

# If It's Your Goal to Start Your Own Small Business on the Web, then You **NEED** to Read This!

By Judd Burdon

## A Letter from The Person Who **KNOWS SBI!** Better Than Anyone I Know...

### Introduction by Ken Evoy

Judd heads up the group of SBI! owners who answer questions from visitors.

Judd listens carefully, better than anyone I know. Then he explains how SBI! meets the needs of the user. If it does not meet their needs, he tells them so. He totally knows SBI!, and understands what people need -- so all he does is connect the two... if they don't connect, he says so.

Judd now has assistants who screen out the non-serious, the "brain-suckers" who just want free consultations, etc. He has to do this because it has been hard to keep the team of SBIers up in numbers. Since they are all SBI! users, they tend to start making too much money and drift away.

The price of success! :-)

But Judd is VERY special. I can't afford to lose him, so I made him an offer he can't refuse (horse's head excluded).

With that intro, Judd sent me the following note after reading my "vacation articles" in SBI! Xpress. I thought it was brilliant and wanted to share this with you.

Here's Judd.

Hi Ken

When I read your article ["What I Did On My Summer Vacation"](#) about building a site on Nova Scotia Beaches, it dawned upon me that you were right - your articles are actually parables. The lessons to be learned here remain true for EVERY small business niche - every **"island of knowledge."**

You know, one of the most common issues I see when people call is that they think they know nothing. Or they think that their knowledge is of no value, or that others are probably already doing their idea. It's like they are in a haze and can't see clearly enough to even decide how or even whether to move.

Compare those types of people with the ones who "get it" -- their eyes pop open right away and this group runs with SBI! full-blast and succeed, like your case studies at...

### Case Studies

You already know, of course, **how SBI! has changed my life**, well before I accepted your offer to come aboard...

I also have a few of "my own" case studies, folks who originally chatted with me, unsure of how to proceed, or whether to proceed.

Ken, there is nothing "special" about these people, and yet there is EVERYTHING special and precious about them. What I mean is that **they really are "anyone."** But they bring with them motivation and a desire to win - an intention to win.

And then they simply went about and did it.

The beauty of SBI! is that there are millions and millions of folks with the "BAM" you talk about.

-----KEN'S SIDEBAR-----

BAM = Brain And Motivation

-----KEN'S SIDEBAR-----

But "regular Web hosting" (or "old-fashioned hosting") simply makes it impossible. And here's the shame of it all...

You know how so many Net marketers are criticized for their too-hypey, get-rich-quick copy? Well guess what, Ken? The big companies are the same. They just do it while working in their Ivory Towers, in their \$2,000 Gucci suits.

You know what I mean...

"Get a site up in minutes."

"Easy as 1-2-3 and your site will be up."

"Your store could be selling in 24 hours."

Baloney. **There is simply no such thing as GET RICH QUICK.** No matter how good the copywriting, you're a sucker if you believe it. And yet so many small businesses "put up a site" and then - it's a slow, painful e-death.

Not us... **CTPM works**. It builds the foundation, upon which monetization becomes more and more lucrative. But it takes some time and effort. **That's why people with BAM win**. They put in the time. **They reap the rewards**.

But I'm really getting off-track here.

Back to the lessons of your articles...

**Anyone can literally build a site with SBI! on any idea, passion or "island" of knowledge - and earn money with it.**

Period. Here's THE perfect example:

I received a call earlier today from a lady on the SBI! toll free phone number. She bought SBI! one year ago but has done nothing with it. I asked "why" and she said, "Because I still do not know what to build my site about."

Now Ken, I have a problem. You know that I don't have time to do consulting - that's not my job. (I must admit the only part of my job that is depressing is when people take my time until I finally realize all they wanted was free consulting.) But this lady was so sincere and in such pain, that I wanted to help.

I **KNOW** there is ALWAYS something someone knows - even though she still didn't know it. The Action Guide is great. It asks and probes with all the right questions. But I guess she just blanked out on herself.

It is always best to build a business on something that you know and understand. Some folks can research and "become experts." But for most people... you simply build a more professional business if you know and love your material. "REAL" content rings true to the visitor -- **when Content and PREselling are strong, you simply can't fail**.

So, let me continue. I asked her if she had any passions, hobbies or something of interest to her.

She said "NO."

Anything in her current job, past job, etc.?

Do you love any particular kinds of magazines or books? (I love that question for uncovering interests.)

"No."

"No."

"No."

"No."

It almost sounded like she was determined that the answer was going to stay "no." ;-)

I knew that she must have some knowledge that is in demand so I popped the question...

"Anything going on with the family or kids."

Pause.

Pause.

Ah-ha. "What?" I asked.

"Yes".

She is a mother and has raised 2 children. Her teenagers had problems - no need to get into all the details. But she had worked hard with her kids and learned a lot about these areas. So I asked her...

"Are you the only Mom on the planet with these problems?"

BINGO!

Lights went on.

"You mean I could do a site on that?"

Well, one light went on. So I tried to light the rest of the house that it is our brain.

She has knowledge, passion. **Others need what she knows.** She could definitely build a site that helps other mothers deal with their troubled teens. As always, it's all about CTP - and there's loads of good content opportunity, with reasonable demand and lowish supply.

The Monetization, afterwards, would be easy. She could sell "prime info" in e-books, affiliates to suppliers, Google AdSense. And this is just the tip of the iceberg.

Her new site would be generating \$500 to \$1000 per month just on the above ideas -- in a matter of 5 to 6 months. Now that does not sound like a lot of money for 6 months work, say 5-10 hours per week.

But it's the base.

-----KEN'S SIDEBAR-----

So many people want to reach my daughter's level and prominence in a month. I'm sorry...

**The real world, the business world, does not work like that.** SBI! eliminates all the barriers (tech, brainstorming, research, Search Engine mastery, etc.), but you still have to BUILD your business. When you do, you'll have a real, growing, breathing business that snowballs and earns you more and more.

But you have to put the effort in. SBI! merely reduces that level of effort, and takes away the barriers that would block all but the very smartest folks. SBI! truly lets BUSINESS people succeed.

Nori took two years to get where she is, but she only worked about 2 hours per week on her site (1 good page per week). An adult working 7-10 hours per week should be able to reach Nori's level in 6 months, but it still takes 6 months! No way around that. This is REAL business.

But remember... once you start to grow, it just seems to keep piling on. More and more content builds more and more traffic. More and more links to you. It all just cascades and grows. You find one good monetization model. Then another. And now..

Nori's adding a store. I never dreamed that she would open an online store... **at the age of 15.**

But you have to be persistent and willing to build. Heck, we've been working non-stop at SiteSell for 6 years now. And it, too, just keeps building and building and building.

I hate to be rude, but...

If you're not willing to pay the price of work, you're looking at the wrong monitor. Stick to TV -- you'll be happier because "Get Rich Quick" will only disappoint you over and over. And if you ARE working hard and failing, get Site Build It!. It is the missing ingredient.

And what if you work hard at SBI! and still fail? Not very likely, but Judd brings up some good points a bit later. So let's leave him to pick up the thread, first, about the woman who didn't know where to get started.

-----KEN'S SIDEBAR-----

Guess what? The caller told me that this is amazing and a wonderful idea. She is going to dig back into it and MAKE IT HAPPEN.

Ken, I do my best to explain this to everyone I speak to on the SBI! "Have a Question" site...

[Ask your questions here](#)

It is really amazing to see the people who really get SBI!. They grab it by the horns and really take off - just like you say. I can hear it in their voice.

I have an idea for the others, for all SBIers actually. How about a forum where they could bounce off each other and pick up the kind of key help that I just provided?

It's a shame for those visitors to the SBI! sites who don't "get the message." What a loss as they doom themselves to old-fashioned Web hosting, often (believe it or not!) because their Webmasters are stuck in their old ways of doing things. Folks really should use our Webmasters if they don't have time to do it themselves...

I can only tell you how happy I am working from home on my SBI! sites. I guess I just understand SBI! and how it works -- not bad for a 25 year old ex-asphalt-paving guy ;-)

## **Light in the Window**

I also want to share my own parable with you - I call it "Light in a Window". (People have told me that it has helped them to understand better what they are really trying to achieve.)

A few nights ago we were driving home from dinner. It was late and I saw a light in the upstairs window of a neighbor's home. It caused me to stop and wonder.

See, not that long ago my window light in my basement office was also burning late into the night. I wondered if my neighbor's late nights were being fuelled by the same passion that had been fuelling mine only a couple of years earlier. My desire to create a better lifestyle and escape a job that I had been unhappily trapped (asphalt business) in for years kept my window light burning late into the night.

I had just begun my own business. It started small. It was unfamiliar. I was searching for ways to build my small Internet Business into something that would someday give me freedom from having to work for someone else. Freedom from having to commute. Freedom from having to work long hours for what someone else thought I was worth. Freedom to have fun. Freedom to travel. Freedom to spend time with my family and Freedom to ultimately smile.

I wasted a lot of time with more than I care to tell you. And I kept slogging asphalt. And hating it.

But all the hard work and false starts, all the nights of burning that midnight oil paid off when I discovered "Site Build It." It included absolutely everything for me to build a successful online business, and **the day came when I was able to make that change in my life**. My small online business grew to replace my corporate paving income, and **I now spend most of my time doing what I love to do** - helping people make the same discovery I did.

Helping them to freedom. As you say, Ken...

"A life of passion."

I wondered, as I pulled into my driveway, how many other window lights were being fuelled by someone's desire to change their lifestyle and work with knowledge that they had. And then I thought about the "two kinds of flickering screens" that exist in this world.

Some people, frankly, are simply better off watching a different flickering screen - the TV. Yes, everyone WANTS more. But most are not willing to REALLY do anything about it. They try this, they move to that, but they quit at the first obstacle.

And then there are those who simply decide...

"I will win with SBI!."

The barriers are gone.

If you bring BAM, you MUST succeed.

I don't know many people who have worked hard at SBI! and failed. But it does happen, usually due to a mistake caused by not following the Action Guide.

A sad case the other night... someone registered a domain right away and then refunded. Since you only register your domain name (THE perfect domain name) on DAY 5 of the SBI! process, he obviously had not followed the Guide but just "jumped in" and ignored all instructions.

Then he e-mailed me and said that "SBI! couldn't meet his COMPLEX needs." Heck, if you can't follow the Action Guide, I'd hate to think of that person trying to succeed at something COMPLEX.

Because SBI! is as SIMPLE as it can be.

Not easy.

Simple.

Business is not easy. It takes some work. But if the user supplies that, AND follows the Action Guide, s/he simply must succeed. Folks looking for "quick and easy" money will be happier with the flickering screen in the living room.

The rest of us? The people I talk to, who are willing to bring BAM to the table, thank you profoundly for SBI!. They toil, with passion, in front of the flickering screen that is building lives they WANT and LOVE to lead.

-----KEN'S SIDEBAR-----

Wow! Thanks so much, Judd.

My favorite quote on the prime importance of DETERMINATION, ACTION, and PERSEVERANCE....

"Nothing in this world can take the place of persistence.  
Talent will not; nothing is more common than unsuccessful people with talent.  
Genius will not; unrewarded genius is almost a proverb.  
Education will not; the world is full of educated derelicts.  
Persistence and determination alone are omnipotent."

-- Calvin Coolidge (1872-1933)  
30th president of the U.S.A.

Back to Judd...

-----KEN'S SIDEBAR-----

Yes, Ken. Your daughters, Nori and Yuki are right. Or I should say that your "vacation ramblings" that Yuki started in your mind were spot-on. The lessons that we can all learn from anguilla-beaches.com and Yuki's idea for a Nova-Scotia-Beaches site are far bigger than travel sites.

**Everyone has an "island of knowledge."** Even that Mom with the troubled teens.

Even me - Asphalt Man who now has four profitable sites.

My life is changed forever. I could quit sitesell.com (I'd never do that -- I love this too much), erase ALL my sites, move to Bora Bora tomorrow, and I **KNOW** I could start another successful online business that would more than support me and my family.

Now **THAT** is freedom.

All the best,  
Judd Burdon