

## **Automating Your Approach – How to Employ a Hands-Off Mentality So That You Can Enjoy Your Success and Continue Building Wealth**

Is your goal to live by the “money for nothing” motto? Well it’s not such a far stretch if you launch an Internet business. I’m not saying it takes absolutely no work, but once you get a site launched and a product in place, there’s a lot you can do automate the system and have a hands-free approach.

### ***Rolling Out Multiple Mini-Sites***

A mini-site is generally a one-page website that appears as a sales letter. The visitor is met with a site that generally has a border around the edge and they scroll down the page to read what you have to say – there is no other navigation except to click on the order button!

You can set up literally hundreds of mini-sites and sell dozens of informational products, courses, or even services on it. Generally, the content should be set up like this, from the top-down:

- **The Graphic Block with a Headline Inside**

This is where your business logo should go, if you have one – but if not, then you can just use a color scheme (nothing cutesy like farm animals or balloons). Inside or beside the image, use some sort of headline – it can be the name of your business, a promise, a question – whatever you think will draw them in.

- **Content Making Promises**

Use another headline or two here, and start your text by instantly giving compelling reasons why your visitor should continue reading – what promises are you making?

- **Show Them Your Credentials**

Before they’ll buy into your claims and promises, they’re going to want to know how you can be so bold to make such claims. Here is where you tell them your claim to fame. Did you discover a method for doing something better, faster, more easily? Are you an educated (self or academically) expert in your field?

- **Use Testimonials**