

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

Bill Nash: Dr. Ken Evoy is the founder of SiteSell Inc. and the inventor of the revolutionary "next generation" Web site-building/hosting/marketing system, Site Build It!.

Ken Evoy is also the author of a series of widely-acclaimed "best on the Net" e-commerce books and courses for SOHOs (Small Office Home Office) and small businesses (1-10 employees) who sell (or plan to sell) products or services online.

The SiteSell product line has empowered hundreds of thousands of people and small businesses around the world to succeed on the Web.

A successful entrepreneur, Ken has designed over 23 products that have sold internationally, generating hundreds of millions of dollars in revenue for various companies. He has developed several software products including one for the stock market sector.

Ken Evoy is a former physician who taught and practiced emergency medicine at McGill University in Montreal, Canada. He was born in Montreal and holds degrees in science and medicine from McGill University.

Ken's business philosophy is to offer the absolute best tools and information available on the market in the most accessible format and at the most affordable price.

He feels very strongly that every small business can be empowered to use the Internet to leverage their income-building potential, whether it's to build an e-business, grow an existing offline business, or create a secondary income stream.

It is with this in mind that SiteSell has developed its breakthrough Web site-building, hosting, e-marketing solution that delivers real targeted traffic and guaranteed results to novices and savvy pros alike. Some call Site Build It! "The Next Generation of Web Hosting."

Through Dr. Ken Evoy's spearheading efforts and fanaticism for quality and customer "OVERdelivery," the SiteSell brand is highly-respected by top influential Internet business personalities around the world.

I first interviewed Ken Evoy in Montreal in 2004. Since then, SiteSell has become the #1 small business e-commerce company on the Web. And Site Build It! has become the Web's #1 small business product.

Welcome, Ken, and thanks for taking time out of your busy schedule to talk with us today.

Ken Evoy: Thank you very much, Bill...

Bill Nash: And Happy Tenth Anniversary to SiteSell!...

Ken Evoy: Thanks for remembering, Bill... We haven't actually started promoting anything about our tenth anniversary yet...

Bill Nash: What was your motivation in starting SiteSell way back in 1997?

Ken Evoy: I decided to use the Web to market a narrow niche software product I'd invented for the stock market sector. We sold one thousand copies at one thousand dollars each.

What I learned from that experience, I documented in an ebook called "Make Your Site Sell" because there was literally nothing out there on selling a niche product over the Internet.

That ebook was very effective in empowering ordinary people to achieve success online.

Then we decided to turn the ebook into a suite of software tools. And that was the beginning of [Site Build It!](#) Most people would much rather use a hands-on software application than read a book...

Bill Nash: What is the C-T-P-M process and how is it built into Site Build It!?

Ken Evoy: Content-Traffic-PREsell-Monetize is the only process that works online. 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... offering them great information based upon the theme of your site.

You 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 Content pages are created with Site Build It! to score well with the Search Engines.

Your content will then automatically generate targeted Traffic to your site from those search engines.

The visitors to your site will then be PREsold 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".

The C-T-P-M process unfolds as you build your site. So you have a solid blueprint to work from.

Most Web hosts offer a cheap monthly fee, a web site builder, and then pretty much leave you on your own to figure the rest out. But it's all the services we offer around the web hosting that make our clients so successful.

My daughter, Nori, built her SBI! site about the Caribbean island of Anguilla. Her site is now the #1 site in the world on Anguilla. She started building one page a week back in 2002 when she was fourteen years old.

She built her "brand of one" by writing about Anguilla in her own voice, from her own perspective using her knowledge and passion for Anguilla to PREsell her visitors to anguilla-beaches.com.

These visitors came to know and trust Nori and became warm, willing-to-buy customers. Today, Nori could sell her site for hundreds of thousands of dollars because of the equity she has built up over the years.

And you can create your own "brand of one" by building your own "island of knowledge" with SBI!.

All you need to add is BAM!... your Brain And Motivation.

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.

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.

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.

Bill Nash: You did an excellent interview last year with Chris Anderson, author of "The Long Tail: Why The Future Of Business Is Selling Less Of More."

Could you talk about Long Tail Marketing, Ken, and why this fits so well with the niche sites that SBI! creates?

Ken Evoy: Yes... The Internet is transforming from a mass-market, blockbuster culture into a world of infinite niches.

Those blockbusters and hits, and all the major brands that we all know so well, live in the head of the distribution curve, a relatively small number of high sales volume products.

Beyond this, countless niches form an ever growing long tail distribution... so called because the tail is infinitely long compared to the head.

So the future lies, for us, the small business person, in the long tail of niche markets. Market opportunities abound, and will be growing...

Hardware and software have put product creation into the hands of everyone. The result is an explosion in niche products.

Aggregators pull tens of millions of niche products together...all on offer...all in one spot.

Think iTunes. iTunes aggregates more music than any other retailer ever could. On a more practical small business online level, think Google AdSense.

Google pulls millions of niche publishers together... all on offer, to advertisers. Your sites are in essence, products -- products that are offered, Web sites that are offered for advertising.

Advertisers, everyone from General Motors, to Stan's Local Body Shop, are the customers.

And for the first time, they can filter through Google's aggregation of millions of publishers, and place ads across a wide variety of sites related to what they want to sell... to who they want to sell it to.

There is one heck of an extreme shift going on right now.

Filters, anything from Google Search to "those who bought this, also bought that" recommendations, empower consumers to sort out the junk and find well-targeted, high quality products.

For example, if you're planning a vacation to Anguilla... Do a Google search to find great sites about Anguilla. You'll see ads on the Web sites about Anguilla.

When you click on them, your interest earns income for both Google and the publisher of that small business site.

SBIers build high-value, content-based niche sites that reflect their [passion](#) and knowledge, attracting those highly targeted visitors in The Long Tail...

Bill Nash: Since the beginning, SiteSell has allowed itself to be led by its customers.

When I first got SBI! back in 2002, it was for the newly-launched ezine module, to help PREsell the products I reviewed as an affiliate.

Then SBI! started to be adapted by innovative SBIers for actual product sales.

Very early on, SBI! sites like familyhistoryproducts.com were selling e-books, and jugglenow.com were adding PayPal shopping carts.

You were led by such creative SBIers, and you made it possible for folks to just copy-and-paste terrific solutions right into their SBI! sites, and monetize all their PREsold traffic.

I ran a poll after our 2004 interview. And the most anticipated launch by far was the Site Build It! Forums.

"The Place For Friendly, Success-Focused Discussion."

The SBI! Forums has become like a giant mastermind group of small business people, helping and being helped.

It's a great way to know the pulse of your customers, and to be proactive in serving their needs.

It's all very... organic.

In fact, you actually hold contests several times a year when you want to make major decisions.

Recently, you held a contest to update SiteSell's motto. And the winner is...

"E-business Success. Simple. Real."

I've also noticed that you post comments and suggestions several times a day in your forums... I've never seen a CEO with such a hands-on, personal approach.

It really says a lot about your business philosophy when an SBI! newbie can have their query answered by the president of the company. (It's funny when the person realizes that their question has just been answered by "The Top Tortoise" ...)

How much do you attribute your customer-led philosophy to SiteSell's success?

Ken Evoy: It's the way we've always operated... our customers lead us in new directions as we evolve as a software company. I don't know how other companies can be successful by doing it any other way.

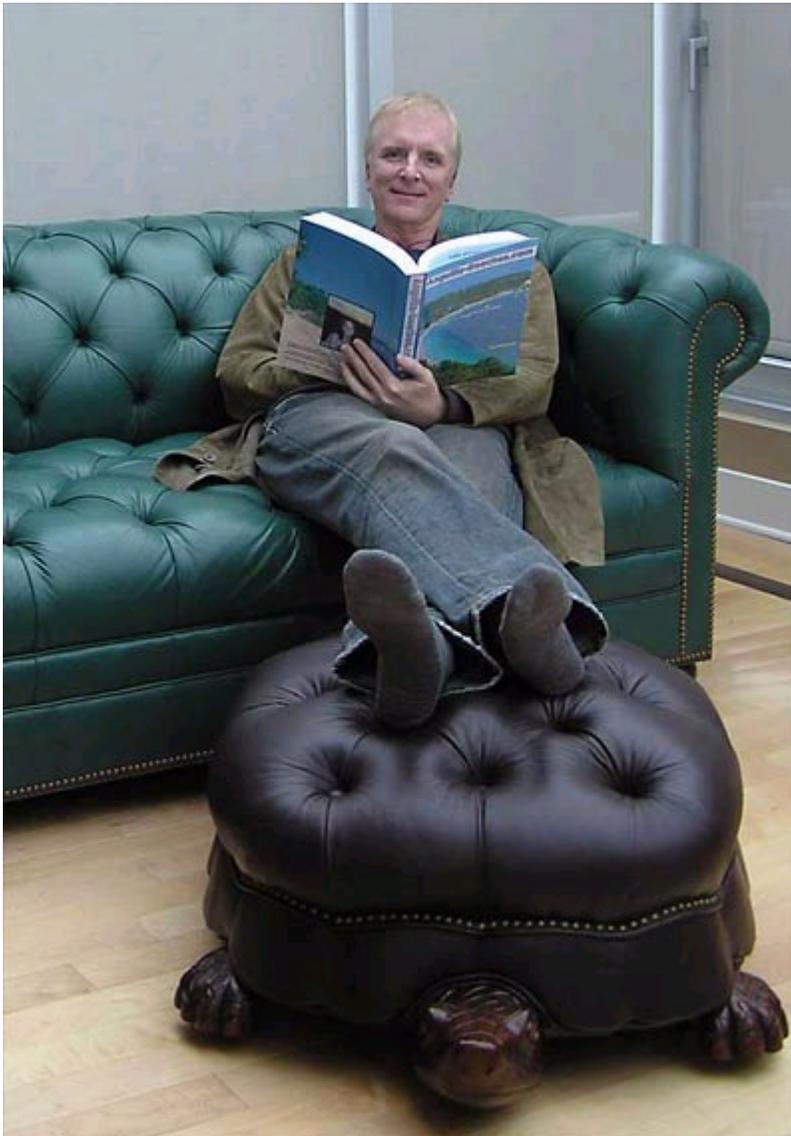
It's essential to involve our customers in the evolution of SBI! because, after all, it's our job to serve their needs the best we can... The SBI! Forums help us to tap into what our clients need to succeed... and it's become a great community of caring, dedicated small business owners helping each other.

Bill Nash: SiteSell's mascot is the tortoise, as in "Slow and steady wins the race..." from the Tortoise and the Hare analogy - with those "Get Rich Quick" folks being the Hares...

You received an unexpected present in January from your SBI! customers: an ottoman in the shape of a giant tortoise that you've dubbed "Waldo".

It's a great testament to the admiration your customers have for you.

With your busy schedule, Ken, have you had much of a chance to put your feet up on old Waldo and relax?



Ken Evoy: Not as much as I would like to with all the upcoming launches... But I was literally moved to tears when I found out what they had done.

Site Build It! owners collaborated secretly for months to raise the funds to buy and ship this magnificent tortoise to me for Christmas. It didn't quite arrive on time, due to unexpected trials and tribulations at Customs. He even got lost (hence the name, as in "Where's Waldo?")!

But this determined group of people from around the world, people who I have only met through Site Build It!, overcame all the logistical headaches and made it happen. What a gesture, as overwhelming as it was unexpected!

The fact that it was not necessary or expected makes it all the more special. Our customers' success is more than enough reward -- there's no better "business" than one that empowers others.

And the feedback that we receive from the inspiring collection of [homemade videos](#) SBIers send to us strongly confirms that we make a real difference in people's lives.

Every time I look at Waldo, every time I put my feet up, he reminds me what it's all about. And he inspires me to try even harder. We are one big community, all supporting each other to greater heights.

And that goes both ways -- SBI! owners inspire us with their BAM (Brain And Motivation) and their richly deserved results.

There's more to business than just making money. So if you market and sell a service or product, delight your customers beyond their expectations, OVERdeliver, and you just might get the ultimate reward... a "Waldo."

Bill Nash: I've noticed that you've moved to video in a big way at SiteSell.

In fact, you've created what I believe is the world's first video sales page which can be viewed at your [SiteSell](#) homepage.

How has video been working for SiteSell as a marketing tool?

Ken Evoy: Video is an incredibly powerful and empowering tool. Given the choice, most people would prefer to receive their information via video as compared to audio or text.

And studies have shown that we retain much more of what we learn when it's delivered in video format. PREselling with video is so effective because it makes your message "come alive" for the viewer.

Our [affiliates](#) use video in so many creative ways... it's definitely the future of marketing online.

Bill Nash: I'm always looking for the best free software products and information for my subscribers.

Over the years, you've released several free SBI! modules for the general public.

This way they can test drive a portion of the complete package.

I've been using and recommending two modules: Value Exchange, a link exchange program and Search It!, an e-commerce search engine.

Can you tell us a bit about them and why they're so cutting-edge?

Ken Evoy: Along with your own keyword-focused content pages, it's essential for your site to have relevant incoming links from other relevant sites which have content pages with your keywords.

Search engines like Google rank your site higher (more relevant) when you are linked to in this manner.

So [Value Exchange](#) simply enables you to do that. Google is getting much better at weeding out sites with non-relevant links... or sites that try to "trick" search engines into higher rankings.

By "keeping it real" with Value Exchange, you can attain high rankings in a way that the search engines love.

[Search It!](#) began as my personal research tool. Then I included it as a module in Site Build It!.

From keyword brainstorming and research to the ultimate online reference library, from specialized hubs and mini-directories to pulling supply data for keywords...

It's all there and it keeps growing depending upon what our customers need. There's nothing else on the Net with this kind of specialized search for small business owners.

Bill Nash: Actually, I became quite addicted to Search It! when you first released it.

I'm kind of a research freak and I found myself spending hours and hours inside the module... gaining information that would have taken me weeks to gather otherwise...

During our 2004 interview, a question came up about... "What if someone didn't have the confidence or the knowledge to create great content "...

So you went out and wrote the only book of its kind on the subject:
The classic "Make Your Content PREsell".

Tell us about this amazing free ebook...

Ken Evoy: 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.

I had to teach myself to write completely differently when I tried to figure out the Net.

"Make Your Content PREsell" is specifically about how to write content. And, again, this goes to the bell curve. Some people understand more intuitively than others about writing content.

Some people are just naturally good communicators. They're at the head of the curve, while others need a little more help to create great content.

So I wrote MYCPS for those folks... to help them achieve success.

To truly communicate well, you need to be able to put across your ideas with your own personality and charm. MYCPS shows you how by using examples from several successful SBI! sites which PREsell their visitors by creating engaging content.

The goal of good writing is to communicate... to build relationships with your audience.

All day long, in your offline life, you do exactly that. You PREsell yourself. You build your personal "offline brand of one." This is the image that people have of you. Building a "brand of one" is just as easy to do online, and just as important, through your writing.

There's really no mystery to good writing. You can write to PREsell! It's just a matter of unlocking what's already inside you.

On the Net, effective PREselling creates a warm, "open-to-buy" mindset in your target group and gets that important click-through to your monetization source. And PREsold visitors are much easier to convert into customers.

Successful PREselling content works at several levels: it has that "been there - done that" voice and flair, it has specific knowledge that comes from real experience, it's supported by a depth of useful information -- good reference material plays an important part, it's spun or positioned in a way that's uniquely yours.

Make Your Content PREsell! provides all the guidance and strategies you need to create winning content... relevant, information-packed content pages that make your business stand out from the crowd and open your visitors' minds to your monetization offerings.

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 [MYCPS](#) does. It helps you move that old bell curve a little further to the right so that more people succeed.

Bill Nash: Once again, you've been very generous with your time, Ken. So... final question:

What are some upcoming launches we should be watching for in 2007?

Ken Evoy: We'll be launching Content 2.0...

Basically this "Bring Your Own Content" concept has enabled small (but heavily financed) companies to grow very, very quickly. Myspace.com is the prototypical example used by all news stories... Flickr... Wikipedia...

Even companies like TripAdvisor, which have been around longer, basically use visitor-created content to provide a strong value proposition to their visitors... millions of hotel reviews, for example.

And while BYOC is not new (Amazon has been doing it, too, for a long time), the differentiating points of Content 2.0 are that most or all of the value proposition is provided by visitor-created content and the heavy viral-ness is built into the concept.

However, BYOC has not been of much value for the average small business. Wikis are way too complex to run. Blog-comments have drivel and spam problems.

The Myspace.com's and TripAdvisor's of the world create proprietary network-building, content-creating software that enables them to build a large business by getting others to create all the content.

But, so far... no one has enabled the average small business person to "Content 2.0 It!." It would be a technical nightmare to integrate this into "regular" Web hosting. Beyond that, no small biz Web host is likely to figure there is much of a market for it among their type of customers...

Content 2.0 is not about to change the lives of most small businesses.

But this is a unique opportunity for SBIers who already build high-value, content-based sites because passion/knowledge-based niche sites attract visitors...

... the right kind of visitors who are likely to participate and add content to high-quality, passion-driven theme-based content sites ("Tell me more about your favorite single malts"... or "Cheap Anguilla Hotels"... or "Killer Abdominal Exercises")

They're likely to tell their friends about it, and participate in many other ways... it's possible because it fits so well into our database-driven process. This would be a kludgy add-on at best, anywhere else, if anyone ever does it.

Of course, it won't make crappy content sites succeed. Creating good content, content that PREsells your visitors into wanting to contribute is more important than ever.

As your site grows (quality and quantity), visitor-generated content will snowball results significantly. And they'll spread your word to others, in a variety of ways you'll discover.

The beauty of Content 2.0 is that it really only makes sense for those building niche sites. Theme-Based Content Sites attract folks who are interested in what you have to say. Say it well, invite them nicely, and they want to share and proudly tell you their stories.

The possibilities are infinite...

Bill Nash: Ken, I began our 2004 interview by thanking you on behalf of the ten thousand SBiers from around the world whose lives had changed with Site Build It!.

Let me conclude today's interview by saying, on behalf of the now over thirty thousand SBiers from every corner of the globe, a very heartfelt thank you...

Ken Evoy: Thank you very much, Bill. All the best...

I really hope you enjoyed my interview with Ken Evoy. Here's to your success in building your own professional, popular and profitable Web business!

All The Best From Vancouver,

Bill Nash

Want to see how Site Build It! changes lives? Click on these inspiring success stories below:

[B - Travel Writer](#)

[Nick - Photographer](#)

[Richard - Webmaster](#)

[Elad - Actor](#)

[Michelle - Hair Stylist](#)

[Marney - Artist](#)

[Shaun - Writer](#)

[Jim - Juggler](#)

[Jerry - Sales Agent](#)

[Allan - Internet Publisher](#)

[Nadir - Economist](#)

[Nori - Travel Writer](#)

[Alan - Audiophile](#)

[Judd - Asphalt King](#)

[Marc - Webmaster](#)

[John - Dentist](#)

[Pam - Doll Collector](#)

[Luisa - Travel Writer](#)