

# SIMPLICITY BREEDS SUCCESS: THE VIRTUES OF MINI SITES

By Sydney Johnston

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A wise business person once said, "Wealth is when small efforts produce big results. Poverty is when big efforts produce small results." Doesn't that make perfect sense? When you expend a small amount of effort and get paid well for it, you feel rich, right? On the other hand, when you work slave for hours on end, only to receive a very small payoff or no payoff at all, you feel cheated, slighted, and most of all, poor.

Well, the same principle of effort vs. results holds just as much truth on the Internet as in everyday life. If you spend months of time and hundreds of dollars building a complicated, state-of-the-art, flashy web site only to receive miniscule profits and zero exposure, you end up in the hole in the worst way. Not only did you waste your hard-earned money, but all that time has gone for nothing.

Even with the recent epidemic of dot-com failures, a lot of people continue to follow the trend of creating huge web sites and paying exorbitant amounts of money for them, only to fail shortly after the launch. Tremendous heartaches, disappointments, and financial disasters could be avoided if would-be entrepreneurs would take to heart these two simple words: start small.

A simpler brand of web site is making quite a stir on the Web these days-- a site that takes very little time and effort to establish and maintain. Web business gurus like Terry Dean, Allan Gardyne, Phil Wiley, and Marlon Sanders have discovered the potential of "mini sites" and are using them in their own businesses with great success. If you've heard about mini sites, consider yourself in the know. If you haven't yet learned what mini sites can do for you and your business, keep reading.

Mini sites are essentially one-page sites (with as much text as you want) along with an order form. They're simple, targeted,

direct, and extremely effective. The ease, cost-effectiveness, and versatility of mini sites allow you to make direct sales, presell your affiliate program, collect email addresses, follow up on autoresponders, give away free samples, recruit subscribers to your newsletter, or build your customer base for your offline business. Mini sites are so quick to create and easy to maintain, that you can set up dozens of them for different products.

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To learn more about mini sites and how YOU can profit from them, subscribe to our FREE 12 day course on mini sites and begin creating quick and easy multiple streams of income! Send a blank email to mail to: [empire@bizminisites.com](mailto:empire@bizminisites.com)

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