Increase Your Sales with Microsites
Use a Special, Sales-Energized, One-Page Website to Capture Product Dollars You May Well Be Losing
By James L. Paris

If you do much research of Internet marketing and Internet marketing resources beyond that which takes place here, you will hear the term "microsite" used quite a bit. What is a microsite? A microsite is a one-page website. Why would a person *have* a one-page website? Well, it's very common when you see someone selling a product, generally an informational product of some kind. Microsites are also called "pitch pages," because they chiefly exist for the purpose of selling one, specific product. Alternatively, some will use these microsites to instead capture email addresses for some future purpose, but the point is that you have a microsite in order to pursue a specific sales or marketing endeavor.

One of the first questions that invariably comes up is, "Why would I have just this one-page website for

Monetizing Your Website
The Best Ways to Monetize Your Website Are Likely the Things You Consider Last
By James L. Paris

We, of course, receive questions every day from members who belong to our Internet Coaching program. Outside of the many technical questions we receive, I have to tell you that the number one area about which we receive questions has to do with making money; that is, how a person can make *more* money from his website. We will hear from people who are frustrated that they're not yet making enough to earn a full-time living. It's a fair frustration to have, and what I want to cover here is what I think, overall, is the single best way available to break into the realm of "real money," if that is something that has been eluding you up to this point. It is something that on which I have been focusing for a while now, and I can tell you honestly that everyone I know who is earning a healthy, full-time living from Internet marketing is doing so by embracing the mechanism I'm going to discuss a little later.

When we generally talk about monetizing a website, we usually do so in terms of pay-per-click ads and affiliate ads. If you happen to attend any forums or conferences on Internet marketing, you'll find that those two mechanisms are the ones that dominate any conversations dealing with monetization of a website. Let's briefly review the major players in these areas:

Amazon Associates. You join for free, and what you will do is build a small ad to appear on your website, and when people buy from Amazon through your ad,

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you will make up to 15% on the sale. I think it's an excellent program, and it's one that I use, but it is not the kind of mechanism that will, on its own, produce substantial sums of money. Are there people making large amounts from Amazon Associates? There are, but I think you'll find that those who do are seeing those bucks because they have developed a huge amount of traffic to their sites.

Google AdSense. A great program. Of course, there are completely true stories about sites like Ask the Builder.com, where the folks behind those sites are seeing tens of thousands of dollars coming in each month from AdSense, but will the *average person* make tens of thousands of dollars each month from AdSense? Nope. There are a lot of reasons for that, but one of them has to do with, again, traffic. In order to have enough people clicking on the AdSense ads on your site to generate that kind of revenue, you have to see huge numbers of visitors, overall. Again, don't get the wrong impression from what I'm saying here – AdSense is a great program, one that I use and will likely *always* use. However, as with Amazon Associates, AdSense is not going to represent a significant source of revenue for you unless you're seeing an enormous volume of traffic to your site.

Commission Junction. Commission Junction is an affiliate network that's free to join, and allows you to choose from thousands of different affiliate ads that you can then place on your own website; if your ad is on weight

loss, you can put ads on your site that deal with that topic, for example. Do I use Commission Junction? Yes, I do, and I like it very much, but…once again…it is not going to represent any sort of game-changing revenue mechanism for the average person.

There are other products like these, but you get the picture. Before I go any further, let me reiterate that these and many other products *like* these have a place on your website or blog. Please do not decide that because I'm saying these by themselves will not likely put you where you really want to be in terms of earnings, that I'm contradicting all of those webinars I've done previously about their usefulness and promoting the idea that you should have them on your site. You absolutely should. These and other programs like them are usually free to join, don't require much work beyond that which is required to get initially set up, and when you are diligently promoting your website, will each generate revenue of some amount for you. The question is, will they, on their own, generate $4,000 or so each month? They absolutely do for some people, but we also discussed how so much of that is dependent on the amount of traffic to your site.

ClickBank

OK…now we come to ClickBank, which is another affiliate opportunity I have previously discussed. I have separated ClickBank out just a bit from the discussion of the previous products because it is a little different, and actually represents a bit more of the kind

of mechanism that can be truly impactful for you. I believe that ClickBank, more than any of the previous products highlighted here, presents the best opportunity for you to realize the sort of money that is indicative of someone earning a full-time living from Internet marketing. Why is that the case? It's because of the size of the payouts. The commissions paid from the sales of Click-Bank products are much, much higher than those paid by Amazon Associates, AdSense, or most of the others out there with which you can establish affiliate arrangements. It is very typical for payouts to be around 50%, and in many cases they are even greater. It is not unusual to see payouts of 70%, which means that you're making $70 on the single sale of a $100 product available through ClickBank.

One of the problems with ClickBank, which we have addressed before and will usually mention whenever we discuss that opportunity, is that many of the products available through ClickBank and which you can choose to sell on your site are, frankly, garbage; still, a bunch of the available products are excellent. It is largely a numbers game when you're looking for suitable products - you have to be willing to do a fair amount of research in order to find those you feel good about offering, and that means you will have to invest a bit of money up front to purchase the full product so that you can see what it is like. The overriding point here, however, is that because ClickBank makes available a lot of substantive products with high payouts for affiliates, the potential effect on your income from Internet marketing can be very great; it is, in my opinion, the best option from the field of available third-party products, meaning those that are not your own proprietary offerings.

One other point I want to stress before I leave this topic: I am surprised, and even a little disappointed, at the number of our Coaching students who do not have a Click-Bank arrangement on behalf of their own sites. Many are folks who I know would like to be making more money from their efforts. Admittedly, names like "Amazon" and "Google" enjoy a great deal of immediate recognition and so are easier to embrace, but the payouts available from ClickBank are very compelling. Also, I think part of the reason I don't see more ClickBank use is because you have to engage in a little more effort to find good ClickBank products and spend some money to investigate them fully, but that modest amount of work and expense is very much worth the results.

The Real Difference-Maker

Now we get to the part of this article that is really the basis for having written it. Let me first direct you to a website: www.sailboatsforprofit.com, and tell you a brief story. Some months ago, I was looking to purchase a sailboat, and in the course of that effort, I was spending a lot of time in front of classified ads. One of the classified ads that caught my eye was one that simply read, "For those planning to buy or sell a used sailboat in the next six months, check out the Used Sailboat Buying and Selling Guide. Full info at http://www.sailboatsforprofit.com." When I visited the site, I noticed three, different e-products related to buying and selling sail-boats, for prices ranging from $37 to $97. Each of the products has a very nice sales page, complete with the usual bonus offers.

Here's a guy who has created a few digital products on the topic of buying and selling

sailboats, and I would bet you that this gentleman… whose name is Bill Hughes, by the way…is making more than most people engaged in Internet marketing, even if he is not involved in any of the other "usual suspect" kinds of money-making opportunities like Amazon Associates or Google AdSense. Why? *He created his own product*. If you are a person who is frustrated about the amount of money you're not making, it would be to do what Bill Hughes did – create and sell your own proprietary products.

Too often, we spend so much time running around and getting involved with this affiliate opportunity or that affiliate opportunity, when the real answer to making a lot more money is right in front of us. So many of you have fantastic information to share about your own subject areas, but are not doing nearly enough to capitalize on it for your own benefit. If you did just what Bill Hughes has done, and dedicated yourselves to promoting these products in the way he does, you would likely find yourselves sitting on top of a much larger pile of money than you are currently.

Now, I don't know Bill Hughes, but I can envision him making thousands of dollars each month simply by placing short ads for his products in as many places as he can. He's already created the products, of course, so there's nothing else to do on that front; all he has to do is market them, using the same kinds of Internet marketing techniques we all use.

Some of you might be thinking, "Well, I don't have a product right now, or even an idea for a product that would be suitable for me to sell." If that's the case currently, then, by all means, go to ClickBank, and scour that website for an offering you can sell that carries with it a 60% or 70% payout. That may not be as good as selling something that's entirely your own and for which you can keep 100% of the earnings, but if you have nothing going on right now in terms of a revenue-generation opportunity beyond some of the affiliate opportunities that require a substantial level of regular traffic in order to be impactful, then ClickBank is a good second option. There are a lot of products at ClickBank that pay far in excess of 50%, so it can work very well for you.

Also, it should be noted that if you *are* struggling with an idea for your own product, ClickBank can be a great place to find some good ones. While I am not suggesting that you co-opt products that others have worked hard to develop and sell those as your own (which would illegal as well as wrong), you *can* look to places like ClickBank to help stimulate the creative juices. You might come across a product that you feel you can make better or different; a product that, as a basic concept, is something on which to base the development of your *own* product.

The point is that if you really want to be successful at Internet marketing…*truly* successful…then most of you will want to raise your level of commitment. Amazon Associates, Google AdSense, and the other available products that are generally like those have their place in your overall plan to generate revenue, but they represent what we would consider to be "entry level" Internet marketing. To realize income that makes a difference to the degree to which you surely want, it's time to begin assembling your own line of product offerings and apply what you've learned, and will continue to learn, in the way of marketing *to* them. I wish you well!

this specific purpose? After all, can't I sell from my flagship website?" Of course you can. The reason microsites are so beneficial is because of the matter of *focus*. With a microsite, or single "pitch page," there is no distraction from what is being presented on that one page, because the product you're selling is the *only* thing on it. When you go to a typical website, what do you see? Usually, a lot. There are normally multiple pages associated with a site, and the home page contains an obvious navigation bar with identifying names for each of the additional site-associated pages you can visit. With a microsite, there is no navigation, because you have no other pages associated with the site, and without that navigation, visitors will not be concerned with what else is *at* the site.

It can sometimes be very difficult to get people to focus on one particular thing. This speaks to the "double-edged sword" aspect of websites that offer a lot of resources, content, and other "stuff" to visitors; on the one hand, the very fact that you have a lot to offer through your site is partly what appeals to visitors in the first place and helps to keep them at your site once they've landed there, but, on the other hand, *having* so much to see can be a distraction…especially if there's one thing in particular that you really want *everyone* to see.

Also, with a microsite, you can better play the search engine game. That is, you can dial in like a laser on a keyword phrase that you want to pursue, and that gives you the opportunity to realize better results through search engine optimization. A microsite also allows you to see higher *conversion rates*; when someone comes to a site that is offering one product, there is a better chance that he will take advantage of that offer than if he goes to

a very active website that has a lot of different things at which to look.

So, does this mean that people who have "regular" websites, like I do, should take those down and replace them with microsites? Not at all. Websites with lots to see serve a purpose that cannot be properly replicated by microsites, and, by the same token, microsites can serve a purpose that is more difficult to achieve through the sole use of a more traditional website. The point is that it can be a very smart idea to incorporate *both* into your overall Internet presence. While it is surely more work to have more sites as opposed to fewer, you have to remain mindful of your personal goals regarding your Internet marketing efforts. If you want to simply have an Internet presence that generates a modest amount of income both now and in the future, that's fine; in that case, you might not want to bother with adding any microsites. However, if you are looking to seriously go to the next level with this, becoming proficient at setting up sales-oriented microsites on behalf of your products is too good an idea to ignore.

We already live in an attention deficit disorder society, where people nowadays have a very difficult time remaining focused on any particular thing for long periods. We talk about this frequently in terms of *writing* for the Internet, and how you want to write shorter articles, using short paragraphs, as well as lots of bullet points, headings, and subheadings. This general approach should be reflected in every aspect of your Internet marketing efforts, and that's why microsites are such a great complement to what you're already doing – in addition to relying on your flagship site or blog to generate a loyal overall following, you can use these highly-

focused, highly-targeted one-page websites to make special sales presentations in a way that limits the opportunity for your audience to lose interest or become sidetracked.

Another great benefit to a microsite is that it has the potential to become more *viral* than other sites. That is, there's a better chance that someone who sees a microsite will forward the site to others, and that those people who receive it will do the same. Why is that the case? Again, it comes back to focus. Those who are able to visit your microsite and dial into the one thing you're talking about will anticipate that others they know might be similarly enchanted with that same, one thing. Certainly people can and do share more involved, multi-layered websites with others, but they're not quite as interesting as sites that talk about one, single thing and grab the visitor's attention on that basis.

Sometimes people will ask me if a Facebook Fan Page is really a microsite, and the answer is, "Not really." I've seen people redesign and custom program a Facebook Fan Page in order to make it sort of like a microsite, but the truth is that I've yet to see a way inside the Facebook environment that you can create a true microsite. Now, could you create a Facebook Fan Page and dedicate that new page to just one product? You sure could. If you have a new ebook, video, or some other information product, you could certainly create a Fan Page for the singular purpose of promoting that product, but I would not consider that Fan Page to be a suitable replacement for a microsite. If you do set up a Fan Page, you would be better off doing so as something that exists in addition to your microsite. Facebook is an excellent resource, and Facebook-based pages typically rank highly because Facebook itself is

such a popular forum, but I would caution anyone against relying solely on Facebook to market or sell a product.

In order to have a microsite, particularly if you want several of them, you will be better served by having some type of hosting arrangement that allows for unlimited websites with unlimited pages. If you're truly entrepreneurial, you will surely plan to have many products developed and available for sale over the long term, which means that you will absolutely want the resources to present them in as compelling a fashion as possible. The expense of maintaining unlimited-plan arrangements isn't really that great, and, of course, we offer such plans at our Christian Money.com store if you don't have an existing one of your own; for example, we offer plans of $49 per month, or $499 per year, that allow you to have hosted a truly unlimited number of websites….over 100 if you want. Cost is no longer an impediment to effective online marketing.

Let's review the benefits of having a microsite as we close out here: better visitor focus, higher conversion rates, more likely to go viral, and a greater ability to optimize for the search engines. I highly recommend using microsites each time you bring new products to market; they can go a long way to changing how your sales materialize. As with the topic of developing one's own products as a way to more effectively realize substantial income from Internet marketing (something we discuss elsewhere in the newsletter this month), learning to think of microsites as the first-line platform you should use whenever you roll out a new product is another cue to yourself that you're moving to a more serious level as an Internet marketer.

Blog Your Way to a Book!
By Robert G. Yetman, Jr.

Whenever I discuss the process of writing books nowadays, I increasingly focus on particular *strategies* to assist with that process. There are all sorts of little mental mechanisms to which one can turn in an effort to stay the course, and those are perfectly useful to a lot of folks, but I think one of the easiest and most efficient ways to create a book manuscript is to *put it together by way of your regular blogging responsibilities*.

If you have a website or blog, you find yourself needing to come up with fresh content for your Internet presence on a steady basis. You know that it is difficult to build a solid, loyal following without fresh content, and so you plug away in an effort to create an article or two each week. Have you ever stopped to consider just how much content you're producing?

For example, if you write a blog of 400 words twice each week, you're creating content to the tune of well over 3,000 words each month…and probably not thinking anything about that! If you want to create an ebook, for example, that is equivalent in length to about 50 traditionally-formatted pages, you would have created about that much content after roughly five months of blogging.

Am I suggesting that you should simply scoop up all of your historical blogs written in the last several months and decide that they can all be put together as a book that you sell? Well, not exactly. First off, your blog articles represent content that already exists free of charge to readers. Also, your blog articles are not new material. Beyond all of that, it's likely that you have written blogs in a more casual format and with a more relaxed approach to tone and even grammar than you would like to see represented in a book. Still, there is most definitely a way that you can "blog your way to a book," and how you do that may differ a bit based on whether you want to look to historical blogs you've written as a resource, or decide *now* that you want to blog a book and come up with a specific action plan regarding the blog articles you've yet to write.

The Best Way to Use Historical Blog Articles as Book Material

If you've been creating article content in your subject area for a while now, you may already have a wealth of material on which to rely for a book. The issue that you have to resolve is in just what *way* it is *best* for you to adapt those articles.

What I would suggest is to first thoroughly review your archives to see if you can come up with an outline based on the articles *you've written up to this point*. No one article is going to be equivalent in length to a genuine book chapter, and even if it happened to be long enough, as I said, you're not going to simply reproduce your blog articles in their original forms as book content. No, the purpose of your review of past articles is to see if you can create a coherent set of prospective chapters for which a few or even several past articles might serve as a helpful

resource. For example, let's say you've been blogging about auto repair for many months now, and you've written a few times on different aspects of oil changes. You might notice those articles with that same theme when looking in your archives, and decide that you could create a chapter on changing the oil for a book on do-it-yourself auto repair. As you continue to look at your archives, you should find that you have multiple articles that deal with a separate component of do-it-yourself auto repair, and that those articles, when put together, are a nice resource for each of the chapters you're now planning in your head.

So how *would* you use the articles, if you're not simply using them in kind as your manuscript? The articles can serve as material for a detailed outline. In addition to creating your chapters, you can use the articles to create headings and subheadings, and once you have those, it is much easier to simply plug in the fresh content under each subheading.
You might be wondering if you can, or should, use any of your existing content for the text, once you've assembled your chapters, headings, and subheadings; the answer is that you can, but you will want to change the wording, and do so with perhaps an eye to presenting a slightly different set of information "pieces" about the specific topic at hand.

Developing a Future Book from *Future Blog Articles*

The real advantage that you have when seeking to create a book from a blog is when you know *in advance* of your blog articles that you would one day like for them to serve as the basis for a book. When you know that you would like your future blog articles to ultimately form a book, you can select your article topics in such a way that it assists with manuscript development.

Here, you reverse the process somewhat; instead of looking back over your archived articles for the purpose of assembling an outline from what you have already, you will jot down a rough draft of an outline before you begin writing your articles. This will be an informal outline – perhaps you'll begin by identifying ten topics that would make good chapters for your eventual book, and then break each of those down into a few sections, or headings…say three per chapter. Now you have 30, individual sections that can each serve as the topic for a future blog article. If you want to be *real* adventurous at this point, you could even break your headings down into subheadings before you start, but be careful if you decide to do that. If you go overboard in creating a full outline in advance of your blog articles, you may feel too constrained in what you write for those articles – remember that there's a bit of a fine line you have to walk with this general strategy of turning a blog into a book; it's a great way to make the book production process easier, but you have to honor the integrity of your regular blog articles and the audience that goes with those. You don't want to focus on the book aspect to the point of compromising the weekly articles in any way.

You'll find that a lot of the prolific and successful writers employ all sorts of mechanisms to help make the writing and assembly of a book rather simple and straightforward. One effective way to do it is to combine, to some extent, the effort to write a book with the effort to keep up with the creation of regular blog content. It may not be precisely a case of killing two birds with one stone, but it's pretty close. Good luck!