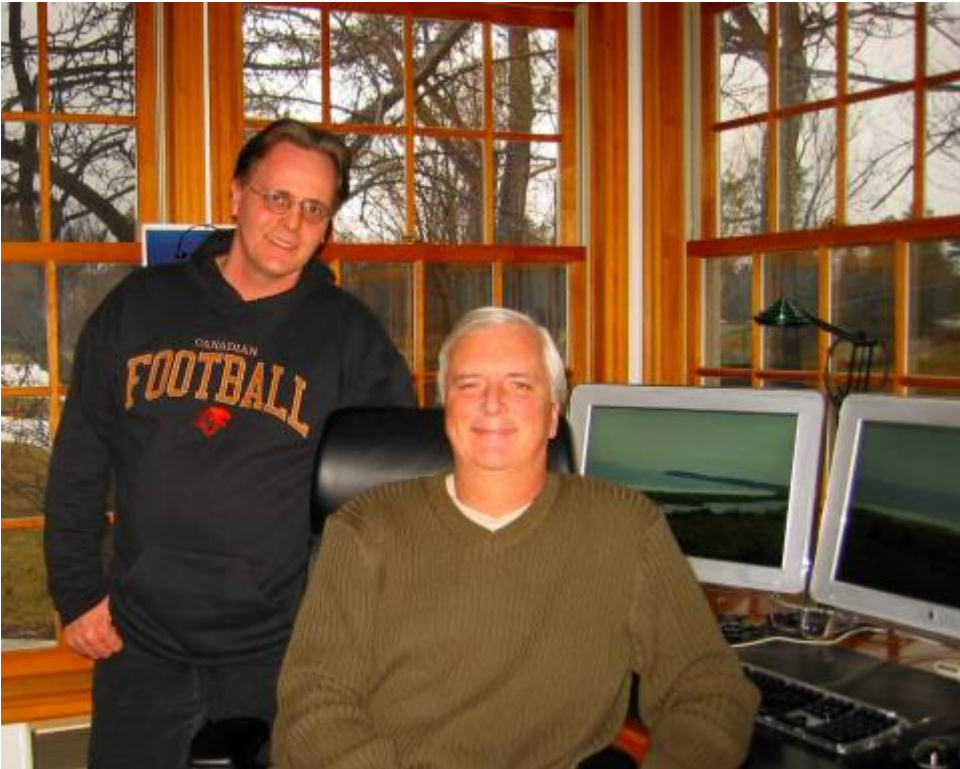


A Rare Conversation With An Internet Visionary: Site Build It! (SBI!) Inventor Dr. Ken Evoy



SITE BUILD IT! (SBI!) The air was *electric* with anticipation as *Site Build It! (SBI!)* Inventor **Dr. Ken Evoy** answered questions from the audience at the first-ever *SiteSell Seminar* in Montreal.

Ken revealed how you can create a *highly successful* online business, with *no* technical skills necessary, on *any* topic you can imagine... with Site Build It! (SBI!).

Actually, they'd only planned for 200 people and had to add well over 100 more seats. It was chaos! We were packed in like sardines.

But it was all good because that swimming sea of humanity experienced a paradigm-shifting *night to remember*.

I'm **Bill Nash**. I'd just flown five hours non-stop from Vancouver to cover this special event for my newsletter readers.

Heck! **Rich McCormack** drove *eight hours* straight from New Jersey just to be there!

And The Good Doctor didn't disappoint. Ken fielded questions from the overflowing crowd for *his first exclusive interview in several years* about his empowering software invention: **Site Build It! (SBI!)**

And the following day, I was fortunate enough to visit with the Evoys: Ken, Janice, Nori and Yuki at their home in Hudson, Quebec.

Ken runs his entire multi-million dollar e-business from a sensational large office, all windows on three sides, overlooking a golf course (from which he hops over the fence to hit balls, he tells me).



Bob, Ken and Janice

The seminar got off to a rousing start with a dynamic, super-charged *94 minute* PowerPoint presentation by Sitesell senior vice president **Bob Luxenberg**.

*Bob Revealed The Site Build It! (SBI!)
"Pathway To Success":*



It's called "**Building Income Through Content**".

Let's *listen in* to Bob's most crucial point regarding Site Build It! (SBI!):

BOB LUXENBERG: "*CONTENT IS KING* on the Net. Creating high-value content, offering great *information* is the *only* thing that works.

The fundamental reality of the Net is that people are looking for *information*. So you must start where *they* start. Offer them great information based upon the *theme* of your site.

If you remember just *one* thing from this seminar tonight, just understand this: *everything flows from the fact that PEOPLE SEARCH FOR INFORMATION on the Net.*

We have now come to the *most important* part of this evening's seminar.

This is the pathway that should be followed in order to succeed online: create a theme-based **CONTENT** site on a topic that *interests* you, that *excites* you, or is *related* to your business.

This theme-based **CONTENT** site is made up of a home page and two or three tiers of *keyword-focused* topic pages that are directly related to the theme of your site. These pages are created with Site Build It! (SBI!) to score well with the *Search Engines*.

Your **CONTENT** will then automatically generate targeted **TRAFFIC** (visitors) to your site from those *Search Engines*.

The visitors to your site will then be **PRE**sold with the high-value *information* they are *looking for*, information that develops *your credibility* and *their trust*.

The visitors will then be gently led to a *call to action*: a purchase, a sign-up for your newsletter or ezine, a click on a Google ad, a click on your affiliate link, buying an ebook, and so forth.

In other words, they will be **MONETIZED**.

We call this process: **Building Income Through Content** or **C-T-P-M.**"

Following Bob's extensive presentation, Site Build It! (SBI!) Inventor **Dr. Ken Evoy** took center stage to answer questions from the audience.

QUESTION: How does Site Build It! (SBI!) work in different languages? For example, trying to market in Europe.

KEN EVOY: The next generation of the Site Build It! (SBI!) *Brainstormer* is going to be able to brainstorm in any Romance-based language. So... Swedish, French, German... And, if anything, it should work better. Because, frankly, the rest of the world, marketing wise, is substantially behind where the American and English world is in terms of Net marketing.

So I think it's a tremendous opportunity...

QUESTION: Is there an annual hosting fee for Site Build It (SBI!)?

KEN EVOY: No. Site Build It! (SBI!) is much more than just web hosting. Web hosting is really just fast, reliable, generic and there's nothing to it. It's all the services *around* the web hosting that make our clients so successful.

Bob showed that 51% of our Site Build It! (SBI!) clients end up in the *Top 6%* of all the traffic sites on the Internet.

No other "web host", if you want to use that word, even really cares what type of traffic you're getting as long as you keep paying your \$39.95 a month. So we don't do a monthly fee because we don't look upon business like paying for a telephone. The annual renewal fee for Site Build It! (SBI!) is US\$299.

I remember the first time I bought something on the Internet. I bought something from Ralph Wilson's site. And Ralph Wilson has a tremendous site. But \$50 is \$50 and just to pull out a credit card and go, "Yes. No. Yes. No."

So we understand that for US\$299 we're asking people to take a chance... because that's what they're really doing... until they actually start using Site Build It! (SBI!). And you can go to *Case Studies* and see some great examples of people who took a chance. And your world really changes.

When you "get it", the mystery of the Net is swept away. And you understand that the Net is really nothing more than millions of computers hooked together, and people searching for information, and other people providing that information.

And you learn how to work that and get those people to find you and like you and trust you... and then how to convert that type of free-flow traffic into money... it all becomes extremely simple.

I was talking to a young man here in Montreal who lives in South Africa. He came by just to see how we were doing. Because he just started his *third* Site Build It! (SBI!) site and he earns his *living* from Site Build It! (SBI!) sites.

We have so many people like that who have quit jobs, who've started one site... and have started a second... and a third. Husbands and wives work together. And if you go to [Case Studies](#), you'll see examples of how things really change. And that's a tremendous liberator.

The potential of what you can do with the Internet is fantastic. Remember back when you had a personal computer that didn't have a hard drive? We're at *that* stage now with the Internet. We haven't even begun to scratch the surface.

The concept of having to worry about CGI programming, and FTP, and all that technology... search engine mastery... The "fighting" instead of just worrying about "doing business".

That is what we take care of *for* you. So you can use Site Build It! (SBI!) to concentrate on your *business*. We're the Next Generation of web hosting that really makes people succeed.

QUESTION: Does Site Build It! (SBI!) have any kind of "shopping cart" with a way of collecting customers for goods or services?

KEN EVOY: Yes. Bob was talking about [C-T-P-M](#). We are literally the only company in the world that provides *C-T-P*. There are thousands and thousands of companies that provide a wide variety of *M*, the monetization choices.

So, with a shopping cart, you can have something as simple as a PayPal shopping cart, "copy and paste". *ShopSite* does more than anybody in this room will ever need, in terms of "copy and paste", if what you want to be doing is selling *Hard Goods* through a shopping cart model.

If you want to be selling *E-Goods*, you may be copying and pasting *DigiBuy* which is a very sophisticated e-goods type of solution.

We have, in our Site Build It! (SBI!) Resources HQ, systematically selected the "best of the best". And these people are very happy to work with us because we're one of the most highly trafficked sites on the Internet.

And we don't make any money from our recommendations. Instead, we negotiate discounts so that you can simply copy and paste the best kind of monetization model that would fit *your* needs into Site Build It! (SBI!).

Everybody else pretty much starts *backwards* in terms of, as Bob said, build a beautiful site, a fantastic shopping cart, a merchant account... Then a couple of months later, a call comes into the webmaster, "Uh, where are the *visitors*?" Their lights are on... but nobody's home.

You can have a wonderful, beautiful, glorious store on St. Catherine Street in Montreal and it's obvious that it's dying. Well, online it's not obvious that that store is dead. It sits there and it's beautiful. But it's still dead.

There are two reasons why most of our Site Build It! (SBI!) sites do so well. First of all, the competition is so weak. And second of all, the choices work so well.

For example, my daughter Nori will be adding a very simple PayPal shopping cart to her Site Build It! (SBI!) site which will handle her needs very easily.

Marney Makridakis has a Site Build It! (SBI!) site called [ArtellaWordsAndArt.com](#). This lady, in a year, has grown to now having a staff of four and sells 250 different products. Some of them [e-goods](#). Some of them [hard goods](#).

And all of them through her PayPal shopping cart. And PayPal has no up-front, no monthly minimum. I think it's a 2% commission and something like a 30 or 40 cent per-transaction fee. So it's very, very reasonable.

We're not big believers in reinventing the wheel. And we have been developing our *own* e-commerce solution. But it's going to be for very specific niches that we don't think are very well-addressed online.

Where areas are addressed, for example, membership sites... where you pay for an entry behind a password protected site... those are very sophisticated sites, cutting-edge, require a lot of technology. Small market.

We're not interested in going after that market. There are other companies that do it extremely well. We're very happy to recommend them for the small number of people for whom that'd be appropriate.

But monetization is the easy part. The hard part is building the free-flow traffic.

QUESTION: Regarding domain names and type-in traffic, can you just comment on that and if people should get hung up on whether or not their Site Build It! (SBI!) url should contain dashes?

KEN EVOY: Search engines will definitely see hyphens as a word limiter. Across all the hundreds of variables that *Google* measures and puts together into its relevance "soup", if you will, there's no doubt that if your keyword is in the domain, you *are* going to get a point or two of relevance.

And the best way to limit those is by having a dash there. A dash is clearly seen as a better way. The underscore versus no limiter at all, is probably about even.

QUESTION: Is there a limit to the number of sites you can create with Site Build It! (SBI!)?

KEN EVOY: That's an interesting question. And we get it a lot. It's sort of like if you bought an orange. How many oranges do you get? You get *one* orange. A web site costs money to maintain. There's bandwidth. There's the cost of domain. There's the cost of support. A web site has real and tangible costs.

People somehow think because they can't see it, touch it, feel it or smell it... that they must get an infinite number of web sites for the price. But there's no real reason for that.

What we *do* have is a *multi-package* because a customer on the second, third, or fourth site or a web professional requires very little support. So we can afford to bring our price down. But we work, actually, at a very low margin because the amount of sheer functionality that's in Site Build It! (SBI!) chews up a lot of CPU's, uses up a lot of bandwidth.

Most web hosts are very happy to have a large number of customers who don't chew up a lot of traffic because that doesn't cost them an awful lot of bandwidth.

Our customers cost us a lot of money because they chew up a lot of bandwidth because they get *traffic*. So, to answer your question, you get *one* site per person.

We also have some Site Build It! (SBI!) customers... you know, Bob was talking about "FIRE! READY! AIM!"... There's also the customer that we call "READY! AIM! READY! AIM! READY! AIM! READY! AIM!" (Laughter)

I mean, they study it forever, they brainstorm it forever. It's like they can't *pull* the trigger. And then we also have the other type of Site Build It! (SBI!) customer who goes "FIRE! FIRE! FIRE! FIRE! He's got ten ideas at the same time and he wants to know our pricing for ten sites. Well, we try to talk that customer out of it.

We say, "Listen. The Site Build It! (SBI!) *Brainstormer* is going to help you pick the single *best* idea from *among* the ten that you have. Build out *that* business. Develop a cash flow. *Then* buy a second site."

Most people in this world don't have two, three, or four businesses running at the same time.

QUESTION: Site Build It! (SBI!) sounds really great. Is there some kind of satisfaction guarantee, if I take it home and it doesn't do what was promised?

KEN EVOY: Yup! That's what Bob was talking about in terms of taking that leap of faith... it's a big one. So, we even say, "Listen. Just for trying Site Build It! (SBI!), just for giving us a shot at your business, keep the domain name that you registered, if you decide, for whatever reason, that this isn't for you."

So it's more than just a *regular* guarantee. It's a *success* guarantee. If you're not happy with it for *any* reason at all, we give you your money back. For thirty days you get 100% back. Obviously, if you use it for eight months, then we would give you a pro-rate back.

QUESTION: I bought Site Build It! (SBI!) last Friday and I'm completely new to the Internet. I had a problem opening up the Site Build It! (SBI!) *Manager* on my Windows XP. So I had to email your support team back and forth before the problem was fixed. Could you have some kind of 24 hour 1-800 hot line like my ISP has?

KEN EVOY: We really don't look upon ourselves as, like I said, a web host. We're really more of a software company that makes small businesses successful. And we *do* have, like other software companies, a pay-per-incident type model. But we try to keep our costs down as much as we can.

Our support group turns around within four to six hours any inbound email question. And with all of our *10,000 sites*, our entire support staff has increased. But Site Build It! (SBI!) is very clean and requires very little support.

And once you get over this hurdle, you'll be up and running and the odds are that you won't even have to touch support again.

But to start to use the telephone means that we'd have to increase the price because people will always take the route of least resistance. And telephone support is very expensive, very time-consuming. We would probably have to use six to eight people and it's not an effective way to run the software company.

A *hosting* company will give you that type of support *because* there's basically nothing else to do. There's no software involved.

QUESTION: Are you going to have some kind of group for people who buy Site Build It! (SBI!)?

KEN EVOY: Yes. That's something that's going to be coming up very shortly... our own *forum* of Site Build It! (SBI!) users. We've been getting more and more requests for that. So I think it's a really good idea because we already have a *webmasters* group and they interact very, very well solving each other's problems. And a forum of Site Build It! (SBI!) users, I think that would be an excellent idea.

QUESTION: Site Build It! (SBI!) seems like a very powerful tool, obviously. But it is just a tool, after all. And, as Bob said, the actual *content* is king. So my question is: what if you're not a real expert at something, without the real high-value content to begin with, how is it going to benefit me?

KEN EVOY: Remember that thing you learned in high school? The old *bell curve*? Well, we don't make the bell curve go away. We just move it over and shift it to the right. So the smarter people, the better communicators, the harder workers, all the usual parameters that are involved in making people *more* successful, will continue to apply.

And the people who *don't* want to put the time in, who get frustrated easily or give up, or just don't *know* a good topic, they *won't* do as well. So that bell curve won't go away.

If 51% of Site Build It! (SBI!) owners are making the *Top 6%* most popular sites on the Net, what's happening to the other 49%? Well, they're in the other 94%. And they're distributed in a bell curve. Either they haven't tried very hard, or, despite the tools, they still end up choosing a terrible topic.

It's not an absolute 100% lock that you're going to be able to communicate or find the right audience for yourself. That would become a get-rich-quick, fill-in-the-blank kind of scheme.

It's like I can have the very best tools in the world: the best hammer, the best saw, the best tool chest. And I'm going to end up, basically, with a bruised thumb... where as, my finishing carpenter is going to build me a beautiful cabinet.

What we've done is given you a very good set of tools and shifted that curve to the right so that more and more people succeed.

Even offline, the majority of small businesses fail within a couple of years. Online, the emails that we get back from the stats that we have is earth-shattering, in terms of the percentage of people who succeed and how well they do.

But it's not an absolute guarantee that everybody achieves that level.

QUESTION: I have this amazing idea to make a web site but I don't have a product to sell. But I do know of a company that makes a product that could interconnect with my idea. So do I introduce myself to that company and then what do I do?

KEN EVOY: Yes. That's the most fundamental model. We call that the [infopreneur](#). You don't really have a product to sell. You create content... information that's in demand that other people will search for. And now the question is: "How do I monetize that traffic?" And, for a variety of reasons, maybe you don't *want* to have a product or you don't *want* to sell a service. You just don't want to have to deal with customers.

Somebody once said: "Business would be great, if it weren't for the customers."
(Laughter)

So an infopreneur is certainly a great example of that. Because you can make money, first of all, by putting *Google AdSense* ads on your site. The vast majority of our sites are accepted by Google. It's almost like we wrote each other's philosophies about how the Net should work.

Their AdSense program fits the vast amount of *our* sites and what *they* do almost to a "T". So you should be able to build a base of about three or four or five hundred dollars a month. And grow it from there.

QUESTION: So Google pays me?

KEN EVOY: Yup. Google pays you. My daughter Nori deposited her first check of about \$550 into the Hudson Bank and the teller saw the google.com and said, "THE Google?" And my daughter said, "Yup!" (Laughter)

So Google pays you. And what you're really doing is you're creating content and people will pay Google to advertise them on your site. So Google will pay you wholesale. But they're selling retail. The advertiser is buying a spot on your site. Google is the middleman.

And you can add other monetization models. We have some Site Build It! (SBI!) sites that focus on the [affiliate model](#) as their primary income source and still have Google ads. But it really depends on what your focus is.

My daughter Nori's primary model is [referring](#) to the local real estate agent. She will add *other* referrals to a local tour operator, a local boat charter...

A lot of local businesses out there are very slow at catching on to the Net. And even when they do, people probably get it wrong. She's made a lot of money simply by referring, either getting paid on a "per lead" basis or a "per sale" basis from local businesses.

QUESTION: Does she have a contract with these places?

KEN EVOY: Yeah. It's a very friendly, loose sort of email agreement because through the Site Build It! (SBI!) *Form Build It* tool, when somebody says, "I'm interested in ocean front real estate, whatever", the real estate agent knows that we're getting a copy of that. And we will just simply randomly email every twentieth person and ask them, "How did Jackie treat you? Did everything go well?"

We certainly don't want to find out one day that Jackie sold a four million dollar house and didn't tell us. We don't think that's going to happen. Jackie's been very honest with us. But what I'm saying is that it's a very good way to self-regulate and keep everybody honest.

QUESTION: A very good seminar, Ken. Regarding the setting up of an affiliate program, is there any way of doing that with Site Build It! (SBI!)?

KEN EVOY: Yes. Again, that goes to third party sites. So, for example, something like *ShopSite* has an affiliate program.

For E-Goods, *ClickBank* is one that we highly recommend. A lot of marketing pros who sell E-Goods use ClickBank. It's a combination of order-taker, fulfillment, and affiliate program all rolled into one. So, again, it goes back to those ecommerce resources, choosing the best-of-the-breed. And if you need an affiliate program, along with whatever it is you're selling, then there's something for you to be able to "copy and paste."

QUESTION: Once you build your Site Build It! (SBI!) site, how do you stop people from copying it? How do you protect it?

KEN EVOY: That's a real good question. You can't. But, first of all, just the fact that they copy it, doesn't necessarily mean that it'll score well. Google and every other engine right now has algorithms that will look for what percentages of the sites have a high coincidence of the word. For example, if it's 98% similar. And, what Bob was talking about, the compressing out of replicated sites, it will tend to ignore subsequent sites that are exactly the same as the first one.

So one is not as big a problem as you might think. Two, however... if someone has managed to paraphrase enough to get around it, but they're still violating copyright, you can write their ISP and the ISP will take that site down very fast. So it *is* a concern. But it's usually very easy to handle.

QUESTION: What would you suggest for a new Site Build It! (SBI!) owner whose stuck in that mode of "READY! AIM! READY! AIM! READY! AIM!"?

KEN EVOY: Pull the trigger. (Laughter)

You've got to choose *one* sooner or later. And if they're all about even, I would choose the one that you love the most, that you're the most passionate about. You can't go wrong. It's no longer work when you're doing something you love, right?

And if that's turned out to be really terrible advice, and you email us back in a couple of months, what we let people do is, for \$50, we just simply change the domain. So if you're going down a wrong road, and you can see it's the wrong road, you can start over.

You know, even though I invented Site Build It! (SBI!), when Nori started her site and I started helping her, and after about two months, and after like the ninth or tenth page, when the first visitors started coming in, you go, "Oh! My God! This works!" You know, it's still an amazing feeling. And from there, it just snowballs and builds and builds...

So I would say, just go with what you *love* and build upon that... and if it works, terrific. If not, you'll find another one that does.

QUESTION: What would you recommend for the content part of Site Build It! (SBI!)? You say it's all about content. What if you don't have the communication skills and that? What would you recommend to help people with that?

KEN EVOY: We're just about to put out a new book for Site Build It! (SBI!) owners. It's called "*Make Your Content PREsell.*" It's specifically about how to write content. And, again, this goes to the bell curve. Some people understand more intuitively than others about writing content.

That's why I liked working with Nori. Writing content is not about just putting information there. It's about getting it down in a way that has some charm. It's about spinning a story or choosing a word that tickles the cerebrum instead of just lays there. And that's what, hopefully, this book is going to be. To help you move that bell curve a little further to the right.

You've got to get your personality across. You've got to be able to tell your story. To get that content out there in a way that people want to read more of what you have to say.

But the thing is, we're never really taught how to write in school. So from the time we're in Grade Three all the way through to university, we're taught to write to impress our teachers.

So that by the time we've graduated from university, we're choosing words t-h-i-s long instead of that long. And our paragraphs drone on forever. And the professor thinks you're brilliant because he doesn't know what the heck you're writing about. (Laughter)

In fact, I had to teach myself to write completely differently when I tried to figure out the Net. That's actually going to be a new book that's coming out probably within the next two to four weeks. How to write in a better way.

BILL NASH: Hi, Ken... Bill Nash from "Successful People Products And Programs"...

KEN EVOY: You didn't fly in all the way from Vancouver for this? Did you?

BILL NASH: Yup! And, boy, are my arms ever tired! (Laughter)

I publish my newsletter with Site Build It! (SBI!) and I just wanted to thank you personally. And I'm sure there's lots of people from all over the world who want to do the same. So, on behalf of everybody, Ken,
"Thank you!"

Some of my readers have been asking me why the Site Build It! (SBI!) E-Goods module has been delayed so often. And I've tried to explain it to them... Could you just explain again why it's rightfully moved down the priority list?

KEN EVOY: I think I made a mistake promising the E-Goods module too soon because we now prioritize other modules.

And, honestly, *C-T-P-M...* it seemed so obvious... But it was really only working with Bob, for the past couple of months, on the PowerPoint, and talking about, "How do we keep the audience understanding where they are in the process?" that it slowly unfolded upon us.

Because it's not a complicated process but it was sounding very complicated.

And we started boiling it down to, "Well, what are the basic steps here?" So C-T-P-M is what it really boils down to. And what we realized we'd done over the past couple of years, is that we've continually prioritized the CONTENT or the TRAFFIC or the PREselling.

For example, the Site Build It! (SBI!) Ezine module was never even a glimmer in my eye when we were already talking about delivering the E-Goods module. But, meanwhile, DigiBuy, for example, and four or five other excellent services deliver the ability to sell E-Goods. So it was more important for us to establish what was really important for our clients.

Having an ezine or newsletter is a very important part of PREselling.

And the Next Generation of the Builder is going to be literally 2,000% faster. It's all client-side. Super-fast.

So, again, we pushed back our ecommerce. And we pushed that back at our own expense because we promised not to renew until we actually launched the E-Goods module.

But it's more important for us to build our core, which is the C-T-P, than to launch an E-Goods module when there are already four or five companies out there that are already marketing perfectly good E-Goods products.

BILL NASH: A couple of follow-up questions, if I may. When I got Site Build It! (SBI!) in 2002, it was expressly for the Ezine module and I've been publishing ever since.

In the interim, you've released several other state-of-the-Net modules. You've covered a few of them here tonight. But could you just expand a bit on the other modules in the Site Build It! (SBI!) package?

KEN EVOY: We've launched so many new features since 2002. Perhaps, it would be best if people just went to the Site Build It! (SBI!) [comparison page](#). The extensive list of new features is explained there in detail.

BILL NASH: There's such a vast treasure trove of written knowledge built right into Site Build It! (SBI!). It's like the *Library of Alexandria* for small business software. What are some of the new launches that may be coming up in 2004 or 2005?

KEN EVOY: We'll have the Super Brainstormer which will include a multi-lingual feature.

Site Build It! (SBI!) will be going full multi-lingual. All the default English messages will be able to be translated into all the Romance-based languages. The webmaster chooses one.

We'll have a streamlined Action Guide that widens the focus beyond affiliates and services to be more in tune with where we are now.

We're still evaluating. But we're 98% sure we'll have ShopSite. I'm impressed with the intense demand for a shopping cart. But we won't design our own. Instead, we'll choose the best-of-breed and host it ourselves.

We'll have Express Mass Upload of pages for those who want to quickly upload bunches of pages.

We'll have WebMail features that will pull it up to best-of-breed. Unlimited pop. Full virus and spam protection.

Oh yes, who knows? Maybe even ecommerce for e-goods and services, too! (Grin)

QUESTION: What city do you host Site Build It! (SBI!) from?

KEN EVOY: We host Site Build It! (SBI!) from right here in downtown *Montreal* in a very large server room with a company called *SureFire*.

They had originally bought us. But we bought ourselves back. They're a transaction processing company. It's an unbelievably good situation that we have. The server room and the bandwidth that we have is just second to none.

I think we're just about ready to call it a night.

QUESTION: I have an eleven year old daughter and she was born into the world of the Internet. Things have moved so fast in the past ten years on the Web. Can you make some predictions about what you see coming in the future?

KEN EVOY: My advisors ask me for a Three Year Plan and I say, "Hey, the best I can do is six months." Things move too fast. By definition, the unforeseeable is the unforeseeable. But, if you *can* see it, you're going to be the next billionaire.

That's an interesting question. But one I think we'll have to leave for a few beers and another time. Thanks very much everybody... (Applause)

And so ended *one incredible evening* in Montreal with Site Build It! (SBI!) Inventor, **Dr. Ken Evoy**. But for many of the people in that room, it was just the beginning...

Ken also publishes *three* innovative [newsletters](#): **SITE-SELL, Sales from the EDGE, and The Five Pillar Affiliate Report**.

UPDATE: When I posted this Site Build It! (SBI!) article to Allan Gardyne's affiliate forum, I wasn't prepared for all the commotion it caused (including a lengthy one page response from Ken Evoy himself!)

I look forward to providing you with more great content to help you write your *own* internet success story.

All The Best From Vancouver,



Bill Nash

P.S. Now you can *earn \$75* just by referring your family and friends to Site Build It!. Best of all... you don't even have to *own* SBI! to [refer](#) them.