

**Mal Keenan's**  
**Home Business**  
**Success**  
**Vehicle**

**Discover**  
**The Proven**  
**Strategies to Online**  
**Business Success**

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# WHO ELSE WANTS TO SET UP AND RUN A HOME BUSINESS RAKING IN CASH 24/7, 365 DAYS A YEAR..... ALL TOTALLY ON AUTO- PILOT?

Read ON....

## Introduction

My name is Mal Keenan, I am a full-time internet marketer. I have been working at home online since December 2004 after 4 years of running a part-time business from home.

I AM NOT a guru, I don't pretend to have all the answers nor do I have a magic wand that will make you million of dollars overnight, especially NOT those who will not help themselves.

What I DO have is a CLEAR and WORKABLE system for building a successful work at home business that will eventually match and surpass your current full-time income.

**That SYSTEM is detailed step by step on these pages.**

You won't see a lot more content in "**Home Business Success Vehicle**" than what is required for you to reach a successful full-time income from home. I am BLATANTLY and OPENLY going to promote to you the products and services that work. I am going to show you the services and products that I have bought and used and have found useful. You will also get loads of free advice and resources.

I am not trying to teach you about home business, I am intent on showing you a step by step process that WORKS, in as little time and space as possible. If you want home business content then look elsewhere. There are 100s of over-priced e-books out there with CRAP piled on top of crap. Sorry folks but that has been my experience.

That doesn't mean you won't learn a lot about online business by taking these simple steps but the FOCUS of this site IS to get you up and running and more importantly EARNING in as little time as possible.

I AM NOT a millionaire YET but I am now making more money from home than I could ever earn from my regular full-time, offline J.O.B (Just Over Broke).

I am also one of the top affiliates with Traffic Swarm, SFI, Empowerism, Stone Evans' Plug In Profit Site, Adland Pro Classifieds and others.

This website is my attempt to help other people and at the same time save myself a lot of time explaining to newcomers, members of my downlines, how I have made my online business work for me.

Throughout this website I have used the analogy of a vehicle on a long journey, thus the title of my website. This is my way of explaining the path I have set out. The "**vehicle**" is your business, the "**road**" is the internet, the "**journey**" is the steps you will take and the "**destination**" is SUCCESS or FINANCIAL FREEDOM.

You can drive down the right road to your destination or you can keep going round in circles.

### **The decision is yours**

The strategies I have set out in this publication can be applied to any business. I am an affiliate marketer but I could decide to sell pin-striped coffee cups online and make a success of it because of my proven home business plan. Well you get my drift, don't you?;-)

There are 1000s of ways to find success online, this has been my road and my experience. If you follow the path EXACTLY as I have laid out you WILL be successful. It really is that simple.

The majority of men meet with failure because of their  
lack of persistence in creating new plans to take the place  
of those which fail.  
-- Napoleon Hill

## The "Vehicle"

The first thing you **MUST** do to run a successful home business is set up your own business website.

I am an affiliate marketer, meaning I sell other people products and so may you, but that doesn't mean that you don't need your own website. In fact to achieve long term success I believe it would be entirely foolish not to register your own domain and set up your own business website at a very early stage.

The reason I feel so strongly about this is because I **DO NOT** believe in placing **MY** success in the hands of other people and that is exactly what you are doing if you rely on affiliate websites to run your business. What happens if the affiliate program you are promoting collapses? Where are you then?

Most affiliate programs will give you a free website from which to sell their wares but they remain **THEIR** websites.

If you sell affiliate products and services from your own website and the affiliate company goes out of business you simply replace it with one of the many other programs out there and move on.

Many successful marketers have learnt to their cost, after a business has gone bust, to **GET THEIR OWN WEBSITES**.

**YOU MUST BUILD THE WEB PRESENCE OF YOUR OWN BUSINESS FIRST IF YOU WANT LONG TERM SUCCESS.**

Another important note to remember is how difficult it is to get an affiliate website listed on the search engines because of the fact that they are mirror sites of 100s of other sites in the same program.....so Search Engines like Yahoo and Google won't touch them.

Your first step is to register a domain. This can be done for as little as \$10 or less per year. This is the most affordable one I know:

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

Remember that you then need to get your website hosted after that.

There are many ways to start a home business and there are 1000s of companies out there that will take your hard earned cash to set up for you an online enterprise that may or may not succeed.

I have found what I believe to be the most effective and least costly way there is to have an internet business up and running literally within hours, 24 hrs to be exact.

When I accidentally came across [Stone Evans Plug In Profit Site](#) I couldn't believe my luck. I thought "there must be a catch".

This guy was going to set up a fully functional website PLUS newsletter complete with 400 days of followup emails selling a variety of online products and services, all for the price of [website hosting](#) and entrance into a few affiliate programs? No way!

Yes way! Stone will set up your site within 24 hrs and your only commitment is to sign up for [Host4Profit](#) and Four other affiliate programs. The affiliate programs are how you get paid so you MUST join these too.

This "vehicle for success" CANNOT be matched online.

When I saw this set up everything within me shouted "YES, this is the one".

This is the launch pad from which YOU will rocket to success.....yet it is only a beginning.

One of the secrets to prosperity is to MAKE A START. The Plug In Profit site is the PERFECT start and will get you up and running in a very short space of time. It is then up to you to get some SERIOUS promotions going on and I will show you EXACTLY how.

Get your "vehicle" today by signing up for Stones amazing system:  
[Click Here Now To Sign Up!](#)

Before signing up for Stone's system please get a FREE Auto-responder account which is the program that will host your newsletter email campaign and send your marketing letters out at set intervals. We will talk about the newsletter in the next section of this course. [You can sign up for your free autoresponder account here.](#)

When you have done this read on to learn about the "engine" of your vehicle and how it works.....

You cannot play symphonies until you have first  
mastered the notes.

-- Dr. Edward L. Kramer

# The "Engine"

## Online Marketing Newsletter

The engine of any well oiled machine is the driving force behind the scenes that maintains and sustains the business. The Online Marketing Newsletter is a perfect example of an online medium that fits this description.

My own Home Business Newsletter is something that I have used to build credibility online and to make contacts with those who share the same interests and ambitions as myself.

Building relationships with my subscribers is **vitaly important** and I do this by keeping in contact with them, answering their questions and sharing my own successes and failures. Sharing a little about myself personally can help accelerate this process.

After some time people begin to look on you as an expert in your field, trust develops and before you know it your subscribers are buying your products and services like you would never believe.

Now of course this is a watered down and much simplified version of the whole process but what I have just said is the basics of how it actually works.

Not everyone is comfortable with writing and so the thought of creating their own newsletter fills them with dread.

Again I feel I have found the perfect solution.

Stone Evans will set up a newsletter complete with one years full of useful articles and tips which any home business entrepreneur is going to devour.

The "engine" of your success vehicle is most definitely the newsletter and **400 day follow up emails** that Stone will set up for you through a Getresponse auto-responder account.

Firstly you need to get an Auto-responder account which is the program that will host your newsletter email campaign and send your marketing letters out at set intervals. [Getresponse](#) is our recommended company and you can sign up for free [here](#).

Now, if you haven't already signed up for Stone Evans' Free Website offer then [click here now](#) to do so.

NB: After signing up for your [Plug In Profit Site](#) please follow the instructions given by Stone to fill

these follow-up messages with YOUR affiliate IDs.

## **Newsletter Followup System**

The newsletter itself sends regular email follow-ups to your prospects marketing all the affiliate programs that you have joined. Once again this process is put on **auto-pilot** everytime someone signs up for your newsletter through your [Getresponse](#) auto responder which Stone will set up for you.

The Power in this system cannot be over-estimated and any marketer who knows anything at all about how internet business works will tell you that "**The Fortune is in the Follow-Up**".

The great thing about the Getresponse auto-responder or any automatic follow-up system for that matter is that you could be sitting on a beach in the Bahamas and making sales because someone somewhere has received an e-mail selling one of your affiliate products or services all on auto-pilot.

Can you imagine that?

That's right, close your eyes and see the power and the possibilities in following the steps that I am showing you on this report.

Read on to find to how and where to tune-up your vehicle for the road....

Do not attempt to do a thing unless you are sure of yourself; but do not relinquish it simply because someone else is not sure of you.

-- Stewart E. White

## **Tune-Up Your "Vehicle"**

### **Search Engines**

It is vitally important that you tune-up/optimize your business website before taking the next step on your journey to success, submitting your site to the major search engines.

There are a few things that you can do freely to make sure your site is optimised for the keywords phrases you want to target.

First lets talk a little about keywords:

Every day millions of web users trawl the search engines for popular and not so popular search terms. For instance you may have found any of my sites by searching for the term "work at home".

Now how come you found my site instead of 15 million other sites that this search term throws up?

Well the reason is that I have optimised my site for the "work at home" search term along with many other home business keywords. When optimising use certain keywords according to the type of website you own.

In my instance, and hopefully yours, we try to optimise for the most popular "business opportunity" related keywords that people will search for.

There is a great tool which you can use to track the popularity of the search term you seek to optimise your site for. The Overture search tool will tell you how many times per month your particular keyword or words was searched for. [Check your keywords here.](#)

When just starting out I suggest you go for less popular terms. Highly competitive search terms can be targeted at a later stage when you have gained the confidence to do so through early successes.

Now that you know which keywords to use you need to place them at strategic places within your site.

**These are suggested areas within the HTML of your website to place your keywords and where I put mine:**

1. Place your main keywords in the TITLE of your website. The title can be seen at the very top of your browser when your page is in view. You need to add the title from within your Host4profit or other website host control panel.
2. Place your main keywords in the ALT tag, this is the optional description that accompanies any images within your site.
3. Place your keywords throughout the text of your page and especially in the link text that links from your site. One to two mentions of your keyword phrase in each section. DO NOT overdo it. Try to spread the words out between the top middle and bottom sections of your page text.

**MOST IMPORTANTLY** put the keywords in the link text of the links that lead to your site. This is

something that you MUST do when you come to swap links with other websites.

**NB: At this stage I have to say that it will stand by you to no end if you learn a little about HTML. HTML is the language with which webpages are written(Right click on any webpage and click "View Source" to see the HTML of the page in view). I learned the basics of HTML in a day or two. I can now make minor changes to my websites and add the optimising changes that I mentioned above. You can find a simple book on HTML at the "Computer" section of any good bookstore.**

Once you have optimized your pages then it is time to submit them to all the major search engines. Many times you will see websites proclaiming to submit your site to 100,000s of search engines.

Don't believe this CRAP.

In reality I could narrow that number down to the ones that count, realistically around 3 or 4;-). 98% of my search engine traffic comes from Yahoo, Google and MSN and the others taking up the other 2%.

There are many submission services that will charge you anywhere from a few dollars to a few hundred to submit your site to the above mentioned engines. I again opt for the money saving option and invested in my own software. [Webposition Gold](#) will not only submit your site but will optimize all your pages aswel AND it won't cost you an arm and a leg to do so.

I have used [Webposition Gold](#) to submit all 20 of my websites and have had them indexed(Listed in the search engines) in as little time as two weeks. I can HIGHLY RECOMMEND this software.

## **Reciprocal Linking**

Getting links from other websites is another fantastic way to ensure high search engine ranking for your site. A couple of years ago reciprocal linking used to be the main thing and I was actually able to attain number one spots through simply swapping links with other sites instructing them to use my keyword phrase in the link text to my site.

Today Reciprocal linking is much less effective but getting ONE WAY links to your sites still is a great way to boost your ranking.

Here are a few:

- Testimonials - Write a testimonial for a product or service adding your link at the end of the recommendation.
- Useful Content - Having GREAT content or providing a fantastic resource will have

webmasters naturally linking to your site. This is the BEST way to ensure one way link backs and to provide quality too.

- Submit your site to online directories - There are 100s of websites out there that will accept your website link without requiring a reciprocal link to theirs.
- Through Article Marketing(Discussed in a later section) - Write and submit articles to online databases putting a link to your site in the resource box.
- Submit to Forums - Register for online marketing forums adding a link to your site in the signature of your post, again this is a one way link back to your site.

These are just a few ways to get link backs to your site to increase link popularity thus increasing search engine rank. For more information you may want to check out [Jack Humphrey's Power Linking 2](#).

I also suggest you check out [Brad Callen's SEO Elite](#) for TOTALLY AUTOMATING the link swapping process. Brad's software has many other utilities for achieving top positions in the search engines. Many people have been able to attain number one ranking by using it. I was so impressed I just purchased a copy myself. You can check it out here: [Brad Callen's SEO Elite](#)

Read on to find out what you can do to add "fuel" to your vehicle and move full steam ahead...

If what you're working for really matters, you'll give it all  
you've got.  
-- Nido Qubein

## ROCKET "Fuel"

### Mailing Lists

**Fact:** The most important thing you can do online when building your own business is create a mailing list.

The most successful online entrepreneurs online own large e-mail lists without exception and if YOU are going to be successful then you need to follow the same path.

I send regular offers to my mailing list and have made \$1000s on top of my regular income from an

email that takes around 5 minutes to set up and send. Powerful stuff!

There are different ways of acquiring leads, again I can only talk about the ways that I have tried and tested and that I have found to be successful.

Before we go on you may want to check out Jimmy D. Brown's videos on List Building and Driving Traffic to your site through email lists. Check it out here: [Jimmy D. Browns List and Traffic Site](#).

One way that I sign up leads or subscribers to my newsletter is through online forms at my websites. You've all seen them, you arrive at a website and a form pops up asking you to subscribe to the latest super duper newsletter.

Well I have one of those on each of my websites and because I get a fair amount of traffic to my sites I get regular new subscribers to my newsletter.

Yeah good for you Mal but what about us mere mortals who don't have any traffic??

Well if you hold on a sec I'm getting to that:-).

The second method that I use is paid for co-reg leads. Ever wonder how ALL the top Internet Marketers own lists sometimes running into 100,000s. They are purchasing these leads and then working them, building relationships, to turn them into virtual cash machines.

Co-reg leads are basically good quality leads that you share with a few other people, in this case 4 others to cut the costs. I have been having great success with [Nitro List Builder](#). I am a stickler when it come to the followup support shown AFTER I buy and this company is second to none in this area.

Now, there is absolutely no point in buying co-reg leads or any leads for that matter without the capability to mail the list. I was a big fan of [List Opt](#) and [List Builder Pro](#) Leads until it was no longer possible to add these leads automatically to my autoresponder. Most of the leads were lost when the Autoresponder services required leads to click another link in my email in order to be opted in to your list. This IS NOT good for business.

The great news is that I know of an autoresponder service that will bypass this rule. After all, the leads that I buy are already opted in so why have them jump through another hoop to get my mail?

The [BestBizCart Autoresponder](#) service will allow me to bypass this rule as long as I am using [Nitro List Builder](#) leads. John Barbour of Nitro List Builder has set up this special system and because of the HIGH quality of his leads the BestBizCart company will allow the leads to be added automatically to my lists and receive my emails first time.

So there are two steps that you need to take to get up and running with this Email Leads Strategy:

1. Sign Up for Your BestBizCart Autoresponder service as recommended by myself and John Barbour of Nitro List Builder: [Click Here Now](#) to Sign up for BestBizCart. [Click Here](#) for step by step instructions on getting set up.
2. Go and order a leads package from Nitro List Builder: [Click Here Now](#) to Order your Nitro leads package. [Click Here](#) for step by step instructions on getting set up.

You will then need to fax off a spam agreement to allow you to bypass the above mentioned rule. You can read more about this when ordering your package.

John Barbour of Nitro List Builder will send you a series of PDF files with your lead order with invaluable info on how to manage your list. John also offers fabulous support. I personally called him a few times when getting set up for help and advice.

**Most Importantly:** The response of your list will absolutely depend on the quality of your email copy. My first email to my list barely brought a response yet after a few tweaks in the written emails I was able to draw 100s of responses and downloads of my ebook. Again, John covers loads of tips on how to maximise response in his free pdf files that accompany his leads packages. From my experience these are **HIGH quality RESPONSIVE leads** but you **MUST** work them correctly. Follow the direction given and your list will turn into a goldmine.

Do I pay \$100s in leads because I like throwing money away for the fun of it? No I do because I at least double my investment for every email lead I add into my [BestBizCart](#) follow-up system. Not only that but I have been sending broadcasts to my [Nitro Co-Reg](#) list over this past few months and making sales over and over again from the same list.

Can you imagine the power in this?

Your autoresponder can contain 100s of follow-up messages. All making you sales totally on AUTO-PILOT!

The more trusting your subscribers become of you the more likely they are to buy your products and sign up for your programs. If you do add a set of followup messages to your responder don't forget you are also free to email them with the hottest offers as often as you like, until they unsubscribe. I recommend once, every two or three days.

Top internet marketers can make \$1000s in minutes because they build up a relationship with their subscribers. You can follow the EXACT same process by adding regular leads to your autoresponder and following up regularly. How much can you earn in a few months if you follow this process?

My experience shows that you will earn money from the very first emails you send. The sales per email conversions will improve over time as you build trust with regular mailings, giving your subscribers what they want.

My advice is to sign up for your leads account immediately:  
[Click here now](#) to be up and running in minutes.

## Google Adwords

Signing up for and creating a Google Adwords campaign is one of those marketing strategies that can have traffic coming to your site in minutes IF you do it right.

Google Adwords ads are those ads you see on the right hand side of your Google searches. Savvy Internet Marketers are profiting from those ads. Each time someone click on your ads you pay a fee, anything from 5 cents per click upwards. You ONLY pay for click throughs NOT for impressions(the showing of your ads on Google).

You can sign up for a free Google Adwords account [by clicking here](#).

Once you have signed up for your account you then need to create an ad and find keywords relevant to your target market which you will then submit to Google.

Creating your ad is where you need to put your best copywriting skills to use. Check out Gary Halbert's site to learn from THE best. [Click here](#) to visit Gary's site and get free copywriting resources.

Once you have written a captivating ad you need to create a whole lot of keywords to accompany your ad. You may need to create 100,s or even 1000's of keywords, depending on the popularity of the market you are working in.

To even have a chance of competing I suggest you get a membership to [Wordtracker](#). There are many options available. I use this valuable resource for all my Google Adwords campaigns.

I can provide 11,0000 Work at Home keywords for those members of my [Plug In Profits Team](#). It tooks me hours to compile this list but it will be a pleasure to provide members of my team with a fantastic resource. So if you want them email me at [mal@malkeenan.com](mailto:mal@malkeenan.com). I cannot send them to you unless you provide your NAME & PIPS ID, so make sure to include them.

Don't make the mistake that I and many others have made by putting all your keywords under one ad group. To be successful with Google Adwords you MUST create multiple ad groups and group similar keywords in each group. Then create an ad, putting the ad group main keyword(ie. work at home) in the title and if possible in the ad description. This tactic will ensure high clickthrough rates which is

paramount.

Grouping 1000,s of keywords together WILL NOT cut it in the competitive world of Google Adwords. I KNOW from experience.

You can get an EXCELLENT 5 day email course at my friend Perry Marshall's site giving you loads of tips on creating and running a Google Adwords campaign. [Click here](#) to get Perry's Definitive Guide to Google Adwords free 5 day course.

I also suggest you try to go for less popular keyword phrases, the "low hanging fruit" when compiling your keywords. This will save you money and give you a better chance of actually obtaining some clickthroughs. Google will reward you for high click through rates with lower prices so again the quality of your copywriting, and thus your ad, MATTERS.

Luck is not chance - It's toil. Fortune's expensive smile is  
earned.

-- Emily Dickinson

## Booster "Fuel"

It's now time to look at a long term and ongoing strategy for building your website presense and gradually building the number of visitors that visit your website.

## **Article Marketing**

One of the best and most affordable ways to get traffic to your sites and to make sales is through Article Marketing. This is a very effective way to make a name for yourself online.....the more familiar your name becomes the more sales you will make. Recognition builds trust!

Like every strategy that I recommend this needs persistence, ie. don't be expecting overnight riches from doing this. This WORKS.....Just do a search for my name "Mal Keenan" on Google, at the time of writing there are 28,100 listings.

You will see from the top results that the majority of these listings come from articles I have written. That's 28,100 pages with my name and affiliate links on them. 28,100 opportunities to sell MY stuff

and make a commission. ARE YOU GETTING THE POINT HERE? Get some articles out there!  
Keep at it!

I now have 1000's of references for my name in Google and my articles and links listed on 1000s of websites solely through submitting weekly articles. The great thing is that this number grows all on it's own once the viral train starts.

If you cant write articles then have a look at this service [Just Articles](#). You can shop around if you like but you WILL NOT find a better place to get great quality articles at such an affordable price. I suggest you buy articles at around 600 words in length.

At the above prices there is absolutely NO excuse for NOT getting your articles out there with YOUR link at the bottom sending visitors to YOUR site.

Now go here to get software to submit them:

[Click Here for Article Announcer](#)

(This is software will save you countless hours and do a much better job than submitting manually.)

I also HIGHLY recommend you check out Steve Shaw's **Submit Your Article** Article Submission Service:

[Submit Your Article](#)

I use Steve's service weekly to submit my article, this is the quickest way to get your links out there for INSTANT traffic and also serves in the long term to achieve TOP search engine ranking.

I also own a copy of [Article Announcer](#) software. I occasionally use this when I want to REALLY skyrocket my promotions.

If you prefer then do it manually. Here is a list of top article databases:

# - Total: 1

<http://www.1-website-promotion-internet-marketing-services.com/submit-articles.htm>

A - Total: 51

[http://www.a1articles.com/submit\\_article.php](http://www.a1articles.com/submit_article.php)

<http://www.activeauthors.com/private/>

<http://www.addme.com/nlsubmit.htm>

[http://www.adswise.com/submit\\_articles.shtml](http://www.adswise.com/submit_articles.shtml)

<http://www.advertisingknowhow.com/members/articlessubmit.php>

<http://www.affiliatesdirectory.com/ezone/ezone-submissions.shtml>

<http://www.allfreelancework.com/submitarticles.php>

<http://www.allmerchants.com/submit-article.php>  
<http://www.allnetarticles.com/submitarticle.asp>  
[http://www.allthewebsites.org/articles/article\\_editor.php](http://www.allthewebsites.org/articles/article_editor.php)  
<http://www.alumbo.com/submitcontent.html>  
<http://www.amazines.com>  
<http://www.article-directory.net/Submit>  
<http://www.article-emporium.com/submit-article.cfm>  
<http://www.article-highway.com/submit-article.htm>  
<http://www.article99.com>  
[http://www.articlealley.com/submit\\_article.php](http://www.articlealley.com/submit_article.php)  
<http://www.articleannouncer.com/add-own.php>  
<http://www.articlesbase.com/author-signup.php>  
<http://www.articleblast.com>  
<http://www.articlecentral.com>  
[http://www.articlecity.com/article\\_submission.shtml](http://www.articlecity.com/article_submission.shtml)  
<http://www.articledepot.co.uk/newarticle.php>  
<http://www.articlefinders.com/submit.html>  
<http://www.articlenexus.com/authors/register>  
<http://www.articlepoint.com/submit-article.php>  
<http://www.articlepros.com/add-own.php>  
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<http://www.articlesubmissions.com>  
<http://www.articles911.com>  
<http://www.articlewarehouse.com>  
<http://www.articlez.com>  
<http://www.athomebusinessportal.com>  
<http://www.authorconnection.com>  
<http://www.authors.e-syndicate.net/cgi-bin/manage.cgi>  
<http://www.awebhostingprovider.com/articles/submit.html>

**B - Total: 14**

<http://www.bestparentingresources.com/Article.html>  
<http://www.biz-ewomen.com>  
<http://www.biz-whiz.com>

<http://www.boazepublishing.biz/articledir/admin/index.php?act=submit>  
<http://www.boconline.com/sub-art.shtml>  
<http://www.bpubs.com/cgi/add.cgi>  
<http://www.business-opportunity.biz/addarticle.php>  
<http://www.businessclique.com/cgi-bin/master/UserAdmin.cgi>  
<http://www.businesshighlight.org/login>  
<http://www.businessknowhow.com/newsletter/articleguidelines.htm>  
<http://www.businessseek.biz/page.php?page=article-submission>  
<http://www.businesstoolchest.com/articles/submit.shtml>  
<http://www.buzzle.com>  
<http://www.bytesworth.com/articles/>

C - Total: 11

<http://www.cashflowseller.com/ArticleSubmit.html>  
<http://www.cerebuswebmaster.com/onsite/articles.html>  
<http://www.certificate.net/wwio/ideas.shtml>  
<http://www.clearviewpublications.com/small-business-newsletter-entrepreneur/business-articles/submit-form.htm>  
[http://www.click-partners.com/postnuke/modules.php?op=modload&name=Submit\\_News&file=index](http://www.click-partners.com/postnuke/modules.php?op=modload&name=Submit_News&file=index)  
<http://www.commonconnections.com/>  
<http://www.connectionteam.com/subguide.html>  
<http://www.content-articles.com/Register.aspx>  
<http://www.contentdesk.com/>  
<http://www.constant-content.com/>  
<http://www.createonlinebusiness.com/>

D - Total: 3

<http://www.digital-women.com/submitarticle.htm>  
<http://www.dime-co.com/articlesub.html>  
<http://www.directorygold.com/more/article/newarticle.php>

E - Total: 7

<http://www.e-comprofits.com/howtoarticles.html>  
<http://www.ebooksnbytes.com/articles/submit.shtml>  
<http://www.ebusinesshelpsite.com/Articles/submit-article.htm>  
<http://www.emoneymonthly.com/submit.html>  
[http://www.ezinearticles.com/add\\_url.htm](http://www.ezinearticles.com/add_url.htm)  
<http://www.ezau.com>  
<http://www.ezine-writer.com.au/login.aspx>

F - Total: 11

<http://www.family-content.com/articles/submit.shtml>  
<http://www.forums.eMoneyMonthly.com>  
<http://www.forums.ibasics.biz>  
<http://www.free-articles-zone.com>  
<http://www.free-internet-home-based-business.com/articledirectory.html>  
<http://www.freesticky.com/stickyweb/contact.asp>  
<http://www.freetrafficdirectory.com/>  
<http://www.freetraffictip.com/>  
<http://www.freewebarticles.com/index.php>  
<http://www.freezinesite.com/articles.cgi?action=add>  
<http://www.fresh-articles.com>

G - Total: 1

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

H - Total: 11

<http://www.hamazines.com>  
<http://www.herassistant.com/1articles/index.shtml>  
<http://www.hersmallbusiness.com/writers/>  
<http://www.hitsnclinks.com/contributors>  
<http://www.home-based-business-opportunities.com/submit-article.shtml>  
<http://www.homebasedbusinessindex.com/submit.html>  
<http://www.home-business-directory.com>  
<http://www.Hosting-FAQ.com>  
<http://www.hosting-us.com>  
<http://www.hotlib.com/articles/submit.php>  
<http://www.howtoadvice.com/Submit>

I - Total: 8

[http://www.ibizresources.com/submit\\_article.html](http://www.ibizresources.com/submit_article.html)  
<http://www.ideamarketers.com>  
<http://www.impactarticles.com/artman/exec/admin.cgi?id=impact&pw=prohawaii&login=1>  
<http://www.internetbasedmoms.com/bb/>  
<http://www.internethomebusinessarticles.com/content/view/23/41/>  
<http://www.internetnewsflash.com>  
<http://www.isedb.com/>  
<http://www.isnare.com/>

J - Total: 4

<http://www.jobbankusa.com/writer.html>

<http://www.jogena.com/articles/articleform.htm>

<http://www.jorbins.com>

<http://www.jvmarketer.com/articles/submit.htm> (marketing articles)

K - Total: 1

<http://www.knowledge-finder.com/submit-article.html>

L - Total: 6

<http://www.learningfolder.com/SubmitArticle.aspx>

<http://www.lilengine.com/submit.php>

[http://www.linkgrinder.com/submit\\_article.cfm](http://www.linkgrinder.com/submit_article.cfm)

<http://www.linksnoop.com>

[http://www.lrsmarketing.com/Resources/free\\_articles.htm](http://www.lrsmarketing.com/Resources/free_articles.htm)

<http://www.lyonsinternational.com>

M - Total: 11

<http://www.mag-a-zine.com/mag-a-zine/articles/>

[http://www.mailbiz.com/cgi-bin/mailbiz/magcat/dbm\\_db.cgi?db=dbm\\_db&add\\_form=1](http://www.mailbiz.com/cgi-bin/mailbiz/magcat/dbm_db.cgi?db=dbm_db&add_form=1)

[http://www.mainstreetmom.com/article\\_submission\\_form.htm](http://www.mainstreetmom.com/article_submission_form.htm)

<http://www.marcommwise.com>

<http://www.marketing-seek.com/content/index.php>

<http://www.marketingideashop.com/freestuff.html>

<http://www.marketingpitbull.com>

<http://www.member.advisor.com/wtips.nsf/submitarticle?open>

<http://www.members.article99.com/submit-articles.php>

<http://www.moneymakingparents.com>

<http://www.morganarticlearchive.com/cgi-bin/submit.pl>

N - Total: 1

<http://www.netterweb.com/artcls/>

O - Total: 3

<http://www.onlinemlm.com/articles/>

<http://www.OpportunityUpdate.com>

<http://www.organic-rankings.com>

P - Total: 7

<http://www.patsula.com/smallbizportal/articles/post.php>

<http://www.parentclicks.com>

<http://www.powerhomebiz.com/termsfuse/articlesubmission.htm>

<http://www.profits.cc/forum/index.php>

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

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

[http://www.purplehelp.com/purplehelp/articles/write\\_article.cfm](http://www.purplehelp.com/purplehelp/articles/write_article.cfm)

R - Total: 3

[http://www.real-home-employment.com/work-at-home/Submit\\_News.phtml](http://www.real-home-employment.com/work-at-home/Submit_News.phtml)

<http://www.reprintedarticles.com>

<http://www.rlrouse.com/submit-article.html>

S - Total: 13

<http://www.sales-masters-world.com>

<http://www.sbinformation.about.com/library/blsubmission.htm>

<http://www.searchguild.com/addarticle.php>

<http://www.searchwarp.com>

<http://www.selfgrowth.com/artman/exec/admin.cgi>

<http://www.selfstartersweeklytips.com/forum/viewforum.php?f=12>

<http://www.sideroad.com>

[http://www.smallbusinessoutpost.com/forms/submit\\_article.htm](http://www.smallbusinessoutpost.com/forms/submit_article.htm)

<http://www.smartads.info/articles/submit/>

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

<http://www.stickysauce.com/wanted.htm>

<http://www.storebuilder.co.uk/>

<http://www.submityourarticle.com>

T - Total: 9

<http://www.the-affiliate-directory.com/articleform.html>

<http://www.thefamilycorner.com/services/submit.shtml>

<http://www.thephantomwriters.com>

<http://www.TheWebWire.com>

<http://www.thewhir.com/find/articlecentral>

<http://www.tigrafix.com/articles/submission.htm>

<http://www.top7business.com>

<http://www.toparticles.net>

<http://www.topten.org>

U - Total: 3

[http://www.ultimateprofits.com/index\\_author.htm](http://www.ultimateprofits.com/index_author.htm)

<http://www.uniterra.com/submit-article.htm>

<http://www.upromote.com/newsletter/submit.html>

V - Total: 2

<http://www.valuablecontent.com>

<http://www.vectorcentral.com/articles-form.html>

W - Total: 23

[http://www.web-source.net/syndicator\\_submit.htm](http://www.web-source.net/syndicator_submit.htm)

<http://www.webmaster-resources101.com/articles/signup.php>

<http://www.webmasterarticles.net/>

<http://www.webmasterzine.com>

<http://www.webmasterslibrary.com/submit.shtml>

<http://www.webmastertraffictools.com/articledirectory/add.html>

<http://www.webmomz.com>

<http://www.WebPromotionGuru.com/contact>

<http://www.webpronews.com/submit.html>

<http://www.websitefuel.com>

<http://www.webwritingprofit.com/forum/viewforum.php?f=17>

<http://www.weeklytips.com/marketing.html>

<http://www.williammcdermott.com>

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

<http://www.womans-net.com>

[http://www.womans-netnews.com/community/modules/news/incoming\\_news\\_item.php](http://www.womans-netnews.com/community/modules/news/incoming_news_item.php)

<http://www.work-at-home-jobs-iowa.com/article/newarticle.php>

[http://www.work-at-home-profits.com/submit\\_article.htm](http://www.work-at-home-profits.com/submit_article.htm)

<http://www.workathome-101.net/>

<http://www.workathomearticles.net>

[http://www.workathomecommunity.com/Submit\\_News.html](http://www.workathomecommunity.com/Submit_News.html)

<http://www.workathomemomhelp.com/submitarticle.htm>

[http://www.workoninternet.com/Submit\\_Article.html](http://www.workoninternet.com/Submit_Article.html)

Z - Total: 3

<http://www.zeromillion.com/involve/contribute.html>

<http://www.zinos.com>

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

The basic idea is to write, or have written, an article related to home business and related themes, then send it to the article directories with a resource box at the bottom with a link to your business opportunity.

Here is an example of one of my resource boxes:

=====

Mal Keenan is editor and publisher of Home Business Tips  
Newsletter: <http://www.home-business-tips-newsletter.com/>

For A Home Business You Can Believe In  
PLUS All The Info To Make It Succeed  
Don't miss: <http://www.malkeenan.com/>

=====

You can look at my article database to see how people do this and to get some ideas on articles:  
<http://www.internethomebusinessarticles.com/>

You can of course put any links that you like in your resource box. Just one or two. Also it is better to have your own site rather than use an affiliate link. You can get your own site with hosting here:  
[Website with Hosting](#)

I have been using Article Marketing ONLY for a recent home business that I have become involved with and have been getting daily leads. I have been submitting one article per week. Keep at this consistently and I promise you will make sales.

This strategy can be applied to any business and ALL the top marketers are using it. Believe me it works!

## **Marketing with Blogs**

If you are serious about Internet Marketing then it is a good idea to become involved in "blogging". Do you know what a blog is? If not then you haven't been online very long:-).

Every online marketer that has been around for any length of time knows what Blogs are and is confident in the powerful effect they have on promoting their products and services.

I own a few blogs and have devoted a whole section of one of them to the Basics of Blogging. Go there now and read up on them then come back to us:  
[The Basics of Blogging](#)

You can set up a Blog for free and I have set up step by step instructions for doing so. You can get the PDF report outlining where to get one and how to set it up here:  
[Blog Set Up Instructions](#)

Now that you have a blog and you have learnt what they are about then you need to make frequent posts to your blog. This marketing strategy will not work unless you post to your blog frequently. I try

to post every day or two. Don't complicate it.....share your own experiences.....tell your visitors what you are up to in your own home business efforts. Be honest!

I also review affiliate programs and internet marketing services inserting my own affiliate link. Recommending a service is a great way to build up your income. If your subscribers or readers have come to trust YOU then they will also trust your recommendations.

Brand New affiliate programs or services have less competitive search terms so use the Affiliate Program title in the title of your blog post. Also use the names of the product owner, which DO get searches every month but are not difficult to get high rankings in Google and Yahoo.

I have noticed that once your blog has been established then you will start to see your posts achieving high search engine rankings, especially for less competitive terms.

A little trick I use when making a post is to check out the keywords for the topic I am writing about. For instance recently I was writing a post about the cost of advertising so I popped the search term into [Overture Search Tool](#) and looked for a term that I could use to title the post. You are advised to choose keywords with only a few hundred searches per month. I found the term "low cost advertising" and named the post accordingly using this keyword phrase. Then I repeated the search term a few times throughout the post.

At the time of writing I am number one on MSN for this search term.

Now you are not going to get loads of visitors for each of these phrases but they soon add up. Remember to choose less competitive search terms. You will not get good ranking with the more popular keyword phrases.

There are loads of ways that you can optimise your blog to get higher search engine rankings, far beyond the scope of this work. Check out David Pankhurst's blogging report for more info:

[Top 10 Tricks for Wordpress](#).

(Wordpress is another free blogging software application and can be downloaded [here](#)).

There are always two choices. Two paths to take. One is  
easy. An its only reward is that it's easy.

-- Author Unknown

# Free "Fuel"

## Free Internet Marketing Resources

The world wide web is absolutely jam-packed with free resources and if you do a search on any of the major search engines there will be MILLIONS of sites listed.

In my experience 90% of free marketing resources out there just aren't worth the effort. Many are just plain ineffective and the few that do work just take so much time setting up that you would need a second lifetime to make them work.

I would suggest that if you are going to try any of the free resources that you definitely track your ad campaigns.

There is only one sin worse than spending hours or days submitting to different free website submission services (ie free classifieds) and that is submitting to them blindly, not knowing whether they will bring you results or not.

You **MUST** track your advertising campaigns and this applies to paid as well as free advertising resources. That way you will soon know what is working and what is a complete waste of time.

It is also a good idea to try different ad copy as one newsletter e-mail or classified ad can bomb while another well written piece can bring quite good or fantastic results.

[Click here now](#) to see what Yahoo has to offer in terms of free ad trackers. Be careful though, usually when someone is offering a free resource it is to get you to pay at a later stage. That is just the nature of the web and business in general. We all do it, including me:-)

There are only two free online services that I have found effective to such a point that they are worth trying. Please note that I have upgraded to Pro accounts in both programs. This came when I could afford it but their free accounts work quite well as they stand.

### Traffic Swarm

I have used many other traffic exchange programs and none are as effective or drive more targeted traffic to my website than this. I am a Pro member of Traffic Swarm as stated above but try out their free service. You can work up as many traffic credits as you like. I tend to prefer the option of referring as many people to Traffic Swarm as possible to build up my traffic. I am now one of the top 10 affiliates in the whole company and my traffic grows on its own without any interference from me.

[Click here for all the details](#)

## [Adland Pro Classifieds](#)

Again I own a Pro(Paid) account with this company but their free classifieds brought me great results and it doesn't take that long to submit to their service. The Pro account also comes with an ad tracking facility and other marketing tools.

[Click here for all the details](#)

Now that you have looked at some free options I want to tell you that if you are to be truly successful online or in any type of business then you are going to have to take risks, not massive risks but risks no less.

In my experience it is true what they say that "you have to spend money to make money".

If it is not entirely impossible(you usually need a credit card) for you to invest a little cash in a business venture then you should take the leap and do so.

No one is asking you to throw money away. The keyword in the sentence above is "invest". Invest and then work all the hours you can to make your investment pay off. Once you begin to profit then you take a % of what you earn and re-invest it back into your business.

This is how your business expands.

You may make some bad investments, I have made many, but you dust yourself down and move on. Learn from your mistakes and keep trying.

**Never forget that the only one who can sabotage your dream of financial freedom is YOU!**

Don't be afraid to go out on a limb...that's where the fruit  
is.

-- Author Unknown

## [Interacting with other "Drivers".](#)

### **Making Contact - Be Honest!**

As equally important as marketing your website is the process of building and fostering good relations

with your subscribers, your customers or just generally other internet marketers.

If you chat with or contact other business opportunists daily then you will certainly make a success of your online business. If you help others achieve their goals then you absolutely CANNOT fail.

It has been my experience that when I get into the spirit of what I can do to make life easier for others in general online that my own business thrives. Don't take my word for it. Try it!

If you purchase leads regularly then your e-mail list will obviously grow and a certain % of those leads will contact you and want to know what you have done to make a success of your home business.

The first thing you need to do is ensure that you have made available a variety of ways that you can be contacted. I don't believe that just e-mail is enough. E-mail is a relatively slow medium when you think of Instant messaging and the telephone.

In my first contacts with prospects I let it be known that I can also be contacted through [Yahoo](#), [MSN](#) and [ICQ](#) instant messaging systems which means we can chat in real-time.

When you do eventually start to make contacts DO NOT hype up your business. TELL IT LIKE IT IS because that is what people want to hear, well most of them. They will respect you more for doing so.

The worst thing you can do is tell a prospect things are a certain way and then when you get them on board they find out that things just aren't what they were told. For instance don't tell interested people that it will cost them \$30 per month to get started for them to find out later that it will cost them \$200.

We are not here to sugarcoat the realities of online business. **They are what they are.** Most people who contact you are responsible adults and they can make their own decisions. Tell them the TRUTH and if they come on board then they know where they stand.

If they don't join you then move on to the next prospect.

It is also a good idea to get involved with internet marketers who may be at the same level as yourself in terms of success and experience. See our section on online forums below. Joint ventures are also a great way to build your business and for making lifelong contacts.

The more contacts you make in this game, believe me the more successful you will be.

Be prompt, courteous, and truthful at all times folks and you won't go far wrong. Again, don't take my word for it. Try it!

We must give more in order to get more. It is the generous giving of ourselves that produces the generous harvest.

-- Orison Swett Marden

## Cruise Control

### Home Business Maintenance

Sit back and enjoy the ride!

This is not rocket science folks, it isn't even mechanics. That was just the analogy I used to get my message across;-)

If you follow the steps in this publication you CANNOT go wrong. You don't have to do everything at once. Budget any money you may have and make a start.

You will be amazed what can happen when you just make that first move.

Of course you don't have to do what I do. You can move on to the next great thing out there that will guarantee your future financial freedom or you can stop right here and do what works.

My results prove that this works.

Not only do my methods and strategies work but once put in place they are virtually on auto-pilot.

When you have put everything in place then you need to maintain what you have. Just take it easy, maintain your contacts and make new and better ones.

Maintain your growing search engine positions and get better ranking by using the reporting facility in your [Webposition](#) software if you have purchased a copy.

I also suggest you make frequent visits to some high traffic forums to find out what the latest trends are in Internet Marketing. This is also a great place to ask questions and help others find the answer to theirs. Don't forget to create your resource box pointing back to your website;-), this is a great way to get some free traffic.

My favourite HIGH TRAFFIC forums are here:

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

<http://www.warriorforum.com/forum/>

<http://www.ablake.net/forum/>

<http://www.howtocorp.com/forum/>

This is a numbers game, it's all about getting more and more website visitors. More visitors = More sales.

See you in the Bahamas;-)

Read on to find out what to do if you run into any trouble or have questions...

Great Spirits have always encountered violent opposition  
from mediocre minds!  
-- Albert Einstein

## **"Breakdown" Services**

### **How To Get In Touch**

In the event of a breakdown on your road to success please feel free to contact me and I will help in anyway I can.

I have not given my telephone number below for the simple reason that I love the freedom that working online gives me. I'm afraid that I'm going to get so busy in the near future that to give my number would mean answering calls all day.

As things stand I can switch off my PC and relax:-).

I hope the utilities below will suffice.

**You can contact me via e-mail at:**

[mal@homebusinesssuccessvehicle.com](mailto:mal@homebusinesssuccessvehicle.com)

**Or via instant messenger:**

MSN Messenger ID: malkeenan@home-business-tips-newsletter.com

Yahoo Messenger ID: malkeenan

ICQ Messenger: 320294353

In closing I wish you every success in the future and hope that this small contribution will go a long way to paving the road to your eventual financial freedom.

That is my most sincere wish.

Your friend in success

Mal Keenan

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

In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us.

-- Flora Edwards

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