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

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A Note from Mal Keenan

Greetings friends,

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

This past week I have joined another very lucrative affiliate program which Jay Abraham has just started. I joined this venture not only because of the fact that I get \$100 PER MONTH for each person that signs up using my links but also for the training that Jay will provide. Jay charges \$1000s per hour consulting fees and I will have access to his advice and training for free, as an affiliate. Not bad!

You can find out more about Jay Abraham's Insiders Club here: <http://www.abrahampublishing.net/app/?af=276530>

The affiliate program can be found by scrolling to the bottom of the above page.

I've also been concentrating on setting up some content sites on a various of topics. I have been adding

relevant content and will later add Google adsense and affiliate products or maybe my own relevant products. I joined Haden McCabe's Revenue Insider a few weeks ago. You can find out about Haden's program at my recent blog post ([Revenue Insider](#)) although I don't think there are any spaces left. You may be able to place your name on the waiting list.

The idea is to choose topics that provide a high price for Google adsense click thrus and build a site round these keywords. So far I have built four with one or two beginning to provide an income already. I plan to eventually build one site per day.

An Internet Business Empire in the making!

Til next time

Your friend in success

Mal Keenan

<http://www.pluginprofitstraining.com>

P.S.

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FEATURE Article - How To Boost Your Marketing Campaign With Visitor Tracking

By Mal Keenan

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How To Boost Your Marketing Campaign With Visitor Tracking

Who cares, as long as they visit your site, right?

Wrong!

It is a fact that traffic, or the number of people who visit your site, could make or break an online business. After all, we cannot sell our products if no one would get to know about them. The problem is, most webmasters would rather concentrate on generating more traffic by dabbling in countless marketing strategies instead of honing a particular one to perfection. The former is susceptible to new risks, while the latter eliminates old problems for improved performance. Clearly, tweaking your site is the way to go. And you could do this efficiently with the aid of visitor tracking.

Visitor tracking has long been hailed as a science, and for good reasons! The accurate findings that visitor tracking can provide is the key to creating a site that is both friendly to everyone who would grace its pages, and enticing to everyone so that they may try its features.

How is visitor tracking capable of all these, you might ask. Consider the powerful deeds that visitor tracking is capable of:

- * With visitor tracking, you would be able to know where your visitors are coming from. With this knowledge, you could make corresponding adjustments to your marketing campaign. Know what area to target, what kind of people to focus your attention on, and how to win their interest so that they would come to your site.

- * With visitor tracking, you would also be able to know the sites your visitors would go to after lingering in yours. You would be able to ascertain an aspect that has eluded even the best socio-oriented marketers in the world: consumer behavior. Visitor tracking would allow you to determine a pattern based on the conduct of online users, and you could make this work to your advantage.

- * With visitor tracking, you would know how much time your visitors spend in your site. If their visits last for mere seconds, then such is a telltale sign that something is wrong with your pages, and adjustments need to be made to sustain their interest and make them stay longer.

- * With visitor tracking, you'd know which links work best. This is awesome for two reasons:

- A. You'll be able to find out which of your links are producing the best results, and you could pattern subsequent campaigns based on that method; and

- B. You'll be able to increase your Google AdSense revenue by knowing which ad links are actually being clicked and which ones are just collecting dust.

- * With visitor tracking, you would be able to know how your visitors go about in every visit to your site. Which pages do they open first? Where do they go next? Where do they stay longer? This is an

invaluable knowledge as it would help you tweak your site to lead your visitors where you want them to go, instead of relying on where they would rather proceed.

It has been said that success can only be attained and sustained by constantly improving ourselves to meet every challenge thrown our way. With all the benefits that visitor tracking provides, success won't be that far away.

Discover EXACTLY What Your Visitors Are Doing When They Arrive At Your Site:

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SUCCESS ARTICLE - Personal Traits You Need To Succeed

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Hello again! I have some more useful tips you can use for your own especially if you are an Online Business owner just starting an Internet Business from home.

I am not a motivational speaker by profession, but I have found that the following personal traits required if you want to be a successful Online Business owner even if you are working from home.

You may want to make this your personal trait check list. So, let's zoom. Full speed ahead!

Vision

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This is what I call the ability to see what others could not see. Sight is the ability to see with your eyes. Vision is the ability to see with your mind.

As an Online Business owner just starting or have operated for some time on the Internet, what do you see in the future of your business in the next six months? One year? Two years from now?

Courage

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This is by my personal definition, the ability to act in spite of having great doubts. We all have our own doubts some times. I know I do.

Now I am EXTREMELY sure that the successful people we know or heard of today must have faced tremendous doubts and failed in the process before they succeed.

You and I also know that in the end, the successful people finally reaped the great rewards of life and the people who said "I told you so" never get to share their part of the rewards.

Creativity

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Creativity, while a large subject by itself, is the ability to think out side the thinking box.

Being an Online Business owner means becoming a leader of your own ship and this is not optional. With intense competition, latest inventions and marketing trends, the task demands a lot of creativity on your part to grow your business in the cyberspace environment.

Withstanding Criticisms

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You and I have not heard or know of any successful person who has been criticized.

When I was still in school, my principal said a very interesting quote that I still remember to this day:

"Great people talk about ideas. Big people talk about things. Small people... talk about other people."

If you have been talking a lot about other people especially from the perspective of a critic, cynic or gossip, then you will know how small you really are.

On the other hand, if you want to be big and great in running your Online Business, you will have to expect being criticized by small people, and as painful as it can be, these small people can actually be

the people you know, namely friends and relatives.

Not that I ask of you to break away from them immediately. Rather, use their criticism as a steroid to make you more willful to succeed. You will not want them to have a chance to say, "I told you so".

However, if you find out that your friends are not being supportive at all and are pushing you down rather than pulling you up in trying times, you will have to seriously consider having to change your set of friends or they can be your ultimate downfall.

I was initially surrounded by MANY friends but had to change them eventually because they are the wrong company to be in where "helping other friends in need" is concerned.

I do not have as many friends as before today, but I assure you that the ones I have now are better, supportive and recognize the true meaning of friendship than the ones I had three years ago. And it is only a matter of time that I will be surrounded by MANY MORE friends who are like-minded.

Delay Gratification

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This is often easier said than done. It can be very difficult to learn to deny short-term immediate self-gratification in favor of a greater long term reward.

As an Internet Entrepreneur running a cyber business in a fast-paced environment, having delay gratification is more important than ever.

More often than not, the Internet is equated to instant gratification given the amount leverage it offers. However, this does not change the law written on stone.

If you in pursuit of success and making more money as a business owner, this is one trait you must have. No exceptions.

Forums are full of entries by people looking to make a fast buck and asking the veterans on how to do it. As always, these people are disappointed by the answers of the Internet Business and Marketing veterans. Their answers will always be something that some one with instant-gratification mind set could not handle.

I do not perceive myself as a veteran. However, I cannot help but agree with them. Success is not something that can be achieved overnight, not even with the leverage of the Internet.

Instant-gratification can also be the main reason why most people are being sucked into get-rich-quick scams everyday though many sites are created to warn about them.

This is just scratching the surface on each personal trait. If you feel you need to improve on either one, some or all of the above traits, consider attending a seminar or buy a self-help book or audio tape on the subject.

Improving your personal traits is also a form of investment for it can boost the performance and income of your Online Business. So, I wish you the best of luck in your undertakings!

About the author:

Edmund Loh is the author of the E-Biz Wiz Blog and Starting An Internet Business Special Report with over 6 years of web designing experience before he engaged in an Internet Business. Visit his website for more online business ideas, tips, and information at <http://www.ebizmodelsyoucancopy.com/ebizwiz> and also get a free copy of his Special Report.

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