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The **TRUTH** about successful online home business marketing.

Date March 15th 2005

Volume 1

Issue #57

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## A Note from Mal Keenan

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Greetings friends,

As always a warm welcome to those of you who have joined us since our last issue of HBT Newsletter.

After reading about Blogs for months, seeing the growing frenzy about them online and actually setting one up months ago, I have actually taken steps to make a serious effort to keep mine updated with relevant information.

I CAN tell you that posting regularly to your blog does work and I have seen an good increase in traffic over just a couple of weeks of regular posting.

I also bought a piece of software that automatically posted my Blog to the most highly visited directories. I figured the \$74.95 was worth the investment. I paid for the SEO Edition. This means I can post as many feeds as I like and can later maybe make a few dollars selling this service.

You can read a little about it here:

<http://www.dummysoftware.com/rsssubmit.html>

I dont see any affiliate program for this product....I was a wee bit miffed about that. Another great FREE tool I am using is Pingomatic. I use this to post my blog everytime I update it with a new post. Add this to your favourites:

<http://pingomatic.com/>

Also if you don't already have a blog you can get a free one here:

<http://www.blogger.com/>

There are some great templates with blogger and you can also configure it to be hosted at your own website server which is always a good thing in terms of looking professional.

You can see my main blog here:

<http://www.home-business-tips-newsletter.com/blog>

And my Blogger blog here:

<http://www.workathomebiz.info/blogger>

Hope this info at least gives you a start. I have also written an article below with some more info and ideas on starting your blog.

Til next time  
Your friend in success  
Mal Keenan  
<http://www.pluginprofitstraining.com>

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<http://www.garysempire.com>

Thanks, Gary

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## **FEATURE Article - Promoting Your Business Using Blogs**

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**By Mal Keenan**

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Internet marketing using blogs has quickly gained a lot of popularity as a wonderful way to promote your business. There are many ways that blogging can help in the promotion of your business. Since blogs are usually full of links and contain a large amount of keywords it will give your site a much better chance of being picked up by a search engine allowing more exposure for your business.

Taking a course on search engine optimization with help you determine the best keywords for your blog.

You can establish yourself to be very knowledgeable about the items your business carries and be influential in the decision making process of your customers. This will give you credibility in your field and generate leads for your business.

You can use your blog as a method of introducing the people behind your business to your customers giving your business a more personalized feel which will give you an edge on larger corporations. Also make sure that whomever you have creating the entries in your blog has suitable writing skills because by keeping the entries short and easy to read you will find it will bring your customers visiting often to see what is going on with your company.

Blogs can be used to run daily or weekly contests which is another great way to keep you customers coming back to your site. You can also highlight new business promotions with your blog. Blogs can be used to test out new

projects or to get feedback on new products. If your blog contains a feedback feature you can judge the feedback a new product might receive before it goes live on your web site. Customers and potential customers will love to be able to give you input on the products or services of your business.

Photos are an excellent internet marketing tool to use on blogs. Having a picture and a short blurb describing the product can be a lot more effective than simply writing a descriptive paragraph highlighting the item. You can set up a frequently asked questions section to your blog and by leaving out a lot of the terms that public relations people use in their writing for large corporations you will be making your business a lot more personable which is what a lot of people prefer these days. You could add new questions to your site as you receive them if you believe they would be of help to your customers.

I personally have been making regular contributions to my blog over the last number of weeks. I am one of those slow learners who FINALLY caught on that these things do actually help increase traffic to my main sites and affiliate programs. I have been seeing excellent results and I've only just started. You can view my blog here: <http://www.home-business-tips-newsletter.com/blog>

The possibilities of internet marketing with a blog are endless and with the current popularity of blogging you would be making an excellent choice of creating one to aid you in the promotion of your business.

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Mal Keenan is publisher and editor of Home Business Tips Newsletter:

<http://www.home-business-tips-newsletter.com/>

Visit His Home Business/Internet Marketing Training Site Below:

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**SUCCESS ARTICLE - Inspired Intuition - Following Your Inner Voice**

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**Copyright June 2003 by Vicki Miller**

"Some people call the still, small voice insight or intuition...Our insight is a gift from God, not to be taken lightly or for granted... If we acknowledge that the voice doesn't just pop up in our mind like some haphazard jack-in-the-box, that it is available to us always, we have the most important source of assistance in building our dreams. We can turn random intuition into regular inspired insight." From Building Your Field of Dreams by Mary Manin Morrissey

Inspired Intuition - Following Your Inner Voice

I have a wonderful story to share with you - one that comes from a client who has given me permission to share her story. This client (Jenny) was on a journey of self-discovery, acknowledging her life's dream (working with

plants and landscape design), and being open to the possibility of exploring her dream. A natural fear that kept popping up was how to pursue her dream and generate income at the same time. Along the way Jenny got her answer and if she had ignored her intuition, she might have missed it!

Here's what happened: Jenny always received a quarterly newsletter from her alma mater which she normally tossed without reading. One quarter, when the newsletter arrived, an inner voice (intuition) told her to read this particular newsletter. In the newsletter was a request for a sorority house mother. Reading this, Jenny got very excited, because she also dreamed about being a house mother and working with young people (something she is very good at by the way). Quickly her mind kicked in and said "Oh, why bother to call? They've probably filled the position". But following her heart and intuition, she called anyway and was immediately asked to come for an interview. The sorority loved her and hired her on the spot.

Now here's the best part – she received a salary, a furnished apartment in the sorority, all meals, cleaning service, holidays and summers off, a chance to work with young people, and time to take all the courses she wanted in landscape design right there at the university! And all because she followed her intuition (reading the newsletter) and acted on the synchronistic event (the opening for a sorority mother). This is a perfect example of SynchroDestiny – trusting one's intuition, acting on synchronicities, and following one's natural path (destiny). When we do this, we are on the path of least resistance, and resources line up to support us.

How many times have you had a hunch, inkling, a gut reaction or other display of intuition and failed to act on it? Sometimes our intuition is a warning; other times it's a nudge to do or follow something. What happens when you don't follow your intuition? Do you regret it later and say: "I knew that would happen!"? Here's a personal example when I am playing golf: I am ready to play my approach shot to the green and my intuition (first reaction) is to take a 9 iron for the shot. But then my mind takes over and says, "What are you crazy? You'll never get the ball there with a 9 iron! You

need a different club.” And so I talk myself out of the 9 iron, reach for an 8 iron, and hit the ball over the green! Then I say: “I knew the 9 iron was the right club! Why didn’t I trust my intuition?” I find that the golf course is an excellent place to practice listening to my inner voice!

How do we know when it is intuition? Things happen synchronistically; there is a feeling of effortlessness; there is a feeling of elation or inspiration; it just ‘feels’ right; and it keeps coming up. (Remember the story).

Are you paying attention to your intuition? If not, what’s an area in your life where you could start listening to and following your inner voice? Pick one area and over the next week listen to your internal guidance. What is it telling you to do or not do? Take a chance and follow the guidance. The more we pay attention to and act on this guidance, the clearer it becomes. And with clear guidance comes more synchronicities leading you on your natural path. Voila! SynchroDestiny!

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**About the author:**

As a Life Transition Coach I work with clients to identify what's most important to them and prioritize around these values. I help my clients identify and remove obstacles in the way and bring clarity and focus to their dreams. What is your dream? Are you undergoing a major transition and not clear where to turn? Call (972-306-4489) or email me, (coach.v.miller@verizon.net), to set up a complimentary, no obligation 30 minute coaching session. Download my FREE e-Book, 12 Fun Ways to Change Your Life, or sign up for my FREE monthly newsletter at <http://www.thrivingthroughchange.com>

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"You don't become enormously successful without encountering some really interesting problems."

-- Mark Victor Hansen

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