

Insider Report

Mini-sites Don't Mean Mini-income!

Set up quick and easy mini-sites to sell single products in hot niches, and watch your passive income explode.

Mini-sites are quick and easy to set up...and profitable.

Don't let the name fool you. These small, highly focused sites are the key to exploiting targeted niches for maximum return.

Most aspiring online marketers start out dreaming of dollar signs. They usually spend large amounts of money on tools (software, how-to ebooks, etc.) Then they get to work and find out the promise of overnight success isn't so easy. You certainly can achieve success quickly, but to do it, you have to focus like a laser beam on business models that make sense...and make money.

That's why mini-sites need to be a tool in your toolbox. In this report, I'll hand you everything you need to know to start using mini-sites in your business, even if you're just starting out. In fact, mini-sites are especially helpful if you are just starting out!

What's A Mini-Site?

A mini-site is just a small site that sells (most typically) a single product. That product can be anything from a very short PDF report to a high-ticket service. The product really doesn't matter. What counts is the business model.

A mini-site is quite possibly the simplest online business model there is, for several reasons:

- It's easy to set up (I'll show you how)
- It doesn't require much technical expertise at all (you can hire somebody to help for cheap)
- Because it's easy and simple, it's possible to set up a mini-site in a few days at most

Many people hear the term mini-site and think these sites have to be rinky-dink. Not at all! I'll show you a case study later that proves the point.

5 Keys To Mini-Site Success

There's absolutely nothing mysterious about how to be successful with mini-sites. The keys to success are the same ones you'll need for almost any marketing effort, whether online or offline. That's one of the great reasons mini-sites are a good starting point for many new marketers – learn what you need to learn here, and you'll set yourself up for future wins.

The first key to mini-site success is a finding a hungry market. Copywriting legend Gary Halbert used that phrase to describe a market that's almost desperate for what you want to sell. Think about a restaurant that opens up right in the middle of a busy business district. They'll be swamped with customers because...they sell what those people are hungry for!

In mini-site terms, this means you need to find a niche that has a need for information you can deliver. That information can take several different forms, but it's pretty easy to think about an ebook, so let's stick with that example. So, find a market hungry for an ebook you can give them.

The second key is to have a targeted product. That means having a product that's exactly something people in your market want. The closer you can get to what they want right now, the more successful you'll be. Imagine a crowd that desperately wants to find out how to cut their home electric expenses...and you give them a guide telling them how to slash their costs by 80% or more. They'll beat your door down, if you keep the next key in mind.

The third key is to have an attractive price point for your product. This is completely driven by your market. If you charge \$1,000 for your ebook, that might be in line with what the market will bear, or it might be outrageous. Only a little research into what people in your market are paying for things will help you know. Beyond that, you'll have to experiment with prices to see what sells.

The fourth key is to have compelling sales copy to sell your product. Remember, when people buy an information product online, they don't get to see it or touch it. The only thing that's going to sell the information you're offering is your sales copy. It has to press the emotional hot buttons that will compel somebody to take out his wallet and give you money.

The fifth key is to make payment quick and easy. This means you absolutely must accept credit cards. That's how most people buy online (and with PayPal, which you should accept as well). If you don't accept credit cards, you'll lose sales.

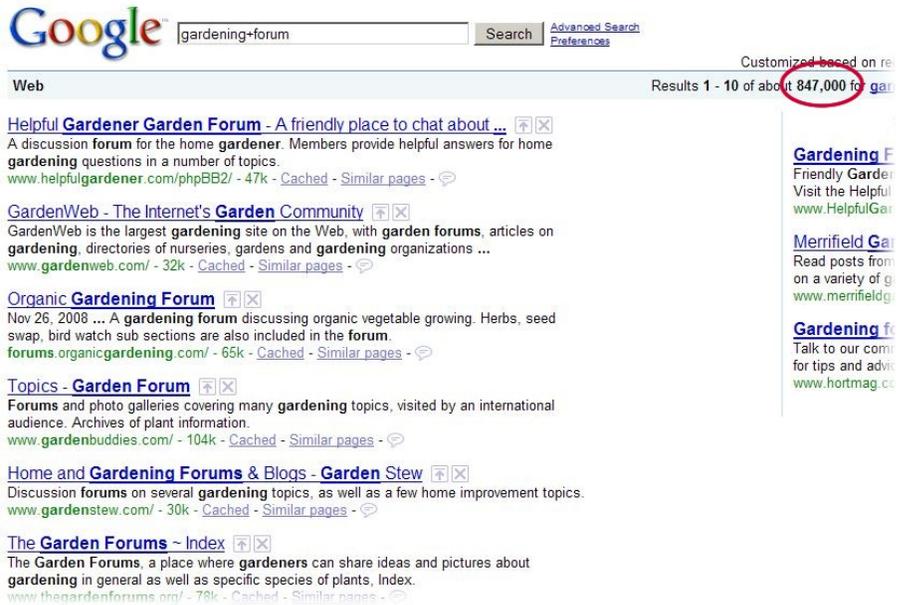
Armed with those things, you'll be in great shape to succeed with a mini-site. Now let's walk through setting one up step by step.

Step 1: Pick A Niche

This isn't about your mini-site itself, but you have no idea which site to set up until you've chosen a market niche to target. Remember, your niche is your hungry crowd.

Picking a niche is more art than science, so I'll give you one simple approach you can use and adapt to your own needs. It's all about research and using your own brain to analyze what you see. Here's one way I do it:

1. **Get ideas.** If you don't know what niche to target, it's time to job your brain to see what options are out there. I highly recommend using sites like Amazon.com, Yahoo Answers (www.yahoo.com/answers) and Google Trends (www.Google.com/trends) to start.
2. **Find related online forums.** Once you have some ideas, look for online forums where you can see what people in a niche are clamoring for. It's sort of like spying on potential customers. All you do is Google "[your niche]+forum" and you'll probably get a number of hits you can check out. For example, suppose you think the gardening niche is for you. When you Google "gardening+ forum", you might get results like this:



That search gave you almost 850,000 hits, and some really good candidates in the top 10 results. That's where you ought to focus your attention.

3. **Look for active forums with lots of people posting.** These are the ones that will help you know if there's lots of demand in a niche. If you find a forum with 10 members and the last post is a year ago, it won't help you much.
4. **Check the ClickBank Marketplace for that niche.** ClickBank is the largest digital product host online. Their Marketplace has over 30,000 products now, all downloadable, so it's worth checking here to see what's selling in your potential niche. Start at the search form (on the *Promote Products->Marketplace* tab). It'll look something like this for the gardening niche, after I enter the keyword *gardening* and sort the results by High Gravity:

A screenshot of the ClickBank Marketplace search form. The form is titled "Search the ClickBank Marketplace" and contains the following fields:

- Category: All Categories (dropdown)
- Subcat: All Sub-Categories (dropdown)
- Keywords: gardening (text input)
- Sort by: High Gravity (dropdown)
- Product Type: All Products (dropdown)
- Language: All (dropdown)
- Show: 10 results per page (dropdown)
- Buttons: Go, Reset

Gravity is a ClickBank measure of how popular a product is with affiliates. The higher it is, the more popular the product is. Check the top 10 products. Each will have a listing like this:

1) Organic Food Gardening Beginners Manual. 87 Page Step-by-step Gardening Manual For Beginners To Learn How To Grow Their Own Healthy, Organic Food - Saving Money And Eating Chemical Free! Great Bonuses With This E-manual. Revised Edition Just Released.
\$/sale: \$16.16 | Future \$: - | Total \$/sale: \$16.16 | %/sale: 65.0% | %refd: 73.0% | grav: 7.93
[view pitch page](#) | [create hoplink](#)

Look for products with at least a \$20 commission. If you find several nice candidates there, and they have gravity scores of 50 or more (that's a guideline, not a rule), that means this niche is probably active enough for you to make some good money in it. If there are only a few products, and the gravity scores are in the single digits, that may be a bad sign (it might take longer to build a business there).

So in this example, gardening might not be a great choice if you can find something better, because even the top 10 products have gravity scores in the single digits. That's always a judgment call.

That's obviously a quick process, but it's highly effective. It can lead you to some very profitable niches. Once you know what those are, it's time to create a product for that hungry crowd.

Step 2: Get A Product

Notice that I didn't say "create" a product. In a sense, you'll always create the products you sell, but there's no reason you necessarily have to start from scratch. That's always an option, but I'll give you a couple options for letting somebody else do the work so you can profit from it. But let's start with the most obvious approach...

Make It Yourself

If you're creating an ebook product, it can always come from your own head. Here is a simple approach for creating your own ebook on almost any niche topic you care to create one for.

First, figure out the major topics for your ebook. These will be your chapters or sections. Where do these come from? You'll have to get a little creative. If you can find an existing book to use as a pattern, that's a good start. Another source might be books on your topic at your local bookstore. A third possibility might be forums in your niche – look at their topic areas to get ideas for your book chapters.

Once you have ideas for your chapters or sections, head over to www.EzineArticles.com to research topics for your ebook. You can



search their article database by keyword and find articles that relate to your main topic that way. You can also browse articles by category at the top of the home page.

You want to find at least three articles on each topic you want to cover in your ebook. Then you'll use a simple method to transform that material into your own (don't just copy the articles!):

1. **Summarize the main points of each article in your own words.** Restate what the author said, but in your own language and style.
2. **Combine the key points from all three articles into a new one.** You've already summarized the key points, so take the best material from each article and combine it into something new.
3. **Rewrite your new article from scratch.** This is where you create your own material that won't get you in trouble for copying somebody else's. It's your own work, but you got a little help from existing articles. There's nothing wrong with that.
4. **Write one chapter per day.** This might seem like a challenge when you first start, but it's easier than you might think. A typical syndicated article is around 500 words. That's also a typical ebook page if you use something like 13 point Georgia font with 1.25" margins on all sides. If a chapter is 2-3 pages long, all you have to do is write 2-3 articles per day. If your ebook has 10 chapters, you'll be done in less than two weeks.

Another possibility for creating your own product is to buy material you can modify. This is where private label rights (PLR) material comes into play. This is material created by somebody else. You buy it, and you buy the right to change it however you want and put your name on it as the author. This is a tremendously powerful business tool.

PLR often gives you an entire product right out of the box, so to speak. All you have to do is modify it a bit to fit your style, then put your name on it. For example, you can get some top-notch PLR material at a site like www.featuring.com/infogo. The packages you find there also help you with your sales copy, which I'll talk about in just a minute.

Hire Somebody To Make It

If you have the money to spend, it's usually smart to outsource product creation work. You'll still have complete creative control, so you can guide the product to be what you want it to be, but you'll save yourself tremendous time. And if you're considering this approach, I suggest that you look into www.Elance.com.

You'll need to post a job on the site so freelance writers can bid on it. For example, you might say something like this:

I need an ebook of 35-50 pages on the topic of [your topic]. I've created a basic outline of chapters for you to use.

You should use a casual style that will appeal to people in the [your niche] niche. Here's an example of the kind of style I like: <http://www.SomeSite.com/sample>. The book needs to be in English, and I need a native English speaker to write it.

My budget is approximately \$X.

I need the manuscript in Word format within two weeks. Once you've delivered it to me, I'll be more than glad to give you positive feedback.

That's a simple post that will get you some responses. When people bid, you can evaluate the bidders and choose the best one. Hiring somebody obviously costs money, but you can probably get a 35-50 page ebook for less than \$500.

Here's where you should be careful. You'll probably get some low bids from people who really aren't going to give you what you want. Don't assume the lowest bidder is the best deal. Research that person at Elance.com and make sure they're reliable, and that they have lots of positive feedback from other customers.

Add An Audio Or Video Component For More Profits

If you're selling an ebook, you can add something to it that will almost certainly increase sales – audio or video. Audio and video sell, period. People want this stuff. Some people are readers, but some people much prefer to listen or watch material. That's especially true of younger buyers.

Fortunately, it's easy to turn an ebook into an audio. All you need is a text-to-speech tool like www.NaturalReaders.com. You can have it "read" your ebook into an MP3 audio file, and the software will only cost you about \$50 to start. Or you can use a free tool like the one at www.zabaware.com/reader to read your ebook into a Windows WAV file, and then Google "convert wav to mp3" to find a free tool that will convert the WAV file to an MP3.



Adding a video to your product is also pretty easy, but you'll have to consider what aspect of your product will let you create a video that makes sense. For example, if your product is how-

to ebook, you could create a screen capture video that walks through the process as you do it on your computer. That's a great video to offer. But if your ebook doesn't really have a "how-to" aspect to it, you could create a PowerPoint slide presentation to walk through the book's content more visually, and record that presentation as a video. Either way, you get a video component to offer.



When most marketers consider adding video to their product, they automatically think of a video editing product called Camtasia (www.Camtasia.com) That's a fine tool, but it's also a little pricey. Fortunately, the free CamStudio tool (www.CamStudio.org) does much of what Camtasia does, and it won't cost you a dime. All you need is a computer and a microphone to record audio associated with your video.

Step 3: Get A Domain

Now that you have a niche and a product to target that niche, it's time to set up your mini-site. First, you need a domain for your site.

You'll find lots of advice out there about getting a domain that has keywords in it that can help your search engine placement for your mini-site. That's fine advice, but it's much more important to have a mini-site name that helps you sell your product. That means two things:

1. **Your domain should obviously relate to your product.** If you're selling an ebook about golf, a domain like topgolftips.com might be a good choice.
2. **Your domain should be as catchy and short as it can be.** Long domain names are hard to remember, which could cost you sales. Go for short and simple, along with highly related to your product.

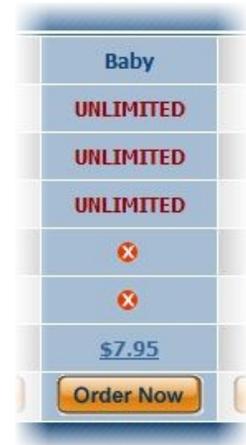
When you decide what your domain name should be, you'll need to see if it's available. Most domain registrars will let you check for availability online before they'll let you try to buy a domain. A good example is www.NameCheap.com. Right at the top of their home page, you can enter a domain you'd like to check:



That will tell you if it's available. If it is, you can register it for less than \$10 and be ready to set up your mini-site...almost. There's one more thing to do first.

Step 4: Get Hosting

When you register a domain, you have to have a *hosting account* to let you upload web page that people will see when they enter that domain in a browser. All you need to do is point your domain to the servers at your hosting account, and then people will be able to see your web pages.



The HostGator *Baby* account is a great option (you'll find it at <http://www.hostgator.com/shared.shtml>). It usually has enough monthly bandwidth (the amount of data that can be transmitted from the server to people's browsers) to meet the needs of most mini-sites. And at only \$7.95 per month if you sign up for three years of hosting, the price isn't enough to break the bank for most people.

Once you have your hosting set up, you're ready to create the actual web pages for your mini-site.

Step 5: Create Your Web Pages

This is another place where you might consider hiring somebody to help you with initial website setup. It's not hard, but if you're new to website development, HTML and page configuration can be a little intimidating. You can hire a web developer at Elance.com for probably less than \$100 to set up a simple website with three pages on your server so you can fill in the details. Here's a quick overview of what you (or somebody you hire) needs to set up.

Before I talk about the specific pages, though, let me define some terms in case you're new to all of this.

HTML is *hypertext markup language*, and it's a way to describe the structure and content of web pages. It's based on a series of *tags*, each with an opening and closer part, like `<html></html>`. When you create a web page, you're creating an HTML file (in most cases) that a web browser can translate into what you see in a browser window. That means text, images, and so on. You'll need three main pages for your mini-site. Now I'll talk about each of those.

The Sales Page

This is where your sales copy will go. It's where you'll convince somebody to click the order button or link and buy your product. This page usually has mostly text on it, but you'll probably have product images, a header and footer and maybe some other graphics as well, such as an order button image. I'll talk more about the content of this page in the next step.



Speaking of images, you'll want to have some. That usually means header and footer graphics for your site, plus an image for your product, usually an *cover* of some kind.

I strongly recommend getting a package deal from somebody like Sean Lowry at www.MiniSiteGraphics.com. You'll get an excellent graphics package starting at just \$199. That might sound expensive, but it's not. Having good graphics on your site makes it look professional, which brings in more sales. Don't skimp!

The Buyer Registration Page

This is the page you'll send people to after they buy. It's where you'll ask them to sign up for your buyer email list. The page might look something like this:

Please Register Your Purchase

[ecover image] Thanks for your purchase! All you have to do now is register with your first name and email address in the simple form below. Then I'll send you straight to the download page where you can grab [your product]. Fill out the form and click the button:

[your sign-up form]

This is a simple page with a headline, some text, and probably your ebook cover image. You also need to include your autoresponder sign-up form, which I'll talk about in Step 7.

The Thank You Page

This is where you'll deliver your product. You'll give customers a link to download your ebook, for example. This is mostly text, but you might put your product image on it as well.

Once you have those basic pages, you can add your sales copy to the sales page.

Step 6: Write Your Sales Copy

Writing copy that compels people to buy is an art. It's a skill you aren't born with. If you're brand new to creating websites and you've never written sales copy before, I think you realistically have several options:

- **Read lots of existing copy and emulate it.** Find products that are similar to yours, read their sales copy and try to make yours similar.
- **Adapt PLR copy.** If you buy a PLR package which includes sales copy for the product (the ones at www.featuring.com/infogo do), you can start with that and add a little spice here and there based on other copy you think sounds good.
- **Hire a copywriter.** This is the most expensive option, but it also might be the smartest. You can post a job at Elance.com with a very small budget, and see who bids on it. There are usually some up and coming copywriters who need work to expand their portfolio, so you might get a great deal. And if you're starting with PLR copy, that might reduce your cost even more, because you can tell a copywriter you want tweaks to existing copy.

Your sales copy doesn't have to be perfect, but it needs to be good. Without copy that sells, you won't sell your product, no matter how great it is.

Step 7: Hook Up Your Autoresponder and Payment Processor

You'll need to integrate two components into your mini-site that you don't create yourself—your autoresponder and your payment processor. Let me walk through what those are and how to integrate them.

Your Autoresponder

I mentioned this related to your buyer registration page. Your autoresponder service is what lets you maintain an email list, and lets you schedule automatic email messages to be sent to that list. You also can *broadcast* messages anytime you want.

To plug this in, you'll need to set up your autoresponder service (I recommend www.MonsterResponse.com) and generate the HTML code for your list sign-up form.

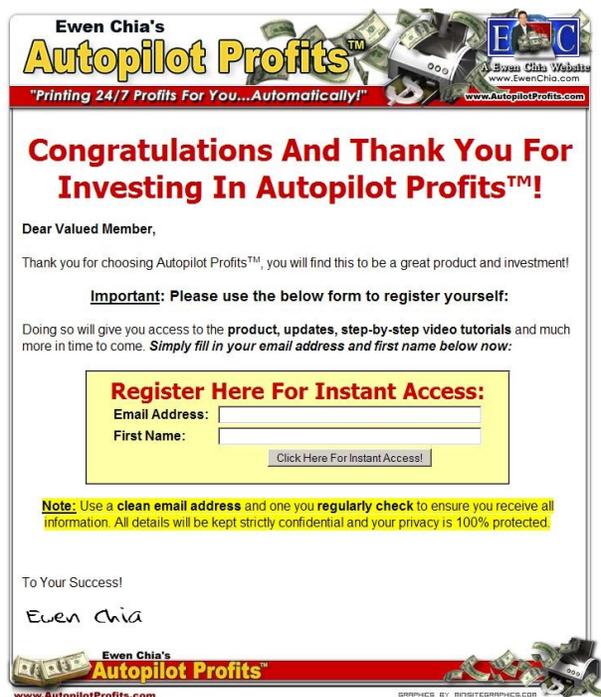
Then you can copy that code and paste it into your buyer registration page. When you're done, the page will look something like what you see to the right.

The code you'll get from your autoresponder service will give you the raw material for the form (the text fields and the button code), but you'll have to make it look nice yourself by editing the HTML or applying styles with a web page style sheet.

But what does your autoresponder actually do? In a nutshell, your autoresponder maintains your list of names and email addresses. You can set up messages that new list members get automatically when they join the list (you do the work once, then every new member gets the messages without you having to do anything). The purpose is to start building a relationship with your list. Your first message is likely to be a simple one thanking them again for their purchase and giving them a link to the download page. It might say something like this:

Hi, [firstname],

First, thanks again for your registering your purchase of [your product]. I'm privileged to have you as a customer.



If you didn't get sent to the download page automatically after you paid, never fear! Here's the direct link: <http://www.YourSite.com/download>. If you have any download issues at all, please email me at the address you see below and I'll get you sorted out without 24 hours.

Thanks again, and I'll be in touch.

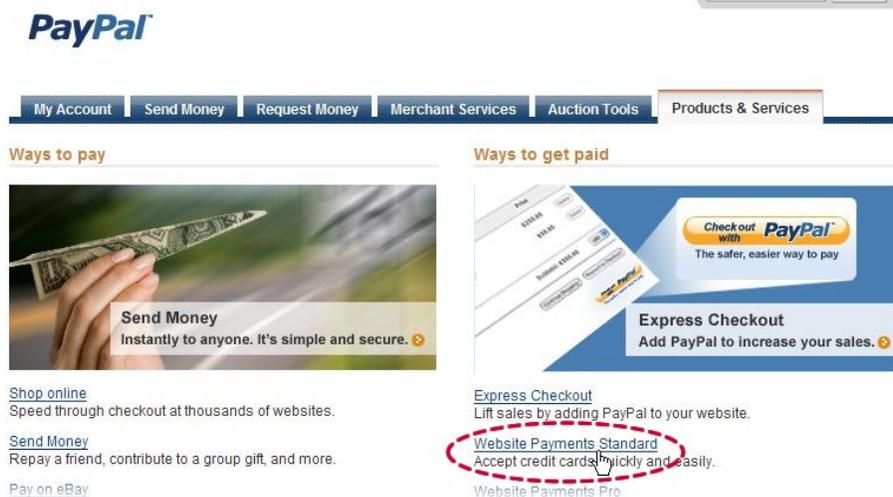
[your name]
[your email address]

That simple initial message is all you need. You can add additional messages later (to promote a follow-up product, for example).

Your Payment Processor

A payment processor lets you take payments online. Those payments typically come in two flavors you might be familiar with already – credit cards and PayPal.

The simplest, quickest and cheapest payment processor to set up is PayPal itself. You can sign up for what they call a Website Payments Standard account, which lets you take payments from PayPal and from all major credit cards (Visa, MasterCard, Discover, Amex).



Their instructions are easy to follow. You'll sign up for your business account (it's free) and generate code for your purchase buttons. Then you can copy that code and paste it into your sales page, just like you did with your autoresponder sign-up form.

Another option is to use www.ClickBank.com. This company makes things extremely easy. You'll have to pay \$50 to sell a product there, but it's usually worth that expense. They'll let you take online credit card payments, and they'll also let *affiliates* promote your product for free. You can set up your account to share profits with affiliates (I suggest 50% minimum), and ClickBank will handle paying them for you automatically!



Setting up ClickBank is easy. All you have to do is sign up as a Publisher from their home page. They'll walk you through setting up your product in the system, setting your commission percentage for affiliates, etc.

Make Sure You TEST Everything

Once you have your autoresponder and payment processor set up, you need to test it to make sure it works.

You can test your autoresponder by signing up for it yourself and seeing that you get the autoresponder messages you've loaded up. You can test your payment processor by doing a test transaction. For PayPal, you can set the price to something like one cent and test it that way. ClickBank lets you do test transactions for free before you submit your product for approval.

Once you've proven that everything works as it should, you're ready to sell!

Case Study

www.AutopilotProfits.com

My Autopilot Profits product is a perfect illustration of how a mini-site should work. I sell a single product at the site and I use the page flow I described in this report. Here's a quick walkthrough to show you how it works.

The product – my Autopilot Profits guide – is squarely targeted at the IM market, specifically people who are looking to create income streams that don't take much day-to-day effort to maintain. My primary purpose at the site is to tell people about the product and guide them quickly through the sales process.





It all starts with my sales page, which includes a sign-up form at the top to get even non-buyers on a subscriber list so I can sell to them later. I offer a free report as an enticement to sign up (that's a technique you can use yourself to expand on this blueprint). The sales copy has a compelling headline to capture a reader's attention. I included an order button at the bottom of the page, and ask for the sale.

Then I take a buyer through the ClickBank order process. When that's finished, I route the buyer to my buyer registration page. I simply thank the buyer for his purchase, and ask him to register his purchase. In this case, I included a couple enticements to sign up (free product updates and step-by-step video tutorials).



When a buyer registers, I use the autoresponder sign-up form to redirect him to the product download page. This page thanks the buyer again, and lets him download the product.

To help everything flow together well, I purchased some attractive graphics for the entire page flow. I have a nice header and footer, and attractive ecovers for the main ebook I'm selling and the free report I offer as an enticement to join my subscriber list.

Remember, mini-sites don't have to be complicated. My Autopilot Profits site has only three pages! The key is targeting a hungry market, giving them a product they desperately want, and giving them a quick and easy way to buy that product. That's the secret to big profits.

Recommended Products

Now you know how to set up your own mini-site. These sites can make you a ton of money, and as you've seen, I'm basing that claim on my own experience.



If you want to learn more about how to set up mini-sites that pull in big profits, I recommend Michael Rasmussen's *MiniSite Profits Exposed* video course. It's 100% free (he'll show you an offer for an advanced upgrade you'll definitely want to pick up, though). Even better, it's quite

possibly the best course out there for learning how to set up a mini-site quickly and easily. Michael's material goes perfectly with what I've taught you in this report. You can see for yourself here:

www.MinisiteProfitsExposed.com

Final Thoughts

As you've seen, mini-sites don't mean mini-profits. Far from it. As an online marketer, you should be focusing on painless ways to bring new income streams online. Mini-sites certainly qualify. All you have to do is follow the seven steps I've given you here.

I'm not suggesting that following the steps will make money fall into your lap without effort, but having an attractive mini-site to sell a product to a hungry niche is an excellent strategy even a "newbie" can get up and running. Make it happen for you!