Magic Formula Mini Sites

Your definitive guide to Marketing any type of MINI SITE!

Mini sites have made a lot of money for A LOT of people. They are simple and easy to use, and can make anyone who is serious about making money online a substantial profit. If you really learn how to use them, they can become your full time profit machines. In this ebook, I will teach you about the different types of mini sites, and how to market them. I wont teach you how to build them, but my friend Kidino has created a complete A-Z site on building your mini site. You can visit his site, and learn how to build your mini site from the ground up! Kidino's site is like no other mini site out there, and for those of you who are brand new to building mini sites, you must check out his site at:

So, what are mini sites? Mini sites are usually a 1-5 page website that focus on selling ONE thing. A product, service, promotion of a program, or any one thing you could ever want to sell or promote online. I have tried to make this ebook a definitive guide to marketing almost any type of mini site. It will be updated with the latest and greatest information on a continual basis.

First, what you are selling or promoting via your mini site does not have to be yours. Personally I mainly promote my own products and services. I believe that's where the real money is. However, there are many people who promote other people's products and service through affiliate programs and make quite a bit of money doing it that way.

What's an affiliate program?

A mutually beneficial relationship between a website and a company. The company seeks to generate more web traffic, sell more products, or seek out potential customers through leads. The website seeks to make a profit by selling ad revenue on the site. Affiliate programs come in many shapes and forms.

This definition was taken from: http://www.webmaster-affiliates.net/dictionary.php In the resources section you will find resources on finding different types of affiliate programs so that you can find products to promote if you don't have your own.

I'm not going to cover affiliate programs in this ebook because there is way too much free information available online that will explain affiliate programs to you, and show you exactly how to use them. In the resources section of this ebook I have listed a few of those.

Let's get right into the different types of mini sites and how to market them.

First I want to talk about the different types of mini sites. I have broken down the different types of mini sites into 3 categories and I will discuss them with you one at a time.

1. Mini Site Lite
2. The Original Mini Site
3. Mini Site Extra

*Note the above terms are my terms. They are names that I have made up so that when I am building mini sites I have something to go by. I build so many of them that I have made categories for them. I'm passing this information on to you so that you will know which kind of mini site is right for whatever you are promoting or selling.

Mini Site Lite

What you need to create a "mini site lite" type site:

1. Domain name
2. Hosting
3. Something to promote

I love building "mini site lite" type sites. They are quick and easy for me to build, and I can build many of them in a small amount of time. "Mini site lite" type sites are simple one-page sites that either have their own domain name, or they can be just a one-page site built on any domain name you have. I most always buy a domain name for each and every mini site I create no matter how big or small.

"Mini site lite" type sites can be landing pages, one page salesletters, etc. They are used to get a sale right now, collect information from the visitor, "presell" the visitor, and many more uses.

I have found "mini site lite" type sites to be the hardest and most expensive to market. Don't let those words scare you away though. I have also found that they make you the quickest and easiest money.

If you are looking to get your "mini site lite" type site indexed in the search engines, you better think again. They almost never get indexed. Why? Well that's the million-dollar question.

From my study of SEO I have gathered that they don't get indexed because they lack content (some search engines will even penalize your site because of this). Search engines love content. When you have a lot of pages of relative content on your site the search engines will index the heck out of you. For us marketing using the simple one page, "mini site lite" type sites, we have to look for other ways of marketing.

There are several other ways out there to market your "mini site lite" type site, so don't be afraid to build one of these. I recommend them to beginners because they are easy to build, and you can learn the right ways and the wrong ways to market with them because it's easy to track what's going on when you just have a one-page site.

Note: For an incredible tracking system that can do it all for you I recommend http://www.mytraffictracker.com Why? MyTrafficTracker.com provides the best tracking around hands down! You'll also get incredible customer service. How do I know? Because I'm your customer service. ☺ That's right MyTrafficTracker.com is my latest creation for those wanting to track their sites and ad campaigns easily from one spot at a LOW cost! Readers of this ebook get 50% off. Just email me that you saw this offer and would like to take advantage of it and I will get you all set up. liz@tomeymarketing.com

Here are a few examples of "mini site lite" type sites. I'm going to go through them with you step by step and tell you how each one is used.

Mini Site Lite Examples

http://www.JointVentureSeeker.com is my latest site I that I have developed so I will be using it as an example through out this ebook.

The first type of "mini site lite" type sites we are going to talk about is the one page salesletter site.

Take a look at http://www.JointVentureSeeker.com. You will see the everyday one page salesletter. The main purpose of this site is to get the visitor to buy right now. I explain what I am selling, and tell them why they need it for their business. I offer them bonuses, and then ask them to purchase. Simple and easy to build. All you need is the know how to build a site and the ability to write good ad copy. Copywriting is another subject that we wont cover in this ebook, but there is information on copywriting in the resources section of this ebook that will help you out.

Let's pick my one page salesletter page apart, so that you can understand exactly how a mini site lite type mini site works.

Above is the first thing you see when you go to http://www.JointVentureSeeker.com You see my headline and my headline by line. As you scroll down you will see that I am giving away a free report. I am giving this report away for free because I want to give my visitors a little proof that I know what I am talking about. Since I am trying to sell a joint venture package, my report is on joint ventures. They have to give me their email address to get it though. Once they sign up for my free report they are

put into my autoresponder where they will get 3 separate messages. The first one will ask them what they thought of the report.

The second one will thank them and ask if they have had a chance to look at my product and if they had any questions about it. The third one is a surprise, so if you want to know you'll have to go sign up. ☺ This is call lead capture. You get your visitors email address, so even if they don't buy your product you can still contact them.

Here's one important thing I want to point out to you. When you put a lead capture form on your page like I have make sure that it redirects the visitor back to your page. I sat mine up so that once the visitor submits their information they are redirected back to an identical salesletter but it doesn't have the lead capture form on it. Try it and you will see what I mean. The main thing to remember is to always redirect them back to your site.

I've also added testimonials from various marketers who have reviewed my joint venture package to give my product credibility. I'm well known offline, but online I'm not, so I need to gain all the credibility I can online right now. Testimonials are a great way to do that. The more you can get the better in my opinion. Some say that it makes your salesletter page look longer. I think it gives it more credibility.

Bonus # 1

"35 Joint Venture Resources Your Business Can't Survive Without"

Over 35 Joint Venture articles PACKED with information you can't survive with out! These are incomparable articles that have given business owners both online and offline the knowledge to build their business using joint ventures!

Bonus # 2

Did Joe Vitale's Hypnotic Marketing Force Me To Buy His Ebook?

Read this case study on how one of THE best marketers online today Dr. Joe "Mr. Fire" Vitale used a little known sales tactic that sent ME running to his site to give him my money!

Bonus # 3

Plus FREE resell AND branding rights!! That's right were giving you resell rights and branding customization rights both "Did Joe Vitale's Hypnotic Marketing Force Me To Buy His Ebook?" AND "Joint Venture Articles Your Business Can't Survive Without!"

You can give these away, bundle them with other packages, or sell them. You can also brand it with your affiliate links and make even more money!!

Bonus # 4 There are NO GURU's. The GURU is dead...
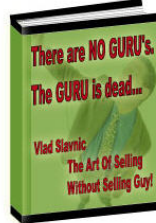
Vlad Slavnic - The Art Of Selling Without Selling Guy!

This book is a must read for ANYONE in marketing. Vlad speaks on the "Guru" issue that is plaguing the online and offline marketing, coaching, copywriting, and consulting world!

You can obviously see that you are going to get way more than your moneys worth when you invest $67 for the Ultimate Joint Venture Package! Just to make sure you know exactly what you get, let me go over it one last time for you.

Now that I have explained to the visitor what I am selling and why they need it to succeed with their business, I'm going to give them some bonuses if they buy my product. Some call them bonuses, or incentives, or thank you gifts. It's up to you what you call them, but your visitors like getting more for their money, so USE THEM!

There is one purpose for a one-page sales letter site and that is to get the visitor to buy right now. This will be the MOST important site you build if you are selling

your own products. If you can master the art of building and getting people to buy from your one page sales letter site, then you are definitely doing well!

The last thing you will see on my sales letter page is the call to action and the order button. This last thing completes my one page sales letter. Although I didn't go into great detail, I just wanted to give you a quick explanation of exactly what a one page sales letter "mini site lite" type site was and how you could use them.

The next example of a "mini site lite" type site I am going to show you is a landing page.

Still using JointVentureSeeker.com as an example, let me show you the landing page I built for it. http://www.jointventureseeker.com/welcome.htm

I first started the page with a welcome message and a little bit about myself. I wanted to give the visitor a little bit of my personality. Since I can't personally be on the page to welcome everyone, I always try to put a little of my personality into the words on the page.

I then start telling the visitor about what I am promoting and how it has helped me build my businesses.

To build my credibility I have also placed a few testimonials on my landing page for those who visit my site and don't know who I am.

The last thing I do is give them something for free just like on my salesletter page. This way if they don't click through to my salesletter page, they are put into my autoresponder, so I may have a chance of getting them to my salesletter page where I can ask them for the sale.

Landing pages are used to presell your customer. Meaning you get them ready to buy. You get on a personal level with them instead of just sending them to the page to buy. Tell them why they should buy, what you think of the product (even if it's your own), use testimonials to build credibility, use a lead capture, but most of all get them in the mood to buy. I have found putting my personality into a page really helps sell. I don't try and shove it down their throat, but rather just give them my opinion.

Landing pages are quick and easy to build and can server several purposes.

The last example of a "mini site lite" type site I am going to show you is the lead capture page. There are a million different ways to build these, and a million things you can promote using lead capture pages. I even use lead capture pages for my newsletter.

I built a site offering several quality free items. To get the items the visitor must sign up for my newsletter. I have gotten up to 200 new subscribers in one day using a lead capture page like this.

Here's the lead capture page I used for my http://www.JointVentureSeeker.com site.

http://www.jointventureseeker.com/freegift.htm

Hi there! My name is Liz Tomey. Welcome to JointVentureSeeker.com

Have you been wondering how to build your business quickly and easily? Even if you have a successful business already wouldn't you like to have even more business? Of course you would.

Since 1998 I have built two seperate business, and the main way I have done so is by doing joint ventures. Today I would like to share a special report with you called "11 Joint Venture Ideas To Get You Started On The Fast Track To Quick Profits".

Enter your information below and it will be instantly sent to you email. Don't worry I wont be sending you a load of emails promoting a bunch of crap! That's not my style! I hope you enjoy my gift to you, and if you have any questions, my contact information is at the bottom of this page.

Liz Tomey

11 Joint Venture Ideas To Get You Started On The Fast Track To Quick Profits

This incredible information will give you more than enough ideas to start any joint venture in any market! You'll see the power that joint ventures can bring to your business!

eMail address:	
First Name:	

Submit

We never share or sell your information with anyone. You can read our privacy policy by clicking here.

Thank you,

Liz Tomey

Email Liz
253 4th St - Gates, TN 38037
731.836.0396

This has been one of my most successful lead capture pages I have ever built. I get a lot of sign ups, and almost 9% of them convert into sales. This is why I am a believer in mini sites. They do work.

Let's talk about how I built this site and then we will move on to the next type of mini site.

Again, I started this lead capture page with a welcome and an introduction to me. I told the visitor that I had built two businesses using joint ventures, and that I would like to give them a free gift. Simple enough right?

Take a look at the lead capture page at:
http://www.jointventureseeker.com/freegift.htm

I've once again put my personality into this page. I'm talking to each visitor just like I would if they were coming to my office instead of my website.

Once they put their contact information into the form, two things happen. They are put into my autoresponder and then they are redirected to my salesletter page where I ask them to buy my product.

Can it get much easier than that?

With a little thinking, a little work, a little testing, and a lot of time, you will master the art of creating successful "mini site lite" type sites!

The Original Mini Site

What you need to create an "original mini site" type site:

1. Domain name
2. Hosting
3. Something to promote
4. Content

I gave the "original mini site" type site its name because it's like the regular every day site with one exception. It focuses on one topic instead of many. It's a mini version of an original every day site.

I always get my own domain name when creating an "original mini site" type site. When I pick what my "original mini site" type site is going to be about I want to get a domain name that has my keywords in it. Take for example my site. I use it to promote my joint venture how to package I offer. http://www.jointventureseeker.com/index2.htm is an "original mini site" type site. I originally wanted JointVenture.com. Of course I was way too late for that one. ☺ Although the phrase joint venture seeker is not a searched for term the term joint venture is. If I were going for a keyword rich domain name I would use one of the many keyword research tools out there (I have listed keyword research tools in the resources section.) to find the most searched for keywords related to joint ventures. I'll go more in depth on choosing a keyword domain name in the SEO section of this ebook.

"Original mini site" type sites do take longer to build, but because they have more content, you can use SEO to get your "original mini site" type site indexed in the search engines. You should put a lot of time into optimizing your "original mini site" type site for the search engines. It's the best method for getting free-targeted traffic if done correctly.

"Original mini site" type sites can also help to make you more known and give you credibility. Things aren't like they used to be. A handshake and a smile don't go very far anymore. People have to feel that they can trust you before they buy from you or give you their personal information. You can gain their trust by showing them that you are a real person who really does know what they are talking about.

How do you do that? Well, there are a couple of ways to do that.

You can use testimonials. The testimonials don't have to be yours. If you are promoting an affiliate program via your "original mini site" type site, contact the owner of the product and tell them how you are promoting their product and ask to use some of the testimonials off of their site. If it's your product, give it away free to people and in turn ask for a testimonial.

You can gain credibility and trust by writing articles about what you are promoting. Again, if you are promoting an affiliate program, ask the owner of what you are promoting if they have any articles available for you to use for promoting their product.

Writing reviews about what you are promoting is another way to gain credibility and trust. Speak from your gut when you are writing a review about what you are promoting. People can see through BS, so make sure you really believe in what you are writing or all you will do is make people NOT trust you.

Using testimonials, articles, and reviews also ads content to your "original mini site" type site. Now you're killing two birds with one stone. You are building credibility and trust and adding content to your site.

Content is important to your visitors, but more important to the search engines. As I have said if you have a good tightly focused "original mini site" type site the search engines will index your site. Doing SEO on your site will index it higher. I'll tell you exactly how to do SEO for your mini site in the mini site SEO section of this ebook.

Coming up with your own content is not hard. No matter what you are promoting you CAN write content for it. All you have to do is some research. Research what you are promoting at great length. You'll be amazed at what you can come up with.

Using my JointVentureSeeker.com site as an example again. After I had written the ebook, I needed some articles to promote it. I searched for popular articles on the topic and I went into forums and asked people what they wanted to know about joint ventures. Once I collected this information I just sat down and started writing. I use the book report technique. Study what you are promoting and then write a short book report about it. You'll have more content then you'll know what to do with! It really is THAT simple!

The main thing to remember when building an "original mini site" type site is that you are driving people to your site to do ONE thing. Be it buy, click a

link, or sign up for a newsletter. Make sure that any content on your site points them back to

what you want them to do. Do not give them choices. They may choose what you don't want them to if you do.

Original Mini Site Examples

In this example I will be using the "original mini site" type site I did for my
http://www.jointventureseeker.com It can be found at:
http://www.jointventureseeker.com/index2.htm

When you come to the site, you will see that it's all about joint ventures. On
the left hand side I have a navigation menu. The body of the page has a
welcome message and a product review for 2 separate products related to
joint ventures one of which is my own. You can add as many products as
you would like that fit within your target market. As I find more joint venture
products to promote, I will be adding those to this site, and you can do the
same with your sites.

Let's talk about the content I have placed on this site.

Starting with the navigation menu, you will see a home button. Always make
your navigation menus consistent through out your site. It will make it easier
on your visitor to get around your site. A hard to navigate site will do nothing
but make your visitor leave, so this is very important.

Under the home button you will see another link titled, "Free Joint Venture
Information". This is a free report that I have written on joint ventures. Once
they submit their information, they are placed in my autoresponder, and
then redirected to the main salesletter where I am trying to sell them my
joint venture product. Notice that when you click on this link, it opens in a
new window. That way they

still have my site that they originally came to in front of them. Although I want them to buy my product, I am still promoting two other products on that page.

The next links in the navigation menu are the, "About Us" and "Contact Us" links. These also open in a new window so that the visitor is not taken away from the main site that I want to KEEP them on!

The last link is the, "Joint Venture Articles" link. I searched a couple of article sites and found some great articles on joint ventures. Some of the articles are mine, and some of the articles belong to others. When you start clicking on the articles, notice that they open in a new window. Again, I am trying to keep my visitor on MY site. At the end of every article is a resource box. Although I appreciate the article writers who are allowing me to use their articles, I don't want to just give them my traffic. So, I make each page open in a new window. That way if my visitor clicks on a link in their resource box, I can still give the article writer my traffic, but my page is still in front of my visitor.

Now let's talk about the body of the page. Notice that the first thing I do is welcome the visitor to the site, and introduce myself to them. I feel like that gives them a more personal feel right from the start. I explain to them what joint ventures have done for me and what joint ventures could also do for them, and then I give them reviews of three separate products. I ask the visitor to click a link in each product which takes them to that products salesletter if they would like more information about it or to hopefully buy.

Easy right? It sure is. It just takes a little bit of time and research.

Mini Site Extra

What you need to create an "original mini site" type site:

1. Domain name
2. Hosting
3. Something to promote
4. UNIQUE and VALUABLE Bonuses

Not many people use the "mini site extra" type sites, and I'm not sure why because they work EVERY time I build one.

"Mini site extra" type sites focus on selling one product or service just like any other type of mini site. They have a special twist to them though that makes them stand out. They not only offer one product or service, but offer the visitor special bonuses or incentives for buying the product or service or even signing up for a program or offer from that website. These should be special bonuses or offers not found anywhere else.

"Mini site extra" type sites are more like "mini site lite" type sites than "original mini site" type site. You don't need a lot of content for "mini site extra" type sites. You still need to do a good job promoting the product, but a lot of content is not needed.

The key to being successful with "mini site extra" type sites is to have the best and most unique bonuses for the visitor to do what you want them to do. Be it buying your product, clicking your affiliate link, signing up for a newsletter or program, etc. If you have the same incentives or bonuses everyone else does then you really aren't offering your visitor something extra.

This is another type of mini site that does not do well with SEO. You will have to use other marketing methods discussed later in this ebook to get people to your site because "mini site extra" type sites lack content just like "mini site lite" type sites do.

I'm going to walk you through a "mini site extra" type site I did for a special offer for Chip Tarver's First Contact Secrets, so you will better understand how to do it yourself.

Mini Site Extra Examples

In this example I will be showing you a site I did for Chip Tarver's First Contact Secrets. You can see the entire site at:
http://www.jointventureseeker.com/chiptarver.htm

This is a perfect example of a "mini site extra" type site. I have taken Chip's product and offered my own special bonuses on it. It's your everyday sales page, but it's different in two ways.

1. I've changed the copy and design a little bit from Chip's salesletter
2. I'm offering a special price and MORE bonuses.

This is one of the easiest mini sites to build. You take someone else's product, and ad copy, and simply offer bigger and better bonuses than anyone else.

With First Contact Secrets, Chip let me even offer his product in a different delivery method. When you go to his http://www.firstcontactsecrets.com site you are offered the exact same product I am offering, but it's in print format. His price is much higher than mine also. When you come to my site promoting his product, you are buying it in a downloadable format, and you save $250 off the price of the printed product. That's already a special in its self, but then I go on to offer even more bonuses for buying his product for me.

See how easy it is?

Well, there you have it. The three types of mini sites that you can use to make incredible profits for your business! I hope you have learned a lot about mini sites from this part of the ebook. If you have questions or comments, please email me at liz@tomeymarketing.com I'll be updating this ebook often, so be sure to click the link at the beginning of this ebook to keep up to date with all the mini site information I will be providing.

In the next section, we will be talking about the different ways to market any mini site that you build. Get comfortable, and enjoy the rest of the ebook.

Mini Site Marketing Methods

Let's talk about the different ways you can market any type of mini site. I'm going to cover several different tactics in this section, so get your pen and notebook out, so you can start taking notes.

PPC (Pay Per Click)

I used to be scared to death of anything dealing with Pay Per Click advertising. I joined http://www.turningideasintodollars.com and was doing a case study on a site I had. The members all recommended that I do my testing with Pay Per Click advertising. I told everyone no way. I wasn't even going to try that. I had heard so much bad stuff about it like how hard it was to learn how to do it right, how expensive it was and so on. I CONQUERED Pay Per Click advertising and so can you.

I am not going to go into how to start using Pay Per Click advertising in this ebook. It deserves and ebook all on its own. I can tell you the two resources I used to start using Pay Per Click advertising and I even became successful with it. If you get these two ebooks, you'll know all you need to know. The investment is well worth it.

- Google Cash
  http://tinyurl.com/6dfaj

- The Defenitive Guide To Google Adwords
  http://tinyurl.com/dr47d

Here's a way to look a PPC. If you buy a little bit of PPC traffic at a time, it's a great way to test your site, ad copy, and so many other variables. You must figure out your conversion rate though before you start putting a lot of money into it. Once you know for sure how much you have to spend to get a buyer to your site, AND still make a good profit, then you can start spending a lot of money on PPC.

Forums

Some say that marketing via forums doesn't work. I think just the opposite. Heck, my very first sale online came from a visitor of a forum that I had posted to. So, you can't convince me that they don't work. I've made many more sales by just being active in the forums.

There is a right way and a wrong way to use forums as a marketing vehicle. If you post blatant ads in a forum, #1 the moderators will probably delete your post, and #2 you will not be taken seriously as a marketer. Those two consequences alone should be enough to make you NOT place blatant ads in a forum.

I visit many forums. Mainly to interact with colleagues in my profession, but to also help others with questions they have and to ask questions of my own. By being active in the forums, not only have I made sales and gained subscribers, but I have also made many friends whom I've worked with, and developed personal relationships with. Having business relationships with others in your profession is the key to being successful. Ask any big "guru" and they will tell you that.

Now let's talk about how to get people to your site by posting in the forums. As I said early, blatant ads are unacceptable in the forums, but a signature file is not. Most forums will allow you to have a signature line at the bottom of each of your posts. In this signature line, you can usually have a few lines of text with a link in it. For instance one of the signature lines I use in the forums looks like this:

Liz Tomey
http://www.TomeyMarketing.com - Unique advertising methods to help you build your business.

I use several different ones, but I'm using the above as an example for you.

By having my URL in my signature line, anyone who reads my post can see my URL and if my text interests them they can visit. I don't suggest using a lot of hype in your signature line. Forums aren't just for promotion. They were meant to be an information source, and a way to interact with others. When posting you need to make sure that you are either posting relevant information, or asking relevant questions. Don't just post to get your signature line on a forum.

Forums are a powerful promotional tool, but if you don't use them right, they can hurt you more than they can help you.

Articles

Whatever you do, please do not underestimate the power of articles. They are one of the most powerful viral marketing tools, and the EASIEST way to get targeted traffic to your website.

Articles do several things such as establish you as an expert on the topic you are writing on which gives you credibility, placing your link in the resource box also puts your link on tons of sites, and articles can do even more for you. Just the two examples I've shown you so far are enough to really get the ball rolling for you, but I'm going to tell you even more about the power of marketing with articles.

Every webmaster and ezine publisher needs content. The most sought after form of content is articles. Imagine writing an article, submitting it to article databases and posting it on forums. You'd have several people posting it on their site or emailing it to their subscribers. Don't you think that some of the people who receive it will do the exact same thing? Of course they will. When you stop getting traffic from one article, simply create another one and start the traffic flood all over again. It does not get any simpler than that!

Okay, I know what you are thinking now. I don't know how to write articles. WRONG! You do too, and you just don't know it. Do you remember when you were in junior high school and you would read a book and your teach would make you do a book report on it? Writing an article is as easy as writing short book report on what you have read. All you have to do is say find 10 articles (which is super easy) read them and study them well. Take what you learn from them and write a one page book report on it. Make sure you make it unique to you and don't just copy! Guess what? You now have your very own article. Yes, it's that easy!!

The next thing is to get your article in front of people. The best way to do that is to submit it to article banks (also known as article directories). Here are a few of my favorites:

You can also promote your articles in some forums. Here are a list of forums that allow you to post your articles:

http://www.OnlineMarketersForum.com

Another way to get your articles out there is through article announcement lists. There are still a few good ones out there such as:

I also use a software called Article Submitter Pro. It totally automates the article submission process, and I've had a great success with it.

If you don't use any of the promotion tactics in this ebook, just make sure you give marketing with articles a shot because it's more than worth the effort.

Mailing List

We've all heard over and over again, that the money is in your list. This is the one thing that the "gurus" preach that I totally agree with. You can make a lot of money by having a list of subscribers from your target market. Once you have established a list, you can promote to them over and over again. I'm not going to tell you how to build a list because there is way too much information on that topic as it is. I will tell you how to market your mini sites to your list though.

Before we begin, let me first explain that having a target market is very important in this task. If you have a list of subscribers who are interested in dogs, you don't want to email them offers on buying houses. So, for each type of mini site you have, you will have a different target market, thus you should have separate lists for them.

Each mini site will need to have it's own opt-in newsletter. Keep these lists separate. Depending on what software you are using for your subscribers will depend on how you do that. Keeping them all separate is a must though.

By having many different lists for different markets, you will be able to promote several different products.

Here's an example.

I have 4 different mini sites that I am currently promoting. Each has a totally different target market. On each of the mini sites is an opt-in form that I get my visitors to sign up for. That way, I not only get to promote the product from the mini site, but also products and services that are related to my product from my mini site.

For instance on my http://www.jointventureseeker.com site. I offer my visitors a free report on joint ventures for signing up for my opt-in list. They are put into my autoresponder series where I promote my joint venture product to them. I know these people are interested in products and services related to joint ventures. To get the most profit from this targeted list, I search for other products and services I can promote to this list that

are related to joint ventures. I make commissions when my subscribers buy, and you can do this over and over again!

Viral Ebooks

Viral ebooks are one of my favorite ways to get the word out about my site. Since ebooks came on to the Internet seen, they have been one of the most searched for items online. In order to use them effectively, you will need to find an ebook that fits your target audience, and that you can brand.

Let's talk about finding one for your target audience first. If I'm promoting a new fertilizer for rose bushes, I'm not going to use an ebook on car repair to try and promote it. I would find an ebook on gardening or better yet rose gardening. The
closer you can get to your target market the better. Just make sure you are using an ebook that fits your market.

You'll also want to make sure that you can brand the ebook. A brandable ebook is an ebook that has links and/or text in it that you can change. For example, I have developed several different types of brandable ebooks for my customers. They can change my information such as name and website address to their own name and website address. I also offer other links and text they can brand, but you want to at least be able to brand the ebook with your name and your website.

Now you've got an ebook that is branded with at least your name and website address, you're ready to make it viral so that people are reading the ebook and clicking on your website link.

You can use the advice in the above topic on forum marketing for getting your branded ebook out there. Use it as a free gift to your subscribers. Ask other people in your business if they would like to give it away for you. People love free gifts, and I'm always looking for good quality information to give to my subscribers and website visitors. It's easy to give ebooks away. Get creative and you'll be seeing your branded ebook all over the place. This technique works best in markets not related to Internet marketing, but it still works. You're reading my brandable ebook right now. ☺

For more information on Viral Ebooks I recommend Jimmy Browns Viral Ebook Brainstorm Click here to check it out.

If you don't have time to build your own ebooks, a new site called
http://www.ViralEbookAds.com now allows you to advertise your ads in
targeted viral ebooks. You don't want to miss this site!

Spying

Yes, I said spying. By taking a look at what your competition is doing you
can get some great ideas. Pay attention to what tactics they are using on
their subscribers and/or visitors and test those tactics.

For instance, there is a marketer out there who has a similar (but not near
as good ☺) joint venture product to mine. I noticed he was claiming he was
getting several people joining his opt-in newsletter on business building. I
was struggling with that part of my site. I went to his site to do a little spying.
I looked at how he was asking his subscribers to join, and them joined his
opt-in to see what he was mailing them.

I saw that he was asking his visitors multiple times using various methods to
join his opt-in on business building. He was also offering an incentive . (A
free product.) I started using these tactics, and I was shocked at the
dramatic increase in my opt-in rate.

Spying is not an unethical business practice. It's okay to use someone's
idea and make it your own, but it's not okay to just out right copy someone,
so use good judgment when "spying" on your competition.

Blogs

Do you have a blog? I was asked that over and over again before I got my
blog. I got a blog to see what the big deal was. It IS a big deal. If you don't
have a blog, you can go over to Chip Tarver's blog and get an INCREDIBLE
guide on building your first blog at: http://www.firstcontactsecrets.com/blog/

Now let's talk about how having a blog can help your business.

Traffic Page

I have made a section on getting traffic to your site for visitors to my blog. In
this section I share several techniques on how to get traffic to your site. It

changes constantly and I try to add new tips at least once a week. Just go to: http://www.LizTomey.com for all of my "traffic tips".

SEO for Mini Sites

As I said, doing SEO for most types of mini sites is REALLY hard to do because mini sites lack three things that search engines love: keywords, content, and links.

Let's get started on doing the game of SEO for your mini site.

SEO stands for search engine optimization. Search engine optimization simply means using certain techniques to get as much free search engine traffic as you can. We all love free traffic, so SEO should be the first thing you do when starting promotion for any site.

You can SEO your site by doing several things such as writing text rich with your keywords, making sure your page CAN be spidered by the search engines, applying alt tags to images, and several other techniques we will discuss.

Let's start with your domain name. Some believe that having a keyword rich domain name helps your search engine position. I totally believe that. Go to Google.com and search for joint ventures. Take a look at the URLs in the results. What term do you see in them? Enough said…

Still using my http://www.jointventureseeker.com site as an example, I chose the domain name because it had one of my keyword phrases in it. Am I ranked high in the search engines because of this domain name? No, because I have done absolutely no SEO on the site because I use other marketing methods to promote it. So just because you have a domain name with your keyword phrase in it is just one of the many steps of successfully SEOing your site.

Let's talk about the text on your page. Your keyword phrase should be all through your text. I chose two keyword phrases joint venture and joint venture marketing. Why did I choose those two terms?

Since my product was related to joint ventures I thought that would be a good term to use. I used a keyword research tool to find out how many times it was searched for. I was satisfied with the amount of searches for that key word phrase, so I decided to use it. My keyword research tool also gave me other highly searched for terms and out of those I also decided to use joint venture marketing. In the resources section of this ebook, you will find more information on keyword research software that I recommend.

So, the VERY first thing you need to do is decide what keyword phrases you want to target. I usually pick 2-3 keyword phrases to target. The best way to decide on the keyword phrases you want to use is to think of what your visitor would type into a search engine if they were looking for your site. You will want to use a keyword phrase that gets searched for. Most keyword research tools will tell you this. Be careful to make sure you don't pick an extremely competitive keyword phrase like "make money". Too may people are already competing for top search engine rankings for this phrase. You'll get a better search engine rank by using a related keyword phrase. For instance, if you have a site that deals with making money with ebooks. Instead of using the too competitive keyword phrase "make money" use the keyword phrase "make money with ebooks". Not only will you do better with the search engines, but you will get very targeted traffic from them.

Now that you have your keyword phrases picked let's start using them in your website.

Your keyword phrases need to be in the title of your page. The title of your page goes between the <title></title> tags within your HTML. Another place to put your keyword phrases is within your heading tags such as <h1></h1>, <h2></h2>, <h3></h3>, and so on. Your ALT tags which are contained within your image tags should also contain your keywords.

Here's an example of this:

The most important place your keywords phrases need to appear are several times within the body of your text. Don't just jumble your keyword phrases into your page. You still want your visitors to be able to read your text.

Now that your page is loaded with your keyword phrases, let's talk about some other SEO techniques you can do to help your search engine rank.

Having a sitemap for your site can also help to make sure that your entire site gets indexed in the search engines.A sitemap is a page on your website that lists all the pages within your website. Creating a sitemap is easy for us who are good with HTML. Hoever, if you are not good with HTML it can be tricky. Here are a few resources to help you create a sitemap for your site.

- http://home.snafu.de/tilman/xenulink.html

- http://www.searchenginepromotionhelp.com/m/spider-map/creator.php

On the subject of links within your site, you should also make sure that every page of your site points back to your index page. This wont only help you with the search engines, but also if a visitor gets lost on your site, they can always get back to your index page. This way your visitor won't get frustrated and just leave your site.

Another thing you may want to do also is place meta tags on your site. I no longer do this because the major search engines no longer use them as a factor to your website's search engine position. I'm not going to go in depth on the subject of meta tags because of this. You can read more about them by going to: http://www.html-reference.com/META.htm

Here are a few SEO techniques you can do without even knowing any HTML!

- Put your website URL in your signature line when posting in forums. Not only will this bring traffic to your site, but it also shows as an inbound link to search engines.

- Issuing a press release about your site can possibly get your links on sites and blogs across the Internet. This will also pull some traffic for your also!My friend Alice Seba has an incredible resource on writing press releases. You can check it out at: http://internetbasedmoms.com/press-releases/

- You should also submit your site to search engine directories. Some will tell you not to waste your time on doing this. I do it because I see that it can't hurt to do it, so why not do one more thing to help your site. However, I will tell you NOT to pay anyone to do this for you. It is a waste of money. If you can't find the time to do it, do what I do and pay your son or daughter to do it for you. It's VERY easy to do. Just give them a list of search engines along with all the info that search engines ask for when you submit to them, and tell them what you needed done. My kids have been my personal secretaries for a while now, and I wouldn't know what to do with out them. ☺

The last thing, but certainly a very important thing you must do when SEOing your site is work on getting inbound links. Inbound links are simply links on other websites that link to yours. ☺ If that doesn't make sense to

you, here is an example. I place your link on my site. That would be an inbound link to your site. Inbound links help your page rank (PR) which in turn helps your search engine positioning. Good inbound links can greatly increase your page rank.

Let's talk a little about page rank, and then we will move on to how you can get inbound links for your website.

PageRank is a numeric value that represents how important a page is on the Internet. Google figures that when one page links to another page, it is casting a vote for the other page. The more votes that are cast for a page, (the more a page is linked to) the more important the page must be in Google's eyes. Google also looks at how high of a page rank the linking site has to decide the importance of the link. For example, if you have 20 pages linking to your site that have a PR (page rank) of 1 those links aren't as important as a site that have 20 links from pages with say a PR of 5. The site that has the 20 links with a PR of 5 is going to be listed higher in the search engines than the site with 20 links from sites with a PR of 1. Yes, it takes a minute to understand, but everything about Google takes a minute to understand. Don't get me wrong, I LOVE Google! It's the best search engine around, but learning the science behind Google is an ever changing task!

Here is some more information about how Google looks at links to your site. Google does not count some links. Links from link farms are not counted by Google, and I strongly suggest you stay away from any type of link farm. Some links can get your site penalized. Webmasters cannot control who links to their site, but they can control what sites they link to. Links to your site cannot hurt your site, but links from your site can. Be very careful what sites you link to. If a site has a PR of 0 it's usually because Google has penalized that site. My advice is to not link to a site that has a PR of 0.

There are a lot of common questions about Google and page rank. Here is a site that goes very in depth on Google and page rank: http://www.webworkshop.net/google_faq.html

Here's a wonderful article I found on getting a better page rank for your site.

How To Increase traffic and get a better rank on Google
By Tony Farrell

You have a business you want to promote. You're looking for more traffic to your web site. But, how do you get that traffic and how do you get it for nothing?

Here's a technique I use to increase web site traffic and get a better rank on Google. But, you need your own web site first. This won't work for your otherwise.

Having said that, even if you don't own a web site you should follow some of the steps here. The reason will become very clear nearer the end of this email.

What you are doing is researching for sites with a Google page rank of at least 4 and upwards that are relevant to the content of your site. Then link with them and have them link back to you.

To do this set up another page on your site for the purpose of including good quality links from other relevant sites.

Here's how to do it...

1. Download Alexa Toolbar and install it on your computer. Get it here: (http://download.alexa.com/index.cgi?p=Dest_W_b_40_T1)

2. Download Goole Toolbar and install it on your computer. Get it here: (http://toolbar.google.com/)

3. Create a "Spreadsheet" using "Excel" and create a colum for each of the following...
URL, Contact Email, Owner's Name, Alexa Link Popularity, Google Rank, Contact 1, Contact 2, Contact 3, Link Accepted.

4. Go to Google Search Engine and key in a relevant keyword to your niche site.

5. When the results come up, go to each site (including the Google Ads that may come along with it)

6. Upon arriving at each site the first thing to check for is the Alexa Traffic Rank that shows up on your Alexa Toolbar. Aim for a traffic rank of 100,000 or less. Anything more than 100,000 leave the site and look for another one.

7. Next, look for the Google Page Rank. Aim for a PR (Page Rank) of "4" or more. Less than this leave the site and look for another one.

8. If you are happy with the Page Rank on Google and the Traffic Rank on Alexa, then place all relevant details on the spreadsheet you've created. Then move onto the next site.

9. Do this until you are satisfied with the number of possible contacts. You probably should aim to get 5 - 10 sites a day. Keep this up until you have reached the desired number of links you want on your page.

10. Set up a page on your own site and call it something like "Partner Links".

11. Now you need to put a link to their site from your niche mini site. Grab a bit of text from their site and place it in your "Partner Links" page. Then turn that text into a link to their site.

12. Email each web site owner letting the know who you are and that you placed a link to their site from your site. Then request that they link back to you. If they don't then just take their link down.

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13. When you contact the web site owner, just place the date of contact on you spreadsheet under the colum "Contact 1". Any other contacts should be placed on the other "Contact" colums.

14. Whether a link has been accepted or not, just place a "Y" (for YES) or a "N" (for NO) in the colum entitled "Link Accepted".

That's it. I have done this for my site and am starting to see an better rank on Alexa and beginning to increase my PR rank on Google.

The thing with this method of getting a better rank on Google is that it's very time consuming and requires persistence on a daily basis. But it will work. Also, don't expect a positive response from every web site owner. Most likely you'll get more rejections than acceptances. Just carry on regardless.

The other thing is that you should ensure that you look for a Traffic Ranking of 100,000 or less on Alexa. This means that you are looking for high traffic web sites. This means a better chance of people clicking on your site. It only makes sense.

Also, you don't need millions of links from just any site to gain a better rank in Google. You need good quality links and this is a good method to do this. That's why I suggest looking for sites that have a Google PR rank of "4" or higher.

Remember I said that even if you don't have a web site you should follow some of the steps here? Well here's why...

The sites that have accepted your links are your future "Potential JV Partners". They're your number one contact names for Joint Ventures. They're the first people you contact with your offers for their customers and subscribers.

As you've done the research, don't just let all that work just sit there once you've created your link exchanges. You've just started a relationship with those people and you should make use of that opportunity. Even contact those who have not accepted a link to your site. Treat them as secondary contacts for Joint Venture purposes.

Just get crackin' on this immediately.

About the Author

Tony Farrell specializes in initiating successful start up of new businesses while providing internet marketing training through his ezine and email course. His course is a 10-part email sent every other day. Subscribe with a blamk email to mailto:ims@goldbar.net or visit: (http://www.ebooktosuccess.com)

Now let's go over a few ways you can get inbound links for your sites.

Reciprocal Links

The above article covers this topic and provides the best free system for getting reciprocal links.

Great Content

Having useful content on your site will make people want to link to your site. Be sure to have some great information or quality free offers and people will want to link to your site.

Link Exchanges

Link exchanges are great if you know how to use them correctly. Use the rules we talked about in the page rank section, and you should do just fine. Here is a list of a few link exchanges I have found online:

Web Directories

Submitting your site to web directories is also a great way to get inbound links to your site. The major ones are http://www.yahoo.com, http://directory.google.com/, and http://www.dmoz.org/.

The best kinds of directories are the ones that are directly related to your market. For instance, if you have a site related to beads then find a directory that lists sites related to crafts or better yet a directory that lists bead sites.

Buying Links
A quick and easy, but expensive way is to buy inbound links. Here are a list of reputable sites where you can buy inbound links which will help your page.

http://www.linkadage.com/
http://www.text-link-ads.com/
http://www.textlinkbrokerage.com/

To end the SEO section I have decided to list several articles I have found to be super useful in my SEO adventures from my secret files. I hope this section has helped you in gaining targeted traffic to your site at no cost.

My Secret File Of SEO Articles

SEO Trade Secrets - 8 Great Tools for Search Engine Optimization
http://www.internet-search-engines-faq.com/seo-articles/seo-trade-secrets-great-tools-search-engine-optimization.shtml

Top Tips from Some of the Best SEO's in the Business
http://www.internet-search-engines-faq.com/seo-articles/seo-trade-secrets-great-tools-search-engine-optimization.shtml

Top Mistakes Made When Optimizing Web Pages
http://www.internet-search-engines-faq.com/seo-articles/seo-mistakes.shtml

Search Engine Strategies For Mini Sites
http://www.internet-search-engines-faq.com/seo-articles/search-engine-strategies-for-mini-sites.shtml

Keyword Research Basics
http://www.internet-search-engines-faq.com/seo-articles/keyword-research-basics.shtml

Over 125 (Legitimate) Link Building Strategies
http://www.internet-search-engines-faq.com/seo-articles/link-building-strategies.shtml

Do's and Don'ts for Building Your Site's Link Popularity
http://www.internet-search-engines-faq.com/seo-articles/building-site-link-popularity.shtml

The Secret To Making Big Profits With Mini Sites

For those of you who think that making money with mini sites is only something the gurus do, you are VERY wrong. I am NOT a guru AT ALL, and I'm making incredible amounts of money with the several sites that I have.

Did you notice that word "several"? That's right. That is THE secret to making big profits with mini sites. You need to have several of them.

Here is the secret word for word…

Build your mini site, promote it until it profits you, and then build another one. Over and over and over again.

Yes, it's that simple. Say each of your mini sites only makes you $50 each day. What if you had 10 mini sites that made you $50 a day? That's $500 each day. That's $3500 a week. Now add 10 more mini sites to that. That's 20 mini sites that are making you $50 each a day. That's $1000 each and every day.

Yes, it IS that simple, and there really are NO secrets.

I hope this ebook has helped you and that you find success in your journey!

Liz Tomey
http://www.TomeyMarketing.com

<u>Resources</u>

Keyword Research Tools:
Word Tracker
http://tinyurl.com/58x9y

Good Key Words - FREE
http://www.goodkeywords.com

Domain Names:
I buy ALL of my domain names from http://www.GoDaddy.com I have never had the first problem with them. Whenever I have had a problem with my account, it's always been something I had done. I would call GoDaddy.com and their helpful customer service would answer all of my questions for me and fix any problems I had created. ☺ There are several other places to buy domain names from, but GoDaddy.com is the only one I 100% recommend. You can get your domain name from $3.99 - $8.95

Hosting:
There are several hosts on the Internet. When I first got online I had some real nightmares with different hosts. If you're not careful who you host with, you WILL get burned. The only host I recommend is at http://www.rockytopwebdesign.biz/hosting.htm Why is that the only hosting I recommend? For starters, it's my hosting company. ☺ I work on an individual basis with all of my hosting customers to get them exactly what they need. I don't charge outrageous prices like some of the other hosting companies either. If you are looking for a god reliable host, who will help you with all of your hosting needs, visit my site, and I'll help you all the way!

Ad & URL Tracking:
http://www.mytraffictracker.com - If you decide to use MyTrafficTracker.com I will give you a 50% discount. Just email me at: liz@mailorder-hq.com

Affiliate Information:
http://www.affiliategurus.com/
http://www.2-tier.com/
http://www.linkshare.com/
http://www.affiliate-programs-guide.com/
ClickBank.com