

Special Report:

# Mini-Site Profits

**“How To Crank Out Simple, Profit-Pulling Sites That Make You Money On Complete Auto-Pilot!”**

Brought to you by Martin Lodey

**[Get The Proven Method for Building An Army Of Money-Making Miniature Websites](#)**



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## Introduction

**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 you should focus on mini-sites when you're first getting started. In this report, I'll hand you everything you need to know to start using mini-sites in your business, even if you've never made a single dollar online!

## What's A Mini-Site?

A mini-site is just a 2-3 page website 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:

1. It's easy to set up (I'll show you how)
2. It doesn't require much technical expertise at all (you can hire somebody to help for at very reasonable rates)
3. It's easy and simple 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 hot product targeted at your niche.** 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 an 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.** 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:

**Get some ideas first.** 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 and Google Trends to start.

**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.

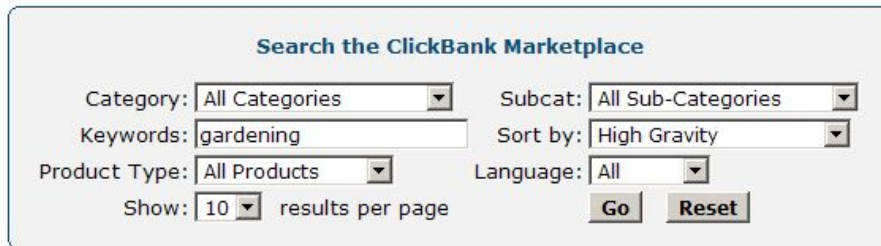
All you do is Google "[your niche]+forum" and you'll probably get a number of hits you can check out. For example, suppose you think the gardening niche is for you. When you Google "gardening+ forum", you will get almost 850,000 hits, and some really good candidates in the top 10 results. That's where you ought to focus your attention.

**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.

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**Check the ClickBank Marketplace for that niche.** ClickBank is the largest digital product host online. Their Marketplace has over 30,000 digital products now, 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:



Search the ClickBank Marketplace

Category: All Categories    Subcat: All Sub-Categories

Keywords: gardening    Sort by: High Gravity

Product Type: All Products    Language: All

Show: 10 results per page    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), which 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...

### Option 1: 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](http://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 or you can 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!).

Here's how it works:

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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.

**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. Basically, you buy the right to change it 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 and you're ready to sell! For example, you can get some top-notch PLR material at a site like [InfoGoRound](#). The packages you find there also help you with your sales copy, which I'll talk about in just a minute.

### **Option 2: 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 at [www.Elance.com](http://www.Elance.com).

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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 \$XX.00. 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 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](http://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](http://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.

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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](#). That's an excellent tool, but it's also a little pricey. Fortunately, the [CamStudio](#) software 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.

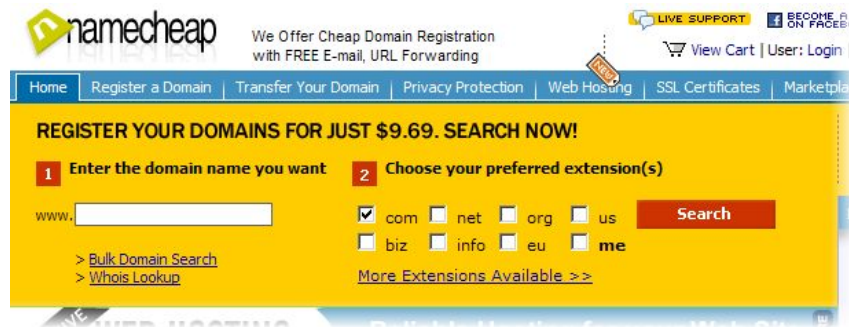
You'll find lots of advice out there about getting a domain that has keywords in it that can help your search engine placement for your mini-site. That's fine advice, but it's much more important to have a mini-site name that helps you sell your product. That means two things:

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 a domain name that's short, simple, and 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

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you buy a domain. A good example is [www.NameCheap.com](http://www.NameCheap.com). Right at the top of their home page, you can enter a domain you'd like to check:



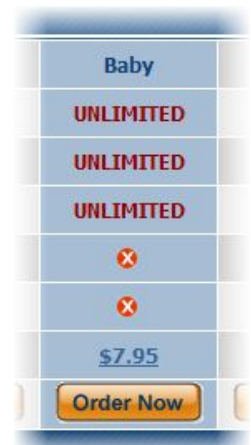
The screenshot shows the NameCheap website's domain search interface. At the top, the NameCheap logo is on the left, and navigation links for 'Home', 'Register a Domain', 'Transfer Your Domain', 'Privacy Protection', 'Web Hosting', 'SSL Certificates', and 'Marketplace' are in the center. On the right, there are links for 'LIVE SUPPORT', 'BECOME A PARTNER ON FACEBOOK', 'View Cart', and 'User: Login'. Below the navigation is a yellow banner with the text 'REGISTER YOUR DOMAINS FOR JUST \$9.69. SEARCH NOW!'. The search form is divided into two steps: '1 Enter the domain name you want' and '2 Choose your preferred extension(s)'. Step 1 has a text input field with 'www.' and a 'Search' button. Step 2 has radio buttons for domain extensions: 'com' (checked), 'net', 'org', 'us', 'biz', 'info', 'eu', and 'me'. There are also links for '> Bulk Domain Search', '> Whois Lookup', and 'More Extensions Available >>'. A 'SPECIAL OFFER' badge is visible on the right side of the form.

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. 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, 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

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developer at Elance.com for probably less than \$50 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 closing tag, like <title>Title of Your Page</title>. 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.

### 1. 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 buy a good graphics package. That usually means header and footer graphics for your site, plus an image for your product known as an eCover.

I strongly recommend getting a package deal from somebody like Sean Lowry at [www.MinisiteGraphics.com](http://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!

### 2. The 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:

[place your sign-up form here]

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.

### 3. The Download Page

This is where you thank your customer and deliver the product. For example, you can give your customers a link to download your ebook. 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 three options:

1. **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.
2. **Adapt PLR copy.** If you buy a PLR package that includes sales copy for the product (the ones at [InfoGoRound](#) do), you can start with that and add a little spice here and there based on other copy you think sounds good.

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3. **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, you can tell a copywriter you just want to tweak the existing copy, which might reduce your cost even more.

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

### Step 7: Plug In Your Autoresponder

Your autoresponder service is what lets you maintain an email list and schedule automatic email messages to be sent to that list. You can also *broadcast* messages anytime you want.



To plug in your autoresponder, you'll need to set up an account with an email marketing service like [www.Aweber.com](http://www.Aweber.com) and generate the HTML code for your opt-in 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:

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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.htm>. 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]

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

## Step 8: Hook Up Your Payment Processor

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

 The simplest, quickest and cheapest payment processor is [www.PayPal.com](http://www.PayPal.com). 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](http://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!



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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.AffiliateCashSecrets.com](http://www.AffiliateCashSecrets.com)

One of the products I promote is a perfect illustration of how a mini-site should work. It's a single product that uses the page flow I described in this report. Here's a quick walkthrough to show you how it works.



The product 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. The primary purpose of the site is to tell people about the product and guide them quickly through the sales process.

It all starts with the sales page, which includes a squeeze page to get even non-buyers on a subscriber list and sell to them later. There's a free report as an enticement to sign up (that's a technique you should use yourself). The sales copy has a compelling headline to capture a reader's attention. And, of course, there's an order button at the bottom of the page.

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Once the buyer goes through the order process, he is taken to a registration page, which adds him to a customer list and removes him from the prospect list (you can automate that at Aweber. In this case, there are a couple enticements to sign up (free product updates and a bonus).

After the buyer registers, he is redirected to the product download page. This page thanks the buyer again, and lets him download the product.

To help everything flow together, the site has a professional graphics package including a nice header and footer and an attractive eCover for the main ebook and the free report that's offered as an incentive to join the subscriber list.



Remember, mini-sites don't have to be complicated. [Affiliate Cash Secrets](#) has only three pages! The keys are...targeting a hungry market, giving them a product they desperately want, and giving them a quick and easy way to buy that product. Those are the secrets 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, they're not hard to create.

If you want to learn more about how to set up mini-sites that pull in big profits, I recommend you pick up a free copy of 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 get too). 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.



## 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!

To your mini-site success!

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