



## Ad Swap Magic

by Narek Gabrielyan

Here is a little used technique you can implement to build your mailing list for no additional cost. I call it “using subscribers to make subscribers” like much in the context of “using money to make money”.

This simple list building formula can be summed up in two words: ad swap.

Generally, you trade advertisements with other eZine publishers, preferably of the same mailing list size or bigger. You broadcast the eZine publisher's advertisement to your mailing list while the eZine publisher endorses your ad to his list. Yes, you are actually cross endorsing or cross promoting each other's offer to each of your mailing list.

Your advertisement's goal should be to get as many subscribers possible from the other eZine publisher's mailing list to sign up for yours.



# Narek Gabrielyan's Strategic Internet Marketing Files: **List Building**

The result: you grow your mailing list. This method does not require money, which means it can be done for free. And the return of subscribers? Infinite!

You only have to do this with one eZine publisher at least once, because his subscribers who are also your subscribers can now be followed up within the boundaries of your mailing list.

Perform ad swaps with as many eZine publishers as possible and soon, you will have a huge mailing list of your own - built free.