed up for the mini-course.

If you would like to get a copy of the mini-course, send a blank email to:
mailto:7keyscourse@demandmail.com?subject=Sentbysteve

(article continued on next page ...)

What's stopping you from creating your own mini-course? If you are tight for cash, you can use the same free autoresponder service (without advertisements) that I started out with. Here's the link:

<http://www.freeautobot.com>

2. Pop-up on exit

A pop-up on exit is the same as a pop-up on entry. The difference being that the pop-up is displayed when a visitor leaves your site.

This provides an excellent opportunity to get your website visitors to subscribe one last time before leaving.

3. Add a "subscriber capture" box

Do you make it easy for website visitors to subscribe to your ezine? Or, do they have to search to find out how?

Here's an easy way to double your opt-in subscribers from your website. Add a "subscribe now" box at the top of your website. It sounds simple, but it works.

Want proof?

Using this same technique, Paul Barrs of Home Business Gold Ezine, was able to increase his opt-in subscribers from 8% to 20%!

Paul also added two small items to his website that helped to boost subscribers:

- A. A graphic cover/illustration of his ezine
- B. A paragraph filled with benefits on why someone should subscribe

Paul openly admits that the amazing results he achieved were due to the teachings of one "pop-up window" guru. To learn more about the man who was responsible for Paul's incredible results, click below:

<http://www.ezineannouncer.com/pmp.html>

Here's what is really amazing. Paul also tested a 3-step process (pop-up on entry, subscription box and pop-up on exit) and eventually increased his opt-in rate to 88%!

(article continued on next page ...)

If you'd like to hear Paul explain this 3-step process in detail, you can download his free 12-minute audio report.

To subscribe and receive the audio report, send a blank email to:

mailto:homebusinessgold@followingup.com

4. Testing, testing, testing

How can you go from converting 5% to 88% of visitors to subscribers? It's simple. Through constant testing. Once you begin tracking, testing, and tweaking, it becomes easier to improve your results.

5. Post a survey

Surveys are a great way to capture subscribers from your site. Ask your visitors to complete a quick survey and email the results to them.

There is also a secondary benefit to using surveys. You get to learn more about your visitors. Once you learn what makes your visitors "tick", it's much easier to understand what products they want.

Giving your visitors what they want = more \$ALE\$!

You can set up a simple survey script on your website in a matter of 5 minutes -- without programming. To get your free survey script, click on the links below:

<http://www.surveymonkey.com>

<http://www.bignosebird.com/carchive/survey.shtml>

<http://www.scriptarchive.com/formmail.html>

http://cgi.resourceindex.com/Programs_and_Scripts/Perl/Survey_and_Voting/

So there you have it. 5 techniques that are proven to increase new subscribers from your website. Pick one technique and give it a try.

With a little testing and patience, you'll be amazed at how a few small changes can deliver BIG results!

Jason Potash makes it easy to build your subscribers and profits through ezine & article publishing. Learn the 7 keys to creating a subscriber magnet. To receive your free 4-part mini-course send an email to:
mailto:7keyscourse@demandmail.com?subject=Sentbysteve

Just a few quick comments about the article above. You'll notice that I tracked all signups that were referred to me within the article (i.e. 7keyscourse@demandmail.com?subject=Sentbysteve)

"subject=sentbysteve" tells me that the new subscriber was sent to me as a direct result of reading the article in Steve Shaw's ezine. Each partner in this joint venture customized their own links and as result was able to track the specific results that came from each partner.

The rest is up to you ...

I hope that you have found some of the strategies in this report to be of value. I've had great success using the same techniques that were outlined in this report. I sincerely hope that you put them all to use in building your own massive, targeted, opt-in list.

With a little persistence and creativity, it's amazing what new joint venture tactics you can come up with. Go ahead, give it a try. I know that you'll be pleasantly surprised with the results.

Wishing you great success with your jvs!



Jason Potash

<http://www.EzineAnnouncer.com>

<http://www.ezinejv.com>

<http://www.PickTheirBrains.com>

P.S. If you'd like to learn more about joint ventures and some techniques that the "pros" use, I recently conducted a MEGA joint venture event – a live, 115-minute panel discussion with 8 of today's top Internet joint venture experts. You can check it out by visiting:

<http://www.picktheirbrains.com/products/jv.htm>

P.P.S. This ebook pays! If you'd like to give this ebook away, you can customize the hyperlinks with your own affiliate links. To do so, you'll need a copy of the brander software. Send a blank email to brander@demandmail.com and you'll receive instructions on how to download the software.