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

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A Note from Mal Keenan

Greetings HBT Newsletter Subscribers,

Happy New Year:-)!

I know I'm a little late with the greeting but my last 'Official' Newsletter issue was Halloween last year. I sincerely hope your 2007 is a lot more profitable than 2006, and mine too.

My own home business has taken a turn for the better in 2007, with increased search engine rankings for at least one of my sites. I put this down to a concentrated effort to [write and submit more articles](#) since the new year. I have submitted at least one article per week since then and it is DEFINITELY paying off.

I am also trying my best to learn about the latest fads in Internet Marketing including, [social bookmarking](#) and Youtube Marketing. I have just released a special offer which you should have received a few hours ago. If you haven't checked it out yet you can do so here - [Youtube Marketing Offer](#). This offer only last two days so check it out now before moving on...

I have spent \$100s on internet marketing products this week but I have no doubt my earnings will increase because of it. When buying a product online I always ask myself - Can I profit from the purchase? If the product has an affiliate program and I find it useful I will most certainly sell it on at a profit. This has been my practice since my first affiliate program in 1998. If you follow the same principle then you can't really go wrong.

Selling things on at a profit becomes a lot easier when you have built a mailing list, but I was doing it long before I had any sort of list. [Click here](#) to check out the product I'm REALLY glad I bought!

You can read my latest article below and a feebie or two of course. Enjoy the rest of this issue of HBT newsletter.

Til next time

Your friend in success

Mal Keenan

<http://www.malkeenan.com>

P.S.

Please pass this issue on to anyone you think may find it useful.

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FEATURE Article - 5 Proven Ways to Boost Your website Traffic through Article Marketing
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The most effective way to send instant traffic to your new website and boost your search engine rankings is through Article Database Marketing.

This internet marketing method is mostly low maintenance or does not have to cost you a red cent if you are prepared to spend more time submitting your articles. I personally prefer to spend a few dollars to have my articles submitted on auto-pilot but I understand that not everyone is in that financial position.

Here are 5 ways that article marketing can boost your traffic and significantly increase your earnings:

1. You submit your article to the major article databases and a visitor to one of these sites clicks the link in your article database which leads directly to your product page.
2. A visitor to one of the databases uses your article for their website or newsletter content. To do this they are required to keep your resource box intact when reposting the articles on their own pages. A visitor to THEIR site then clicks a link in your resource box. This traffic can really add up over time as your article appears on more and more websites. The success of your article will depend on the quality of the writing, the subject at hand and the size of your target market.
3. You submit an auto-responder email link in your resource box which captures the prospects email address. These emails links are usually incentivised by offers of a free report or download. You now have another addition to your mailing list and any mailings going out to this prospect will of course have links back to your site. This is a great way to build longterm traffic as will the following steps.
4. The more articles submitted the higher your search engine rankings will increase. Always use your important targeted keywords as the linking text in the resource box of your article. This will greatly improve the positioning of your sites in the major search engines for your chosen keywords. Keep the number of links in your resource box to one or two.
5. Many of the major article sites like Ezinearticles and Goarticles have magnificent Page Ranking(PR) in Google, Yahoo and other search indexes so any articles submitted to their databases are quickly snapped up by the search engines. It is not unusual to see your article pages at the databases getting top rankings for just having submitted it. Choose your article title keywords carefully. So, traffic can come straight from the search engines to your article on the databases thus increasing your link visibility and eventually, overall traffic.

These are just a few of the ways that article marketing can provide a welcome boost in website traffic. There are many others but just looking at these you can see that only a fool would miss out on this chance to increase web traffic and subsequently their overall monthly income.

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: [Legitimate Home Business](#) Newsletter

To Find Out What Was My Greatest Lucky Break in My Six Years of Frustration check out: [Complete Home Business Setup](#)

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Article Marketing Guide

This issues' free download is a complete article marketing guide. This ebook is 84 pages long and is better than some of the crap being sold. This will show you step by step how to write great articles and more importantly how to ensure that the articles result in clickthroughs to your website.

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SUCCESS ARTICLE - What Do You REALLY Want? 5 Magical Ingredients For Getting It

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Do you find it easy to know what you want and express it clearly? If not, what is holding you back?

Whether we pay homage to God, Nature, the Universe or whatever, there comes a time when we seek help or intervention for something important to us, something that affects our innermost desires. Very often our prayers or requests are not granted and then we tend to lose hope. But we are not likely to have our prayers answered for three main reasons.

First, we tend to pray or make our request when there is a crisis, so we pray with anxiety and desperation, the panic button at full throttle, with lots of doubts and fears, and no real belief in routine miracles or getting a result! Surprise, surprise, nothing much happens, which then confirms the lurking doubt within us that our god doesn't truly care or isn't really there! Second, any prayer to a higher unseen power takes a massive leap of faith and belief in what is possible and we tend to lack such blind faith. Third, and most important, we fail to ask specifically for what we want because we have not stopped to think about it clearly. Instead we cling to a generalised idea of our situation, a kind of cure-all "Help me,

please!" plea because too many things in our life need sorting out. We are afraid to make our request specific in case it might seem unrealistic, unreasonable or even selfish to others.

But that attention to specifics is what helps to provide focus, and once we start to focus we begin to energise the desire, to make it an intention rather than just a fleeting wish, which then moves people and the environment to help us to achieve it. In fact, to show how the Universe (or your God) delivers when we have faith, just think of any item, like a type and colour of car, and focus on it for a while. From that moment on, a rush of cars conforming to that type and colour will come into your vision; the articles which draw your attention in magazines are likely to relate to it and unexpected occurrences around that type of car will begin to happen. **The power of thought is phenomenal for fulfilling our wishes. Sooner or later, circumstances will conspire in a series of coincidences to give us that car, if it was our desire.** We are on earth to be happy and healthy; to have our desires fulfilled. However, it is a focus on negativity which keeps us feeling unhappy.

The Fulfilment of Dreams

There is no great mystery to fulfilling our dreams. So long as we can articulate exactly what we want, we can always achieve it with action and commitment. I am in total agreement with **Steve Andreas** and **Charles Faulkner** (*NLP: The New Technology of Achievement*) when they say, "In NLP we believe that anyone can do anything. If its not possible the world of experience will let us know. We'll find out by doing, not by thinking that we can't."

In fact, I believe that we can have anything we want in our lives if we have five simple attributes, what I call my 'magical ingredients':

- 1. The self-belief that we can make it happen.***
- 2. The faith in our abilities, and a higher power, to carry it out.***
- 3. The action and effort to bring it to fruition.***
- 4. The willingness to pay the price in focus and commitment***
- 5. The COURAGE and patience to see it through.***

There is nothing so great about my suggestion. It is the power of thought and belief that has built our world. When I use my computer I am writing on someone else's thought which they brought into being through their belief. When I use a microwave, I use someone else's thought, the direct manifestation of their faith in what is possible. When I drive my car I am enjoying Henry Ford's thought and experimentation for my comfort and journey. Every time I turn on the electric light we take for granted I am using Thomas Edison's thought and the personal courage and determination that took him 10,000 attempts and a massive leap of faith to get it working. And as you read my book you are sharing my thought and creation, the end result and confirmation of a deep faith and belief that I could actually write a book for public consumption, take action on it and find the courage and determination to bring it to life! I simply asked, believed in it, took action, and it was given.

Eight Steps to SUCCESS

Experience, and lots of achievements, have taught me that every thought and creation is marked by eight

stages:

1. *Excitement*
2. *Possibility*
3. *Fear*
4. *Belief*
5. *Faith*
6. *Action*
7. *Commitment*
8. *Result*

Most people get stuck on stage 3 (FEAR) and so very little happens to them to reinforce the talent and ability they know they possess. I have few fears so I get a result EVERY TIME, even if it is not the result I wanted. That only fires me up to keep trying until I get the desired outcome. There is nothing more exciting than creating your own reality, seeing an idea take life from nothing, except your thought, and watching it evolve. Nothing at all! Others might only reach stage two (POSSIBILITY) in their ideas but lack the encouragement or resources to take it further, so they end up without any action. A few might make it to stage six (ACTION) but lack the stickability to produce the right results, while the ones who have the five essential ingredients mentioned earlier (my magic formula) will triumph in the end. They will reach a result, no matter how long it takes. **If you believe it, you can create it. Your focus and thought processes will eventually find the means and resources to attempt it and your commitment will give it life.** This applies particularly to finding the right soulmate.

If you believe someone special is there for you, your faith, action and commitment will bring him into your world. It's your level of resistance and non-belief that will keep her away. **Self-belief** and **faith** are two powerful tools in getting us what we require, but without the action to bring it to life, and the courage and commitment to stick with it, we will always remain dreamers. Self-belief and faith are also governed by our past experiences. If we have not done very well in our own eyes, or have not achieved the success we have sought, both of those ingredients gradually diminish as we brand ourselves 'failures' and hide behind our fears. We come to dread trying and experimenting with anything new because we fear having to face the consequences of any action which fail to come up to expectations. Yet consequences are part and parcel of results. We cannot escape them. The only way to cope with them is to keep trying in order to get more of the results we desire.

*This is an excerpt from **10 Easy Steps to...Finding Your Ideal Soulmate!** by Elaine Sihera, which is available on Amazon.co.uk*

About the author:

ELAINE SIHERA (Ms Cyprah - <http://www.myspace.com/elaineone>) is an expert author, media contributor and columnist. The first Black graduate of the OU and a post-graduate of Cambridge

University, Elaine is a CONSULTANT for Diversity Management, Personal Empowerment and Relationships. Author of: *10 Easy Steps to Growing Older Disgracefully; 10 Easy Steps to Finding Your Ideal Soulmate!; Money, Sex & Compromise and Managing the Diversity Maze*, among others (available on <http://www.amazon.co.uk>). Also the founder of the **British Diversity Awards** and the **Windrush Men and Women of the Year Achievement Awards**. She describes herself as, "Fit, Fabulous, Over-fifty and Ready to Fly!"

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"No man is ever whipped until he quits - in his own mind."
-- Napoleon Hill

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