

# Creating An Instant Minisite --VIDEO Edition



Click the links below to watch the videos for editing your web site template using Dreamweaver.

[Part 1](#) [Part 2](#) [Part 3](#) [Part 4](#)

This report will show you the overlooked strategies for writing web copy that sells. The video will show you how to write a sales letter and how to build a one page mini site.

The video shows you how to use Macromedia's Dreamweaver, which you can download here: <http://www.macromedia.com> for free on a 30 day trial basis.

The video also shows you how to use a web site and sales letter template that I've provided for you. **You may download the template by [clicking here](#).**

Now let's begin:

## How To Make Your Website Pull In Orders

Here's a lesson that took me a long time to learn (even though it's pretty obvious):

**Just because you get hits to your site, it doesn't mean you're guaranteed to actually sell anything.**

In order to make money from your site, it has to do a good job of **converting visitors into buyers.**

**Most web sites fail miserably in this category.**

I use a pretty simple formula in order to make a site that gets people to buy. I call this web site formula the "One Page Wonder" system.

Here it is:

**(direct response copy) + (order form) = MAXIMIZED PROFITS**

Let me explain what this means by starting with "**Direct Response Copy**":

Direct response copy needs to do these three things:

Get the visitor's attention.

Get the visitor to want your product and believe that it's best to order NOW.

Get the ORDER.

Here's how you do it in a nutshell:

First, your web site needs to be laid out like a direct response letter that you get in the mail (and I mean real mail...not email).

This means that your site primarily consists of one page to house the sales letter and an order page. If you want, you can have pop up windows.

***What you don't want is this:***

Tons of graphics that you don't need.

Big logos.

Flashing and or scrolling text.

This is because selling from a web page is exactly like selling from a direct mail sales letter.

In fact, one of the marketers I study under once said that "The Internet is like direct mail...without the mail."

Truer words were never spoken.

You see, some of the most compelling marketing in the world is done by direct mail. And when you transfer the hard-hitting marketing strategies of the direct mail industry to a web page, it becomes "hyper effective".

Especially if you put that web page in front of an ideal market that already wants what you're selling.

So, in order to have a highly effective web site that sells, it needs to be a one page "mini site" with an order form.

The main page contains graphics only where absolutely necessary and it has a very good, hard hitting direct response sales letter. Just like one that you would get in the mail.

So here are the key elements of direct response sales letter copy. (Please know that we could really write volumes about how to create good sales copy. What I'm going to cover for you here is simply the basics.)

The first thing you need is a headline that grabs the reader's attention.

I like to model my headlines after what I read on the cover of the National Enquirer.

Why? Because the headlines are what sells that little publication...and that "little publication" sells more copies every day than just about any other publication in the world.

So a good headline will make your reader stop in her tracks and say, "Man! I gotta check this out!"

Just like we stop in our tracks at the check out line and pick up the Enquirer after reading about the "Two Headed Space Elvis That Married His Own Sister"...or whatever outrageous headline they're displaying this week.

I always make my headlines appeal to the reader's emotions by writing in very conversational tones and making a big promise.

For example, on my Parrot web site, the headline reads,

**Announcing A Jaw-Dropping Training Secret That Will Have Your Parrot Talking Up A Storm In Less Than 30 Days - Guaranteed!**

Notice how it's "Enquirer Like" and how it uses easy conversation language like "talking up a storm" and "jaw dropping".

Also notice the big promise.

Here's the one for my Photoshop site:

**"Master Photoshop TODAY -- *In Under 2 Hours* -- Without Cracking A Book...Guaranteed!"**

Again, notice the conversational tone "without cracking a book" and the big promise "master photoshop in under 2 hours".

If I were selling diet pills (assuming they worked) I'd write a headline like this:

**"Finally, A Surefire Way To Melt Off 33 Pounds In 21 Days Or Less Without Starving Yourself Silly!"**

So, once you have your headline down, it's time to move on to your actual sales letter.

Here's what your sales letter should be designed to do:

**GET THE ORDER.**

Not to entertain.

Not to make you look good.

Not to be funny.

**It's sole mission is to get you money.**

You do this by writing a letter that appeals to your readers *emotions*.

This is contrary to the way that most of us learn to write.

Here's an example:

Let's say we're selling Porsche 911 Twin Turbos.  
Most folks would say something like this:

“150 years of automotive heritage have perfected Porsche's ability to produce an automobile that is both responsive on the road and appealing to the eye”.

**That's pure garbage that'll only leave you with a light wallet.**

**Here's what we'd say if we actually wanted to *sell* the Porsches:**

“Touch the gas pedal and the 911 Turbo launches down the road like a super-charged rocket. It's no wonder everybody wants this car. And wait'll you see the looks you get when you pull up to the party in your new 911. Let's just say that you'll never have to ask for a girl's number again...”

***EMOTION.***

It sells.

In the example above we appeal to a man's desire to stand out by having an awesome car. And we refer to the common belief that a cool car will make women more attracted to men.

See, very few people care about the manufacturer's heritage. They want to know what having the car will do for them. It's the same way with our products. Our readers don't care about how hard we worked to create the product. All they want to know is the answer to this question:

**“What's in it for me?”**

Do a good job answering that one and you'll see orders coming in every hour.

The way we answer this question is to convey benefits.

**Not features.** BENEFITS. As in how your customer will benefit once they make the intelligent decision to order your product.

I do this by discovering what **end result** my prospects want and then talking about it in the letter.

With my parrot site, my prospects want a talking parrot. But what is the end result that the talking parrot gets them?

It's the admiration they get from their friends.

It's the enhanced enjoyment they get from their parrot.

In other words, it's much more than just a talking bird.

When a diet ad really works, it's almost always a result of getting the reader to imagine what life would be after they used the diet product.

Think about it. Why do people want to lose weight?

It's so they can:

**Be attractive to the opposite sex.**

**Be admired by others.**

**Feel better.**

It's not so they can see a new number on the scale.

So the winning diet ad is the one that does an effective job of conveying the benefit of the product by showing people the end result of using that product.

Here's another one:

Let's look at "make more money" ads.

Why do we want more money? Is it so we can see a different number on our bank balance? Is it so we can have more little pieces of green paper stuffed under our mattresses? Is it so we can pay more income tax?

***NO!***

We want the end result that having more money will bring us. Things like:

**More free time.**

**Impressing others.**

**Telling our boss to take a hike.**



So when you're writing the benefits of your product, do it with the END RESULT in mind.

When you convince people to believe that they'll get their desired end result by using your product, you'll make sales. Just make sure that you live up to your promises.

A great way to convey benefits is to use bullet points.

Bullet points,

- Draw the reader's eye to the words so they'll read what you're telling them.
- Are widely used by marketers as an effective way to convey benefits.
- Are read by people who just "scan" your site so you can still present your case.

They're a great way to list your benefits in a quick and "user friendly" manner.

And you should use as many of them as you want. I've seen sales letters with several pages of bullet points.

Remember, if someone is interested in your product they'll read every bullet point you offer.

Another key aspect of your sales letter is the call to action.

In other words ask for the order.

In fact, *really* ask for the order.

Tell you prospect why they should order. Let them know why they'll benefit from ordering right now. Use bribes if you have to.

For example, **“If you order by the end of the week, I’ll throw in these three extra bonuses for free!”**

A shameless bribe never hurt anybody in terms of making sales. Remember, they need a reason to order right away.

Here are some **reasons why** your prospects should order now:

- Free bonus
- Avoid paying more
- Limited supply
- You’re trying to meet a goal so you’ve lowered the price. It’ll go up as soon as you sell X number of units or by X date...which ever comes first.
- You’re not sure how much longer you’ll be allowed to give away the free bonuses.

Rarely will our prospects do something just because we tell them to. You should always provide a reason why.

Another thing your letter needs to do is to eliminate risk.

We do this by using guarantees.

**The best thing you can do is to take the risk away from your prospect and place it squarely on your own shoulders.**

You do this by stating something like:

**“This product is 100% guaranteed. If you are unsatisfied for any reason at all (or for no reason whatsoever) simply tell me and I’ll immediately give you a refund with no questions asked. And to further ‘sweeten the pot’, you can still keep the 3 free bonuses as my gift, even if you decide to return the product.”**

This type of guarantee gives your prospect a “no lose” situation. The worst thing that can happen is that he gets three free bonuses and 100% of his money back.

And here’s a little hint:

**The longer your guarantee, the more sales you’ll get.**

A 2 month guarantee will make more sales than a 1 month guarantee.

A one year guarantee will make more sales than a 6 month guarantee.

A life time 100% money back guarantee will make more sales than any other guarantee.

Don’t be afraid to offer a “crazy guarantee”. If your product is good and you deliver on your promises, you’ll end up making more sales and getting fewer refunds.

So that’s “Sales Letter Writing 101” in a nutshell.

Here are your key components:

- Make your web site simple and avoid “order killing” mistakes like unneeded graphics, flashing or scrolling text, and big useless logos.
- Your site should basically be a one page sales letter (it can be long...an interested reader will scroll down and keep reading) and an order form.

Your sales letter should:

- Get the reader’s attention and keep him on the page (get attention with your headline).
- Make the reader want your product by showing all of the benefits it will give him.
- Ask the reader to order.
- Give him a good reason why he must order right now.
- Take away all of your prospects perceived risk so his purchase will be a no lose situation.

Please take a minute to watch the video I’ve provided for you with this section. It will walk you step-by-step through the process of creating a high profit web site and show you exactly how to implement the strategies you’ve just learned.

Once you’ve completed the steps in the video, you should have a minisite of your own saved in a special folder on your computer.

Simply upload the contents of your file to your website now.