

EDUCATING,  
ESTABLISHING  
TRUST,  
AND MAKING  
MORE MONEY  
THE EASY WAY WITH  
EZINE

**ANTI**

**MARKETING!**

A BRAND-NEW STRATEGY To Make ALL  
your Email Newsletter Marketing Efforts...  
REALLY PAY OFF!

ATTN: ALL Business Owners Focused On Staying Ahead

If **YOU** could learn the **REAL STRATEGIES** Behind *Wildly* Successful Ezine Marketing, The **SECRET** and **Forgotten** Time-tested Science of “**SMALL** List, **BIG** Profits” that Hooks Up List Building With Proven, Effective Power Marketing...

**WOULD YOU RUSH TO GET THEM?**

**47 Daring Ezine Marketers Wanted:  
To Be Part Of A Bold Experiment To PROVE The Power  
Of Strategic Ezine Marketing**

*The payoff? An obscenely swollen bank balance! Sound good?*

**Announcing:**

For The First Time Ever

**AUDIO TRANSCRIPTS AND ANALYSIS**  
*OF Dr.Mani's*

**Ezine **ANTI** Marketing Strategy  
Super Summit!**

The ground-breaking Ezine Marketing eClass —*Guaranteed To Totally Transform The Way You Look At Email Newsletter Marketing – FOREVER!*

By demonstrating a revolutionary way of looking at building and selling to email lists, I will change your ezine's status from “spam-filtered out” to “eagerly awaited”. Your ezine will become an extra-powerful selling weapon – **OR YOU DON'T PAY!**

Dear Ezine Marketer:

The critical element to domination – in business, in war, in creating fabulous wealth and fortune – is having a **Strategy**.

It is what makes the difference between a wildly successful business and a miserable failure. **The RIGHT Strategy** can allow anyone – yourself included - to create, saturate and dominate a market to enormous profit.

To a great extent, **Strategy involves predicting the future – correctly!**

You've probably been hit by the tidal wave of 'spam-hate' and filtering mania that's driven many ezine marketers to throw in the towel and cry:

*“Email is DEAD – Period.”*

If you're one of them, you must first read my special status report –

**“EZINES ARE FOREVER”**

Soon I'll show you how to get it. But first, let's talk about...

### **Giving YOUR Ezine a Generous Dose of STRATEGY...**

After much thought and deliberation, I've concluded that the **best** way I can help you is by helping you put together a **completely new Super Strategy** for your ezine marketing, a master-plan to get your email newsletter and business promotion plans or sales tactics to **work together synergistically** – and increase their impact by **100 times**, or more!

The idea got me very, very excited. For months I've thought about little else. And finally I've put it all together – the proven, consolidated **SUPER** Strategy that's 100% guaranteed to put your ezine on marketing steroids...

It's called **EZINE ANTI MARKETING**

This totally integrated ezine marketing plan you'll soon learn about will unify your scattered efforts into **one powerful laser-focused business-exploding force!**

In a six-lesson eClass spread over 3 months, I recently gave a select audience of attendees a **Guaranteed Ezine Marketing Profit Plan** – a 'break-through' ezine make-over blueprint that will steer, control and focus all their ezine marketing activities towards one goal – **achieving domination over their market and creating incredible profits.**

To get them to test drive this “Strategic Ezine Marketing” guide for one solid month **ABSOLUTELY RISK FREE** I gave away many exciting, value-packed bonuses. Here’s a short list of what I gave away – FREE

**Ezine Strategy REPORTS** – A mouth-watering compilation of my “**All-New**” Special Reports, Worksheets, Checklists and other **Ezine Marketing Resources** that I created or compiled specially ONLY for this Summit.

**List Builder PROFITS** – a \$79 value. Learn how you can earn money from your ezine’s signup process – **EVEN BEFORE** you send out your first issue. This “here’s how you do it” course will hand-hold you through each individual stage to set up an ezine sign up process that will bring you cash automatically. Yes, even before you publish your first issue!

**Create YOUR eZine** – a \$49.95 value, yours **FREE**. A monthly “ezine excellence” newsletter with articles, tip-sheets, reviews and resources to help you sharpen the claws on your power-packed email newsletter.

**Ezine Joint Venture SUCCESS** – a \$39.95 value, yours **FREE**. A special report showing how I added 297 customers to my email list in just 2 weeks using the incredible power of joint ventures. I take you step-by-step through the entire process of planning and executing a JV that could grow your business very fast!

AND HERE’S THE GREAT NEWS!

For a very limited time, **I’m going to be giving you most** (not all, sorry) of these bonuses if you order the Audio CD version of EZINE ANTI MARKETING.

**All these resources were created especially for the participants in our Summit and WILL NOT be available to anyone else.**

But **FIRST**, before telling you anything further about my wildly exciting, **FIRST TIME EVER** brand new “**Ezine ANTI Marketing Strategy Super Summit**” that ended in July, I need to present some background information on my breakthrough concept, lay a firm foundation that will convince you about its power, and share some of my brand new proprietary principles that I’ve never talked about with anyone.

My hope is that by reading this report, you’ll gain an insight into the power of a strategy -Ezine Anti Marketing. And that will help you in developing your own master breakthrough strategy for ezine marketing ... whether you choose to order my **Audio CD Transcripts of Ezine ANTI Marketing** or not

So let’s begin with an introduction to this revolutionary new concept...

A SHORT INTRODUCTION TO THE POWERFUL CONCEPT OF

## EZINE **ANTI** MARKETING

-- 1 --

**What is Ezine ANTI Marketing?  
How YOU can use it, and Why you'll benefit**

Here's an introduction to the exciting new field of ANTI- marketing.

I hope you find this free report useful. Please send any feedback to <mailto:feedback@ezinemarketingcenter.com>

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AT THE BEGINNING...

Great. So you're just getting started, building an email list for your business.

What do you do first? Why, try and learn something about it, of course.

But here's where the trouble begins. Everyone's telling you the SAME OLD THING.

Get your message out to the masses. Get them to sign up for your email newsletter. Invite them to join your mailing list. Give them a free gift as bait. Here's how to do it...

And you try it out for weeks.

All you've got for your hard work and time is... 500 subscribers. Or less. Of which many joined \*only\* for the free gift you offered.

It's FRUSTRATING

That's when you come across the next wave of advice. The kind that says "Don't do what everyone else is doing. Do something unique. Use my secrets and you'll have a list of 20,000 readers in just 3 months."

Eager to try out everything, you get back to work again. Sometimes the strategy works and you get thousands of subscribers. More often, it doesn't. And you start worrying if you're cut out for this online business thing after all!

It's DEPRESSING

And at this stage, you hear people telling you that if your email list isn't making you thousands of dollars each month, you're not doing things right. You need to improve your skills in copywriting, selling, psychology, web design, scripting, webmastering, presentation, niche finding, marketing, advertising, partnering ... and on and on.

Or maybe they tell you the trouble lies within you, that you lack the drive to win. Their suggestion: "Take a course in neurolinguistic programming (NLP) / success training / goal setting / inner development."

And you think you've hit rock bottom. You hear that inner voice saying: "I'm good for nothing"

It's FRIGHTENING

So let me tell you something.

It's all B.S.

LISTEN TO THE TRUTH ABOUT EZINE MARKETING...

The truth is:

- you do NOT need to give away your business for free to build an email list
- you do NOT even need a large list to pull in profits
- you do NOT need excellent marketing skills to sell to them

There's only ONE thing you HAVE to do. And that is...

**BUILD SMALL LISTS CAREFULLY**

\* Fast list growth is a possibility. Fast, TARGETED, RESPONSIVE list building is a pipedream

\* Instant list profits are a reality. Instant profits WITHOUT HARD WORK is wishful thinking

And it all begins with building your list carefully.

## BUILDING SMALL LISTS CAREFULLY...

So what do I mean by careful list building?

Let me start by telling you about my list building experiences

- I won't call them failures because I learned valuable lessons from them.

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### BIG MISTAKE NO.1 ...

My first ezine was about heart disease. It grew slowly, and in a year I had over 3000 dedicated readers. They loved my writing. I'd get plenty of email if I missed publishing the occasional issue.

But after almost a year, I had my first reality check. I couldn't make money out of my list for 2 reasons:

- I didn't have a product or service my readers wanted
- I didn't even \*know\* what they wanted!

Silly, isn't it?

Looking back, that's what it seems today. But there are many others who are in just this position today. They're building lists without a clear idea of what they're going to do with it, or what their list members are looking for \*from them\*

So what did I do?

Stopped publishing the ezine, and moved on to another area.

## BIG MISTAKE

Now I know what I should have done. I didn't at the time.

I lost a dedicated, targeted, responsive list built up slowly and carefully over time -- because I didn't know what to do with it.

But YOU will.

Because that's one of the most important lessons I'm going to teach you in the EZINE ANTI-MARKETING SEMINAR

So that \*you\* can avoid making the same mistake.

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## BIG MISTAKE NO.2

For a while, I was the Heart Disease guide on Top-10 Internet portal About.com

One of my duties was to build an email list about my topic. Speed was of the essence to boost profitability of the service.

From my heart disease site, I built a list of over 1000 subscribers in a month. (Contrast this with my first list of 3000 that took a year to build.) It continued to grow rapidly with almost 20 new sign ups daily. At the same rate, it would have touched 5000 - maybe 10,000 - subscribers in a year.

About.com had a full time professional staff of marketers and a huge affiliate network supporting us. Ad space on the ezines was sold to targeted advertisers. The ad copy was \*killer\*, tested on other lists for effectiveness.

On my email list, they bombed!

No sales resulted from the ads.

I know because we shared the revenues generated from our site and email list. The site rocked. The list sunk.

Another BIG MISTAKE

Speed thrills - but kills. It applies to online marketing just as much as the freeway.

Even big companies can make huge mistakes.

But YOU won't.

You won't build a huge list and fail to profit from it. Because that's one of the major topics we'll cover in the EZINE ANTI-MARKETING SEMINAR.

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BIG MISTAKE NO.3

I wrote my first - and still wildly popular - tutorial,

EZINE LAUNCH - How To Create 'Killer' Ezines To Explode Your Profits

<http://www.EzineMarketingCenter.com/ezinelaunch/>

And then had trouble \*giving it away\* !

Yes, the ebook that today sells for \$147 was once available for \*free\* - and NO ONE wanted it!

I simply couldn't figure it out. Here was an exhaustive, extremely informative step-by-step guide to creating an ezine, written out of my three plus years of experience - and it wasn't selling like hot cakes as I'd expected.

I asked the experts for help. And learned a very valuable lesson about pricing.

Free often is \*perceived\* as poor quality!

It's the sad truth. There are many ebooks, courses and guides that are jam-packed with incredible value - being given away for free.

But there are also 10 times as many worthless pieces of junk that NO ONE WOULD PAY FOR. And these too \*have\* to be given away for f\*ree.

How can you differentiate between the two?

Impossible. Unless you read every one through. And frankly who has the time to do this?

"Put a price tag on your book" one expert told me. I was hesitant, but decided to try it out. I offered Ezine Launch for \$5.95 - honest, I'm not joking here.

And suddenly I saw some sales. A little more confidently, I raised the price to \$19.95. More sales.

I was getting excited about this.

Now I was also becoming more adventurous. I hiked up the price to \$49.95 - and offered to pay affiliates 50% commissions. Sales literally exploded!

It took me close to a year to realize that you can't give away your business for free - not even to build a list. Because that isn't a list which will explode your profits.

But YOU won't take that long.

You won't struggle to build a list that doesn't want to pay for your offering. Because in the EZINE ANTI-MARKETING seminar, I'm going to show you exactly how to avoid that \*freebie trap\* and build lists that are able - and willing - to pull out their wallet and order your products or services.

Remember, that's just one of a whole bunch of powerful lessons I'll share with you in the seminar.

### **SUCCESS STRATEGIES FOR TODAY...**

What do you need to succeed with email lists today?

Simple.

**You need a dedicated, targeted, responsive group of readers who desperately need what you're giving them, and who are ready to spend money on your high-quality offerings.**

## To Summarize The Concept...

Let me put it into simple, easy-to-understand rules!

So what do you NOT need?

- \* You do **NOT** need to build LARGE lists - just better lists
- \* You do **NOT** need to MARKET to them - just guide them
- \* You do **NOT** need to PESTER them - just writing now and then will do
- \* You do **NOT** need to GUESS their needs - just ask them
- \* You do **NOT** need to BEG them - instead give first, to receive later

That's why I call this course ezine **\*ANTI\*** marketing - because it stands conventional thinking about email newsletter marketing upside down, turns it on its head, tells you to do **\*exactly\*** the opposite.

And by doing this, you will get what most ezine marketers are NOT getting -- **MORE BANG FOR YOUR BUCK**

Yes, explosive profits that continue to flow in for years to come. Even though your list has only hundreds of members, not thousands.

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What you've just read must have whet your appetite for more about this powerful new strategy for ezine marketing. You can now see just how critical it is for your success to have an overall strategy – especially one that has been tested and proven in the field – BEFORE you set out to execute different tactical moves. Now let's see if it makes sense for you and I to work together at the **Ezine ANTI Marketing Strategy Summit** to see just how to implement these principles into your business and ezine marketing immediately.

**"Be My Student &  
I'll Teach You the  
Newest & Most  
Powerful Ezine Marketing  
Tricks & Strategies  
Worth Thousands of  
Dollars... at My Risk!"**

**Receive this course TODAY. Listen to the powerful lessons critically. If you don't get the ideas to make back at least 10 times your investment by applying the ANTI Marketing concepts I teach you, simply write to tell me, return the course materials – and get a no-questions-asked refund.**

*(How in the world can you go wrong?)*

Listen closely: I spent **over 6 years** in learning and developing these lessons and they contain some of the most important and powerful ways I've ever known for boosting the results you get from your ezine and email lists.

And guess what? *In most cases the ideas cost NOTHING to implement!*

Most people think my website contains a lot of information -- and it does! But just wait until you listen to these incredible lessons! There's so much valuable information, it's like a Master's Course in business building through ezines!

Believe me... this is no wimpy me-too ebook or course. No. It's a **NEW ezine marketing SEMESTER** that's jam-packed with over \$576 worth of solid, how-to information.

You'll find no boring stories. No wasted time. Just the same meaty, how-to information that people have come to expect from me.

And just like my other writing, the emphasis is on ideas and strategies you can apply right away....RIGHT NOW. And most of them cost little or nothing to implement!

You see, I've taken close to 7 years of hands-on experience and compressed them into 6 classes that teach you how to DOUBLE ...TRIPLE ... QUADRUPLE your email marketing results -- without spending a penny more.

**You wouldn't believe how much time and effort went into creating these lessons.**

First, I spent well over a year reading, collecting information, analyzing my statistics, taking notes, writing the script. Next I spent 2 to 3 days a week cajoling other experts to share their opinions to improve it. It took about **3 months** to do the initial drafts.

I then spent almost a month creating the files and support material and workshops. Then another 3 months to add the free bonus reports, questionnaire and grounding materials to the course, and then do the initial editing. (It's very, very tedious, but if you want a quality end result, you simply have to spend the time.)

The last month was spent doing digital editing, copy editing and fine tuning the delivery process until the entire system was humming along like a beautifully tuned engine – **and then I did it all over AGAIN!** The process is called, "perfect editing," and was done to give you the highest quality end result possible.

All together, I spent about \$4,500.00 creating "**Ezine ANTI Marketing - How to Build SMALL Power Email Lists that Make Money NOW!**" This includes research material and shared experiences, condensed into 6 audio tutorials that are transcripts of the eClass I recently conducted for a select audience on marketers and businesspeople. (Wait until you get your first lesson. It's simply amazing.)

The end result is a practical, information-packed program that's a pleasure to experience. And while I do admit that sometimes you may feel overwhelmed by all the information I share with you, I'm confident you'll appreciate the exceptional value you're getting.

**Trust me on this...**

**I've never been more enthusiastic about a new concept before in... all... my... life**

I truly feel what you'll learn in this Summit will far surpass in value anything you've heard, read or seen about email newsletter marketing. This information will outshine anything I've taught or been involved in before. Bar none.

Have I got your attention now? Great. So let me tell you more now about this special

# Ezine **ANTI** Marketing Strategy Summit

... And What It Can Do For You,  
Your Ezine & Your Business

[Write to request my brochure and order form](#) to reserve your copy **right away**.

Remember, I only want 47 marketers to take advantage of my offer – so if you aren't serious about using ezine marketing techniques in your business or if you aren't 100% convinced email newsletters have a future, or if you simply are not willing to make an effort to get this knowledge – **please, please DO NOT take this further.**

I'll be the first to admit this program is NOT for everyone. *It may not be for you.*

But if it is, hurry up and write to my assistant, Eleanor Lancaster right now – email [Eleanor@ezinemarketingcenter.com](mailto:Eleanor@ezinemarketingcenter.com) and ask for the **anti-marketing seminar brochure**. Or place your order **RIGHT NOW** - [click here](#).

All success,

**Dr.Mani Sivasubramanian**  
**The Ezine Marketing Center**  
<http://www.EzineMarketingCenter.com>

P.S. I almost forgot to give you details to download the special report on the future of email newsletter marketing that I told you about – **EZINES ARE FOREVER**. Get it from <http://www.EzineMarketingCenter.com/forever/> - it's free.

To sign up for the

# **EZINE ANTI MARKETING STRATEGY SUMMIT**

Go to

<http://www.EzineMarketingCenter.com/anti/order.htm>

**[CLICK HERE](#)**