



Killer Mini Sites

"How to create killer mini-sites that sell like crazy!"

[Index](#)
[Introduction](#)
[Section 1](#)
[Section 2](#)
[Section 3](#)
[Section 4](#)
[Section 5](#)
[Section 6](#)
[Section 7](#)
[Discounts!](#)

Welcome to "How to create killer mini-sites that sell like crazy!". In this special report, I'm going to show you the exact steps to involved in creating one or two page websites that skyrocket your product and service sales trough the roof.

Not only these techniques work like a charm, but they are also quite inexpensive and pretty easy to learn by anyone. With all the options out there and all the possible ways of how to set up websites, I'm sure you'll come to appreciate how inexpensive it really is to set up a hard-seller to pump up your profits.

Is the web making you lose money faster than you earn it?

One of the greatest myths in web marketing is that all you need to do is slap up a website showcasing your products and submit it to the search engines... and instantly you'll have hordes of customers flipping out their wallets to buy from you.

As you and I both know, nothing could be further from the truth. If things were really that easy, you wouldn't have ordered this special report, right?

The fact is, setting up a website and making it profitable can be costly and cumbersome. But as expensive and difficult as it may be, you have no choice but to get yourself on the .com bandwagon.

If you don't optimize your website with the killer strategies I am about to reveal, your business may just wither and die... just like all the "dot com deaths" you see on television. And we wouldn't want that to happen, would we?

A simple but effective solution!

Fortunately, you no longer have to waste tons of money and time in a futile attempt to bring in sales from your website. This special report will give you the exact strategies I use to create killer mini-sites that literally produce money on command.

Here is a small overview of what you are going to get by reading my special report "How to create killer mini-sites that sell like crazy!":

Section 1) The secret formula for creating killer mini-sites

Section 2) How to write irresistible copy for your mini-site

Section 3) Creating your own infoproduct to sell

Section 4) Selling other people's products

Section 5) Where to host your mini-sites and get the best bang for the buck

Section 6) The 5 foolproof strategies to promote your mini-sites

Section 7) Master strategies and twists the pro's use and my exclusive mini-site swipe file that you can use to model their success!

[Click here to get started right now!](#)



Killer Mini Sites

"How to create killer mini-sites that sell like crazy!"

[Index](#)
[Introduction](#)
[Section 1](#)
[Section 2](#)
[Section 3](#)
[Section 4](#)
[Section 5](#)
[Section 6](#)
[Section 7](#)
[Discounts!](#)

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Killer Mini Sites

The secret formula for creating killer mini-sites that sell like crazy!

[Index](#)
[Introduction](#)
[Section 1](#)
[Section 2](#)
[Section 3](#)
[Section 4](#)
[Section 5](#)
[Section 6](#)
[Section 7](#)
[Discounts!](#)

What I'm about to reveal to you is one of my most closely guarded trade secrets. As you'll see in a minute. This formula drives a system that is quite simple - but extremely powerful when you set it in action.

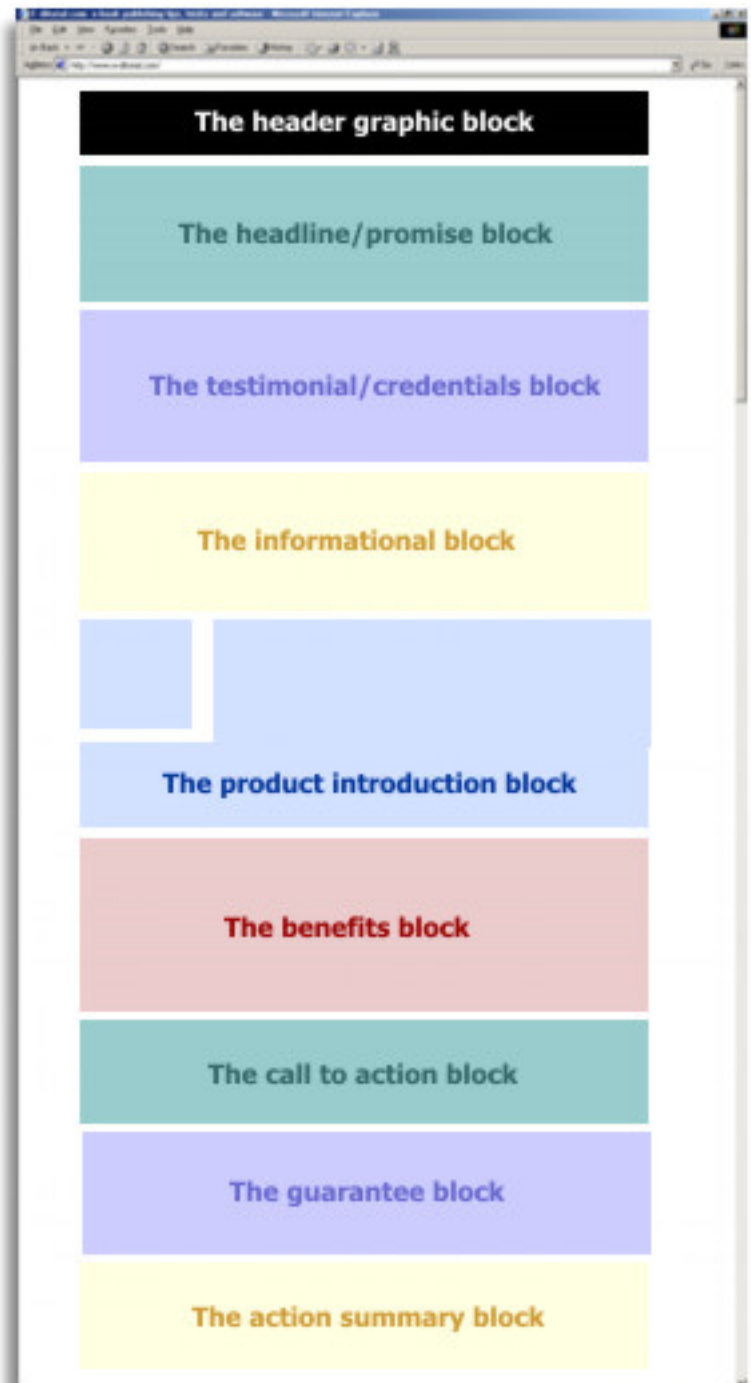
I have tested and tested many different ways of making mini-sites work, and this formula that I'm about to present to you is the final result of all my testing.

This is a fool-proof formula that will help you bring in the largest amount of sales possible with the lowest investment and advertising budget (and thus the highest ROI).

Knowing this formula doesn't mean you'll be free from testing. There is still a large number of elements that you need to test while fine-tuning your mini-site to make it the most profitable for you, I'll tell you more about this in another part of this report.

The image to the right of your screen is a representation of how a mini-site looks, click on each of the different colors to learn how to structure each individual block...

[Back to the table of contents...](#)







Killer Mini Sites

How to write irresistible copy for your mini-site and turn it into a cash machine.

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

The following section is a collection of incredible copywriting articles made available to us by Miguel Alvarez (thanks!) and are published with his full authorization. Read each one of them to learn the exact techniques you need to know when writing the copy for your mini-site...

- [1\) An introduction to copywriting](#)
- [2\) Knowledge is the key to success](#)
- [3\) The importance of graphic design in advertising](#)
- [4\) The most important element is your headline](#)
- [5\) The four functions of a headline](#)
- [6\) The 22 types of attention-grabbing headlines](#)
- [7\) 11 tips for writing clear copy](#)
- [8\) Using the right tools in your writing](#)
- [9\) The motivating sequence](#)
- [10\) Developing a winning USP](#)
- [11\) The 22 reasons people buy from you](#)
- [12\) Writing for the web \(short copy vs. long copy\)](#)
- [13\) Words that make people buy](#)
- [14\) Scarcity can help you... use it!](#)

[Back to the table of contents](#)



Killer Mini Sites

An introduction to copywriting

Master advertiser Claude Hopkins defined the art of copywriting as "Salesmanship in print", Judith Charles defines a copywriter as "A salesperson behind a typewriter". Both of these definitions are in my opinion the best ones I've heard.

Their definitions are great because none of use terms like: fun, pleasing, entertainment, etc... and those are the lines that most copywriters run by these days. The goal of writing advertising copy is not to be liked - it is to sell more of your products and services.

The advertiser should not be concerned if people like his commercials or ads, or if they are entertained by them. If they are, fine. But advertising is the mean to an end, and the end is to increase sales and profits for the advertiser.

Everywhere you look you'll find stunningly beautiful ads, artful catalogs and brochures and impressively created tv commercials... but think about them for a minute. Do they really persuade you into buying their products just because of those nice advertisings?

Sometimes, inexpensive ads, written in a simple and direct form without a lot of fluff, do the best job selling. Burn that last line in your mind as if your life depended on it, because in a sense, it does - your business life is in direct relation to that concept.

That concept applies to every advertisement you write: brochures, catalogs, direct mail pieces, postcards, websites, sales letters, etc.

In order to sell more of your products, you ad must do three things:

- 1) Get the attention of your prospects**
- 2) Communicate the benefits of your product or service**
- 3) Persuade your prospects into taking the desired action**

During this short copywriting primer, you'll discover exactly how achieve each of the three crucial steps to make your ads bring in the results you expect.

[Back to section 2](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

Creating your own infoproduct to sell

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

It is a known fact that more than an impressive 90% of all purchases people make are motivated by impulse. People make quick decisions to buy based on the benefits and solutions offered by the particular product or service they're interested in.

This information is vital when you are thinking about creating a killer mini-site. The key factor of selling in today's society is "Instant gratification"... and that is exactly what you should give them. Nothing else will do. The good news is that technology allows you to fulfill that key factor and deliver your products immediately after your customer purchases from you.

I know this is stuff you already know or at least imagined (else you wouldn't be reading this course). However, there are still thousands of 'so-called' marketers who are not taking advantage of this incredible technology... are you one of them? If you are, you are loosing more sales and money than you could ever imagine... and that is a terrible situation to be in.

What kind of products sell the best from mini-sites?

Yes, you guessed it... informational products (or infoproducts) are by far the highest sellers. This kind of product usually delivers a great deal of useful information or how-to knowledge to the user; they can be any of these types:

- * E-books
- * Digital audio feeds
- * Digital video feeds
- * Members only websites

Out of all those categories, the one I prefer are e-books. And I'll tell you why:

- 1) E-books are easy to produce. If you can convert your writing into html files, you can package it into an e-book.
- 2) Delivering e-books is done instantly and it takes the least amount of web resources and bandwidth. (Most web hosting companies charge you the extra bandwidth you use exceeding their quota). Maybe in the future, when broadband is the standard in every home, digital audio and video feeds turn into the best solution... but for now, keep it on the safe side and save your customers and yourself a lot of headaches in making everything work.

Even when broadband becomes the standard, you can pack your audio and video feeds into an e-book for easier distribution. Some marketers are already using this kind of technology in their publications. Check out this url as an example of a mini-site selling digital audio inside an e-book:

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

- 3) Unlike "Members only" websites, e-books are considered by most as a one-shot deal. People don't expect you to update your e-book frequently. This gives you more time to create even more infoproducts and add them

to your cashflow... thus, increasing your monthly profits.

Here are the three strategies I use to crank out killer infoproducts every time I need to make money.

Strategy #1.- Imitating Success

Pick up some copies of the New York Times (today's and a couple of past but recent-episodes) and find out what the top ten best-selling books are on each one.

You will notice that there will be a repeating pattern on the subject of some of these books. This tells you what topics are hot. You can also check out the top 100 best selling books at:

<http://www.amazon.com>

<http://www.barnesandnoble.com>

<http://www.usatoday.com/life/enter/books/leb.htm>

Now, go out and buy 5 or 10 of the most popular books on a hot subject. Read them and summarize the findings into your own words in an infoproduct of your own. Don't just copy the information you find... that would be illegal. Instead, write your own findings and complement them with the information you got from the materials you bought.

You can then sell that product as a special report, a course or an e-book. As long as you market it correctly, you are guaranteed to sell a lot of copies, because based on the bestseller list, you know it is a topic in demand.

Strategy #2.- Use your industry

The easiest and more often overlooked ideas for an e-book are right in your current industry or in your favorite hobby or interest. If you are an engineer, a doctor or an attorney or just a plumber or a steelworker, you know your industry inside and out!

You know exactly how your industry works and what it's needs are. There is usually always an information product you can come up with that your industry needs or wants and information product that is in high-demand.

What do you know? What skills do you have? What could you teach others? These are all areas where you could create an information product. Don't dismiss this without giving it some thought. Really, almost everyone overlooks this, you should not.

If your hobby is horseback riding, don't you think you could come up with a product that helps others to learn your personal riding techniques? Could this be a periodical publication? A course? A single book? Find out what's best for you and do it. After all, writing doesn't really cost you anything but time.

Strategy #3.- Computer software

Do you use computers? What software programs do you use? Do you master any of these?

Create a tutorial for a popular software product you use. For example, you might be using a program like Corel Draw. This is a very popular program that many people have

problems with, create a couple of tutorials for it and market them to Corel Draw users. Many of them will thank you for coming up with such a great product.

Another way to go is by visiting:

<http://www.cnet.com>

<http://www.pcmag.com>

<http://www.download.com>

<http://www.tucows.com>

<http://www.zdnet.com>

Find the top 100 file downloads on each site to see which programs are popular online. This information is very helpful when trying to find a large market for a software product to write a tutorial on.

Are you good at a popular computer game? Well, why not make a few screen captures and write down your secrets to beating this game? it's that easy! Doing a screen capture is as simple as pressing the "shift" and "print screen" keys on your computer keyboard. Then just go to a bitmap painting program and select "paste" from the "Edit" menu (this works on most programs, but it may vary on yours).

Using the same technique above, you could use the screen captures to produce an e-book consisting of the most impressive, important, resourceful websites for a specific topic.

For example, you could produce an e-book called "Top 10 websites every man should visit to know what women like". Capture the screens, make a link to each one of these sites using their own graphic and write down your thoughts on each particular site. Then market this product to male individuals (they are 60% of the total internet users).

People will not be buying the information on those websites but your thoughts and the findings of your research which took only a few days of websurfing to complete.

[Back to the table of contents](#)



Killer Mini Sites

Selling other people's products

Affiliate marketing has turned to be one of the most effective ways for content-driven sites to generate revenue without directly offering a product to it's visitors. It is only through banners, endorsing texts and articles that the content site mentions the products he likes and uses. You can do the same with your mini-sites.

This type of marketing has an advantage for all of the three sides involved. It creates more opportunities for merchants to generate web sales, for affiliate sites to generate a lot of revenue and for consumers a way to find information about the products they want and need without being sold "in their face".

How does it work?

With Affiliate Marketing, a merchant recruits content sites to partner with them as affiliates in exchange for commissions. The merchant provides their advertising banners and links to their affiliates and assigns a commission for each click-through to their site, subscription to their service (a lead), or purchase of their products that is generated from the links.

Affiliates place the tracking code for these ads into their Web pages. Whenever a visitor to the affiliate's site uses these links to generate a click-through, lead, or sale for the merchant, that transaction is tracked online. If a product or service is purchased, the customer pays the merchant directly, and the affiliate is paid a commission for that transaction.

Why affiliate marketing works like a charm

Thousands of people all around the world would like to have an e-commerce enabled website. But most of them don't have the time, patience or will to go through the hassle of creating an exclusive product from scratch, learning every single detail there is to know about online advertising and e-commerce and then setting up a website to sell it.

Busy people like you and I have a very good alternative and opportunity in the affiliate business. Because you still can have a great website with as much content as you want and make tons of sales from it without having to go through the hassle of building your own products. Plus most of the products you can sell from affiliate programs already have a proven sales record, they are high-quality products that people are already looking for.

It's all about the passion!

Affiliate marketing, just like any other type of selling is about the passion you feel for the topic you are building your website around. If you want to be truly successful with the affiliate programs you offer, you need to build a passion for your field (niche).

The #1 mistake that most affiliate sites make is to think that they are selling products. It simply doesn't work that way... you don't want to sell products, you want to entertain them and you want to build a website that tells people about your passions, your interests and the things you like, you want to give them valuable information about the topic your site evolves around and then weave into that content and endorsement for a product or service that you like and use.

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

You want your visitors to know that you are just trying to give them good information about the topic that interests them (else they wouldn't be at your site in the first place). And if you feel a real passion for that topic, this will reflect in your writing... and if it does, people will perceive that passion and will be excited about it, and it will translate into sales for you.

Writing about a product or service in the editorial content of your website is called writing an advertorial (this comes from the combination of the words "ad" and "editorial").

How to write a good advertorial.

Mass media channels like TV, radio, magazines and newspapers endorse products and services in their editorial content all the time. Creating a good advertorial is easy, all you really need to do is talk about a topic you like giving people all the information you know about that specific topic and weaving in a few words about a product or service that has helped you achieve in your area of interest.

Imagine that you know a lot about how to grow bonsai trees. You can easily set up a *great* website with all the information you have, giving specifics about how or why you grow your bonsai trees in a certain manner. You can also have information about the kind of clippers you use to trim your bonsai trees and why you use them, you can also tell your visitors about the top three books that have given you the most valuable information about bonsais. You can start a newsletter that gives out free tips and tricks about bonsai growing (we'll talk about this a bit later in this report).

That sounds like a great site to visit if you're into bonsai-growing doesn't it? When people find a site like this, they bookmark it and come back... they find this site useful and entertaining. Now let's imagine a second site. A site that's full of banner ads and graphics that are trying to sell some bonsai trimming clippers. Which of the two sites above do you think will get the most sales (even if they are both affiliate sites)?

You are absolutely right. The site with all the bonsai information will make the most sales. This takes us to the #2 mistake that most affiliate websites make: Building a mall.

Malls are an excellent idea in the brick and mortar world. They give you a practical way to shop by placing a lot of stores together in a single building... this way, you don't have to drive all around your town to look for a certain product. But it works a lot different on the internet! Here you don't have to drive all around to get to a certain place... everything is just a few mouse clicks away!

If you find yourself at a website that doesn't have anything of value to you, and it's just packed with banners trying to sell you everything under the sun: from shoes to computers to practical jokes... you just click the "Back" of your browser and you are gone from there. You wouldn't buy a thing in there would you? But for some strange reason, people think you will and they keep building sites like these.

That is exactly what you should not fall into! You want to sign in to only three or four affiliate programs that are related to your topic of interest and build a website that endorses those products.

Tips for building a good advertorial mini-site.

The first thing you need to learn is to work within your site. Advertorials don't look like they were coming from an outside source - like a banner ad (which is why banner advertising doesn't work). Banners and outside sources *sell* and people don't like being sold... at least not from a site like yours. If they feel like they are being sold, they will click the back button and you'll have lost them forever.

An advertorial is not a sales letter, don't fall into this trap either. A good advertorial is good information that encourages your visitors on something that you feel a real passion for. You want to fit the affiliate program (the ad) into the context of what you're doing. If you don't you're going to sound just like every other affiliate site out there... the ones that don't make any money! And you don't want your site in this category do you?

There is a good rule of thumb for balancing your advertorial website: The 80-20 rule. This means that the content of your website should be at least 80% of valuable information and just 20% (or less) of sales content. This is not an exact rule, but if you follow it, your site will never be out of balance and fall into the ugly-online-mall category.

How to choose which affiliate programs to join.

A great rule of thumb is: People don't buy from an affiliate site, they buy from you! If you create good will in your visitors, they will trust you and from that trust is where sales are really made. Are you beginning to see the true importance of your website? Your trust is on the line!

Not everyone does this, but my suggestion is that when you are thinking about what programs to join and what products to endorse is... only tell people about products you trust and use. That way, you can really tell them about the product on a firsthand experience.

If you don't do it this way, you could be advertising a really cheesy product that doesn't work. Do this and your image will go down and the trust that you have built will be lost. I'm pretty sure you know that trust is something that you can only earn once.

A good advertorial site "focuses" on building trust, giving out good information and talking about great products. And it does it in a me-to-you, no-hype, straightforward manner. If you grasp and understand this concept, you've won half of the affiliate battle! Here it goes again (just in case you didn't get it the first time):

People don't buy from an affiliate site, they buy from you!

Now that you know that your business is built on trust, let's talk about how to build that trust from your visitors and how to keep them as friends and turn them into customers. The real secret of doing this is...

Build your own prospect list!

Remember I mentioned this in the bonsai site example? Having an in-house opt-in list is one of the most valuable assets any business can have. You want to start your own list by offering a free ezine or a newsletter... you want to have your visitor's names and e-mail addresses so you can communicate with them constantly and build your trust slowly.

Some people try to do this by offering a free report that will be sent to the visitor with an autoresponder. This works sometimes, but you don't want the permission to contact visitors only once... you want a full permission to speak with them and become their friend.

Only through frequent contact with your list is that you will earn their trust. Giving them good information will make them see you as an expert on the subject and this will earn you their trust. Once they trust you as an expert a good percentage of those opt-ins will feel comfortable enough to buy the products you recommend (You are the expert after all).

And if you keep giving them good information and treating them good as your customers, they will repeat-buy the products and services you endorse. And that's where the real value of your business is.

When a user first visits your website she will scan through it for 8-15 seconds. And if your site caught her attention she will stay an average of only 3 to 5 minutes in total... that's not a lot of time you know? Certainly not enough time to earn someone's trust and sell her something.

It is crucial that you get their permission and their e-mail address so you can follow up with them and build credibility. A good way to encourage them to do this is by giving them a freebie (like an e-book or a special report). You should tell them that if they want the free stuff they will get both - the e-book and a free subscription to your newsletter.

Once you have them in the list, contact them periodically to stay fresh in their minds.

Can you see the value of a good list? Your opt-in list is worth gold! If I was to be shut down today and could keep just one thing of my business, I wouldn't keep my site or my product, I'd keep my list! Having it with me can help me start a new business tomorrow and make money with it almost instantly. You can not replace the trust of people with *anything*!

The best product I've found so far to develop and manage an opt-in list is a cgi script called "[Subscribe-Me](#)" by [CGI ScriptCenter](#) (Click here to go to their site- a new window will pop up). This script creates a "Subscribe/Unsubscribe" form in your website and manages all the user handling automatically; it also allows you to send e-mail to your lists in text and html formats and all this is done via a very friendly web-interface.

Once you start developing your own opt-in list, you should always remember something: Give users good value and useful information. Many list owners fall into the mistake of sending only sales messages to their subscribers.

Sales! Sales! SALES! That's all they can think of. Remember that it's their trust you want, not their money. When (and only then) you've earned their trust it is that they'll feel comfortable enough to buy from you... not before.

[Back to the table of contents](#)



Killer Mini Sites

Where to host your mini-sites (and get the best bang for the buck)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

There are literally thousands of hosting companies out there. Some are good some are bad. And a crucial element is finding a good hosting company that fits our purpose: Hosting mini-sites and getting all the features we need (and want) while keeping our operation costs low.

The search for the perfect web hosting company is over for me. I've found the one that fits right into my needs. It's called [ThirdSphere Hosting](#).

I know that sounded like a shameless promotion. Well, yes it is. But for a good reason... it really *is* the company I would recommend you to hire to host all your mini-sites and I'm going to tell you which features are the ones that made me choose it over the other hosting companies.

- 1) They allow unlimited subdomain names that point to different directories. This means that you can purchase only one domain name and rent their services for only \$25 bucks a month and host an unlimited number of mini-sites inside your domain... each pointing to a different directory!

Here's an example. Imagine you purchase the domain [bonsai.com](#). You could host these and each will be a different mini-site:

- * [HowToRaiseA.bonsai.com](#)
- * [WhereToBuyA.bonsai.com](#)
- * [TrimmingTechniques.bonsai.com](#)

Can you imagine the money you'll save by getting one good domain name and fitting all your mini-sites in there? Of course you can have multiple domain names... but this is an extremely nice feature to start out with. Plus it helps a lot when trying to rank yourself in the search engines...

- 2) They provide you with 500 megabytes of disk space which is more than you'll ever need when hosting mini-sites. The average mini-site takes up only 150Kb (plus whatever your infoproduct takes)... so you'll literally have space for as many as you want to put up.
- 3) They give you a list of incredible infoproducts for you to sell. These products are hot sellers. I'm already selling a cool extra \$1,200 per month just for opening a mini-site for each of their products... Those are earnings aside from my other online businesses.

As a suggestion. If you plan to do the same and open up mini-sites for each of their products, don't use their default salesletter. Create a new one with the information I've just given you... be original and you shall succeed.

- 4) Everything is managed from a pretty neat web interface, so you can literally run your business from **anywhere** in the world (including internet cafes).

- 5) They have tons of features that are sold elsewhere like: autoresponders, mailing list managers, password protected directories, web statistics, a shopping cart, they also have a great affiliates program...

You know what? I'm gonna stop now and let you take a look at their features by yourself. [Click here to visit them now](#). Once you've done that, take a look at the "**Discounts**" section of this special report... I have a little something in store for you that you'll simply love!.

[Back to the table of contents](#)



Killer Mini Sites

The 5 fool-proof strategies to promote your mini-sites.

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

Promoting your mini-site doesn't have to be expensive and cumbersome. As a matter of fact, if you stick to these 5 strategies you'll get more than enough traffic to your mini-site to create a pretty healthy income.

Here are the 5 strategies I use:

Strategy #1.- Place classifieds in high-circulation ezines.

This simple but highly effective strategy can easily jump-start your business the very same day the classified is run. Ezine ads (when crafted properly) can bring in large amounts of pre-qualified traffic to your mini-site... and using the killer mini-site formula you learned from this course, you'll be converting a large percentage of those visitors into paying customers.

The trick is finding high-circulation ezines that target your niche. An invaluable resource I use for this task is Jerome Chapman's TopEzineAds.com. If you've never heard of his site, visit it right now. Of course, his service costs a little bit, and you can do your ezine research on your own when starting out... but trust me, the price is well worth the time you'll save by using it.

Strategy #2.- Start an affiliate program

Starting an affiliate program is another great way to generate thousands of hits to your mini-site. And the great news is that you don't *need* to have your own merchant account to do it anymore... you may use a third party processing system like iBill.com or ClickBank.com and still be able to do it.

You need to keep in mind one thing. If the product or service you are offering from your mini-site has a high price (Usually \$100 is a high price for mini-sites), you can offer a 40-60% commission for it... however, if your product has a low price within the range of \$20-\$40, you'll need to offer affiliates an ever higher commission payout -- you'll earn big money through the volume of sales you'll generate and your program will be very popular. A good but not very used practice is to open up your affiliate program to your paying customers only... it's up to you to decide whether this would work with your mini-site.

The script I use to handle my affiliate programs is called "The Ultimate Affiliate". It is an excellent script developed by Steve Miles and I'm very happy with it... You can find more information about it at www.groundbreak.com.

Strategy #3.- Give away a freebie

Giving away freebies is one of the most effective ways you can make your visitors come back to your mini-site. The best freebies are special reports or booklets that provide useful information to the user... and contain links back to your site of course.

Giving freebies away can benefit you, but there are smarter tactics for giving away free stuff. Here are the four that I like the most:

- Start your own newsletter and offer the freebie to new subscribers. This gives you a chance to contact your prospects any time you wish and make announcements of your other products.
- Use one of those "Tell a friend" scripts and ask them to tell two or three friends before getting the booklet. Using this technique may cause your traffic to explode exponentially.
- Get them to bookmark (or even better, to create a shortcut) to your site in exchange for your freebie. This is done with an *excellent* product I just found out exists called "[See you again shortcuts](#)". Visit their site now and sign up for a free trial... you'll soon see why this will soon become a well-known killer strategy.
- Ask them to enter their email address and use it to send them your auto responder sequence... this will raise your sales a lot.

Strategy #4.- Join and participate in discussion groups

In my opinion this is one of the most underestimated traffic-building strategies ever. When you join and participate in forums and discussion groups related to the niche topic, you are in the eyes of *everyone* who reads that group.

Just one good post with your signature file is all it takes to make hundreds of prospects interested in your site. Plus you've got to remember two things:

- 1) Forums are composed by hundreds, sometimes even thousands of individuals, but only a few of them participate... be one of the top percentage to take advantage of this interesting tactic.
- 2) Once you post your thoughts, your posting will remain there for months... so any newcomers to that group will still be able to read it. I can't think of any other advertising method that lasts so long online.

Strategy #5.- Create joint ventures

Find any online businesses that target your same niche but don't compete with you directly and talk to them. Create a venture where you are going to promote their products to your customer list and have them do the same for yours. Both parties can track each other's ads and see how profitable this kind of venture is.

The real power behind joint ventures is a personalized and honest referral. You will tell your customers how the products of XYZ company have helped you out and offer them a few tips on how to use their products better. When a recommendation is personal and honest, people tend to pay much more attention... don't sell to your prospects... just tell them about it.

[Back to the table of contents](#)



Killer Mini Sites

Master strategies and twists the pro's use!

In spite of the success that a well crafted mini-site can generate things always work out better if you create more than one of them - remember to never put all your eggs in one basket.

Marketing masters have developed three different strategies and twists that can take a couple mini-sites and turn them into a repeat-purchase galore. On this section you will find the three different strategies they use and a list to the mini-sites they promote.

You will note how most of their mini-sites were created under the formula that this report reveals. In addition to my strategies, they all have developed their own working techniques and twists to raise their sales...

Read about each of these techniques *and* visit each and every one of their mini-sites. This list is worth gold if you learn to use it as a swipe file. Each time you need to make cash, use the information I gave you to create an in-demand product from scratch or choose a good affiliate product to promote, follow the formula I gave you to create a killer mini-site and open up this list to study and model their highly successful twists.

Here are the strategies masters are using now:

- * [The inside-out strategy](#)
- * [The outside-in strategy](#)
- * [The mix & match strategy](#)

[Back to the table of contents](#)

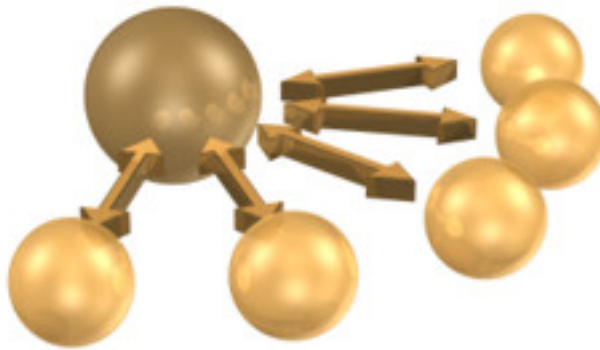
- Index
- Introduction
- Section 1
- Section 2
- Section 3
- Section 4
- Section 5
- Section 6
- Section 7
- Discounts!

Killer Mini Sites

The "Inside-Out" strategy

The "Inside-out" strategy is being used by two of the marketing gurus I admire most: Corey Rudl & Declan Dunn. And it's based on a single website that acts as a portal to all their mini-sites. Miguel Alvarez uses this strategy on one of his sites (<http://www.profitwriting.com>), but his main strategy is still the "Mix & Match" technique (more on that in a minute).

Here's a graphic representation of their strategy:



"The inside out strategy"

On this graphic, the large sphere represents the main site (the portal) and all the smaller spheres represent mini-sites. The arrows show you how the links are structured on this strategy... the main site has links to each of the mini-sites and all of them have links back to the main site - but none of the mini-sites have links that lead to each other.

Here are the main advantages of this layout:

- * You only need one domain name to set it up.
- * A single affiliate program works for all your products, you could even use a shopping cart to handle all your mini-site sales with this method.
- * Once a visitor finds your site and bookmarks it, she'll always has access to all your products in the same interface.
- * When trying to get into the search engines, all the links from your affiliates will only lead to one place. This increases your site's "popularity" in the engines and ranks you in a high place.
- * Back-end sales are easier because the customers who bought your first product already trust you enough and know it would be safe to buy a second time from you.

Here is the list of Corey's and Declan's mini-sites.
(Remember to study them all in detail!)

- Index
- Introduction
- Section 1
- Section 2
- Section 3
- Section 4
- Section 5
- Section 6
- Section 7
- Discounts!

Corey Rudl's mini-sites:

His portal is MarketingTips.com and the list of products he offers (each with a mini-site) are:

- [Insider's guide to internet marketing course](#)
- [The London video seminar](#)
- [MailLoop software](#)
- [AssocTrack software](#)
- [EbookPro](#)
- [E-commerce system](#)

Declan Dunn's mini-sites:

His portal is ActiveMarketplace.com and the list of products he offers (each with a mini-site) are:

- [Nothing but Net](#)
- [Winning the affiliate game](#)
- [The complete guide to affiliate and associate programs](#)
- [Search engine commando](#)
- [Net profits](#)
- [Right on the money](#)

[Click here to go back to Section 7](#)



Killer Mini Sites

Top Secrets Most eBook Publishers Don't Want You to Know

4. How to Get Paid Forever with Backend Sales

Go!

Irresistible discounts for users of "Killer mini-sites that sell like crazy"

As I mentioned in several parts of the special report, on this section you'll find incredible discounts and free stuff only available to my readers. Here they are, so enjoy them and take advantage of them... you'd be crazy not to!

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

1) Header graphic and a virtual package for your mini-site!

On my main website (www.3dcovers.com), I'm selling virtual packages to my customers for \$117... but not for you. Since you were kind enough to purchase this special report, I will make you a very special offer.

I will custom-design an eye-grabbing header graphic *and* a virtual package for your mini-site for the very special price of only \$125. Yes, I am offering you an header graphic that will literally pull your reader by the eyeballs and drag them into your headline for only \$8 bucks! [Click here now](#) to take advantage of this offer right now.

2) A cool \$20 discount from www.e-ditorial.com

[E-ditor 2.0](#) is the software I used to turn my html pages into the special report you are reading right now. After talking to Miguel Alvarez for a while, he has agreed to let my users purchase his software at only \$77. All you have to do is [click here](#) to order it and shoot him an email to editor@e-ditorial.com telling him you ordered this way because my report told you so... =)

3) Maximize your mini-site profits using "Promotion Analyzer".

The Promotion Analyzer Software is a useful ROI (Return of investment) calculator that I use all the time to keep track of how successful each of my ads has been. When I spot which of my classified ads are true winners, those are the ones I run with and drop the ones that didn't bring in the kind of traffic I was expecting.

Promotion Analyzer sells over at www.profitwriting.com for \$49.95, but if you purchase it trough this link, you'll get it for only \$19.95! That's a very cool \$30 discount and it's only available to you, my valued reader. [Click here to get it!](#)

4) A Excellent \$20.00 Discount to 3D Covers.com

Get \$20.00 off lifetime membership to 3dcovers.com. This is a great place if you are interested in making your own 3D Covers. Having your own virtual cover can help increase your sales and downloads by over 300%. To claim your \$20.00 discount visit here: [3Dcovers Discount](#)

5) How about some freebies?

While discussing the "Mix & Match" strategy for linking mini-sites, I told you that on this section you'd be able to get two of Yanik Silver's products absolutely free... well, the deal gets better yet because you will also get the resell rights to those two products along with a winning sales letter written by Yanik himself.

Click on the following links to get those two products:

- [Autoresponder Magic](#)
- [Million Dollar Emails](#)

6) A free trial of an excellent marketing strategy!

Get a free 30 day trial of "See you again shortcuts". This is your opportunity to test drive this proven promotion strategy that brings in repeat traffic to your mini-sites. [Click here](#) to visit their site now and sign up for the free trial

(I suggest that you have your mini-site ready *before* you sign up so you can take advantage of the full 30 days and not waste any of this valuable time).

7) Free 30 days trial to Corey Rudl's ["Secrets To Their Success"](#) Private Web Site [Click Here To Activate Now](#)

Get a **FREE PEEK** into a unique private site.

I've got such extremely exciting news for you, that I just couldn't wait to share this... I've just learned that Corey Rudl is giving away **\$0**

Memberships to his ["Secrets To Their Success"](#) Private Web Site so that you can now see for yourself...

"Mom & Pop" web sites that are earning incomes in excess of **\$100,000 to \$600,000 a year**

... and discover the **exact step-by-step** strategies they have personally used to generate these massive profits!

Real-Life Case Study #1 -- Ken Calhoun

Find out how Ken grossed over \$98,000 in sales with his Internet business in 2000 (his first full year online) and then **tripled his sales to earn over \$300,000 last year** -- almost all of it profit, all from his beachfront condo in Hawaii.

Real-Life Case Study #2 -- Ellen Cagnassola

Discover how Ellen, a work-at-home mom who produces homemade glycerin soaps, gets big companies (like Johnson & Johnson) to distribute and sell her soaps for her... **earning a hefty online income** at the same time!

Real-Life Case Study #3 -- Robert Clark

See exactly how Robert Clark turned his \$275 a week paycheck into a highly profitable online business that takes him only 2 hours each day to run... while earning him over **\$250,000 a year in profits!**

... as well as many other "real people" just like you and me who are

creating a fortune on the Internet!

So if you want to automatically skip the failing promotions, and start learning the tested, proven strategies that real businesses have already proven to be enormously successful -- [Activate your \\$0 Membership now](#)

I have no idea how much longer Corey plans to give away these **\$0 Memberships** for, so please don't put this off. I'd hate to see you miss out on this exciting opportunity to learn the same secrets "real people" are using to make extraordinary incomes online!

[Activate your \\$0 Membership now](#)

8) Free 10 days trial to Yanik Silver's Marketing Tools [Click Here](#)

To be part of a "beta test" group for a new product by Yanik Silver called "[Instant Marketing Toolbox](#)".

If you're too busy running your business to even think about marketing -- the [Instant Marketing Toolbox](#) is what you've been waiting for.

Imagine a steady stream of "ready-to-use, plug-in-and-go" marketing tools you could put to use right away. Take for instance Tool #1 - "A simple way to get your customers to immediately increase their orders 37% - 341% or more!"

You'll get scripts, ad copy and tons of examples to make this powerful concept work for you right away. Literally 90% of the hard work is done for you so you can even hand this off to your staff to get done.

Plus, inside the membership site you'll find 3 incredible bonuses (all yours to keep no matter what)

[Claim your free trial now](#) before Yanik stop it.

Unlimited Resell Rights + 100MB Free Web Hosting FREE

PAY ATTENTION! You DO NOT want to miss this!

I've just discovered a truly fantastic deal that'll solve the major WEAKNESSES common to all Info Products with RESELL RIGHTS. It's the best offer I've seen in a long time and you'll LOVE IT!

HERE'S THE DEAL:

My good friend Marcus Yong has just launched one of the best resell rights package I've seen in a long time! (WAIT! It's NOT one of those you've seen before!)

NOT only has he assembled the most comprehensive collection of top class resell rights and hot selling info products, he has made them all available at an INSANELY LOW "PROMO" PRICE! A massive 60% DISCOUNT from his already crazy low price!

BUT WAIT! That's more! You'll get the following NEVER BEFORE Specials (P.S. I guarantee you won't find these anywhere else!)

- 1) FREE 12-month, full feature, 100mb web hosting!
- 2) FREE Web site Customization and set-up!
- 3) FREE Opt-in mailing list system set-up!
- 4) FREE use of our password protected Download center for your customers!
- 5) Plus + UNLIMITED product upgrades!

I know you don't want to miss this, so [GO NOW!](#)

If you have been thinking of joining the ebook craze or already in the business of selling information products & ebooks, you absolutely MUST NOT miss this. This will be the ONLY site you'll need to join!

REMEMBER, this is an extremely time sensitive offer. I really don't know how long will Marcus be able to keep this 'Absolute Steal' open! Before its too late...
[Click here](#) to grab it now

Brand New

The image shows a 3D rendering of a product box for 'The Affiliates Club'. The box is white with blue and black text. The top section features a photograph of two men in business attire, one pointing at a computer screen. Below the photo, the title 'The Affiliates Club' is printed in a bold, sans-serif font, followed by the subtitle 'A Step-By-Step Blueprint To Success'. The authors' names, 'Gary Williams and Andrew J. Laing', are listed at the bottom of the box. To the right of the box, the title 'The Affiliates Club' is repeated in a large, blue, serif font. Below this, a bold black text block reads: 'Here's how to generate pure cash profits online by following a proven step-by-step plan!'. At the bottom right, the text 'Click Here' is displayed in a large, blue, serif font.

The Affiliates Club

Here's how to generate pure cash profits online by following a proven step-by-step plan!

Click Here

If you're struggling to succeed online - whether you're a beginner or you've been online at it for a while - this rich resource will help you to attract more customers and profits NOW!

No more marketing frustrations!

Here's how to generate pure cash profits online by following a proven step-by-step plan!

New Feature: Minisite Creation and Promotion Workshop

Creating minisites is a very effective way of promoting online. A lot of them will be simple to promote offline too, giving you a better chance of promoting your services. This feature alone is worth the subscription.

[Click here](#) to discover how [The Affiliates Club](#) can offer you a short cut to your success

PS: Don't forget to take a sneak peek of the Powerful Marketing Diary which normally available only to the members, your FREE today. [Click here](#) to receive it now.

[Back to the table of contents](#)



Killer Mini Sites

The "Outside-In" strategy

If you've been on the internet marketing field, you have *obviously* heard of Mark Joyner. If my life depended on how well I marketed one website, there is no other soul that I would turn to but Mark's. Here's what others say about him:

"Mark Joyner is the Tiger Woods of Internet Marketing. He is singularly skilled in demystifying online marketing through the use of his unconventional tactics that work. He is, without a doubt, the best interview I've had all year!"

- **Mike Litman**, host of Business Breakthroughs

"Mark Joyner is an Internet marketing genius. If someone were to ask me, 'How does one sell on the net?' I would reply, 'Ask Mark Joyner.' He is the best. No question."

-- **Jay Conrad Levinson**, author of Guerrilla Marketing

And you know what? I agree... Mark Joyner is without a doubt, the internet marketer I admire the most and the one that I've learned almost every working technique I know about. Take a look at the [exclusive interview](#) at the end of this report to learn more of Mark's killer tactics.

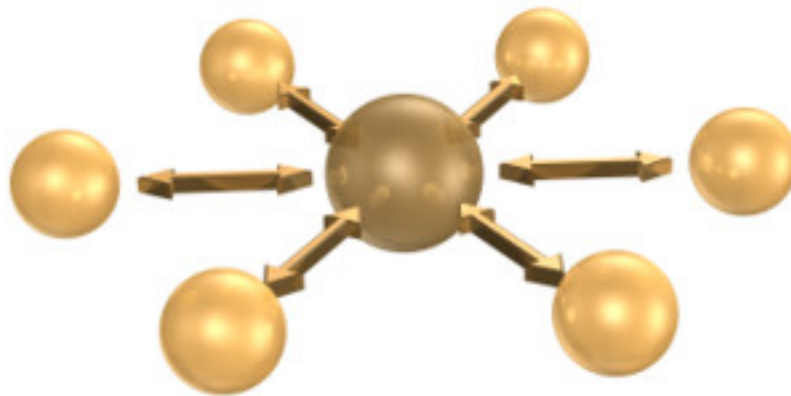
The "Outside-in" strategy is a BRILLIANT strategy developed Mark Joyner. This strategy consists of setting up several mini-sites (and adds more to his list every month). When people purchase one of his products, he will instantly start promoting his main site (www.roibot.com) to them.

Roibot is where his biggest earnings are; and for a very simple reason: his income is recurring by charging his customers a monthly fee for his excellent service (And I do mean excellent!). Finally, when he gets the customer to sign up to use Roibot.com, he will back-end and cross-sell her with his other products. Mark's "Outside-in" strategy works like a charm for him, there is a lot of work involved in it, but in the end, the payout is *huge*.

Marlon Sanders (a well known name in the marketing arena) is also using a similar layout. The only difference in his case is that he uses his main site only to handle all the affiliate programs for his mini-sites instead of having a service on it. This is no small task, he has managed to turn "HitsnCash.com" into an affiliate funneling tornado.

Here's a graphic representation of their strategy:

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



"The Outside-In strategy"

On this graphic, the large sphere represents the main site (roibot in Mark's case) and all the smaller spheres represent all of his mini-sites. The arrows show you how the links are structured on this strategy... the main site promotes all the mini-sites through its affiliate program, and all the smaller sites end up promoting roibot (sometimes directly, sometimes after the purchase of the infoproduct is made).

Here are the main advantages of this strategy:

- * A single affiliate program works for all your products.
- * By having different domain names, you get plenty of chances of adding thousands of new names to your list.
- * When trying to get into the search engines, all the domain names will help you get to the top faster because you'll have many different keywords to promote.
- * Back-end sales are easy because the customers who bought your first product already trust you enough and know it would be safe to buy a second time from you.

Here is the list of Mark's and Marlon's mini-sites.
(Remember to study them all in detail!)

Mark Joyner's mini-sites:

His ending site is RoiBot.com and the list of products he offers (each with a mini-site) are:

- [Marketing on steroids](#)
- [Magic words](#)
- [Psychological triggers](#)
- [Advanced hypnotic writing](#)
- [Power positioning](#)
- [Killer copy tactics](#)
- [Guerrilla marketing](#)
- [Trash proof news releases](#)
- [Branding on the net](#)
- [1001 Killer marketing tactics](#)
- [Negotiate your way to riches](#)
- [Ezine adrenaline](#)
- [Webmaster Multi-tool](#)
- [How to close the sale](#)
- [Create advertising that sells](#)

Marlon Sander's mini-sites:

His ending site is HitsnCash.com and the list of products he offers (each with a mini-site) are:

- [The amazing formula](#)
- [Gimme my money now!](#)
- [Automate your web business](#)
- [Create your own products](#)
- [The ultimate beginners guide](#)
- [The big course](#)
- [Amazing ad copy secrets](#)
- [Push button letters](#)
- [DailyStats Software](#)
- [Web business op manual](#)
- [Secrets of speed publicity](#)

[Click here to go back to Section 7](#)



Killer Mini Sites

An exclusive interview with Mark Joyner!

As a very special way to wrap-up this book, Mark Joyner (CEO of Roibot.com) has granted us an insightful interview, where he reveals even more of his profitable strategies to us... let's get started!

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

[Alpha]

Mark, as (in my opinion) the most successful internet marketer alive, please tell us how you started using the web as a marketing tool...

[Mark]

I was exposed to the web when I was a very young kid and my uncle had an arpanet teletype.

I completely forgot about it until 1993 when a few things I had been studying converged on the net. I had immersed myself in the study of mind control psychology and Asian military strategy and had learned that if one were to really master these arts, they could apply them to any discipline. I was also thinking of starting my own business. I learned about the net and discovered that no one really knew anything about doing business on the net. It was virgin territory. So, I said, "Well, if ever there was a test to see if the things I have learned are applicable to *anything* this is it."

It turned out to have worked quite well for me.

[Alpha]

How did you learn what it takes to turn a website into a raving success?

[Mark]

Persistence and testing. That is the only way. One must take a rigorous scientific attitude (as much as is practical) when doing Internet marketing, or any marketing for that fact.

That, combined with learning from the masters, is what it takes. Some of the masters are right on. Some of them are full of shit (or maybe what they teach worked for them and not for you). Over time, through study and testing, you will begin to develop a sense for what works.

[Alpha]

How long did it take your first website to start making a profit?

[Mark]

About 3 months really. The budget was so low, and I did everything myself, so there really wasn't too much in the way of expense to overcome. That's one of the things that makes marketing on the net so fantastic.

[Alpha]

What is your take on mini-sites? Do you have a *favorite* marketing strategy to promote mini-sites?

[Mark]

My favorite strategy is the one that works. I am so often shifting the way we do things (based on what I learn) and changing my game, that it's hard to pin down one particular favorite.

In general, I opt for *anything* that can be done with very little expense. Master hundreds of low cost marketing methods, automate them, and then have fun playing with what happens.

[Alpha]

Can you give us a few pointers on how to maximize the use of [Roibot](#) to promote mini-sites? How would you do it?

[Mark]

There are so many things it can do, but here are some of the basics:

- a. Ensure the site is search engine friendly (meta tags, keyword agreement, no-spammy content, a fine looking and compelling title plus description tag).
- b. Use the [ROIbot Spider Submitter](#) and set it up to submit your site to the spider engines about once every 60 days.
- b. (OPTIONAL!) Set up two ads in the [ROIbot FFA submitter](#) and set it up to submit those ads twice a day. (Note: you won't get much traffic from submitting to FFAs, but if you can automate it, why not? I also recommend setting up a separate email box for this so you can dump the auto responders, or read through them at your leisure for fun.)
- c. Set up a newsletter form and integrate it with [ROIbot Newsletter Server](#) to automate your subscribes and unsubscribed - and even the mailing of your newsletter. You can write several future issues of your newsletter and set them up in the Newsletter server to be sent out automatically on the days and times you specify.
- d. On the same form - you can give people the option to sign up for a free one week course on your topic. Integrate this with the [ROIbot Autoresponder server](#) and forget about it.
- e. Ensure that all of the links you have on your mini site pointing to your target are tracked with different [ROIbot Ad Tracker](#) campaigns so you can determine how people are behaving on your site.
- f. If you're taking orders on your target site, you can use the [ROIbot Order Form system](#), or the Any Form Integrator to track those orders and find out which campaigns they are associated with.

[Alpha]

What mistakes have you made as an internet marketer? What would you recommend us to watch out for when starting out?

[Mark]

Take all advice - even mine! - with a grain of salt. Test everything. Question everything. Don't assume things are just going to happen.

For example, I used to mail my newsletter out on a particular day because I had heard via word of mouth that it was the best day of the week for mailing. I finally did some testing and found out it was wrong!

[Alpha]

You recently opened a new (free) service - [Startblaze](#). Could you offer us a suggestion on how to take the best advantage of it so my users can promote their mini-sites and build mega-traffic to them?

[Mark]

Absolutely - tailor a mini site that immediately grabs the attention of the StartBlaze user. A [StartBlaze](#) page that overwhelms the user with too much information, or doesn't grab them up front, will not get the best response.

You want to immediately identify, and grab the attention of your target - then walk them down a path towards the sale.

[Alpha]

Thank you Mark! This was an insightful interview...

[Mark]

It's my pleasure to help you and your customers into success. =)

[Back to the table of contents](#)

Killer Mini Sites

The "Mix & Match" strategy

The "Mix & Match" is a very simple but extremely powerful strategy. Miguel Alvarez has been using this technique for years and is in a great deal, the mix and match twist is the one responsible for his success in the internet marketing arena.

This strategy consists of several mini-sites that sell different products and services. Each of these mini-sites has a "links" section that promotes his other sites to his visitors.

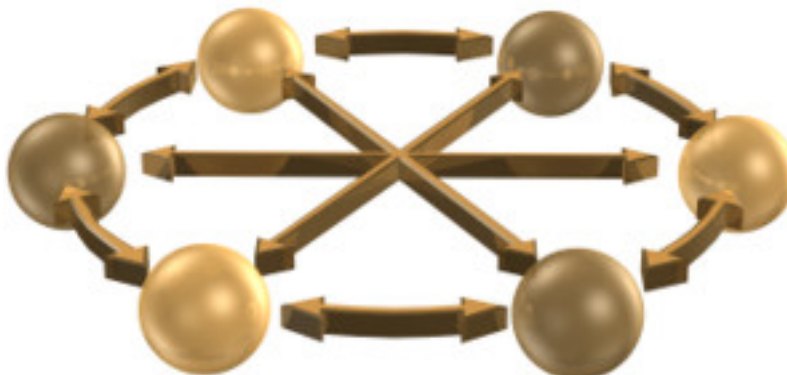
The Mix and Match strategy generates a closed loop. This means that none of the websites should link to any other that is not included on your mini-web or have *very* few ways out of it. When a user visits one of your websites, he (or she) will be trapped on your web and the only way out will be for him to manually type in an url on his web browser or to leave it by clicking on one of your affiliate links.

This powerful strategy creates a very interesting effect on it's visitors... the surfer will see the same ads and the same banners over and over again; and he will have the impression of those ads being all over the web. This will slowly build trust with that prospect (companies with large advertising budgets are usually respected and trusted ones).

Yanik Silver created an interesting twist for this strategy. He creates his mini-sites with extremely low-cost but highly desirable products... and when people purchase them, he uses his products as marketing tools for his other sites.

Don't get me wrong, his products are *very* professional and provide real value to his customers. But he manages to toot his own horn with small almost untraceable ads for his other products... this obviously gets customers interested in getting more and more of his ideas.

Here's a graphic representation of their strategy:



"The Outside-In strategy"

On this graphic, each of the small spheres represent a mini-site and the arrows show how the links are made between them. As you can see it's a closed loop and once visitors are trapped inside, chances increase a lot they end up buying from one of the

- Index
- Introduction
- Section 1
- Section 2
- Section 3
- Section 4
- Section 5
- Section 6
- Section 7
- Discounts!

sites. This strategy is incredibly powerful and each time another mini-site comes into play, it gets even more profitable...

Here are the main advantages of this strategy:

- * When a visitor is trapped in your mini-web, chances are he or she will end up bookmarking one or more of your mini-sites. Thus, every time she visits the mini-site again, you'll get a chance to promote your other products to her.
- * After being trapped in your mini-web for some time, your chances increase that your visitor will purchase one or another of your products.
- * By having different domain names, you get plenty of chances of adding thousands of new names to your list by giving away free e-books, offering a newsletter, etc.
- * When trying to get into the search engines, all the domain names will help you get to the top faster because you'll have many different keywords to promote and chances are one or more of your sites will rank high.
- * Cross-selling becomes easier because the visitor has already seen your other sites and products... or at least, ads where you promote them.

Here is the list of Miguel's and Yanik's mini-sites.

(Remember to study them all in detail!)

.

Miguel Alvarez' mini-sites:

In this strategy, there are no portals or main sites involved...

- [E-ditor \(ebook software\)](#)
- [Marketing Twister](#)
- [The paperless newsletter publishers guide](#)
- [Internet Marketing University](#)
- [ProfitWriting](#)
- [Writer tools](#)
- [Virtuapack - Virtual packages](#)
- [WebSuccess Magazine](#)
- [Million Dollar Ads](#)

Yanik Silver's mini-sites:

In this strategy, there are no portals or main sites involved...

- [Million Dollar Emails.](#)
- [Autoresponder Magic](#)

(You can get both of the above books free in the "Discounts" section of this special report).

- [Instant Internet Profits](#)
- [Instant Salesletters](#)

[Click here to go back to Section 7](#)



Killer Mini Sites

Knowledge is the key to success

According to Joseph Sugarman (one of the most successful copywriters in the world), the preparation involved in becoming a professional copywriter involves two kinds of knowledge: General knowledge and specific knowledge. Here is the difference between them:

General knowledge:

The best copywriters in the world are those who are curious about life, read a great deal, have many hobbies, like to travel, have a wide variety of interests, often master many skills, get bored and then look for other skills to master. They hunger for experience and knowledge and find other people interesting... they are very good listeners. If you don't fall into this category, you should start right away and build interest in everything you find on your way. This is a life-long quest!

Specific knowledge:

You need to become an expert on the product you are going to sell. Becoming an expert means learning enough about the product to obtain enough specific knowledge so you can communicate the real nature of the product. There is always a specific way that each product should be presented to your prospects. In short, the product has a nature of it's own and it's up to you to discover what the nature of that product is in the mind of your consumer. David Ogilvy called this nature "a product's inherent drama".

Aside from having both general and specific knowledge, you need to have one extra key... "insider" knowledge about your target market. Your target market is the group of individuals who you will be trying to sell your product or service to - in other words, your prospects.

You need to become an expert in how your target market thinks. You need to get involved with them and find out exactly what is it that makes their wallets tingle in desire to shell out cash. If you skip this crucial step, they will not give you their hard earned money. Period.

[Back to section 2](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The importance of graphic design in advertising and marketing

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

The words "graphic design" sound unapproachable and mysterious to most people; but the reality is that everybody is involved in design every single day. Designing a good layout to present your product or service should not be hard to do. Let's start out by defining "Layout" (which is the foundation of all graphic designs).

A layout is the arrangement of typography, art and interactive elements (photos, illustrations, movies, etc) on the screen.

What is a good layout? There is no right answer to this question, but there are three criteria that you should follow when designing your site (or any other marketing piece for that matter). A good layout: Works, organizes and attracts viewers.... it must do all three (not just one or two) to be considered a "good layout".

For a layout to work, it must get your message across quickly and in an appropriate manner (the sooner the better because in the web no one has much time - trust me on this one). It must organize your ideas and concepts so that the reader can move smoothly and easily through the piece. And finally it must stand out from your competition in order to attract more prospects to your business.

But above all, your layout must focus on one goal and one goal only. It is crucial that you burn this into your mind: The single goal of every layout you make is to get the reader to read your headline.

Out of every marketing piece you write, the most important element is always the headline. If your prospect doesn't read the headline, chances are he will not read the first sentence of your copy. Then, if he doesn't read the first sentence, he will not read the second one... and so on... he will leave your site or put your marketing piece on the table and leave the room.

On the next article of this Copywriting Primer, you'll find out the crucial importance that the headline plays in all your marketing efforts.

[Back to section 2](#)



Killer Mini Sites

The most important element is your headline

As I mentioned on the previous article, the main goal of every design you make is to get the reader to read your headline....

There is no more valuable skill you could acquire as a marketer, than the skill of creating attention-grabbing headlines. It's a skill that once mastered, can be used anytime, anywhere, to attract more prospects, increase your sales, improve your cash flow, and boost your profits!

Your headline is your one big chance to interest and influence a selected audience with your message. If you want your messages to get noticed... if you want to be heard... if you want to make a splash in the marketplace... you need to have headlines that not only work, but, work extremely well.

As your introductory point of contact, headlines are often your only chance to capture the attention and stimulate the interest of the people you must reach to achieve the results you want. Headlines are often referred to as the "ad for an ad". They set the stage for the audience and they either "grab" a prospect's attention or they don't. This rings true whether the document is a lengthy sales letter, a tiny classified ad, or, a complete book. Headlines reign supreme.

Great headlines create excitement, anticipation, and enthusiasm for more. A single headline has the power to launch a multimillion dollar business... or to turn a losing campaign into a highly-successful one. When your headline succeeds, you've overcome the greatest obstacle facing all marketers; you've won over -at least for the time being- a receptive audience for your message.

When you've acquired the skill of writing winning headlines, you'll have also acquired the capability of crafting compelling ads and marketing materials of all kinds. Headline writing is the essence of good copy writing. It's all about generating concise, power-packed statements that ignite interest and desire.

Isn't that the "heart and soul" of the best sales letters and direct marketing packages? Headlines... sub-headings... bullet points... a postscript... all of these components are, in effect, headlines. So when you learn to do them right, you're not just learning headline writing - you're gaining valuable skills that can transform your marketing efforts for a lifetime!

[Back to section 2](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The four functions of a headline

According to Robert W. Bly in his "Copywriter's Handbook", every headline you write must accomplish four different functions:

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

1) Get attention:

When you read a magazine or a newspaper, you ignore most of the ads and read only a few of them. Yet, many of the ads you skip are selling products that may be of interest to you. The reason you don't read more ads is simple: There are just too many advertisements competing for your attention; and you just don't have the time to read them all. This is why as a copywriter you must work extremely hard to get the attention of your prospect.

2) Select the audience:

If you are selling life insurance to people over 65, there is no point in writing an ad that generates inquiries from young people. The headline can select the right audience for your ad and screen out those readers who are not potential customers. Ex. "To men and women over 65 who need affordable life insurance coverage".

3) Deliver a complete message:

According to David Ogilvy, four out of five readers will read the headline and skip the rest of the ad. If this is the case, then it pays to make a complete statement in your headline. That way, you can do some selling to those 80% of the readers who read headlines only. Ex. "Caught soon enough, early tooth decay can actually be repaired by Colgate!"

4) Drawing the reader into the body copy:

Very few products can be sold with images only. But most items (specially online) require that the reader be given a lot of information. That information appears in the body copy, and for the ad to be effective, the headline must compel the reader to read this copy. To arouse his or her curiosity. You can do this with humor or intrigue. You can ask a question or make a provocative statement. You can promise a reward, news or useful information. Ex. "What do Japanese managers have that American managers sometimes lack?"

[Back to section 2](#)



Killer Mini Sites

The 22 types of attention-grabbing headlines

Virtually every method of marketing communications can be substantially enhanced with the development of stronger headlines. In fact, I'd venture to say that every type of communication (business or personal) could be harder-hitting... more direct with a powerful punch... and much more effective in attracting a listening audience with a riveting headline.

Here are the 22 types of attention grabbing headlines with an example of each one to help you understand how to use them more effectively:

1) The direct statement headline.

"Get up to 1.25% cash back and become home-free faster!"

2) The question headline.

"What would you do if you had the money?"

3) The testimonial headline.

"Virtuapack.com has increased my sales a very real 357%!!!"

4) The command headline.

"This is your chance to become successful. Take it!"

5) The how-to headline.

"How to have the best sex ever!"

6) The indirect headline.

"10 reward dollars are waiting for you at the finish line..."

7) The guarantee headline.

"Project management guaranteed to help you complete projects on time, on budget and on target!"

8) The frustration/problem headline.

"If the unexpected happened to your computer data today... Would it still be "business as usual" tomorrow? Here's a 100% guaranteed way to make sure it never happens".

9) The deep discount headline.

"4 books. 4 bucks. No commitment. No kidding. If you love to read, this offer is simply a no brainer!"

10) The personalized headline (only if you have the names on your list)

"Finally, here's how you Robert Hendrix, can use 1,479 of the best kept secrets of the world's greatest gourmet cooks and impress your dinner guests like never before!"

11) The benefit headline.

"50 fool-proof ways to make money on the internet!"

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

- 12) The "Reason why" headline.
"9 reasons why you should purchase E-ditor before September"
- 13) The short headline.
"Wife wanted now!"
- 14) The case history headline.
"Starting off with \$56,000 in debts... a young divorced mother tells how she became a millionaire in only 34 months. Here she explains how you can start earning enough money easily to retire a millionaire in 5-8 years..."
- 15) The news headline.
"Doctors astounded by the possibility of these miracle healers!"
- 16) The numbered headline.
"The 7 secrets that can make YOU a better speaker!"
- 17) The "Not this-- but this" headline.
"No horoscopes. No fashion tips. No perfume strips. Just smart, clear financial advice for the independent woman"
- 18) The "If... than" headline.
"If you qualify... You an 5 of your best friends could be off to a week-long ski vacation on Vermont!"
- 19) The invitation headline.
"You are cordially invited to take advantage of a very special offer from The Financial Post."
- 20) The offer headline.
"This book is invaluable... indispensable... and it's FREE!"
- 21) The "Attachment" headline. (Where you send something extra in the mailing... a sample Gourmet Coffee Packet for example.
"Sit down, have a delicious cup of coffee on us... and discover how you can enjoy this fresh-roasted Colombian coffee -- every day!"
- 22) The combination headline. This is nothing more than mixing or combining of two or more of the headline techniques above. The end result of several combinations is a new version that has even more attention-getting and interest-arousing capability.

[Back to section 2](#)



Killer Mini Sites

11 Tips for writing clear copy

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

- 1) The reader comes first.
When you write any marketing piece, you should be thinking about and writing to your reader. Use the word "You" and avoid as much as possible using the words "I" and "We".
- 2) Carefully organize your selling points.
When writing a sales letter, brochure or any kind of ad. Place your most appealing benefits at the top, in the headline and the first two paragraphs... then work them down to the least important one. This way, there is a better chance for you to lure the reader in.
- 3) Break your writing into short sections.
As the length of your copy increases, it becomes more difficult to read. Try to break long paragraphs into shorter, more digestible chunks... make it easy and more prospects will read it.
- 4) Use short sentences.
The same principle applies. Reading a longer sentence is harder than reading a short one. Cut lengthy sentences in half whenever possible to make your copy easier to read.
- 5) Use simple words.
Try to write your copy so even a 6th grader could understand it. Using complex words will not impress your reader, most likely they will annoy him to the point of leaving your ad alone.
- 6) Avoid technical jargon.
Never use jargon when writing to an audience who is not familiar with your industry. Jargon is useful when communicating with a short group of experts... but using it to sell something to outsiders only confuses them and obscures the selling message.
- 7) Be concise.
Good copy is concise. Unnecessary words waste the reader's time dilute the sales message, and take up space that could be put to better use. In other words... don't hype!
- 8) Be specific.
Written advertising persuades us by giving specific information about the product being advertised. The more facts you include in your copy, the better. Copywriters who don't bother to dig for specifics, produce vague, weak, meaningless copy.
- 9) Go straight to the point.
If the headline is the most important part of your ad, then the lead paragraph is surely the second most important part. It is this lead that either lures the reader into the text by fulfilling the promise of

the headline, or bores the reader with uninteresting, irrelevant, unnecessary words... give them the meat first!

10) Write in a friendly, conversational style.

In copywriting, the printed page or the computer screen, substitute the salesperson. A light, conversational style is easier to read than the stiff, formal prose of business, science and academia. Try to become your reader's friend when you write.

11) Avoid sexist language.

Note how in the last paragraph I wrote the word "Salesperson" instead of using "Salesman". Whether you like it or not, sexist language offends a large portion of the population... and you don't sell things by getting readers angry at you. Don't use it!

[Back to section 2](#)



Killer Mini Sites

Using the right tools in your writing

When you are ready to write, get all your tools together and keep them at hand... you don't want to be standing up from your chair every time you need to look for something. Here is a list of the tools I use when I sit down on my computer to write.

Dictionary.

Believe it or not you will use it a lot. A dictionary is one of the simplest yet most overlooked tools for writers... when you need to find the right word it will always come handy to know exactly what it means before putting it down on your script.

Thesaurus.

This too sounds obvious... but it's not. Most people are in the belief that a thesaurus is used to make their writing more "intellectual" and change simple words into complex ones. Wrong! Use the thesaurus to make your writing simple and direct... if you have a long word, hunt down a shorter one. Find short words to say what you mean... if you use long words, people will trip over them.

Here is a rule of thumb.- "If you don't use the word in normal conversation, don't use it in your writing" (Said another way, if you haven't heard the word at the bust stop, don't use it!).

Clichés, sayings, quotes and phrases.

Readers want to see quotation marks on your writings. They want dialogue because dialogue brings text to life. Using quotes is one way to get dialogue (or what looks like dialogue in your writing).

People adore quotes. Why? Because quotes are short, usually wise, often witty or funny and they are many times said by someone they already know (their favorite author or a big name - like Einstein or Kennedy).

Now, let's get something clear... I've been talking about quotes, but sayings, clichés and phrases fit in the same category in your writing. They can all make your writing shine with radiant light!

"The pen is mightier than the sword"

That quote pulls your eyes to it doesn't it?

Quotes add spice to your writing. Glance at any book and if there is a quote in the text, your eyes will spot it instantly. Quotes add aliveness too, because they are perceived as living. This is why people associate anything in quotations with dialogue.

Bookstores everywhere have tons of quote books. These are great reference material... get a few of them, they are sure to spark some great copywriting ideas.

[Back to section 2](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The motivating sequence

Advertisers have developed a lot of "formulas" for structuring all kinds of ads, commercials, sales letters, brochures, pamphlets, etc... but there is one formula that works for creating any kind of marketing piece. This formula is known as "AIDA" and it stands for:

- Attention
- Interest
- Desire
- Action

Let's break these elements down and explain them to you one by one so you can get the feel on how to structure your advertisements.

Attention.- The very first thing you need to do is grab your prospects eyeballs and stick them to your ad. This is done by creating an attractive layout that makes it impossible to ignore the headline.

Interest.- Once you have your prospect's attention, you should generate interest in your product or service. This part is usually accomplished by using riveting headlines that your reader would be crazy to pass-by.

Desire.- Make your lead paragraphs as seductive as possible... try to lure your reader into your copy and hit hard with the most appealing benefits you have. Show your prospect how others have benefited from your product by using testimonials. Use bullets to point out your most compelling selling points. In short - make the prospect want your product so bad that he or she just can't resist it.

Action.- Most copywriters stop after getting their sales message across; and this is where they fail. If you want your reader to buy, you have to ask for the order... if you want your reader to call a toll-free number, you should say so! A call to action is crucial to close most sales and it's really easy to do... just tell your reader what the next step is and he or she will take that action!

As I told you at the start of this article, there are many formulas that have been developed and tested... most of them are based on AIDA. Here's two of them so you can see what I mean:

ACCA (Awareness, Comprehension, Conviction, Action).- In ACCA, the consumers are first made aware that the product exists. Then they must comprehend what the product is and what it will do for them. After comprehension, the readers must be convinced to buy the product. And finally, they must take action and actually make the purchase.

PPPP (Picture, Promise, Prove, Push).- In the four P's the copywriter first creates a picture of what the product can do for the reader. Then promises the picture will come true if the reader buys the product, proves what the product has done for others, and pushes for immediate action of purchase.

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

As you can see, those two formulas are in essence the same as AIDA. Use the one that you understand the best and try to model it every time you write a marketing piece.

[Back to section 2](#)



Killer Mini Sites

Developing a winning USP

Simply put, your USP or "Unique Selling Proposition" is the feature or benefit that makes your product or service stand out from the competition's. It's what makes your product a better buy than all of your competitors, of and by itself... it's the "something different" that your prospects can't get anywhere else... it's only available from you.

Without a unique selling proposition, the average Joe has no way of knowing why he should choose your product or service over all of the others that are available. And it's your responsibility as a copywriter to tell your potential customers why your product is more desirable.

If you don't tell them why, they'll never know... it's that simple. Never assume that your prospects know anything - make the effort and tell them. USP based copywriting is the most effective, wallet-fattening writing there is. With very few exceptions, all truly effective copywriting is based on this concept so don't overlook it.

How to develop a winning USP.

Coming up with your USP is actually pretty simple. This method was developed by Jay Abraham and it uses a small form that you can download from this site:

[Click here to download the USP developing sheet.](#)

Now that you have it open it, print it and start filling-up the blanks. Let me give you an example of how it's done:

"You know how most e-books look just the same and have the same dull interface as the next one? Well E-ditor 2 has changed all that. Now you can create custom skins that will make your e-books stand out from the crowd and get more sales. Plus it comes with a full 6 months total satisfaction or your money back guarantee!"

Do you see how the questions work to help you get a handle on what's unique about your business? This method is so simple, it's beautiful. It's power is in it's simplicity. Developing a USP will do several things for you and your business:

- 1) It will lay out in precise detail what your customers can expect from your relationship. This builds up on your credibility.
- 2) It gives you an overall focus on where the rest of your advertising and marketing efforts should go.
- 3) It's highly unlikely that any of your competitors will have anything even remotely like a USP; and so yours will have an incredible knock-out blow to anyone else who tries to compete with you. They don't stand a chance because none of them can clearly, and succinctly express the reason why their prospects should do business with them instead of doing it with you! And that, my friend, is a powerful position to be in...

- Index
- Introduction
- Section 1
- Section 2
- Section 3
- Section 4
- Section 5
- Section 6
- Section 7
- Discounts!

[Back to section 2](#)



Killer Mini Sites

The 22 reasons people buy from you

Different people buy products or hire services for different reasons. When a family purchases a computer, they want that gets their types of job done (kids homework, their billing balances, etc); and most of them will purchase a small or medium-sized computer that suits their needs. But such a computer would not be good enough for me, I feel I am a power-user and will always purchase the latest model with all the bells and whistles included... I'm basically buying more than a computer, I'm buying status, prestige and security.

Before you write your copy, it is a good idea to check this list and find the exact reasons of why your prospects might want to buy your product. Don't just read the list, *think* about each of the reasons and then come up with the ideas for your advertisements.

The 22 reasons people buy from you:

- 1) To be liked
- 2) To be appreciated
- 3) To be right
- 4) To feel important
- 5) To make money
- 6) To save money
- 7) To save time
- 8) To make their work easier
- 9) To be secure
- 10) To be attractive
- 11) To get sex
- 12) To be comfortable
- 13) To be distinct
- 14) To be happy
- 15) To have fun
- 16) To gain knowledge
- 17) To be healthy
- 18) To gratify curiosity
- 19) For convenience
- 20) Out of fear
- 21) Out of greed
- 22) Out of guilt

Think about all the things you buy and why you buy them. You buy perfumes to smell nice (and you want to smell nice to attract the opposite sex). You buy a gold-plated money clip not to hold your money, but to be distinct and to feel important.

Once you understand what makes people buy things, you know how to sell and write killer copy. The rest is just organization and good editing and a few simple techniques.

[Back to section 2](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

Writing for the web (long copy vs. short copy)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

Many direct marketers say: "Long copy sells more than short copy". There is some truth to this... but my take on the subject is a bit different. The web is a new medium and copywriters should learn to adapt to it's audience.

The key to writing the right amount of copy is this: **"Copy is never to short or to long if the reader takes the action you request"**.

Studies have proven that internet users have shorter attention-spans than book or magazine readers. Thus, your copy should be even more compelling and generate more interest than never before.

Your copy must be so riveting that it will be read from the beginning to the end. Everything else is secondary. If you don't write compelling copy, you'll never get the reader to read the part of the copy that does the selling of your product or service... and you'll lose the sale!

Will people read long copy? Sure they will, but only if that copy is interesting enough. According to old copywriters: "Copy should be like a woman's skirt. It should be long enough to cover everything, but short enough to make it interesting". And this concept has never been so true as with the internet.

Your copy should be long enough to tell the entire story, to make the entire sales pitch and to get your points across. Not any longer and not any shorter. If you make it shorter you will not build enough interest on your product and you'll loose your prospect; on the other hand, if your copy is to long, you will bore your reader and he or she will click out of your website faster than a lottery winner makes new friends... =)

The price factor.

There is another factor that greatly influences the amount of copy you write: the price of your product or service. I've seen low-ticket items in the \$20-\$50 dollar range being sold with just three short paragraphs of tight and highly-seducing copy.

But you should not even try to sell a high-ticket item with just a few paragraphs of copy... no matter how good your writing is. In my experience, longer copy is a *must* for higher-ticket items.

[Back to section 2](#)



Killer Mini Sites

Words that make people buy

Psychological studies have proven that there are certain words that can help you turn your prospects on and motivate them to buy from you. Here is a list of words that can help you do just this...

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!

| | | | |
|-------------|--------|-----------|-------------|
| Free | Sale | How to | Healthy |
| Love | Now | Discover | Guarantee |
| Safe | Value | Introduce | Natural |
| New | Fun | Easy | Fast |
| Benefits | Save | Your | Precious |
| Right | Gain | Proven | Secret |
| You | Money | Penetrate | Solution |
| Alternative | Happy | Suddenly | Magic |
| Security | Advice | Proud | Comfortable |

"FREE" is a very powerful word. Do not advertise "Free samples" if you expect the user to pay for postage or something else. If you abuse this word (or any others in the list) you've lost your credibility and your sales will plummet. Free means that the consumer will not have to pay for anything!

Use these words to express your product's benefits rather than it's features. For example, don't say "This software has x, y and z"... instead say "This completely-guaranteed software will save you time and money because it has proven x, y and z".

Words you should avoid like the plague!

In the same fashion, there are some words that scientists and psychology professionals suggest you avoid because they make your prospects want to stop reading. Here's the list of words that you should try not to use in your writing...

| | | | |
|------------|----------|-----------|----------------|
| Buy | Failure | Cost | Loss |
| Difficult | Decision | Sell | Hard |
| Death | Fail | Taxes | Contract |
| Obligation | Bad | Liability | Responsibility |
| Wrong | Deal | Worry | |

After you've written sales material... NEVER send it out immediately. Always put it aside for at least 24 hours and then come back and read it... almost always you'll find mistakes or points that could use some improving to make your message more enticing to the reader. You should also show your writing to your friends and have them critique it.

[Back to section 2](#)



Killer Mini Sites

Words that make people buy

Scarcity is used as a closing point in your salesletters in a method known as the "Take-away close"; and it's extremely effective.

What happens is this... you present your case and build up on the excitement of all the benefits your product has, you make prospects slobber because they've got to have what you're selling. Then, you let them know, that there is really not that many left -- or that they'll have to wait six weeks to get it unless they order today, or any number of other techniques for "taking away" the benefits that your potential customer so badly desires.

What you do in you salesletter is tell your prospect that what you are selling and he wants so bad:

- * Is only available for a limited time.
- * Is available at a discounted price only for a limited time.
- * Is available with the bonuses for a limited time only.
- * Was produced in small quantity... "We'll be out of these by the end of this week so hurry up and order right now!".
- * There are only 15 seats left at your workshop.
- * There were only 150 copies printed, and if they want one they'd better act now because you will not print those again.

By creating scarcity, your prospect begins to think "Gee, I'd better get this before it's too late!", which is exactly what you want them to do.

Here's a very important thing to remember when using the scarcity tactic: You need to be honest about it and appear to be honest. Make sure the scarcity is actual, factual and real.

Think about it for a second. If your "Scarcity tactic" is fabricated and not honest, your prospects will perceive this, and the whole tactic will turn against you. It's kind of like using those testimonials with only the initials of the person you're quoting... it looks fake... it becomes completely unbelievable... you'll loose the trust you worked so hard to get and you will loose the sale.

The scarcity tactic is an incredible motivator when used correctly. It will push your prospect over that "last bump" and get them to take the action you're after... it will make the buy NOW!.

[Back to section 2](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The header graphic block

This block has three purposes. The first function is that it needs to take your visitors by the eye-balls and pull them in (grab their attention as soon as they see it). This image usually contains your company logo, a good photograph or illustration related to your business and when needed, the links to navigate across your mini-site).

The second purpose is a functional one: Navigation. Having your links in this block gives the user a pretty good idea of how your website is structured... this gives you an advantage; your visitors will spend time paying attention to what you have to say instead of trying to figure out how to navigate through your site.

And finally, the third purpose (and probably the most important of them all) is to compel your visitor into reading your headline. If your header graphic is not professionally designed, you are in the risk of losing visitors... spend the right amount of time when creating this crucial block or have someone create it for you, but don't skip it like most marketers do - the success of your mini-site depends directly on how well you execute each of these blocks!

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The headline/promise block

This block is extremely simple. It promises a BIG, powerful benefit to the prospect... contrary to what most internet marketers say, it is extremely important that you push the envelope just a little bit by making your headline benefit very bold and sometimes unbelievable (I'll tell you why in the next block).

Let's take www.PublishYourNewsletter.com as an example. On this mini-site, Monique Harris uses this as her headline benefit:

"Discover the techniques to turn any electronic newsletter into a \$20,000+ a month profit stream!"

THAT pushes the envelope of believability. It is an extremely exciting benefit, but it sounds almost too good to be true. Right? Well check out the next block to see why things should be done this way...

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The testimonial / credentials block

On this block you'll include testimonials that users have sent you about your product or service. If you don't have any testimonials yet, email some of your customers or send the product to a few of your prospects for free in exchange for their testimonial... and once you start selling, always ask for one from your new customers.

On this block you can also include your credentials, but you should only include these if they relate directly to the product or service you are offering on that mini-site. Else, you're better off without them. Again, check www.PublishYourNewsletter.com to see it in action.

This block serves two purposes. First, after the tremendous promise that you've made in the headline block, it's highly likely that the prospect doubts your ability to deliver. But you see, you've set them up! And you are now moving for the kill! The testimonials and your credentials demonstrate that the promise you made is indeed accurate and attainable by everyone.

This killer technique lowers their guards to the ground! The second purpose of this block is to set the stage for the prospect to accept everything that follows. After eliminating any doubt the prospect may have had, you've gained their trust. ***ANYTHING*** else you say after lowering their guards will be accepted as true.

Placing your testimonials right up front is crucial. You want to get your prospect on your side as quickly as possible. If you're making a lot of powerful claims and you don't present your testimonials until the end, it may be too late. You may have built up so much doubt that even the strongest testimonial won't be able to overcome it.

This point is so crucial I'm going to repeat it again:

The success of this mini-site formula relies on placing your satisfied customer testimonials as close to the top of your mini-site as possible.

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The informational block

On this block, you will talk about your business area - the one that your product or service is about... but don't tell them about your product yet. This block should give a small introduction to the subject and tell your visitors about the problems in this area.

It's extremely important that you build up on the frustration they feel because of these problems and how you used to feel that way too (empathize with them to put yourself on their side). Give them a few hints that those problems are a thing of the past and close this block by telling them that you have a solution that will put an end to their problems.

The purpose of this block is to position yourself as someone who has a deep understanding of the subject and the problems that exist with it - to position yourself as an expert in the area (you'll prove this with the help of the next block).

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The product introduction block

This block consists of two elements. The first one is the introduction of your product as the solution to the problems of your prospect. The second element is a graphical representation of your product or service.

Presenting your product visually to your prospects is extremely important, especially if you are selling a digital product. But a visual representation I am referring to a virtual package, like the little special report graphic you see in the splash image of this report.

Many people are now comfortable purchasing e-books and downloadable software, but there are still millions of new users out there that are not familiar with these concepts and require a "psychological hook" to tie their minds to reality and help them understand better what they will be getting by purchasing your product.

I have to warn you about something. There are many companies out there that are now offering to create covers for your e-books and visual representations of all sorts, some go as low as \$15 per graphic! *BUT* the graphics they create for you are just that - Cheap looking graphics that scream: I was made by a computer! I'm not real, don't buy me!. The whole point of having a virtual package for your product is to make it look real and believable and to create the psychological hook I told you about ...please don't fall in the trap of having a cheap graphic made, they could actually hurt your sales and you're better off without one than having one of those on your mini-site.

I am an expert graphic designer and for years I have specialized in the matter of creating virtual packages... my main site was the one that started the whole e-book covers movement online (www.virtuapack.com). If you need someone to create the header graphic and a virtual package for your mini-site, just check out the "Discounts" section of this book and you'll be pleasantly surprised.

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The benefits block

This block is quite simple, it is the block you will use to build up on how your product can solve each of the problems your prospects have. Tell them about all the benefits that they will get once they own your product (or hire your service) and make these points as compelling and seductive as possible. Get your prospects to see themselves enjoying the benefits of using whatever you are selling.

The single purpose of this block is to create desire for your product so don't leave anything out, give them as much information as they need. Use bullet lists to express the benefits and mix them with paragraphs to explain your more complex points; you can also mix in some testimonials to remind them that everything you are telling them is true and that you have others to prove it.

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The call to action block

The single purpose of this block is to make your prospects an offer that will make them flip out their wallets and order from you. In order to create an irresistible offer, I've developed this formula for you to use in your mini-sites:

Free stuff + Your most appealing benefit + deadline
= An irresistible offer nobody can refuse

Let's break that down in easy-to-swallow morsels:

a) Free stuff.- On this part you'll offer valuable bonuses to your prospect. These bonuses need to be derived from the main benefit you have based your offer on - this will give your bonuses a perceived value that otherwise they wouldn't have.

b) Your most appealing benefit.- A single paragraph reminding them what your most appealing benefit is, this acts as a way to mentally underline their desire for your product and increases the perceived value of your bonus items.

c) Deadline.- Putting an end to your offer through a period of time creates scarcity. You should be honest when setting a deadline and really take away the bonuses or raise the price when doing it. If you don't plan to do it, do not set a deadline to your offers.

A deadline makes prospects' minds think: "Gee, I'd better get this before it's gone". This compels them into taking immediate action which is the whole point of creating your mini-site.

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The guarantee block

Offering a guarantee takes off the risk of their shoulders and puts it on yours. It gets rid of that last bump of resistance that prospects will have and make them order right away.

The longer your guarantee covers your product or service, the larger number of sales you will get. A one year money-back guarantee is definitely more compelling than a 30 day one... right? Well how about offering a "guaranteed results" or a "lifetime" guarantee? Do you think those would work? You bet they will!

Of course, you need to have a good product and be sure of your claims before making such a bold statement on your site. If you do not plan to back up your claims, modify your guarantee or better yet, improve your product so it does. People have a sixth sense when it comes to honesty... be honest to them if you want them to exchange their hard-earned money for your product.

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!



Killer Mini Sites

The action summary block

This is by far the most important block of them all. It is where you will make or break your site, it's your chance to close the sale. Your whole mini-site was created with a single purpose: to make visitors take immediate action... and this is where you get them to do it.

Finish up by stating once more your most appealing benefit and how it will help your prospect solve it's problems and finalize by asking for the order - you wouldn't believe how many people forget this final step, if you don't ask for the order they won't!

Make it easy and logical for them to purchase... remember this: "You can never make it to easy!". The process of placing an online order for your product can be obvious for you, but it's not as logical for everyone else; so make it as easy as possible for them to order and they will... make it just a tiny-little bit complex and they won't.

[Back to section 1](#)

Index
Introduction
Section 1
Section 2
Section 3
Section 4
Section 5
Section 6
Section 7
Discounts!