



Jeanette Cates

# Jeanette Cates Grills Jim Edwards For His "Mini-Site Secrets!"



Jim Edwards

Website(s) Mentioned on the Call:

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# Jeanette Cates Grills Jim Edwards For His "Mini-Site Secrets!"



Jim Edwards

In this breakthrough interview you'll discover:

- How Jim Edwards took a 30+ page website, converted it to a "mini-site" ... and watched his sales go up over 250% literally overnight!...
- The 3 main purposes of ANY mini-site... and how confusing them, or putting them in the wrong order, will destroy your business before it even gets started...
- The 4 types of mini-sites, and how each one plays a specific role for making you the money you want online ...
- The single biggest mistake people make with "affiliate" mini-sites that costs them thousands of dollars (and how it also keeps them in the minor leagues, instead of up swinging the big bats with the heavy hitters online)...
- The difference between a blog and a mini-site (it's more than what you think... and you'll discover how confusing the two will cause you to crash and burn)...
- Jim's own personal philosophy about how much time, energy and effort should go into each mini-site (and how he positions his mini-sites to automatically create a huge auto-pilot business with the least amount of work per site)...

**Bottom Line: In this interview, you'll discover more about mini-sites... how to use them to make money and build your business online... than you've ever heard anyone reveal before!**



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Jeanette: Well, hello, and welcome to this very special call with Jim Edwards. I'm Dr. Jeanette Cates, and I'll be your host for this evening's interview with Jim.

This is a private session just for our clients and subscribers, so I want to offer a special welcome...your family. And for that reason, I wanted to really dig in and ask Jim some in-depth questions about one of his newest projects and one that is critical to all of us doing business online.

I've known Jim Edwards for several years, and, in fact, I bought my first product from him over three years ago. Since then, I've had the chance to visit with him numerous times, and I've bought all of his products.

Jim is one of those authors who produces quality work every time, and I've never been disappointed in the products I've gotten from Jim or for the advice he's given, so I'm a big fan just like all of you.

That's why I'm particularly excited about talking with Jim this evening about Mini-Sites, so welcome Jim.

Jim: Thanks, Jeanette. I appreciate you – I really appreciate you taking time. One thing I did want to point out is that the reason I asked Jeanette to interview me as opposed to all of my Internet guru friends is because Jeanette really understands the mechanics of Mini-Sites, setting up sites and also has a really strong educational background.

So, I thought it was more important to have her really dig in than to have any of the usual suspects, so thank you very much.

Jeanette: All right. Jim, I don't know that a lot of people know a lot about your background, so will you share a little bit about that and how you essentially got online and how you have reached the level of success that you've achieved online?

Jim: Sure. Well, I – in the last seven or eight years, I got to say that I've had a very colorful history on the Internet, and some things that some people may not know about me;

I actually owned and operated a website development company that started out really strong, and then went belly up and helped me to land myself in bankruptcy. That was fun.

I also worked as a vice president of marketing for a search engine promotion company.

I've managed to publish over a [half a dozen e-books](#) and several software products.

I've done a lot of things, but I really didn't hit my stride until I started using Mini-Sites to promote my products, my services, and my businesses online.

That was when everything really started coming together for me was when I started using Mini-Sites. Now, I have more than 20 Mini-Sites that make me a very nice six-figure income each year.

And almost all of it is on complete auto pilot because it's in addition to all the other stuff that I'm doing online. So if I just had to sum up everything that I've worked on learning how to do and perfecting over the last several years, it boils down to creating Mini-Sites.

Driving traffic to them, and using them to make money with newsletters, with sales letter pages, promoting affiliate programs. Before I was doing Mini-Sites, I was doing these huge, 30, 40, even I had a couple hundred-page websites.

I wasn't making any money, but once I learned how to set up two, three, four-page Mini-Sites, that's when the money really started coming in, and my online business went from being just a money hobby to a serious, fulltime income.

Jeanette: You know, when I hear the word "Mini-Site," I typically think of kind of a one, long sales letter page, but I think you actually define Mini-Site a little bit more broadly. Can you tell us about that?

Jim: Sure, yeah, a Mini-Site – basically, the bottom line; a Mini-Site is a one or a two, a three or even a four-page site. I actually have some Mini-Sites that I consider Mini-Sites, that are 50-page Mini-Sites.

That's because they're [article archives](#), but the bottom line with what a Mini-Site is, is that it has a specific focused purpose. That's what makes a Mini-Site a Mini-Site, and that purpose is to have people make a decision.

See, the thing with Mini-Sites is that when you come to one of my Mini-Sites, (and please, come to them often) whichever one it is, I want you to – you notice something.

If you want to see a list of my Mini-Sites, you can go to [ebookfire.com](#), but then that's not the point. The point is whichever Mini-Site you ever come to of mine; you will notice that I want you to make a decision.

I want you to make a yes/no decision. I either want you to buy or don't buy; subscribe; don't subscribe; click; don't click.

I don't want this to sound bad when I say this, but I don't really care which decision you make as long as you make one.

I'm going to present you with a set of options. A very limited set of options, usually an either/or choice, and you're going to make a choice, either through your action or your inaction.

Now, what do I mean by that? Well, basically, you're either going to click or you're not going to click; you're going to buy or you're not going to buy or you're going to subscribe or you're not going to subscribe, and if we want to boil this down to brass tax, a Mini-Site can only have one of three main purposes.

The first purpose is to get subscribers to sign up for your newsletter or your mini-course or to request your special report or to request the download link for your MP3 or some other reason.

You're going to get them to give you their name and email and maybe even a whole lot more information, depending on the value of what you're offering at this Mini-Site.

That's one of the main purposes that you can have, and by the way, you can only have one primary purpose in mind with your Mini-Site.

The second purpose, (And by the way, I'm listing these in order of importance.) It is more important to me to be able to grab a subscriber than it is to make a sale on the first encounter I have with somebody.

So the second purpose a Mini-Site can have is to make a sale of your own product, whether it's an e-book or a physical product or even an auction item or software or something like that; whatever it is.

You want people to either buy or not to buy, to either pull out their credit card and pony up with the money or decide that they don't want it and to leave. And the reason for that is because you want that feedback.

You want that decision to be made so that you can test variables like your headline, your offer, your bullets, your price; all that stuff, so in order for you to be able to test that and figure out what works best, you've got to force people to make a decision.

If they don't buy, that's still a decision, and then the thing is, if your primary purpose is to have somebody actually, you know, to either buy or not buy, and then you can have a secondary purpose, which is to try and snag a subscriber on the way out.

I've done that – I mean, I've done that for years; you know, you try and get somebody to buy, and then if they don't buy, then you snag them on the way out with an exit pop.

The problem is that exit pops are starting to get what?

Jeanette: They're always blocked.

Jim: Yeah, they're getting blocked, so that's why everybody's going to these name-squeeze type pages or forced opt-in or whatever.

And in order to even get to the sales letter, you're making them give you a name and an email.

Then the third purpose that your Mini-Site can have is to make referrals to affiliate links. Now, I kind of alluded before that you can mix and match these purposes, but like I said you can only have one primary purpose in mind with your Mini-Site.

So for example, your main intention might be to sell your own product but then if you don't make the sale, you can drop back and try to get a subscriber with an exit pop.

I have some software called "The Ultimate Subscription Box" where you can go for the opt-in right there in the middle of your sales letter or right there in the middle of your Mini-Site and it doesn't let them off of that page. That's pretty slick. (The "Ultimate Subscription Box" comes as a free bonus with my new ["Mini Site Creator" course](#)... you can't buy it separately).

Jeanette: That is very slick, because then you don't actually lose them. They stay right there on the page.

Jim: Right.

Jeanette: They don't go someplace else for a thank you.

Jim: Exactly. And basically all – they give me their name and their email and I tell them okay, keep reading, but here's the biggest – (With affiliate Mini-Sites, one of the things that I said we're going to talk about on this call was the single biggest mistake that I see people making with affiliate Mini-Sites.)

On the surface of it you might think that your main purpose of an affiliate Mini-Site is to make a referral through an affiliate link. But what most people try to do after that is try and drop back and get the subscriber second.

They might have a subscription box on there or something, but I personally think that's one of the biggest mistakes you can ever make, is to give somebody a direct referral to an affiliate link.

You should always go for the subscriber first before trying to make a referral to an affiliate link, and you might be asking, well why? The purpose of the affiliate link is to get somebody to click and then you can go buy.

Well, yes, that is the purpose of an affiliate link but that's not the purpose of an affiliate Mini-Site. The purpose of an affiliate Mini-Site is to get somebody as a subscriber so that you can make multiple offers to them because –

Jeanette: When you're talking about getting them as a subscriber it's not necessarily for your newsletter in general.

Jim: No, you just try and get them – the easiest thing you can do – here is something that you can do. If you're an affiliate go find five articles that somebody else has written, and there are all kinds of article announcement sites out there.

I've got a ton of articles that you can use. You know, other people, tons of people are out there writing articles. Find five related articles and turn it into a mini-course. Then what you do is in each one of those articles you want to have it relate back to a product. You've got the article. It's got good information.

You've got a resource box on there and you can even put an ad in there for a product and give them your affiliate link. Then what you do is you drive them to a Mini-Site that is on the topic that you're pushing about.

So whatever you're promoting, you know, arthritis relief, (whatever it is) you push people to make a – to subscribe to a five-part series on, oh I don't know, how to get rid of arthritis pain fast.

I mean, I'm just making this up off the top of my head and I'm kind of digressing from our outline. This is like live, real stuff!

But the thing is what you want to do is not make appealing the fact that you're making a referral to an affiliate link. What you really want to play up is the fact that you've got this information that's on something that they're really, really interested in.

Enough so that you overcome their resistance to giving you their name and their email address. Then instead of just making them one offer and having them gone, you can make multiple offers over and over and over again.

If you build up that list from that little Mini-Site that you drive traffic to, whether it's driving traffic with articles or Google AdWords or with Overture or with, I don't know, Smart Pages, whatever.

This isn't about traffic generation, but once you start driving traffic to that site and seeing what these people react to, then you might want to drop back and say,

“Wow! I got all these people that are interested in this topic. They all seem to be interested in clicking on these; out of these five I'm sending them to these two seem to be performing the best. Maybe I ought to think about having my own product made to sell to them myself.”

But you can't do things like that unless you're gathering these people as a subscriber. What most people do is they're kind of like a carnival barker, you know, trying to get people into the peep show.

I mean, they're walking down the midway and you're standing there “Hey, come in. You wanna take a look? You wanna take a look? You wanna take a look?”

And whether the people come in or not they're not building a relationship with them so I'll get back on track but that is –

Jeanette: I think that speaks to the idea of being in business long-term and not going for a quick kill for the sale online.

Jim: Sure, and there have been a lot of things that have happened that kind of took Mini-Sites off the radar.

One of which is a thing called, well the phrase that was coined was called “Google Cash” and it was a great way to make money with Google.

Basically you ran an ad and you shot it straight to an affiliate link. If you had a good ad and you had a good performing affiliate program, you could make easy money just running an ad.

You paid a nickel for the click and, if you made more than you spent you were turning a profit. The problem is you never – there was a never-ending train of people coming through that you were spending money to attract that you could only ever contact once.

That was through an ad and that's the difference between running a promotion and creating a business. So that's the biggest mistake that people make with affiliate Mini-Sites.

Simply not getting people's names and emails, and I think in a lot of cases nobody's ever shown them the pattern. Nobody's ever expressed hey, this is a better pattern where you –

Jeanette: I think most people just kind of learn on their own from various sources when they come online. There isn't a particular set way that we learn these things so when we find a good teacher like you it's really important that we listen to you and to do the things you say.

Jim: Well, thanks. I mean, you know – If I slam my hand in the car door five times I'm an idiot the last four times. I mean, that also means you don't have to slam your hand in the car door once.

Jeanette: That's right. I'm going to let you make the mistake first.

Jim: When I'm screaming in my driveway and doing it, you know, bam, bam! Did it really hurt? Let me try it again. No.

So the bottom line here, and I think we've flogged this horse enough, is that if you want to create [Mini-Sites](#) and sell as an affiliate, your objective on your Mini-Site should not be to have this big old long list of affiliate links... you've seen them, all these banners and it's like blah, blah, blah, blah.

Jeanette: Yes.

Jim: It should be a single offer trying to get people to opt in. Then there are still people that don't have pop-up blockers. If they leave your page without subscribing to your free report, your little mini course, or whatever, then you can whack them with an exit pop and maybe you can get a click or two on your affiliate link.

Jeanette: Well now, when we think about a Mini-Site in a traditional content or, you know, one of your 50 or 100-page sites, is it just the number of pages that makes the difference?

Jim: Well, no. I mean, no, it's not the number of pages. It's really – it comes back to what we said, which is purpose.

The yes/no, the buy/don't buy. I mean, a regular website is...often what people are trying to do is do too many different jobs with one website.

It's like if somebody pulls up to your dot-com and it's your newsletter, it's your storefront, and it's your affiliate center.

If you're trying to get information from people it's your research center, it's your article archive.

I think this goes back to caveman days because basically all we are is just cavemen and cavewomen who figured out how to use a mouse. I mean, we're not too far out of the cave and the club.

Og, the caveman, did not stand in the cave and think about, "Well, should I...there's a tiger coming. Should I use a stick or should I maybe start a fire and scare him away with the flame?"

No. Make a decision. "Okay, I'm going to chuck this rock at the tiger's head and I'm either gonna hit him and live... or I miss and I'm gonna die."

So human nature is basically to avoid making a decision when you have too many choices chasing you. I mean facing you, not chasing you. I can get off that tiger metaphor.

But when you have too many, yeah I got all back in the cave, but if you got too many decisions to make, then the decision that most people make, is not to make a decision at all...which is to just defer making a decision.

Remember the whole point of a Mini-Site is for them to make a decision, a yes or no decision, not an I'll decide later decision. So as soon as you give people more than just a couple of choices they shut down and don't do anything.

It's easier not to do anything than it is to make a decision...I'll give you an example of a big site. We talk about my first real attempt to make money online was with a website called [fsbohelp.com](http://fsbohelp.com).

That site when it first started out was so butt ugly, I mean, you know, the old joke I like to tell is "That baby's so ugly it makes you want to smack its mama!"

I mean, that thing was ugly!

The problem with it was not just the lack of design skills or anything like that...because actually, the design skills that it takes for Mini-Sites, are less than what it took to put together that monstrosity.

But the problem was that I was trying to be all things to all people and so there was really no clear purpose on that site because I didn't want to push people.

I wanted them to stick around because if they like me then they'll buy. This is the reaction a lot of people have when they're in a sales situation.

But bottom line, what I did with that fsbo site that was making a sale about every three days, (It was making a sale about every two to three days.) I took that down from being a 30-page site down to a one-page, well a two-page Mini-Site.

One page was the sales page and the other page was a download page. I took it down from being a 30-page site to a one-page site and overnight my sales went up over 250 percent.

I started making a couple sales a day. Now a couple sales a day is 60 sales a month. Sixty sales times 30 bucks is about \$1,800.00 a month. So, I mean, 1800 bucks a month, I don't care who you are, that's some money.

And the cool thing that I did, which really, the light bulb started going off...(I'm always kind of slow. It takes me several years to really figure something out, and I'm not kidding. It's kind of like, duh!)

But I took a lot of the information that I was actually giving away for free on that big site and I packaged it up as bonuses for the book. I mean, for real, I took previously free information and I started charging for it and started making more money.

It's all because, (This is the key to what happened.) **I stopped overloading people with information and presented them with the opportunity to make a decision about what I was offering.**

So instead of trying to make friends with them I said here's what I've got, here's what it can do for you, yes or no. That's bottom line what I did.

You kind of asked me a two-part question...what's the difference between a Mini-Site and a traditional site and can you have multiple pages?

A Mini-Site can have multiple pages but that isn't what makes it a Mini-Site...not the number of pages.

What makes it a Mini-Site is the fact that it has a single solitary purpose when it comes to the audience that it's aimed at. That's the bottom line.

It has a single purpose for the audience that it's aimed at. Quit trying to be all things to all people. Quit trying to be the ultimate resource. Quit trying to be sticky.

You know, that was the stupidest term that ever got created. That was created by idiots back in the late '90s and the early, I don't know, the early 2000s, we haven't really figured that out. In 30 years we'll be talking about back in ought-five we had this teleconference.

Jeanette: But the concept of having people stay on your site longer.

Jim: Yeah, that was a crock. I don't want them to stick around longer. They're eating up my bandwidth.

I want them to... and I'm not talking about my newsletter and stuff like that... I'm talking about a Mini-Site where, you know; make a decision, yes or no.

I don't mean that bad. I'm just trying to take some verbal shortcuts here so we can cover a lot of ground, but the bottom line is making a decision.

That's what I want you to do.

Jeanette: Now one of the popular topics nowadays is the idea about blogs. Is there a difference between a Mini-Site and a blog?

Jim: Yes. There's a huge difference. Really, a blog is a dynamic website. What that means is that a blog grows as the author adds content to it, as readers post comments and over time it grows.

It just gets bigger and bigger and bigger. The purpose of a blog is really to create a community, or to build relationships. Mechanically a blog is updated through a web browser.

The cool thing about a blog, and the reason that blogs have really taken off is, one of the biggest reasons is because it enables the author to change it very, very quickly right through a web browser.

By adding their thoughts, articles, news or anything like that, but like I just said, the purpose of a blog is to create relationships and a dialogue with your subscribers and other blog publishers.

There's some cool stuff you can do with cross-linking and back-linking and stuff like that and really start spreading the traffic around. The bottom line is it's about creating a relationship.

Now a Mini-Site's purpose is not to create a relationship. I keep beating this horse but I want it drilled into everybody's brain. It's to force people to make a decision.

The key difference here though in this particular question that you're asking is that once you have a Mini-Site that's all tweaked and performing, i.e., you know, it's getting you subscribers or it's making sales, I don't want you to change it at all.

I mean, you leave it alone and let it do its job. I've got Mini-Sites now that have been making me money since the year 2000 and I haven't touched them at all. I

don't touch them. The only reason I touch them is maybe to update the copyright date at the bottom.

Jeanette: Well, that's what we all dream about is kind of the autopilot income we're always talking about.

Jim: Yeah, Well, I mean that's -

Jeanette: That's the really ideal solution.

Jim: Yeah! So the big difference with the blog, though, specifically on this question is that **a blog is dynamic**. A Mini-Site is dynamic because you're changing it and testing stuff like headline, price, things like that, but once you get it performing you don't want to touch it at all unless it stops performing. So that's the difference between the two.

Jeanette: Now is there a good kind of Mini-Site to get started with?

What do you recommend most people start with?

Jim: I think it really just depends on what your purpose is when you set out to make the website. I guess the question that you need to ask yourself is... (Again, I'm really big on *purpose*, in case you haven't noticed that.)

What's your reason for doing something?

Why are you doing that?

I've always been that way since I was little, you know. I was told when I was little that I talk too much and that I ask too many questions.

At a seminar where I had a dozen and a half people that had paid thousands of dollars to be there I asked my own mother, I said, "Wow, Mom, this talking thing's kind of working out, isn't it?" And she was sort of amused.

But the point is, of my digression, is that you gotta ask yourself a question, and the question is,

**"What is my purpose in setting up a Mini-Site or even a series of Mini-Sites?"**

I think most people just say, "Hey, I want a website. I see all these people making this money. I see all these gurus out there..." Or better yet, they go to a seminar, they see some of these people up on stage, they meet people and they think, "If that moron can do it I know I can do it!"

I know that's true because I did that.

Jeanette: We've all had that experience, I think.

Jim: They just throw something up and wonder why they're not rich yet.

I mean, seriously, they get a site up and running and then they wonder why they can't quit their job by the end of the week. You know, most people don't realize this but; I struggled for years to figure all this stuff out.

I mean for the first four or five years I was online I wasn't doing anything but scrambling around spending a lot of time, spending a lot of money that I didn't have and basically was a screw-up.

I guess I just didn't quit. But there were no books then on how to do it. There was no "33 Days to Online Profits".

I mean, there was no Armand Morin or Yanik Silvers or Cory Rudles to show you what to do. I mean, there weren't even any follow-up autoresponders like Aweber.

Trying to get a merchant account was like trying to apply for a national security clearance, if they heard you wanted to do stuff online.

There weren't any automated processing systems like ClickBank that would cut checks to your affiliates twice a month. I mean, none of that stuff existed back when I was getting started in 1997.

Like I said, I struggled for four, almost five years before things really started taking off for me. So I think the number one thing that it comes back to is:

What is your personal purpose in setting up a Mini-Site?

That's how you decide which [type of Mini-Site](#) you want to set up.

Jeanette: But what are the different kinds of Mini-Sites?

Jim: Well, the one that everybody thinks of right off the top of their head would be a sales letter Mini-Site. The primary purpose of a sales letter Mini-Site is simply to sell somebody something.

So if you want to sell your e-book, or you want to sell your software, or you want to sell whatever product that you're coming out with...everybody's got that product idea. (You know, I've written this e-book; everyone will buy it.)

Great! I hope they do, but if you want to sell it you better have a sales letter Mini-Site. You better not have the "My ebook experience website" out there with all the pages and all that other stuff on there.

You need to put up a sales letter Mini-Site. So, if that's your purpose, then that's the site you want to set up.

If you want to become the next big newsletter publisher online, then you need to set up a newsletter Mini-Site.

On your sales letter site, you might have a secondary purpose of snagging subscribers with an exit pop or with an ultimate subscription box or something like that. Bottom line with that one, your purpose is to get somebody to buy something.

With a newsletter site, your primary purpose is to get somebody to give you their name, email address and maybe some other contact information so you can follow up with them.

Then once you've got them signed up, your purpose of the Mini-Site switches from being, "How do I get them to sign up?"

Your purpose then switches to selling them something. You sell them something by giving them really good quality content.

Sprinkle in commercial messages that they don't even realize are commercial messages. Because they're so closely related to the topic that they're interested in, they don't even see it as commercial stuff.

Let me pause just one quick second right now, and I'm looking at the time. I did reserve the call for a little bit extra time. We've digressed already a little bit and I just want to make everybody aware –

Jeanette: You're putting in extra content here.

Jim: Yeah, aware of the fact that we're gonna go a little longer than an hour, I can tell you that right now. I'm just telling you that but I hope you feel like this has been good stuff and everybody yell if you're having a good time. Okay, I heard you all.

So a newsletter site is your second type of Mini-Site. You actually start out with one purpose and then you revert over to another. Start out with getting them to sign up.

That's the whole purpose of the site and then the purpose of the newsletter is providing content and making money.

Now, the third type of site is what I call an "affiliate showcase" site, which was about the only name I could come up with that kind of encompasses all the kinds of things people try to do with affiliate sites.

Most people think that the primary purpose of this type of site is to have someone click an affiliate link but like I said before, I really disagree. I think that the primary purpose of this type of Mini-Site is to get somebody to subscribe.

The reason for that is simply because there's a problem with operating this way of just trying to get people to click an affiliate link. You don't want to just have this train of people coming by that you can only talk to once.

You want to make sure that your purpose for your affiliate showcase site is to get that opt-in first, and then make multiple referrals to affiliate links because that's how you're gonna build a business.

Now the fourth type of Mini-Site that you can set up is what I call an intelligence-gathering Mini-Site. This is where you use a Mini-Site to get people to tell you what they want to buy, or try, get their opinion, or whatever.

I know that Frank Kern and Ed Dale call it flycatcher. Alex Mandossian calls it an "ask" campaign a-s-k. I call it your most burning question. Whatever you call it, the purpose is to get people to tell you what you need to know in order to make money selling something to them later on and you do that with a Mini-Site.

You drive them to a Mini-Site and they make a decision. They either tell you what they want to know or they don't tell you what they want to know.

You measure how many people show up to the site

How many of them ask you a question

Answer your survey

Or give you the information you're looking for.

That does two things. One, it gives you the information you're looking for, but number two; it also lets you know the general level of interest on that particular topic.

Let me ask you a couple questions, Jeanette.

If you drive 200 people to a page to ask them what their most burning question is about I don't know, overcoming arthritis pain and only two people answer the

question, or ask a question, what does that tell you about the overall interest level of the audience?

Jeanette: You either asked the wrong question or you've got the wrong audience.

Jim: Good – thank you. That, okay, I wasn't thinking you had asked the wrong question. Thank you for causing me to reevaluate my whole thing. That makes sense.

Jeanette: Sorry, Jim. ☺

Jim: Okay, and what, just off the top of your head, if you drive 200 people to that page and 50 people ask you a question or respond, what does that tell you?

Jeanette: That you may want to go back and tweak it. I think, to me that if you have 200 people you should have a fairly high response rate.

Jim: Okay.

Jeanette: I don't think you're going to necessarily make as many sales as you want with only 50 of them asking a question.

Jim: Well, okay. I would consider, (With a lot of the stuff that I'm doing.) I would consider 50 a really good response, people asking questions, but a lot of that depends on how you're driving the traffic, too.

If you're doing it from Google AdWords that would be very different than if you were asking –

Jeanette: If you're asking your own list I think you want to have a much higher response rate.

Jim: I think you're right –

Jeanette: If you go with AdWords, you probably could probably look for that lower response rate because they're not really sure what they're getting into.

Jim: Right. That's a good point.

Jeanette: What you want to do is to make sure you ask or you put your ad correctly so that you don't end up with a lot of people just coming over to check it out to see what you're asking.

Jim: Exactly.

Jeanette: You want to make sure you're maximizing your ad dollars there so I'd be sure they knew that they're getting into before they came.

Jim: Right. Well, but you also don't want to let them know that – I mean, you want to make them think, and we're digressing here, but, aah, let's keep going.

Jeanette: Well, you want to make them think. You're right.

Jim: You want to make them think but you also want to measure what they do. When you run those ads, part of the point of an intelligence-gathering type page is to gauge interest from your ad, too.

So you don't want to use words like free, a word like survey, or anything like that. You want them to click on a link where they think they might be going to buy something.

Jeanette: Yeah, because otherwise you really don't have a good indication of whether that's what they would end up clicking on to go by.

Jim: Exactly.

Jeanette: Excellent. Now one of the things we've talked about as you and I have talked about things is whether or not you should do a lot more of outsourcing.

Like when you're doing a Mini-Site, is outsourcing something that is really important or is this where you really need to learn how to do stuff yourself?

Jim: Well, I'm gonna give you the lawyer answer, okay? And that is, "It depends."

My personal philosophy is that yes, you should outsource stuff because that's how you build a business. But the problem is that if you don't know how to do what you're outsourcing a lot of times you can get ripped off.

In my opinion, the short answer to that is that you do need to know what it takes to put up a Mini-Site even if you just decide to hire somebody. There are a few reasons for that.

One is that there are a lot of really small tweaks and changes. Especially on text, links and stuff like that. On Mini-Sites and smaller websites, just single web pages and stuff, that would take like two minutes to do.

It would take you two minutes to do it yourself but it would take ten minutes or 30 minutes to explain it to a Webmaster and then wait for them to actually do it for you.

We just talked about these intelligence-gathering Mini-Sites. It's especially important to know how to just slap up a basic Mini-Site if you intend to get involved in niche marketing at all.

This is a situation where you're gonna want to test a bunch of different ideas quickly, say on Google AdWords. You could spend a small fortune on a webmaster to put up those "flycatcher" or those "most burning question" pages for you.

So I'm not saying that you should do everything yourself, because I outsource a lot of stuff. In fact, I have a full-time assistant now who helps me with my Mini-Sites and all my web work.

But what I'm saying is that you need to know how to do stuff so that you can do the quick and easy stuff yourself.

Just kind of like you'd go in and change a Word document rather than handing it over to a secretary or hiring it out. You go ahead and hire out any of the heavy lifting that you want.

But, the cool thing is, in all actuality, with Mini-Sites, aside from the graphics, (If you want to do some really cool graphics I recommend Ovi Dogar at [www.absoluteCovers.com](http://www.absoluteCovers.com) . There's a free plug for you, Ovi!)

Other than that, there's really not a whole lot of heavy lifting involved with Mini-Sites and that's really why I love them so much.

Jeanette: I love them too. Now, my hand's getting a little shaky here from taking so many notes. I know some other people are taking a deep breath and saying, "Who!"

I have a couple more questions that I want to ask you, things like, your business model for using Mini-Sites to make money and how many Mini-Sites you should actually set up.

I want to know some more things about Mini-Sites and having "make money" products or whether you can make money with other types of products.

But before we get –

Jim: Like porn, right?

Jeanette: I didn't say that. ☺

Jim: Does Jim Edwards operate any adult sites?

Jeanette: Are we gonna ask that question? Is that part of the grill?

Jim: I don't know. ☺

Jeanette: But, before we get into that, let's go ahead and talk for a few minutes about your [Mini-Site creator home study course](#).

I've had the pleasure of taking your Mini-Site course and I know that others are going to be interested in it too.

So would you go back and tell people why you decided to create that course and tell us a little bit more about it before we go on with some more questions.

Jim: Sure. Well, I mean, like I said at the beginning of the call, I've been selling online since 1997 but, not all of that was successful.

I'll admit that quite frequently, I mean, quite freely. The last seven or eight years the history's been actually pretty colorful. I mean, I've been up, I've been down.

I've been around the block and I spent several years struggling online, not really making much money. But, once I figured out how to set up these little 2, 3, 4 page sites, that's really when the money started coming in.

My online business went from being what I was calling a money hobby which is really a money flush, down to a serious, full time income. I had some nudges along the way and you know, there were some events that forced me into it.

But, I took what I learned over the last eight years about setting up Mini-Sites and I put it into the course. But, it's not just any course and it's certainly not like any course that's been offered up to this point.

So, like you said, it's called Mini-Site Creator, it's actually called [The Mini-Site Creator Home Study Course](#) and it's delivered on four CD-ROMs along with a printed manual.

This Course teaches you step by step and click by click, literally, exactly what to do and how to do it when it comes to setting up as many Mini-Sites as you want.

Some of the things it teaches you how to do:

Formatting text and getting it onto an HTML page fast and in a way that looks good.

I show you how to create hyperlinks and most people don't know this, but there are actually four distinct types of hyperlinks that you create on a web page and I teach you all of them.

Setting up download pages and this is a big one, I mean, so people can download your e-books or special reports and more.

I show you exactly how to set everything up and we even include all the templates so that it cuts down on all your customer service.

Setting up autoresponders, that's always a big one. Things like A. Webber so that you can follow up automatically with your subscribers and purchasers. I actually even show you the trick that I figured out before anybody else on how to integrate an autoresponder like Awebber with ClickBank so that you can capture buyer's names 100 percent automatically.

Inserting header graphics, and we even throw in, I made special arrangements, we're even throwing in software to help you create header graphics that you'd have to pay \$100.00 for somewhere else.

We also include all the HTML and FTP software that we teach you on, it is included with the course so you don't need to go buy expensive software like Front Page. When you first open that up, it looks like the control panel for the Space Shuttle.

We also include dozens of HTML templates specifically designed to my personal specifications for creating Mini-Sites. I actually spent over \$1,000.00 to have these templates included. I had these created, they're included in the course at no extra charge and so these aren't just some lame free junk that you find out there on the web.

So, bottom line is that [The Mini-Site Creator Home Study Course](#) really is about the nuts and bolts, step by step, click by click, mechanical how to set up your own Mini-Sites.

Right now we're actually offering a couple really special things with the course that I think everybody should know about.

No. 1, we're offering a three payment option for the course and this is something I've never done before with any of my products, offering a three-pay option. So the home study course is super, super affordable. This is NOT one of those \$997.00, \$1,500.00 courses, so money should not be a problem for anybody on this.

We're also offering a really incredible limited time bonus with the course. It's actually a two part bonus.

The first part is called the "Google AdWords<sup>®</sup> Gold Rush" where I explain step by step how to take advantage of the recent changes at Google that requires everyone who's selling as an affiliate to have their own landing pages now.

So you can't just do it the old way that I've talked about of just loading in your affiliate links and doing an ad. You've got to come up with your own landing pages and I show you how to set up the three different...there are actually three distinct types of landing pages that you set up.

Then I go ahead and show you how to use them to grab placement on Google AdWords for pennies. And the great thing is that all these changes in Google AdWords have opened up a whole new round of advertising that's super, super affordable for people because frankly all the cherry pickers have been kicked out of the game.

The second half of the bonus is what I call my "most burning question" script and it's a script along with step by step instructions...(it's real simple to get this thing running) on how to use it to do the fourth style of Mini-Site that we talked about, the intelligence gathering Mini-Site.

I give you the script to do this and a template. So I want you to imagine for a second, actually quickly setting up a little Mini-Site and running a couple of ads and then just waiting a few days.

Then you go back three or four days later and you have this nice, long list of questions that people have asked or comments they've given or suggestions they've made for a product you could hire somebody to create.

The cool thing is that they're just really neatly numbered along with the name and email of the person who asked the question in case you want to follow up, that's exactly what this script does for you automatically.

I'm including all this on a fifth bonus CD but only if you buy on the first run...the first run of the course that we've created. Our first run of CDs is already almost 50 percent sold out in less than 3 ½ weeks.

I have not released this to my affiliates yet. This is just my own customers slurping this thing up and it's already almost half sold out.

Once the first run of copies is actually sold, I'm either going to pull the bonus or more likely what I'm going to do is I'm going to put it as an upsell and charge another hundred bucks for it.

But you can get it now included with the course at [minisitecreator.com](http://minisitecreator.com).

I want to get back to the interview here but if you just give me two more minutes, I want to share with you a couple of the just dozens and dozens of comments and testimonials I've gotten from people who took the original e-class as well as the home study version that I'm offering now.

This one is my favorite. It just came in from a home study purchaser last week. It's my favorite not because the guy loves the product, because sometimes some of my favorite comments are from people who don't like me, but that's a different story.

But, it's my favorite because it's obvious that this guy has been frustrated for a really long time with the lack of availability of a course like this. It proved to me just how much people need this and he says,

“Jim, just a brief note about the Mini-Site Creator course. It's FREAKIN' FANTASTIC” – in all caps – “I've only just finished watching the first CD, this is exactly what I've been looking for, for the past two years.

This is the final link I need to actually step up to the plate and establish a presence online. I know I should have been smart enough to figure it all out like the rest of you online gurus did for the past few years but I didn't and now there's no excuse not to move forward as I've been waiting for so long.

Thank you for such a great product. I may very well make my first Mini-Site an affiliate page to sell this product. I'm so excited about it.

All the best, Dave.

P.S. I have several thousand dollars worth of products that I've purchased from most of the big name Internet gurus and your product stands head and shoulders above anything I've bought from all the rest of them on how to get started on the Internet.

All of theirs are big on generalities and almost absolutely lacking in how to actually apply the knowledge in the real day to day world of getting up and running online. Yours on the other hand gives one the tools needed to get started. Thanks again.”

And then here's one other one:

“Hi Jim, I wanted to give you a testimonial on your excellent course on Mini-Site creation. If there's anyone out there who is looking for a step by step method of designing, creating and implementing a Mini-Site then they have to get your course, you've left nothing out.

In addition you're an excellent instructor” – this guy's real smart, but – “In addition you're an excellent instructor and you purely mastered the multimedia technique of presenting a complicated subject.

I'm one of those guys who've bought the software like Front Page and Dream Weaver and have bought the books but I've never created and implemented a site on my own.

I've always had to hire it out and be at the mercy of an employee or a subcontractor. Now after taking your course I've created three sites that are up and running and very professional.

One is at [www.livingtrustsecrets.com](http://www.livingtrustsecrets.com), the other is at [www.profitwithadwords.com](http://www.profitwithadwords.com)" – that's not profitwithedwards.com, that's [profitwithadwords.com](http://www.profitwithadwords.com) . "The third is a niche site that is doing so well I don't want to disclose it ☺.

But anyway, if there's anybody who's been frustrated with trying to create a Mini-Site and get it going, they've got to get your course because once they've gone through it their frustrations will be over, they'll have a site up and running and be quite pleased with the results. I want to tell you thanks again, you've taught me all the stuff to do this. Nothing else could get through to me but you're teaching style worked for me.

Thanks. Phil Craig."

So the bottom line, and then we'll get back to the interview, is that if you don't know how to set up a Mini-Site, a landing page, a download page, or all the things that we've talked about, but you're serious about making money online and want to learn step by step, click by click, the nuts and bolts mechanics of how to do what we're talking about on this call.

I've created a complete start to finish, A to Z course to teach you exactly what to do with [Mini-Sites](#) and you can get more about it, [minisitecreator.com](http://minisitecreator.com), so that's the bottom line with my course.

Jeanette: Oh, excellent, Jim, and you know, like I said, I've been through Jim's [Mini-Site course](#); In fact, I paid to be in the original e-class version of it, and then I also went through the home study version when that arrived, and I can tell you that if you really want to create Mini-Sites fast, that's exactly what you've been looking for.

I've tried, you know, several times myself to do a class, and never really felt like it was a good enough class, and when I took Jim's, it was like ah ha, this is what I always wanted to create. I watched my fellow participants in the e-course go through this and virtually everybody got sites up.

In the four weeks that we were working together, I was so incredibly impressed with the results that everybody got from doing that, so Jim, thank you for a fantastic course.

Jim: Well, thank you.

Jeanette: We really do appreciate it!

Jim: Thank you!

Jeanette: Now, I've been hearing a lot lately about portals, vortals, all that different kind of stuff. Are there benefits of creating Mini-Sites as opposed to some of these other types of sites?

Jim: Sure, well, I mean, basically, there – and luckily, you gave me these questions in advance, because I hate to be getting on the spot, you know right here.

Jeanette: Portal, vortal; that kind of stuff?

Jim: Yeah, gee, portal, vortal; and basically, there are five main benefits of Mini-Sites over portals or vortals or mortals or regular web sites; whatever you want to call them, and the first advantage is speed.

You can get a Mini-Site up in an afternoon, and it doesn't have to take days or weeks or months to get up a Mini-Site like it does a regular web site.

I remember when I was getting my web site up, I mean, it took me weeks, weeks to get this thing set up. Other times when I've had a new project, before I started doing Mini-Sites, it took weeks and weeks to get this big...because I thought I had to have this big massive site set up.

Nothing kills an idea or a little fledgling business idea faster than getting tied up for days or weeks or months in the design process. Either with yourself or worse, some little web-head or propeller-head. A web designer – no cut on web designers at all, but their job is to create big web sites because that's how they get paid.

You don't want to get caught up with that or spend days or weeks or months when all you want to do is just test an idea. The great thing is with a Mini-Site, you can be up and running and tested in an afternoon.

The first main benefit of a Mini-Site over a portal or vortal is just speed, just pure speed, of being able to test your idea.

The second advantage is that...you know, what's a portal? A portal is something like Yahoo, okay? A portal is trying to be all things to all people, and a vortal with a "v" as in "Victor," is a cute little term that some idiot coined – hopefully they're not on this call.

Jeanette: You've sure got a way of talking about these things. ☺

Jim: Yeah, some pinhead...some cabbage-head. ☺

It's a vertical portal, which means it's just a portal that's aimed at a vertical narrow niche market.

The bottom line with that is it still takes a whole lot of work to get it set up, and then it takes a whole lot of work to maintain it.

Frankly, that's work I'm not willing to do to maintain a site, and it sure as heck isn't work that I'm willing to do to set up a site in the first place, just to test a freakin' idea.

But, a Mini-Site, on the other hand, remember, it's focused on one and only one purpose. So, if it accomplishes its purpose, which is to get people to buy or subscribe; really, just buy or subscribe or to give you some marketing intelligence, once it starts working, you don't need to keep it updated.

Once it's performing, leave it alone. Let it do its job. Let it be the tireless, automated information-marketing tool that it's supposed to be.

Jeanette: And you can go on to your next project.

Jim: Yeah, exactly. So if you have Entrepreneurial ADD as do I, then you set the thing up, you get it running, have it turning a profit, and go on to the next thing.

The third benefit really is diversity and this feeds right into it. Your business Mini-Sites allow you to get into a bunch of different little niche markets. I personally am in real estate, I'm in mortgages, typing tutorials, e-books, software, a lot of other niches, and I would just tell you to start in a market where you have a high level of affinity.

I mean I really don't know anything about teaching people how to type, but I found somebody who did who had a course and I helped them get it up online. It happened to be my own father.

But, I recommend when you are first starting out that you start out with something that you have a high level of affinity for, like a hobby, a job, past career, or some other area where you have a lot of interest in and a high comfort level.

Simply because that comfort level will help eliminate a lot of the doubt and fear that kills most people before they even get started. So, if you feel comfortable like I did with real estate or with mortgages, simply because I spent years and years in those fields, you know that got rid of a lot of the doubt and fear that I had about the product.

But once you get comfortable with the process, you can do it with virtually anything you want as far as getting these Mini-Sites set up.

The fourth benefit really comes back to a lack of maintenance required. Remember, I told you I'm not willing to spend a lot of time maintaining and updating a site.

In fact, I think I've said this already, once it works, you don't want to touch it. I don't mess with any of my Mini-Sites, except maybe once or twice a year to either update a date or to add a script or something.

But, for the most part I never touch them once they are tweaked and running. I don't want to mess with a good thing. It's like I've got my little guy standing there flipping burgers and he's got his rhythm.

I don't want to mess that up by saying, "Oh, you ought to hold your spatula a little differently." No, I want him to just stand there forever flipping those burgers.

Then the fifth benefit is that with a Mini-Site you can test a bunch of different ideas really, really fast. I mean, I'll admit this in front of everybody listening to the sound of my voice; the bottom line is that not all my ideas pan out.

I think people think that, "Oh, Jim Edwards, he's you know some kind of genius who's sitting in an office and stuff just magically works out for him."

Well, nothing could be further from the truth. Actually, most of my ideas never turned into much of anything. But, it's the ability to test fast to fail fast, or to succeed fast as far as figuring out if something is going to work or not, instead of taking a month to set up a site.

I mean I can get past the ideas that won't work and focus in on the ones that will work in just a few days. I have an idea for something, type up a little sales letter, type up an offer, slap the autoresponder thing in it, post the thing up on the Web on the Mini-Site and run some traffic to it.

It doesn't have to take two weeks and I mean using Mini-Sites as opposed to the traditional web site approach is what has made it possible for me to be talking to you tonight.

But, more importantly to finally have, I guess, crack the code on what it takes to make money on the Internet. And what it is is the ability to get these little Mini-Sites set up.

Jeanette: So, who should put up a Mini-Site?

Jim: Well, I know I've been taking a long time to answer all these other questions, but I can answer this one in one sentence.

Anybody who wants to make money is going to have to learn how to get Mini-Sites set up quickly on the Web. I mean that's it.

If you want make money, bottom line you're going to use Mini-Sites. No one person - I mean the big web site, the big mega web site portal strategy only works for people that have huge amounts of time to devote. And hopefully, they're going to get lucky. Or someone who has an unlimited budget and can pay other people to keep them constantly updated.

But then, you've still got to drive traffic to it and you've got to make money from it and I just don't see that happening.

So, I guess I didn't answer that question as quickly as I would have liked...sorry.

Jeanette: I was going to say, in one sentence. Basically, anybody who wants to make money online needs to be able to use Mini-Sites to do that.

Jim: Right, needs to understand the patterns that Mini-Sites fall into, yes.

Jeanette: Now, is there a magic number of how many Mini-Sites you should set up?

Jim: You know, no, there's not. I'll tell you the objective here at least for me. My objective is never to try to hit a homerun with every single Mini-Site.

My objective when I first got started selling online was to have 20 sites selling some sort of an information product or software or something that could be downloaded.

I wanted to have 20 little vending machines that each make me somewhere around a \$1,000.00 a month. Now, there were a couple of reasons for that.

Number one is that if one of those web sites dies for whatever reason; you know the market dies, the niche dries up, and a competitor comes in and just totally beats me senseless, you know I've still got 19 other web sites to back me up.

So, if all of my income is coming from one site and then something happens like, oh I don't know, Overture doubles the price of its bid clicks, which makes me unprofitable on one of my sites.

But if I only have one site and that happens, I'm screwed. The reality is now that I have more than 20 sites, but the thing that you've got to remember is that I started with how many?

Jeanette: You always start with one.

Jim: You start with one and then you build and you build. I mean this is-this has been a process over years. But, I have more than 20 sites now and many of them physically-many of them I physically set up in less than 48 hours.

Now, more than 48 hours went into the planning of all the stuff, but as far as what it took to get the mechanics of the thing up, it took a couple of days to get the little Mini-Site up, and that's doing it part-time.

And I will also admit here in front of all these people listening to my voice that most of these sites make me less than \$1,000.00 a month. But I've got a few that make me a whole lot more.

But you can't have 20 until you have one, and the point is to get them set up, get them running, get them making a little stream of income, and then create another one.

You might have one selling your own products, you might have one selling a re-sell rights product, you might have one getting people on to your subscriber list, and you might have one where you're getting people to subscribe and then hitting them with affiliate information.

But the point is you can't have five until you have one. You can't have 20 until you have one. And some people might disagree with me about this pattern. In fact, I had some of my "friends" online vehemently disagree with me about this strategy. You know and that's fine.

I'm not saying this is the only way to do it. I'm just saying this is-this is the way I do it. Some people get a Mini-Site set up and that's their whole business. They watch it like a hawk and they make good money.

If anything happens in that market, a competitor with deeper pockets or longer reach comes in and decides to kick their ass (excuse my French) then they really are screwed.

That's why this gives me diversity by having, and the ability to set these Mini-Sites up fast. You know and also for me I have to scratch that entrepreneurial itch a lot.

So, Mini-Sites let me do it really, really quickly and make money from some of my ideas, and the ones that don't make me any money, I just kind of leave the Mini-Site running like a wrecked car on the side of the road and, you know, I go hotwire another one. 😊

Jeanette: And we only hear about the successful ones.

Jim: Yeah, but that's-.

Jeanette: So that's why everybody thinks that Jim Edwards only hits homeruns.

Jim: That's why I'm thinking in another six months I might be an overnight success. ☺

Jeanette: Any day now. ☺

Jim: That's right, any day now.

Jeanette: Now, do you have to sell some sort of a make money product, or even as we talked about, porn.

Jim: Porn.

Jeanette: To be successful with a Mini-Site? Or, and you know there's a lot of talk now about the niche Mini-Sites, so do niche Mini-Sites really work?

Jim: Yeah, yeah. I would say everybody needs to sell a how to make money with porn. No, you do not need to do that. ☺

Jeanette: They have an affiliate program for that, Jim.

Jim: No, but everybody...I can hear somebody "click-click-click" Jim Edwards - and in their blogs right now, "Jim Edwards sells porn!"

Number one, I have no adult oriented web sites and I don't make any judgments on that, but it's something I've chosen never to become involved with, okay. That's number one.

Number two, no you don't have to create strictly moneymaking web sites that are about making money. Now, I will give you two examples and they are my first two web sites that I got set up that are still making me money.

My first two Mini-Sites are still making me money every single day and have been making it for me for years now. One is my for sale by owner site, [fsbohelp.com](http://fsbohelp.com).

The other one is [mortgageloantips.com](http://mortgageloantips.com). Both came from a past life. Both sell-one sells a product on how to sell your house yourself without spending money on a real estate agent. We actually got written up in the New York Times for that.

The other one, [mortgageloanstips.com](http://mortgageloanstips.com), the 10 Dirty Little Secrets of Mortgage Financing is how to keep from getting ripped off, when you go to get your mortgage.

I've got a typing tutorial. I've got a bunch of other little niche sites and stuff I'm not going to talk about.

And I'm going to tell you this right up front, **DO NOT** go create a Mini-Site and become successful with it and then be a pinhead, a cabbage head, a pumpkin head, a moron, a nitwit, and try to all of a sudden go become the next guru of the week.

Only two things are going to happen. Number one, everybody and their brother is going to rip you off in your successful little niche market. You have your little Mini-Site that's making you money, you decide you want to go be a guru, and everybody is going to rip you off.

And the second thing that is going to happen, you're going to realize that being a "guru," (Which by the way I've never called myself a guru and I don't like the term.) everybody starts taking potshots at you and trying to figure out what you're doing wrong.

So, if you like for people to rip you off and to point out to everybody else what you're doing "wrong," then go ahead.

If you want to just make money and have a nice life, then put up as many Mini-Sites as you can, create multiple streams of income and keep your mouth shut, okay.

Now, let's talk about- I mean that's really, what I'm trying to do now is go back into that.

Jeanette: That's why you won't tell us about your niche sites.

Jim: It's like that mafia, you know.

Jeanette: Yeah.

Jim: It won't let me back in.

But let me tell you the top reasons, really the top 10 reasons that people buy anything, and I think that you'll see that only one of them has anything to do with making money.

Here are the top 10 reasons why people buy anything, and then I'm going to tell you how Wal-Mart can help you pick out some niches, okay? Because I love Wal-Mart.

Number one, the number one reason people buy anything is to make money. Okay, we all know this.

But the number two reason they buy anything is to save money. In fact, you know the two sites, my first two real moneymaking Mini-Sites (fsbohelp and mortgageantips) are about saving money and saving time.

Third reason: to save time!

I have a whole book on that. The Lazy Man's Guide to Online Business. It's a time management book. Time management, when you call it time management, doesn't sell worth a darn, okay?

But when you couch time management in a different way where you're showing people how to be more efficient and show them how it's going to help them get more of what they really want, all of a sudden saving time turns into a real sexy topic.

The fourth reason people buy anything is to avoid effort.

Number five, increase comfort.

Number six, achieve greater cleanliness. Now, you're thinking "achieve greater cleanliness?"

Well, next time you go to Wal-Mart, look at how many cleaning products there are for both your person and for your home, your auto, your clothing.

Look at how much stuff is out there that has to do with cleanliness.

Number seven: Attain fuller health.

How many diet books are out there?

How many diet products are out there?

How many sub-diet niches are there out there that you could go after with your own Mini-Site?

Number eight is escape physical pain. I've mentioned arthritis once or twice.

How about back pain?

How about headaches?

How about migraine headaches?

How about migraine headaches in middle aged women?

Do you think that might be a nifty little niche that you could set up a Mini-Site for, test with some Google adwords and see what's what?

Number nine is to gain praise.

And number ten is to be popular.

Now, those are the top ten reasons that anybody buys anything.

1. Make money
2. Save money
3. Save time
4. Avoid effort
5. Increase comfort
6. Achieve greater cleanliness
7. Obtain fuller health
8. escape physical pain
9. Gain praise
10. Be popular

Now, that opens up a whole lot of ground beyond just moneymaking sites. Now, let me tell you, I went to Wal-Mart yesterday -- I don't drink beer but my wife does -- I went to Wal-Mart, to help my wife to get beer, and I wanted some bananas, all right.

I love that I can buy software, bananas and beer all under one roof! ☺

Jeanette: Beer and bananas.

Jim: Yeah, I'm not drinking the beer.

The bottom line is while we're-while she's waiting in line, I'm over at the magazine stand because I knew we were going to be doing this call and I wanted to look and see just at Wal-Mart how many different niche ideas, niche Mini-Site ideas I could get just from looking for about two minutes at the magazine rack at Wal-Mart.

Here are the ones that I wrote down:

Quilting

Paintball

Hunting

Car Accessory/Hot Rods

Fitness/Body Building

Writing

Relationships

Religion

Arts and Crafts

There's even a magazine called Trailer Life, which is aimed at a niche of people that travel around and live in trailers.

Motorcycles and collectibles

And by the way in that Trailer Life one, there was stuff about connectivity to the Internet while you're on the road.

It's just... you don't have to make a money making product to have a profitable Mini-Site.

There's so much crap out there-excuse me-there's already so much information out there about niche markets and how to write sales copy or things like that, my course is about the mechanics of getting a Mini-Site up on the web.

There is nobody listening on this call that doesn't have at least a half a dozen ideas for a product that they're not thinking to themselves, "If I could just get a site up and test my idea."

That's who I created my [Mini Site Creator course](#) for.

So you don't buy this course if you want to come up with ideas for what you want to put up on a Mini-Site (there's a ton of stuff out there on that already... I don't need to add to the clutter).

**But if you want to put up a Mini-Site to sell your own product, to get subscribers to your ezine, to sell stuff as an affiliate, this is exactly the course you want to get.**

So I just want to make that clear that this is *not* about niche marketing.

**It's about creating Mini-Sites and someone finally showing you the mechanics of how to do what everybody else is selling in their courses.**

Now, that's kind of-I know that's kind of out of left field, but I've talked a lot about niches just now. I just want to make really clear so nobody thinks that I'm selling a knockoff of somebody else's course or anything like that.

This is truly unique in that it is something that will show you all the mechanics you ever wanted to know to set up an autopilot Mini-Site business, but you've got to come with the idea.

But if you don't have an idea, go look anywhere online for ebooks on how to sell stuff online and you'll have plenty of fodder for your tank. So, anyway...

Jeanette: So Jim, I know that the course [includes all the software](#) and everything else that you need, but let me ask you about people who already have like Front Page or Dreamweaver, or another program that they maybe have been using to do web pages or something like that?

Is this still a good course for them?

Jim: Oh, yeah. I mean, I'd say only about 20 percent of the course is actually the mechanical HTML stuff.

The rest is understanding the patterns of Mini-Sites, how to set your Mini-Site up, the tools for creating your Mini-Site, how to get it uploaded on the web, how to integrate it with ClickBank, how to integrate with PayPal, all that stuff.

So I mean if you've got Front Page, you can use this too. In fact, Paul Colligan and I are going to come up with a download -- we're not going to deliver this on CD, but we're actually going to post these up on the web for anybody who buys the course who has Front Page, within a couple of weeks we'll have some videos up there specifically for Front Page users.

Now, that doesn't mean wait until you know two weeks from now because we're not going to publicize that on the web site. This is going to be kind of an added thing because you don't need Front Page in order to do this.

But if you've already got a web browser-I mean not a web browser-an HTML editor, or even if you already know how to put up web sites, you know this will help you understand the Mini-Site patterns and how to do this stuff.

I hope that answers your question.

Jeanette: Yeah, that's one of the things I really appreciated about the course, is that it wasn't just about the mechanics because I already knew how to do the HTML part.

Jim: Right.

Jeanette: But if you didn't know how to do that, absolutely it taught them that and it gave them all the tools.

Jim: Right.

Jeanette: But the kind of content that you provided here tonight is exactly what we got week after week. There were several lessons that you gave that just really opened up my eyes and I've been online for about seven years as well.

I just thought, "Oh, my gosh, he's got a whole new way of thinking about this."

Jim: Right. This is as much a philosophy and a business model as it is a mechanics course, but it is all the mechanics.

I mean if you know how to cut and paste, if you know how to use a basic word processor, if you understand what left click and right click and copy and paste and that entire stuff means, you can do this course.

Jeanette: But you and I have also talked about what makes your course different than some of the other things out there. Not just the mechanics, not just your philosophy, but there were some other things that you put into the course that really made it the course that everybody's been looking for.

Jim: Well, I think the biggest thing is that a lot of times when somebody sells a course, it's like they don't want to show any negatives, they don't want to show anything other than the sugar-coated, Pollyanna, "everything is rosy" approach.

And I hope you've gotten the impression on this call that I'm just a straight shooter, that I like to have fun, but that I do get down to it as far as information goes.

The bottom line of this course...here are a couple of things.

One, I don't sugar-coat anything. I let you know the good, the bad and the ugly. I also remove all the excuses, because we give you all the tools you need, even down to giving you a couple of months free web hosting.

So, there's really no excuse. You don't have an HTML editor, fine. I give you the one that we teach you on in the course.

You need a program to FTP, to transfer your files up to the web, we give you that.

You want a program to be able to make header graphics, we include that too.

I mean there's even a-we went and found a program and made tutorials on how to manipulate graphics.

So, I mean there's no excuse, because I wanted people who buy my course to avoid any additional expense. So that's why we include all that software.

But I also wanted people to learn on software that was easy to use, that didn't have a bunch of different options they didn't need.

I even tell you in the course that once you go through my course and you put up your first Mini-Site, chances are you're probably going to want to go buy Front Page.

But, at least you'll have the confidence and the knowledge to know how to use it. But you don't have to in order to accomplish the objective.

I wanted people to buy with confidence that they weren't going to get hit with a bunch of additional expenses, because nothing pisses me off more than buying a course and then getting whacked with a few hundred extra bucks to actually implement it.

Jeanette: So, we're down to our last couple of minutes. Tell me what the bottom line on your course is.

Jim: Okay. Well, the bottom line is if you want to learn how to do all the stuff we've been talking about on this call:

If you want to learn how to do it for real...

If you want to learn how to put up [Mini-Sites that work](#)...

If you want to learn from someone who's actually done it over and over and over and over and over again... (Instead of you know, not the guru of the week, but from someone who literally has slammed their hand in the car door five or six times a week...daily.)

From someone who figured out and worked through all the mistakes and the pitfalls and the obstacles to figure out the fastest and easiest way to do it...

Then this is the only course you're ever going to need to buy, as far as the mechanics of how to set up [your own moneymaking Mini-Sites](#) on the web.

If that's something you're interested in, then I advise you to go over to [minisitecreator.com](#) and pick up a copy today.

If that's not something you're interested in learning how to do, then I know you've gotten good value from this call, so we've accomplished two purposes here.

But I can't imagine if you don't know how to set up a Mini-Site and you want to learn how to set up Mini-Sites, that you wouldn't go over to [minisitecreator.com](http://minisitecreator.com) right now.

Jeanette: Jim, thank you so much for sharing so much information with us this evening. I know that all of our listeners both live and on the replay lines, (Because we couldn't fit everybody on the live lines tonight.) they really appreciate your time and advice as much as I do.

I want to thank you...everyone who's been on the line with us live tonight, and to everyone who asked questions for Jim a head of time, thank you!

Because obviously we've all benefited from them. Remember, as one of the listeners on the live call tonight, when you order from [minisitecreator.com](http://minisitecreator.com) tonight, you're guaranteed to get those two special bonuses we talked about.

So don't wait to order, or we'll run out of that first production run. This is Dr. Jeannette Cates, The Internet Strategist for Small Business, saying goodnight and here's to your online success.

Jim: Thanks everybody. Bye-bye.

Jeanette: Bye-bye.