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Welcome to your next issue of "**Home Business Tips Newsletter**"

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

Date October 18th 2005

Volume 1

Issue #62

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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.

It's unbelievable how a wedding can focus ALL ones attentions to the detriment of a business. I just got married three weeks ago and since returning from the honeymoon I have been trying to catch up on things back at the office:-).

Of course my office is now in the spare bedroom of my home or anywhere else I choose to bring my laptop. That's the beauty of working from home online.

I had been doing virtually nothing this past few months because of wedding plans and worries, I just couldn't put my mind to it, and still bringing in a nice monthly income from residual programs that I had built up. I also draw an income from sales made to my websites which are also on autopilot.

So it's back to work, keeping in contact with my loyal subscribers, buying google adwords space, tweaking my websites etc etc etc.

You may be hearing from me a lot more regularly for a while, well at least til something else occupies my headspace:-)

Til next time

Your friend in success

Mal Keenan

<http://www.malkeenan.com>

P.S.

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## FEATURE Article - The Basics of Making Money with Blogs And AdSense

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**By Mal Keenan**

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Google AdSense is undoubtedly the most popular Pay Per Click (PPC) program in the industry today. By enrolling your site under the said program, AdSense will display a series of ads on your pages. You stand to earn every time a visitor of your clicks on these ads.

They don't have to buy anything, mind you. They just have to click on the ads and nothing more. These ads are by no means random. They are contextually relevant, meaning, they are assigned based on their relevancy to the subject of your site.

Could a blog substitute for regular sites when it comes to making money through AdSense? Yes people, blogs can also be provide an additional income stream through AdSense! In some aspects, a blog is a more efficient tool for this purpose.

There are people online today making six figures per month from Adsense alone. Unbelievable but true!

There are three determinative factors for the success of a site enrolled under the AdSense program.

1. The Cost Per Click (CPC) that is carried by the ads assigned to your site.
2. The number of page impressions, or simply put, the amount of traffic that passes through your site. If you garner a lot of page impressions, you have a better chance of acquiring a lot of clicks.
3. The Click Through Rate (CTR), which is the number of clicks your ads get per the number of visitors that visit your pages. The higher your CTR, the more you stand to earn.

CPCs are a given. If you're dead set on a subject for your blog, then you will just be attracting a certain group of ads. But if you wish to make a blog for the primary goal of making money online, then you have to choose the right keywords before everything else.

Basically, your blog will be assigned certain ads based on the keywords prevalent in its entries. There are some keywords that will attract ads that pay high, and there are those that will attract ads that pay low. The trick is in finding the high paying keywords around which you will create your blog.

Here are some tips that will help you find those keywords with relative ease:

\* Create an account at [www.adwords.google.com](http://www.adwords.google.com) . Adwords, of course, is the advertising partner of AdSense. When you become a member, you could take a peek at how much the going rates are for certain keywords.

\* Visit [www.adsensearena.com](http://www.adsensearena.com) . This is one of the very few sites that give information about high paying keywords for free. It would rather be kept a secret by those who discovered it, so keep it quiet;-).

The number of your page impressions really depends on the traffic that you can generate for your blog. Blogs would have an easier time with this because, as we've previously discussed in past lessons, search engines love them. But of course, this is not set in stone. If your competitors, for example, are also using the blogging strategy, then you're all in equal footing.

To get the edge, do try David Pankhurst's special report on How To Conquer Your Niche With Wordpress. David will share some absolutely mind blowing techniques that will tremendously boost your blog's page rank through a simple manipulation of the Wordpress software. Check out his report at <http://www.malkeenan.com/top10tricks>.

Increasing your CTR is an entire subfield in itself! There are a plethora of strategies dedicated for this purpose. We have discussed some of these tactics in my newsletter, as well as my own blog at <http://www.malkeenan.com/blog> . These include the choice of ad design, the placement of the ads, and the colors to be used, among other things. I'm telling you, increasing your CTR has become a science of sorts in recent months!

In the next article, I will discuss some really advanced strategies that will blow you away.

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## SUCCESS ARTICLE - Success And Your Journey To An Abundant Life

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Success is the sum of small efforts, repeated day in and day out.

- Robert Collier

Your journey to success is a pathway that only you and you alone can take, it is paved with gold as well as a little black and blue. The truly valuable lessons are in the learning and in the acquisition of all the necessary requisite tools to not only make manifest your desires, but to also assist in the development of your 'well' of resources, resources that you will always have, always need and will be tools that you can use to help others achieve what you too have been able to achieve.

Taking inspired and motivated action to get out of your current groove is the first step in living and enjoying the life you've always dreamed of, the life you are capable of. So...if you want to change your life, start with 'changing your mind'. Positively!

There is no better time to initiate positive action than right now. Plan and prepare, develop confidence in your research and preparedness. Don't allow yourself to become petrified and immobilized by indecision. Realize that the time has come and you must act. If you hesitate, doubts will set in, continue to skulk and then turn into fear. You may falter a little. Yes, you may experience rejection. And yes, you may fail and fail you should, temporarily. That's life. Life's winners accept that in attempting to achieve their desires, they may have to modify accordingly and even begin again and perhaps again. The difference between successful people and those that just don't get it is not whether you make mistakes or even provisionally fail, but how you respond to your failures and that you pick yourself up after each fall and continue on.

Indeed, a positive mental attitude is the consequence of a life devoted to self-improvement and to passionate service. With a personal pledge to doing and being your best today, you mustn't be overtly concerned for the 'morrow. You can be self-assured that excellent things will happen and be equally confident that if difficulty arrives, you will have the mind, the might, the tools and the proficiency to muddle through, take control and then triumph over. You are resilient. You keep on keepin' on. You don't allow the concept of doubt to annihilate your dreams.

Unless you outline/configure your own life, circumstances and events will outline/configure your life for you. You must work, sacrifice, invest, persist and persevere to get the outcome you desire. Choose well. You can't plan your journey until you know where your destination lies.

You are the sculptor, the master craftsman of your own image and self-concept. Have others already achieved what you want to achieve? Is there somebody in any walk of life that you really revere and

have a high regard for? Analyze them and do what they did, it is called replication. Start anywhere, at anytime, and endure till the end. Believe in yourself and your innate abilities. Have the self-confidence to challenge your current state of affairs. This is your life to live; it's little by little, day by day and step by step.

Judiciously write down your goals. A mere three percent of people have written goals and only one percent reviews those written goals daily. Be in that elite one percent. Visualize the attainment of your goals, your objectives often. Goals are dreams with dates attached. You will only become as great and as happy as the goals you choose, again I say... Choose Well! It is imperative

It's not going to be a cakewalk. You will have to emerge from your comfort zone to discover your inherent, but most likely latent potentials and be open to receive the inevitable opportunities lying in wait for you. You have to overcome your fears and take the necessary calculated risks to overtake them. You must remain laser-focused and persevere despite the obstacles you will encounter along the way.

Success doesn't come quick; it doesn't come easy and should be painful enough to elicit deep introspection. It requires heart and soul; it requires passion and an unfailing burning desire. It will most assuredly also take considerable time before you can actually harvest the fruits of your labor, but you will reap what you sow...trust me!

But how do you actually survive this phase? This is the period when you're working extremely hard to achieve your goals. This is also the best illustration of your mettle, when you must endure whatever adversity comes your way. The time has come for you to work harder, dig deeper, and sacrifice more to attain your ambitious desires. Remember the Law of Attraction: You attract into your life that which represents your true aspirations; you will only get what you give. This is law!

So what must you do?

Discover the beauty of your current conditions, because wherever you go, there you are. Become a witness to the positive side of life, don't just observe, develop a testimony. Become passionate. Love your family, your boss, your coworkers, your friends, and even strangers. Again, It won't be easy; nevertheless nothing and I whole-heartedly mean nothing, is at all impossible with iron-clad will power. Balance is the key. Dream a 'big dream' taking positive action to move you onward and upward toward your goals. Remember; take it one step at a time. However while you're slowly creeping along the long and winding journey to success, be patient and remain as enthusiastic as possible. Enjoy the journey; after all, it is your life. Eventually, you will attain what you have so patiently longed for.

Steadfastly remain humble. The rewards for humility are vast and far-reaching...

Okay, so here we are, are you ready to begin the journey? If so, then initiate it with the bravery, the audacity and the desire to improve your life. Stay alive, be persistent, enthusiastic and hold to the iron rod of positive thought, of astute positive thinking and resolve to help others on their upward climb...on

their journey to success as well.

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**About the author:**

Kurt Lee Hurley, operator of <http://www.kreatefitness.com>, whose clients refer to him as the "Secret Weapon" has built over 3,000 weight loss success testimonials and his Provo, Utah Wellness Facility, Synergy Fitness Systems has become known as a "Results Factory" a "Living Laboratory" of Achievement, Enhanced Human Performance and a place to congregate for Empowerment and of course, the Success of attaining Weight Loss RESULTS!

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-- John Crowe

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