

Review of Michael Rasmussen's

## **"Mini Site Profits Exposed" Video Series**

**How To Create A Mini Site That Runs On Autopilot  
And Makes You Money While You Sleep!**



A Free Report From

**Robertshaw Associates**

<http://www.robertshawassociates.com>

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### About this Report

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Michael Rasmussen (a VERY successful online marketer) has just released an incredible set of online training videos called '[Mini Site Profits Exposed](#)'. These videos will teach you how to create your own moneymaking mini site with ease, even if you're a non-technical person.

In the videos, Michael will guide you step-by-step through the entire process from start to finish, and after you're done, you'll have a killer mini site that can make you money 24 hours a day, even while you are sleeping!

This free eBook is a brief report or review of the amazing '[Mini Site Profits Exposed](#)' video series.

It's absolutely free to use and distribute to whomever you wish. If you are an Internet Marketer yourself, then feel free to send the report to those people on your list. You can even make it a downloadable report on your website or blog.

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### Introduction

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Most Internet marketers understand that having mini sites is the fastest and easiest way to make money online. They don't require a lot of time, energy, or money to set up, and once you've got one up and running, you can sit back and just collect money from all the sales you're making.

At least... that's how it's supposed to be, right?

The truth is that mini sites really ARE easy to set up. They really DON'T require much time, energy, and money to set up. So why is it that so few people actually make money with their mini sites?

The answer is that they never learned how to actually turn their mini site into a profitable money-maker that runs completely on autopilot.

The good news is that this has all changed with the launch of the '[Mini Site Profits Exposed](#)' video series. What are they – well let's go through them and review what's included.



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### **LEARN HOW TO CREATE MINI-SITES THAT SELL!**

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Here's what this is all about: My colleague Michael Rasmussen has just released a brand new video course that will walk you through the process of creating a killer mini site from the ground up, and then he'll also teach you how to actually start making money with it right away and into the future.

If you've been looking for help with monetizing your mini sites, then this is exactly what you need. The best part? The videos are FREE! I'll tell you more about that later. First, let's talk about the videos themselves.

If you're in a hurry, and are already convinced that the opportunity of these videos is too good to pass up on, you can just check them out videos out right now for free. Here's the URL:

<http://www.robertshawassociates.com/recommends/minisitevideos>

If you need more convincing – read on and let's discuss the quality of these videos.



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### ----- OVERALL QUALITY

It's important to note that these are online videos that you access from your web browser. Michael uses [Camtasia Studio](#) to create these videos, which is the **premier** software program for creating screen capture tutorials such as these.

The first thing I noticed when I hit the play button on the first video was the incredible production quality. These are NOT your ordinary screen capture videos. In fact, I don't think I've ever seen someone make videos that are this high quality before.

He uses beautifully created graphics to pass his wisdom along to you, and the sound quality is the highest you will ever hear in an Internet marketing product. They sound like they were recorded in a professional studio.

Michael explained to me that he was sick and tired of seeing all the low quality videos out there, and so he set out to create something different in order to raise the bar in our industry. I think that when you see '[Mini Site Profits Exposed](#)' for yourself you'll agree that he has succeeded.

Now let's move onto the real meat of it – the actual videos...



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### THE VIDEOS

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Here's a brief summary of each video. Obviously it's impossible to list every single thing here, but I want you to get a feel for what each one covered, and how well it covered it. If you're already sold (and they're free so that's a no-brainer) you can just check the videos out right now. Here's the URL:

<http://www.robertshawassociates.com/recommends/minisitevideos>



## VIDEO 1

### INTRODUCTION

This video introduces you to the entire course and to as the teacher as well. You'll learn what you can expect from the course and why it's structured the way it is.

Michael realizes that you may not have heard of him, and so he spends some time establishing his credibility with you by sharing some of his biggest successes. It doesn't come across as bragging at all. Michael explains that, in order for you to get value from the teachings, you need to have faith that the teacher actually knows what he's talking about. By the end of this video, you will have no doubt. If you still need convincing, then go to Google and type in his name and see what people are saying about Michael, his credibility and his products.

By the way, this is a good lesson for all product developers. If you want people to accept you as an authority on any subject, you first need to establish your credibility with the reader. That way he's willing to relax, and trust that what you're telling him is sound advice. This doesn't apply to just the Internet marketing field but from Astronomy to Zoo keeping – be credible.



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### VIDEO 2

#### **THE BASICS**

This video will introduce you to the basics of mini site marketing. This will set the foundation that all future learning will rest upon, so it's important to pay close attention to this one.

You'll learn:

- ✦ What mini-sites are, and what makes them different from regular content sites.
- ✦ Which businesses they work well for... and which ones they don't.
- ✦ The right mindset to have when it comes to creating mini sites as part of your online business strategy.
- ✦ And the different tools you need to get started.

This was a great video, and did an excellent job of kicking things off, and building the foundation for the rest of the course.



### VIDEO 3

#### **SQUEEZE PAGES**

This is probably one of the most useful videos of the entire course. Every Internet marketer needs to build an email list, but how do you do it? What is the best way to capture the most opt-ins?



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The answer is 'squeeze pages'. This video will teach you:

- ✦ Why using a squeeze page is far superior to other opt-in methods.
- ✦ The single most important thing you must include at the top of your squeeze page to skyrocket your opt-in rate.
- ✦ The secret structure of a squeeze page, and why most marketers get it wrong (which costs them a LOT of money).
- ✦ The most important to include in your opt-in process that will make sure that people actually receive your email.

After watching this video, you'll know everything you need to know to start building a massive opt-in list right away. This will probably be the first video that you 'take action' on. You'll be so excited about the possibilities, that I guarantee you'll go and create your own squeeze page right away.



## VIDEO 4

### **MINI SITE COPYWRITING (PART ONE)**

Nothing happens until the sales copy is written. Graphics alone will never sell a product, but sales copy alone WILL. This video begins to demystify the mysterious process of writing words that make people whip out their credit cards and buy.



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Specifically, you'll learn:

- ✦ Why you need to learn copywriting, even if you “hate to write”
- ✦ What a compelling offer looks like, and how to tell the difference.
- ✦ How to write an eyeball-grabbing headline that practically forces your readers to go through your entire page.
- ✦ A simple trick you can use in your opening to make your reader want to learn more.

There is no skill that is more important to your success than the ability to write killer sales copy. Make sure you pay extra attention to this video.



## VIDEO 5

### **MINI SITE COPYWRITING (PART TWO)**

This video dives right into the individual components of a killer sales letter. You'll learn how to create the "secret structure" of a mini site sales letter that makes big money. Specifically, you'll learn:

- ✦ How to create captivating body copy that draws your reader into the sales letter.
- ✦ Bullets that force your reader to keep reading the whole page and makes them insanely curious and want to buy your product
- ✦ How to address a potential buyer's risk, so they feel safe buying from you.
- ✦ How to craft your 'call to action', and get people to whip out their credit cards and buy immediately.
- ✦ The secrets of writing a killer P.S. that helps seal the deal, and flip your prospect into a buyer instantly.



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This video covered a surprising amount of detail, especially considering that this course is not specifically about copywriting. Michael Rasmussen is definitely someone who over-delivers in his educational products.



### **VIDEO 6**

#### ***HOW TO AUTOMATE THE DELIVERY OF YOUR INFOPRODUCT***

Unless you want to be chained to your computer, you must learn how to put your mini sites on autopilot. The only thing you should be doing is driving traffic, and letting the site itself do all the work, including the work of instantly delivering the product to the customer.

This video will walk you through the process of automating your product delivery, so you can just relax, and collect the money. The best part is... once you have this automated system set up, you never have to touch it again.



### **VIDEO 7**

#### ***HOW TO "GROW" YOUR SALE***

This video is guaranteed to be an eye opener for almost everyone who watches it, even the experienced marketers. Michael dives into some of the most effective 'upselling' techniques that I've ever seen.

Nowhere else on the Internet have I seen such a thorough tutorial on how to increase the 'size' of your orders.



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You'll learn:

- ✦ The psychology of 'upselling', and how to use it make your customer spend even more money with you. The best part? He'll think it was his idea!
- ✦ The absolute best time to upsell your customer. This one will surprise you when you realize how much money you've been leaving on the table by skipping this step.
- ✦ 5 simple techniques to increase your profit by up to 100%.

If you've already got a mini site that's up and running, this video will make a big difference for you right away. Use any of these 'plug and profit' strategies to increase your income literally overnight!



## VIDEO 8

### **CREATING AN AFFILIATE SALES FORCE**

If there's one thing I've noticed that all successful marketers have in common, it's that they have a great affiliate program. They create a program that allows other people to make good money by promoting their products, and they get to just sit back and relax, while everyone else is doing the hard work of promoting FOR them.

If you've ever dreamed of having an army of motivated sales people working hard to make you money, then you're going to love this video.



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Michael will teach you:

- ✦ What an affiliate program is, and how to set one up very quickly.
- ✦ Exactly what tools you need to give your affiliates (most people miss the mark here, so pay extra attention to this part).
- ✦ Why merely having an affiliate program is NOT enough to convince people to sign up, and what you can do instead to have people eagerly trying to become one of your affiliates.
- ✦ How to motivate affiliates to sell for you.



## VIDEO 9

### **MINI SITE MISTAKES TO AVOID**

Let's face it... it's not enough to explain what you should do. You also need to know what mistakes you should avoid. Michael has already made these costly mistakes, but you don't have to. You'll learn:

- ✦ Why people **really do** judge a book by its cover... and how to capitalize on that for your mini-site
- ✦ The single biggest reason people don't buy from a mini site, and how you can apply this 'instant fix'.
- ✦ The single biggest thing that will kill your mini-site (it's not what you think, and making this mistake is a surefire way to drain money from your bank account FAST!)
- ✦ Two list building mistakes that'll cripple your long-term profits.



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### **VIDEO 10**

#### **SECRETS OF CREATING A PRODUCT FUNNEL**

This video will walk you through the process of designing a product line that will make you a TON of money. There's a lot more to it than you'd think, which is why this important concept (which was taken from direct marketing) gets it's own video.

After watching this video, you'll understand why you can't just have a single front end product, and you'll know exactly what to do in order to get your customer to keep buying more and more expensive products from you... completely on autopilot!

This video is a MUST for any serious marketer who wants to make a lot of money from their online business.



### **VIDEO 11**

#### **OUTSOURCING SECRETS FOR WORKING LESS, AND MAKING MORE**

The title of this video says it all. You'll learn all of Michael's secrets for getting top notch freelancers to help you create your mini site empire in record time.

Let's face it, you can't be an expert at everything that mini sites require. For example, it's really tough to be a top notch graphic designer, while also mastering HTML, and then becoming a killer copywriter, on top of also creating the product itself.



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And the list goes on and on. If you want to be efficient, and begin making money as fast as possible, outsourcing is the secret to making it happen. This video will show you exactly what to do, as well as some common (and very expensive) pitfalls to avoid.



## VIDEO 12

### **OUTSOURCING SECRETS FOR WORKING LESS, AND MAKING MORE**

Let's face it... it doesn't matter how great your mini site is if you don't get any traffic coming to it. Getting traffic can be one of the most confusing and mysterious parts of making money online IF you don't get the proper education.

Thankfully, Michael really dives in, and gives you a lightning fast education in this area. Specifically, you'll learn:

- ✦ How to use Pay Per Click (PPC) advertising to get targeted traffic fast.
- ✦ 3 ways to get targeted traffic without spending a dime.
- ✦ 2 ways to leverage the experience and contacts of other people to explode your traffic.
- ✦ 3 traffic strategies to avoid like the plague!

By the time you're done with this video, you'll know what to do right away to begin driving targeted visitors to your mini site.

Wow, you get all those videos for free? Click here to check out the '[Mini Site Profits Exposed](#)' video course for yourself:

<http://www.robertshawassociates.com/recommends/minisitevideos>



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### DELUXE VIDEOS

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'[Mini Site Profits Exposed](#)' comes with 12 videos, and has more content than most 300 dollar home study courses. And did I mention that it's free?

If you decide that you want to continue your education, and get the biggest possible advantage, you can also upgrade to the deluxe course for a small fee. The deluxe course contains four full-length videos that each cover one advanced topic in great detail.

Here's a breakdown of each video:



### VIDEO 13

#### **DESIGNING A KILLER BACK END THAT RUNS COMPLETELY ON AUTOPILOT**

This deluxe video could easily be a whole course in itself. It walks you through the entire process of setting up a back end that is completely automated using an autoresponder system.

You'll learn how to set up your autoresponder to automatically remove a person from your prospect list after he buys, and then insert him into your customer list. This is where your new autoresponder sequence will start promoting your back end products automatically.

Bottom line... if you want to make the big bucks like all the Internet marketing gurus, you need to create a back end that works hard for you while you're out creating new mini sites and developing new products. This video will show you how.



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### VIDEO 14

#### **LIST BUILDING SECRETS**

In this deluxe video, Michael will walk you through some of his best tactics for growing a massive list from your mini site. He'll not only teach you what to add to your mini site, but he'll also show you what you must REMOVE from your mini site in order to get the most possible subscribers.

Building a list is about SO much more than just offering a free newsletter. In fact, Michael shows you five different things you can offer your readers to get them to instantly give you their name and email.

You'll also learn the best places to actually put the opt-in email form on your mini site. You'll also learn about pop ups and tell-a-friend scripts, as well as a bunch of other incredible tactics for growing your list.

I have a hunch that you'll find yourself referring to this video over and over again.

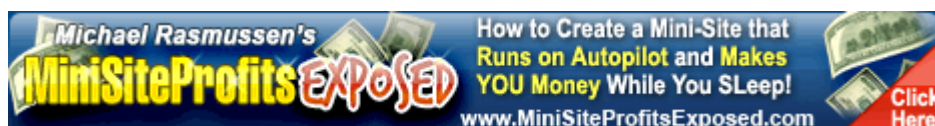


### VIDEO 15

#### **MARKETING ACTIVITIES THAT MAKE YOU MONEY**

When you think about all the 'stuff' you can do to drive traffic to your site, it's hard to know what you should focus on first. This video will walk you through the four most important marketing activities you can do to drive traffic to your mini site.

Once you master these four, you'll never have to wonder what you should do when you start a new mini site. You'll have an easy-to-follow road map for driving tons of targeted prospects to your site, so you can begin making money ASAP!



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### VIDEO 16

#### **MAKE MAXIMUM PROFITS FROM YOUR MINI SITE**

In this final deluxe video, Michael will reveal his best kept secrets for squeezing maximum profit out of any mini site. These are techniques that you have NOT seen before, so you'll want to pay extra close attention to this one.

Think about it... if you're going to put the time in, and set up a mini site the proper way (like Michael shows you in these videos), then it only makes sense that you'd want to make the most amount of money possible from it.

In this video, you'll learn:

- ✦ How changing one sentence on your mini site could double your profits easily.
- ✦ How to instantly increase the dollar amount of your average order (which puts more money into your pocket).
- ✦ The one thing you must add to your 'download page' that will instantly increase your income (with no extra work, once this thing is put into place).
- ✦ How to turn your actual product into a money making machine!



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## CONCLUSION

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Whew! That was a lot of information, and I hope it helped you decide to check out Michael Rasmussen's '[Mini Site Profits Exposed](#)' video course. Remember the course is absolutely free, so you have nothing to lose.

Michael believes that it's important for him to prove himself to you before he ever asks you to buy anything from him. He wants to show you that he will deliver you the absolute best education available anywhere, and he'll gladly do it for free... just to win you over!

So go ahead and check out '[Mini Site Profits Exposed](#)' right now, and see what all the fuss is about. I highly recommend that you upgrade to the deluxe course as well. Here's the URL:

<http://www.robertshawassociates.com/recommends/minisitevideos>

**Best Regards and Success,  
David Robertshaw**

<http://www.robertshawassociates.com>

