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Welcome to your next issue of "**Home Business Tips Newsletter**"
The **TRUTH** about successful online home business marketing.

Date August 22nd 2006

Volume 1

Issue #69

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A Note from Mal Keenan

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Greetings HBT Newsletter Subscribers,

If you know anyone who would find this newsletter useful please pass on the link or the pdf document.

It's just amazing how pertinent Internet marketing has been even in my personal life.

I invested in an apartment in Bulgaria for my family just a few months ago and it dawned on me to use my internet marketing skills and contacts to make sure that we can get some rental income from this apartment while we are not using it.

So I have set up two websites to market to those interested. You can have a look at these here:

[Ski in Bansko](#)

[Bansko Golfing](#)

I have just started with these so there is not a lot of info there yet. The sites were created with Wordpress blogging software and I picked up a special offer at the Warrior forum to get some graphics done.

Getting to the point.....

One of the methods I will use to market these websites is article marketing. If you've been online at all then you've heard of this strategy.

I've already paid someone at Elance.com to write three articles on Skiing in Bansko. I know little about skiing in general so it's better that I outsource these articles.

I will then post the articles complete with resource box pointing back to my site to the major article databases. It is best to automate this process as it would take days to do it manually.

I have written a little about article marketing at my training resource site:

<http://www.pluginprofitstraining.com/articlesubmissions.html>

I have posted a couple of **Very Interesting** articles below for your perusal and a couple of freebies. I know you all love the freebies. Scroll down to check them out.

Til next time

Your friend in success

Mal Keenan

<http://www.malkeenan.com>

P.S.

If you haven't already taken me up on my special offer yet you need to get over there right away. The offer close at Midnight(GMT) tonight the 22nd. That's 7pm(EST). Click over there now:

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FEATURE Article - Marketing to the Masses through Article Distribution
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Have you ever considered submitting articles to get your marketing message out and/or drive traffic to your websites...?

Here are some ideas and tips that can get you started:

Use article distribution services to get your articles in ezines. Some services will specifically distribute your articles to ezine owners who desperately need good content, but do not want to create it themselves. If your article gets selected for even a few of these ezines, you will receive a considerable traffic spike.

Always include quantifiable benefits when writing an ezine article – and actually tell the truth. For instance, if you say “make \$1000 in 10 days” people will actually be interested in that and believe it is possible at the same time. Distorting or massively exaggerating the benefits wont help at all; it will make the article look like a scam and an attempt to mislead more than anything else.

Your prospects will appreciate your honesty and through time will come to trust your judgement and recommendations

Become a special report provider for ezine owners. Offer to give them monthly reports that contain exclusive or limited-distribution content. Each of these reports could contain a detailed description of some technique – along with some type of link to upsell them on a product of yours that makes the process easier.

Use psychological triggers when writing an ezine article. At the very least try to make the title and text flow. Make it catchy! A headline that uses words like “proven” “shocking” “powerful” “secrets” will always get more attention than one that simply states the title in drab unemotional wording.

Most importantly set out to inform the reader as much as is possible in 400-600 words. "How to" articles are always popular because they serve the reader making them feel that they have actually learned something and are better off for reading your text.

The whole point of the article is to encourage the reader to seek more information in your resource box where you will promote your business.

If your article looks like one long sales pitch with no informative qualities at all you will have lost your prospect, who will simply stop reading and click away, with no chance of gaining a subscriber or customer.

In closing...

Article distribution is one of the most powerful ways to market effectively online. All the top "gurus" are using this tactic in their arsenal of strategies and it maybe time you came on board too.

Mal Keenan is publisher of Home Business Tips Newsletter. Check it out for tips on how to get Started Earning a Full-time Income from Home: <http://www.home-business-tips-newsletter.com/>

To Find Out What Was My Greatest Lucky Break in My Six Years of Frustration check out: <http://malkeenan.com/pips.html>

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SUCCESS ARTICLE - Create A Wealthy Life – Using the Power of Your Intention

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Have you ever had the secret desire to write a book? Or sell your art? How about composing a hit? Or publishing articles in your line of expertise? I would venture to say, that we've all had that urge.

Catch is, few of us act on it in a productive, wealth generating way.

There is a vibration that I'm going to tell you about now because it's a crucial ingredient – that is, if you want prosperity. The vibrational energy of thought. More specifically - your intention.

The magic and strength that's created by your intention outlives and outshines everything else in your life.

When the confidence in achieving your intention supersedes your fears and doubts, you've utterly transformed your life. Nothing - no nay-sayers, no belittlers, no doubters - Nothing will stop you from manifesting that creative impulse.

Creation always begins in the mind. A thought or idea always precedes form. For example, a book is first conceived in the mind of the writer and then given shape. By consciously directing thought – intention - you transmute your desires into form.

My life changed immeasurably as a result of using ancient prosperity principles. They helped me translate my deepest desires into reality.

You too can vibrate at a totally new velocity. Raising those vibrations has everything to do with passion.

Keep this secret in mind. Ask all the 'how' questions later. First you have to be utterly convinced that you Want to make a change. Not just any change. But a change that translates using your unique gift to create prosperity. It's not the 'hows' that matter.

What matters most is your will. When you Want To make a change the 'how to' will generally fall into place like magic.

Let me explain.

Most folks in business for themselves don't have much clarity or commitment to success. They're minds are fogged up with notions of fear and hope. So, they sit back and wait to see how life will treat them. Then they try to deal with what 'life' throws at them.

They don't take ownership of their success from the start. Look, no one is to blame for anything that happens to you. Good or bad. And that should feel like good news to you. Because what it means is that you are in Total Control of Your Life.

Your Want To's will define your life forever. If you don't have them, you will keep drifting like most people around you.

Take charge of your intention and life will never look dreary to you again. No, you won't put on rose-colored glasses – you won't need to.

You'll see that harmonizing your life towards one goal will create a vibration so strong that you know, without a doubt, your desire is about to manifest.

Your vision of the future will be perfection.

About the author:

Tania Gabrielle French is a composer and author. Her music has been performed by Grammy-award winning artists worldwide. Having learned the ancient secret for attracting prosperity, she is now living the life of her dreams. Tania's popular newsletter is read worldwide at <http://www.creativeriches.com>. © 2006 Tania Gabrielle French. All Rights Reserved.

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-- William Arthur Ward

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