

# **A Profitable Website In 39 Days?**

**A step by step Guide to building a profitable SBI  
website quickly, without spending a cent on  
marketing...**

**By Rocky Tapscott**  
[www.localwebsolutions.com](http://www.localwebsolutions.com)

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## Introduction

Imagine being offered the chance to work with a group of Internet Millionaires and learning a step by step formula for building a profitable web Business from nothing but an idea...

How would it feel to be able to wake up every morning, walk 20 feet to your office (saving you an hour of fighting traffic congestion and avoiding becoming the next road rage victim), flick on your computer and see that you'd made money while you were asleep?

Look 5 years into the future, to a time when you've built several successful web Businesses using the Site Build It! model...

What will your life be like then?

Many people fantasize about doing exactly this, but for most of them it remains nothing but a dream. Something that is far off in the future.

Sadly, most people will never realize their dream...but you can achieve this if you put your mind to it, follow Ken's CTPM model along with the Action Guide and do the work you know you have to do to build any successful Business.

With this in mind, here's my story...

On July 26, 2004 I started on the Nitroincubator Mentoring program set up by Matt Gill and Kevin Wilke from [Nitromarketing.com](http://Nitromarketing.com) and headed up by Ric Thompson.

While I had some previous experience with [Site Build It!](http://SiteBuildIt.com), having built my first SBI website a year earlier and a couple of others since, I hadn't made an awful lot of money online.

As part of the resources received when joining the program, Nitroincubator students receive a copy of Joshua Shafran's Net Profits On Demand (**NPOD**) system as well as a new SBI package. NPOD is a wonderful tool and complements the SBI process extremely well.

I had no idea of what to expect from the program or NPOD, but I'm please to say it's turned out to be a great ride so far.

While I had quite a bit of experience building websites and using SBI, I felt the coaching and Mentoring from the Nitromarketing team could be useful in helping me focus on where I wanted to go, and the result of my work in the program so far can be seen at [www.just-german-shepherds.com](http://www.just-german-shepherds.com)

As I moved through the lessons, my Mentor Frank asked me to keep a Journal of the steps I took to build my site.

This eBook is that Journal.

I am so glad that Frank asked me to keep a record of my first few weeks in the program, because I'm sure that what I learned will help you to succeed even more quickly than I did if you put your mind to it.

I sincerely hope that by reading this eBook, you will be able to get more out of your Site Build It! websites.

As you read through these pages, please think to yourself, "How can I use this to build my site and make it even better?"

Put yourself in the picture, and think about what you will write about as you go through the steps in the Action Guide to creating your own profitable website.

It takes time and effort to build any successful Business, and an online Business is potentially even harder because of the credibility issues involved with all the crooks, scams and spam problems that exist today.

But there is a process that you can use to build a profitable cash flow Business that makes you money while you sleep, that you can operate from anywhere in the World, one that generates streams of residual income for you and your family.

Building one or more theme based content sites using Site Build It! has the potential to help you achieve this for yourself...if you will follow it.

So with this background, please grab a cup of your favorite beverage, sit back and let me take you through the steps I took to go from no idea of what Niche I wanted to target, to a website that made it's first small profit in 39 days...

### **This eBook is divided into several parts**

**The first section** takes you through the 15 steps I took in creating a new web Business from scratch over 39 days.

**The second section** takes the form of a day-by-day analysis of what I did explaining the work I did each day to get the site up and running.

**The third section** looks at what's in store for Just German Shepherds in the future.

**The forth section** offers some additional ideas and distinctions on how you can take this information and apply it to your own specific situation or Business.

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It is my hope that by taking you through the process in two distinctly different ways as I do below, you will be able to copy what I did in a Niche market that is related to your Business or build a web Business around a hobby or market that you are passionate about, and generate a massive income from your efforts.

To your success,

*Rocky Tapscott*

[Just German Shepherds](#)

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## A Step By Step Guide

This step by step guide looks at the specific tasks you will need to perform if you want to follow in my footsteps and build a Site Build It! website in the way I did with [www.just-german-shepherds.com](http://www.just-german-shepherds.com)

No matter what you sell or what your passion is, you can use a website to target a niche in that market to earn multiple streams of income and help to create financial freedom for yourself and your family.

Of course, nobody can guarantee that you will have any amount of success on your first, second or even your tenth attempt at building a web Business, but the system I outline below works if you follow the lessons outlined in Joshua's NPOD system and the SBI! Manual and build a content rich website that both the search engines and your visitors love.

This is what I did, but of course you can change the frequency of your study or the order in which you did the lessons.

This is just a guide to show you what is possible...and you may be able to do even better than I did, perhaps a *lot* better.

Hundreds of other people have followed a similar process and become successful.

So can you.

OK, so let's go...

**Step 1** – Read the Site Build It! Manual and Study Joshua's NPOD Lessons from start to finish to get an idea of what the process is and what's in store over the next few days and weeks.

As you follow in my footsteps, you should be reading the SBI! Manual and listening to your NPOD audios every day to follow the steps outlined and continue building your knowledge and understanding.

Ken Evoy's words of wisdom in the Action Guide and Make Your Content Presell will take you a long way towards building a profitable site that ranks well at the Search engines and attracts free, targeted traffic.

Joshua is a master marketer – listen to what he says.

**Step 2** – Use Sitesell's [Searchit](#) feature and the SBI! Manager to brainstorm lists of profitable keywords for each niche you are interested in as outlined in the Manual and NPOD, then narrow it down to the best one.

#	KEYWORD (547 in this list)	DEMAND	SUPPLY	PROFIT-ABILITY	SUPPLY SITE INFO
203	dog trick training	392	42E	20.7	URL:
204	german shepherd dog pictures	222	23E	20.6	URL:
205	dog allergies	0,094	10,900	20.5	URL:
206	puppy gate	147	16E	19.6	URL:
207	dog training barking	415	50E	18.7	URL:
208	dog name	116,652	179,000	18.7	URL:
209	protection trained dog	171	20E	18.6	URL:
210	dog agility course	269	32E	18.6	URL:
211	large dog beds	1,523	1,990	18.5	URL:
212	german shepherds	1,531	2,010	18.4	URL:
213	fence dog	9,222	13,200	18.2	URL:
214	training german shepherds	1,278	1,700	18.1	URL:
215	german shepherd clubs	332	42E	18.0	URL:
216	dog training seattle	348	44E	18.0	URL:
217	puppy training	73,818	120,000	17.7	URL:
218	dog medications	3,005	4,340	17.4	URL:
219	pet medication	63,215	108,000	17.1	URL:

You can see on the screen shot above how the manager places your keywords in columns labeled Keyword, Demand, Supply and Profitability.

Demand means how many people searched for that keyword during the last 60 days at the Overture search engine and others.

Supply means how many web pages are competing for the top spot at Google and others for that keyword.

Profitability is a calculation of the comparative ease or difficulty of getting your page targeting this keyword listed in the top spot on Google for that word.

The higher the profitability number, the better the keyword.

You can sort your keywords by any one of these factors, but profitability is the most important one for our purposes.

By finding the keywords with the highest demand and lowest supply, I.E. the highest profitability, then optimizing and building your pages to focus on these keywords as outlined in the Action Guide, your site has an excellent chance of ranking highly in the search engines for that keyword.

**Step 3** – Pay for a 1-day [Wordtracker](#) subscription, or spend a few hours working with the [Overture Search Term Suggestion Tool](#) and brainstorm hundreds of additional

keywords that are related to your chosen Niche. Wordtracker costs about US\$8 for the day and will prove to be an extremely worthwhile investment. The Overture tool is free, but is far less intuitive.

If you use Wordtracker, drill down through each of the keywords that the software brings back and add any that are relevant to your Wordtracker master list. This brainstorming session will give you many more related keywords in addition to the ones the SBI Manager came up with.

When you have finished brainstorming, save the keywords to a text file for future reference.

**Step 4** – Copy the most relevant Wordtracker keywords over from your text file and paste them into the SBI! Manager manually.

Hit the \$ sign next to each keyword and find it's profitability. When you have done this with the most relevant 100 to 300 keywords from Wordtracker, sort them by profitability in the Manager.

Then **Backup Your Manager** by closing it down using the green computer disc icon on the top tool bar so you don't lose all of these new keywords

**Step 5** – This step is most important. **This one step has the potential to multiply the profitability of your website many times.**

Open the Manager again and manually add a row below each of your most **profitable and relevant** keywords, and try several versions of each word. You'll need to bring your brain along for this as the SBI Manager won't do it for you, but it's well worth the trouble.

What do I mean by profitable and relevant?

Your most *profitable* keywords will naturally be at the top of your SBI! Manager page when you sort by *profitability*. Your most searched for and most *relevant* or on topic ones will probably be further down the list.

By trying different versions of your most profitable *and* relevant keywords, you may just find one or more that have a vastly higher profitability score than the one you were considering using.

**You'll never know until you test...**

You will never know unless you test this, but it is definitely worth taking the time to find out. If this doesn't make sense to you just yet, it will once you read the Action Guide.

You should also try this with all of your highest demand words, in case there is another

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version of that word that does turn out to be both high demand and high profitability.

As I said, always test it!

For example, if the keyword is love, try loving, lover, lovers, lovingly, lovely, love nest, etc.

Here's an example using a different keyword – flowers.

#	KEYWORD (551 in this list)	?	DEMAND	SUPPLY	PROFIT- ABILITY	SUPPLY SITE INFO
3	flower	\$	3,658,856	28,100,000	9.5	URL:
4	flowers	\$	3,658,856	42,100,000	8.7	URL:
5	flowering	\$	357	2,290,000	0.0	URL:

You can see that both flower and flowers have the same demand number – 3,658,856, but the supply number for flower is much less than for flowers. It's still huge, but it's a lot less.

And the keyword 'flowering' hardly rates a mention...

Using these profitability numbers, this would be a very difficult topic or market to rank highly for at the search engines, and a page that had been optimized for 'flowering', with only 357 searches performed over the last 60 days, and 2,290,000 web pages targeting it, would clearly be a waste of your time.

You may find that by testing these different formats for the same word as shown in the screen shot above, there is often be one variation that will have a profitability score many times that of it's closest rival.

I have found some words that have an 800% better profitability factor than other variations, with the same demand number!

To give you an example of what is possible, I have found a keyword for one of my sites that has a demand of 56,950, and a supply of 4! The profitability number is 266,254!

How hard do you think it would be to get a well-optimized page to the top spot at Google with such limited competition?

I only found this keyword by testing. You should do the same.

It's research like this that helps you find profitable nuggets in all the gravel of the Internet and avoid wasting a lot of time chasing topics and keywords that simply won't be profitable.

That's the beauty of the SBI! Manager...it automates much of the tedious grunt work involved in looking for just the right keywords and lets you focus on building web pages

that will be in demand by people surfing the web. You'll attract free traffic from the search engines which you can then turn into dollars in your bank account.

Of course, you can do all of this research manually by finding the demand for each keyword at [www.overture.com](http://www.overture.com) and then checking on the supply at [www.google.com](http://www.google.com) but it is a very time and labor-intensive process.

The SBI! Manager lets you have a coffee (or a beer...) while it does all the work for you.

Then you just hit the 'profitability' tab and your keywords are sorted for you. It won't find every word that relates to your Niche, but Wordtracker and your brain can help it along.

You simply choose the most profitable and relevant words for your niche, and build your website around them.

The keywords that have the best demand combined with the highest profitability are the ones that you should optimize your pages for.

You can use two other variations of that word in the keywords box and body copy of each page, but focus the main content of the page on your most profitable word.

### **Another important point...**

Never optimize for more than 3 keywords when building a page.

Why?

This is the optimum number for each page. Several Search Engine experts have tested it and told me that 1 to 3 keywords seems to work best. That's why.

Now there's one caveat here to relying blindly on the results that the SBI Manager gives you.

I'd advise you as a final test to use Wordtracker to give you a second opinion on the supply and demand numbers for your final list of master keywords..you know, the top twenty or thirty that you are going to spend the next several weeks building a website around.

The Manager is great and cuts out hours of work, but if it brings you back some results that just look too good to be true, then make sure that you double check them using [Wordtracker](#) to make sure that there wasn't a glitch in the system.

Better to know early *before* you build pages for these keywords than after...

When you have completed this research, PRINT OUT YOUR MASTER KEYWORD

LIST and keep it safe in hard copy form in case the SBI! Manager ever crashes.

As well as printing your Master Keyword List out, save it to a spreadsheet for easy reference later.

The new Version 1.8 of the SBI Manager allows you to do this, so if you haven't got it yet, you'll need it to perform this function.

You don't want to lose your keywords after all the work you have done to get them. It happened to me while building my German shepherd site and I lost 700 of them! Not funny...

You can access the new Manager from inside Site Central if you have SBI and you want to download it now.

**Step 6** – Find the keyword that epitomizes what you want your site to achieve, while still having a good demand number and an acceptable profitability factor. This keyword phrase should be in your Domain name.

#### **Sidebar –**

What do I mean by acceptable?

Well a niche worth working in would probably need to have something in the order of at least 30,000 searches in the demand column to warrant further investigation, and 50,000 or more is best.

As for supply, you will have a hard time having an impact in a niche where your supply is more than 4 times the demand for your main keyword.

It's not impossible, but it's definitely harder.

**Remember that it's not necessary for your main keyword to rank extremely well** or to get on your home page ranked #1 by Google for your master keyword to get lots of targeted traffic to your website.

This is because hopefully you will have found lots of profitable tier two keywords that will bring you traffic from the search engines.

Traffic to your home page will mainly come from your link partners, your sigfile, from articles you've written and submitted to article directories and your other marketing efforts.

Your tier two and three pages will attract the bulk of your search engine traffic if your site is like many other SBI websites.

## **End Sidebar**

If the perfect Domain name you are looking for is taken, add a word to either end and try again. Keep trying until you find the perfect combination of words that work for you.

For example, [www.just-german-shepherds.com](http://www.just-german-shepherds.com) contains my main keyword and instantly tells my visitors what the site is about (and 'German shepherds' has a quarter of the competition compared to the words 'German shepherd')

**Step 7** – Build your Homepage and several tier 2 and 3 pages using the 10 most profitable and most relevant keywords you've discovered for your chosen Niche.

SBI will start submitting your pages to the search engines behind the scenes without any involvement from you.

Try to build 1 page per day to keep your momentum going, even if the pages aren't perfect at this stage and you have to come back later and edit them.

SBI will automatically be submitting your completed pages to the search engines for you while following each engine's submission rules, which is one of the most important parts of the entire process.

**Step 8** – Start finding Affiliate Programs that are related to your Niche.

Choose quality products and services, because your reputation will be on the line. If you recommend junk, your customers will not trust you again, so be very careful.

The whole idea of having a website is to bond with your visitors and have them trust you just as Joshua describes throughout the NPOD program.

Once your readers know and trust you, they will tend to be very receptive to your offers.

If they have a good experience each time they hear from you or buy something that you recommended to them, they will be back. If not, you've lost them.

Only ever recommend quality products and services that you wholeheartedly believe in and can stand behind.

Think for a moment.

How would you feel if you bought something through a friend's recommendation and you had a terrible experience?

That's how your customers will feel if you offer garbage to them.

Never do that...it's just too expensive, and counter productive to your long term Business

survival.

And make sure that everything you recommend has a generous money back Guarantee!

If you can't guarantee your products or those of your Merchants, then find better products to sell!

**Step 9** – Continue to build your tier 2 and 3 pages using your most profitable and logical keywords so that your site has a flow to it and it all makes sense to your visitors. The faster you build your pages, the more quickly you will start to make money from your site.

A 40 page website won't just get twice the free traffic and make twice the money of a 20 page one. It will probably get many times the traffic if it is properly optimized as outlined in the Action Guide and offers quality information that gives your visitor great value, answers the question they were seeking a solution for and makes sense to your reader.

As you write your content pages, remember that you can also submit many of them as articles to article directories in the future. This is a great way of leveraging your content...

And as you will see in later lessons, good articles submitted to other people's websites can attract a significant amount of free traffic to your site.

**Step 10** – Do some research and find at least 5 suitable link partners – websites that you can exchange links with. Select quality sites and try to link to related sites that have a **Google PageRank of at least 4**.

You can download the Google toolbar to check your own PageRank that of a potential partner at [www.google.com](http://www.google.com)

You have to be careful here though.

Many times, a site's Homepage will have a PageRank of 4, 5 or 6, but the page they want you to link to (their 'links' page) will have a rank of zero.

There's no point in linking to a page with a low page ranking unless you are doing so to give your readers additional quality information and are not worried about it's ranking.

Try to get links to your website on pages that have a high PageRank themselves.

The reason is that some of your partner site's PageRank will flow down to you. If your partner site has a page rank of 6, your site should inherit a page rank of at least 4 or 5.

And every low PageRank site you link too drains some of your own site's ranking, so it's best to avoid low rank partners if you possibly can.

Why should you worry about PageRank?

Because the higher your site's PageRank, the more often the Google search 'bots (search robots) will come around to see if you are offering anything new.

Your pages will be listed in the Google search results much more quickly if your PageRank is 5 rather than 0. It's that simple.

And here's a great reason to submit articles to article directories, and in particular to [www.ezinearticles.com](http://www.ezinearticles.com)

When you submit your articles to [www.ezinearticles.com](http://www.ezinearticles.com) they are quite often displayed on a page with a PageRank of 5.

This means that your article and its associated links are spidered regularly by Google, as are the links to your website.

Some of the PageRank from your articles in the directories and on other people's websites will ultimately flow through to your website without you having to link back to them. Something to think about...

OK, so how do you get these links in place?

First, build a tier two (right off your home page) **links** page as outlined in the Action Guide and create a link to your preferred partner with an accurate and positive description of their site.

Your prospective partner's site will probably have some text you can use to describe their website available on their links page, so use this if it's available.

Then, send the other site's Webmaster an email message with a Subject line saying something like, "We have linked to you, would you like to exchange links?" or something to that effect.

The body of your email should say something like, "I visited your website today and really loved your\_\_\_\_\_. Your site would be a wonderful addition to our premium partners and I feel that my visitors would be interested in visiting you.

I have placed a link to your website on this page, [www.yourwebsite.com/links](http://www.yourwebsite.com/links), would you like to link back to me?"

Give them a good reason to link to you.

Sell them on why they should do it now and point out the benefits they will receive. Start with 5 outgoing links and try for at least one additional quality link exchange each week from now on.

You will receive a small but consistent stream of traffic through these links, and some of your visitors will leave your site to visit your link partners. It's a trade off and it shouldn't worry you at all if a few of your visitors look around the web and leave your site.

You should already have their email address if you have done it right, so you will be able to contact them again. More on this later.

More important than losing a couple of visitors to another site, if you have chosen a partner with a high page rank, is that Google will be visiting your site regularly, and listing your new pages much more quickly than if you had not linked to them.

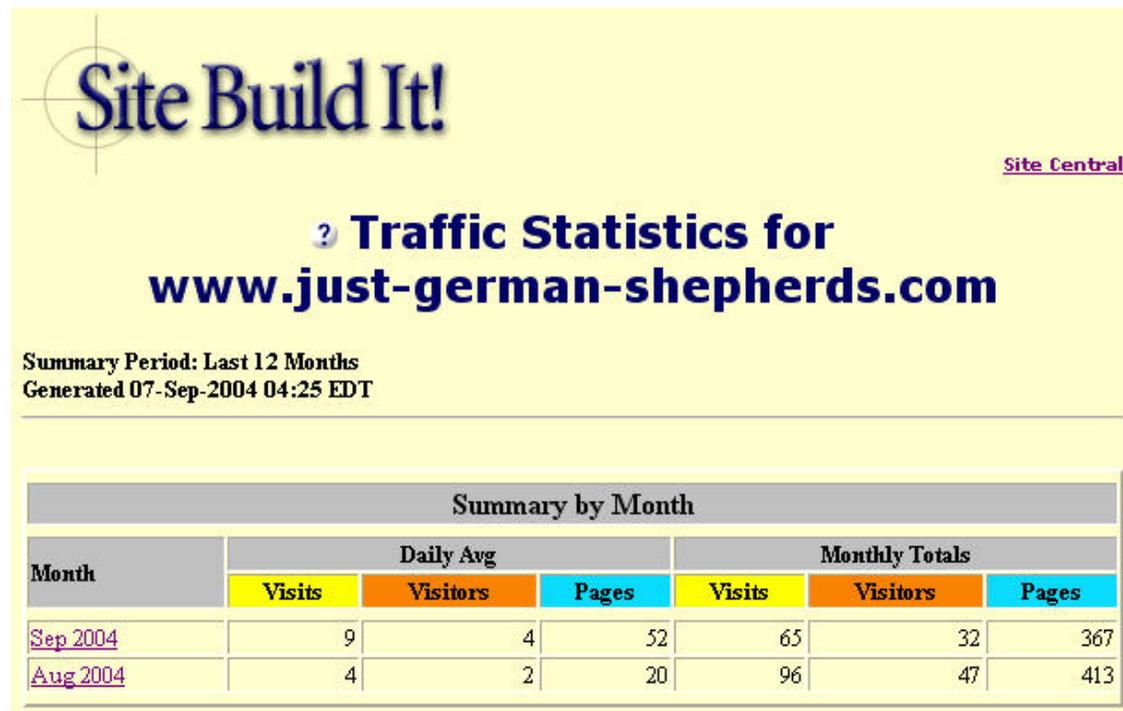
A way to minimize people leaving your site completely through your link exchange program is to make sure that each link that takes people away opens in a new window.

That way, when your visitor closes that window your page is still open and waiting for them to continue exploring your site.

### And exchanging links does bring you traffic...

You can see the traffic statistics for the Just German Shepherds site below.

Note that the screen shot was taken on September 7, 2004. The August traffic numbers show 2 visitors per day on average and a total of 413 pages viewed for the month. This was for a period of 20 days for a brand new site.



The monthly figures above for September show an average of 4 visitors per day, viewing nearly three times as many pages, and total page views of 367...in only the first 7 days of the month.

A week later, traffic was up to 6 visitors per day.

Traffic was growing exponentially and will continue to do so as more visitors start to come from the search engines, as I add more links to partner sites and as I start sending a Newsletter to my database.

Below is a screen shot of the *daily* visitor numbers for September up to the 7th.

Remember, this is a brand new website that has had absolutely no money spent on marketing...

**Traffic Statistics for  
www.just-german-shepherds.com**

Summary Period: September 2004  
Generated 07-Sep-2004 04:25 EDT

[\[Daily Statistics\]](#) [\[Pages\]](#) [\[Entry\]](#) [\[Exit\]](#) [\[Referrers\]](#) [\[Keywords\]](#) [\[Countries\]](#)

Monthly Statistics for September 2004			
Total Visits			<b>65</b>
Total Unique Visitors			<b>32</b>
Total Pages			<b>367</b>
	Avg	Max	
Visits per Day	9	22	
Visitors per Day	4	14	
Pages per Day	52	171	

Daily Statistics for September 2004						
Day	Visits		Visitors		Pages	
1	8	12.31%	6	18.75%	21	5.72%
2	22	33.85%	14	43.75%	171	46.59%
3	13	20.00%	7	21.88%	62	16.89%
4	4	6.15%	3	9.38%	11	3.00%
5	11	16.92%	7	21.88%	39	10.63%
6	8	12.31%	8	25.00%	63	17.17%

The potential of this market is huge.

But please, don't look at this and go out and build another German shepherd site in competition with me. There are thousands of other Niche markets you can choose from...I'm sure you can do well in one of those ☺

Most of these visitors are coming from my link partners at this stage, but the search engines will kick in shortly and the traffic should begin in earnest.

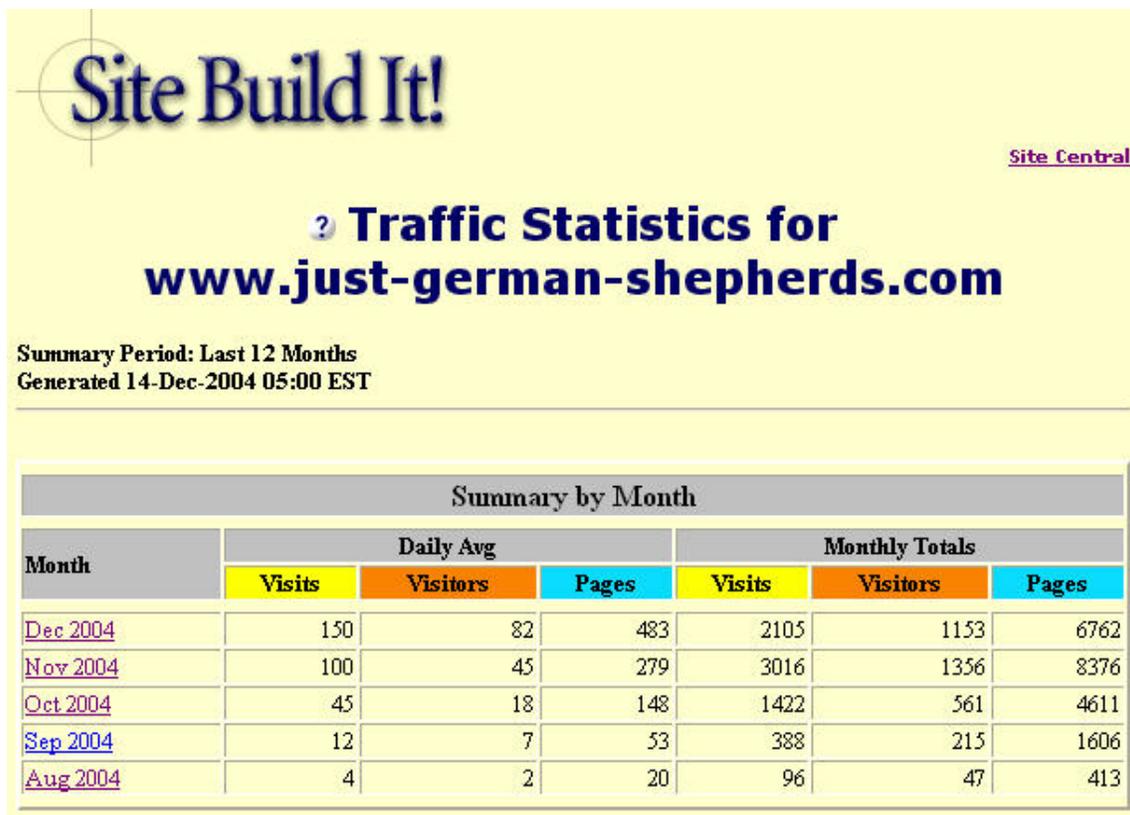
And as I mentioned above, don't worry about a few visitors leaving your site as they follow your reciprocal links.

There is more than enough of everything to go around, and being a good 'net citizen' by offering your visitors other quality sites to visit from yours (in a new window of course) will help you maximize your online profits, rather than cost you money in the long run.

### Update – December 14, 2004

Since this eBook was first written, my traffic has indeed grown significantly each month.

Here's a screenshot taken on December 14 showing the daily and monthly traffic numbers for [www.just-german-shepherds.com](http://www.just-german-shepherds.com)



1153 unique visitors and 6762 page views in 14 days so far this month!

This traffic is coming from my link partners, search engines including Google, MSN, Yahoo, mysearch, aolsearch and others, two inexpensive ads using Google Adwords and from articles I have written and submitted to article directories.

Of course, some of these visitors are [Nitroincubator](#) students and potential members having a look at what I've done, but the trend is clear...it's going up!

The site now has over 100 pages of search engine optimized content and I have 85 Newsletter subscribers.

I've added this update here to show you what is possible after 4 months work using a proven system if you follow it.

We're making some affiliate sales and generating a growing Google Adsense revenue, which should increase exponentially over time as the traffic grows and more people subscribe to our Newsletter.

Visitors are asking me questions and sending us their photos. Chloe and I are building a community with this website and we've had some great feedback.

You can easily do even better than this if you put your mind to it and keep your momentum going.

### **End of Update**

**Step 11** – Open a Google Adsense account and put Adsense ads on some of your content pages.

Adsense will give you a small but consistently reliable income stream and will monetize your content pages for you.

As people click on your ads, you get paid.

A few cents here, a dollar there. It all adds up over time. If you build a lot of content pages, you will make a substantial income from this one source alone.

I recently heard about a guy from Texas who makes anywhere from **\$3000 to \$5000 A DAY** from his Adsense ads on several websites, so it's entirely possible to make a great living from just this one income stream if you have enough content.

Of course, your affiliate links should take priority over Adsense ads on your sales pages, because if you have done your job correctly, your affiliate commissions should be much greater than the cost per click you will receive from Adsense.

**Step 12** – Keep building more content pages and when you have built at least 20, register for your site for [Value Exchange](#) through Site Build It!

Even if people don't have or want to use SBI, they can register for Value Exchange and find link partners in related fields who are willing to swap with you.

Value Exchange will find lots of related sites for you to link to. Only choose the best and keep the quality of your exchange partners as high as you can.

You will find that there's a lot of crap out there. A lot of people just cobble together a fistful of links, banners and other ads, and then want to link to quality sites to bludge off your traffic.

Be careful, link to the good ones, forget the rest, and you'll do fine.

**Step 13** – Keep building, linking and finding affiliate products to promote. Traffic will start to come from your link partners, the search engines and your email Sig file.

Remember to write an article to promote your expertise in your area of interest and send it to quality websites to run in their ezines and directories. As mentioned earlier, you can re-use your existing content for articles to save you time and energy.

Put a small ad for your website in the resource box at the bottom of the article, and include a link so that people who liked your article and are interested in your topic can visit your site.

**Step 14** – Start your Newsletter or ezine and offer a great incentive for people to subscribe.

This should be a free report or a mini course, preferably something you have written yourself on a topic related to your target market.

It should contain top quality information; information that is good enough to sell if you chose to do so, so that it adds value to your visitor's life.

You can of course give people anything of value to encourage them to give you their email address, and later on their snail mail address if you don't already have it.

A digital product is ideal because it has no physical cost, no shipping cost and it's available instantly to your subscribers.

Don't give away garbage when you are trying to get people to subscribe to your ezine.

Hundreds of website owners are offering the same old recycled rubbish with reprint rights that everybody else is using to try to bribe people onto their lists.

I have seen reports that I *know* are being offered free on one website, offered as bonuses on another website, and the site owner is claiming it's worth \$97.00 and not available anywhere else!

Come on, get real.

Create something original, something that is good enough to charge money for, give it a value and then give it away for free to people who subscribe to your ezine.

You may even want to build a sales page for your Report and sell it on your website. If it is for sale, and people can *see* that it's for sale, then it certainly has a value.

The main goal of your website should be to capture your visitor's name and email address – *it is not to sell them products and services on their first visit.*

You will make many times more money from your website over the long term if you spend your time creating informative articles and information products such as eBooks and audio recordings and sending them out FREE via email to your ezine subscribers.

From your very first communication, your goal should be to bond with your visitors and subscribers so that they come to know, like and trust you.

When you write your autoresponder series, **send people valuable content only** in your first 4 or 5 messages.

Don't try to sell them anything at all, just bond with your readers and start to build a relationship with them.

Write from the heart and you will create customers for life from some of these people you have never met.

### **Sidebar -**

Imagine you own the local garden store.

People come to you looking for advice on which plants to grow in their type of soil, how to water their garden efficiently and to ask you questions about all sorts of gardening issues.

You are their local expert, and they value your opinion.

In most cases, if you recommend a product or service to them, they won't even think twice about it, they'll just buy what you recommend.

Or say you're the local Auto Mechanic.

When you tell a regular customer that he needs a new muffler, what does he say, “Oh no, I’ll get a second opinion on that!”

No of course he doesn’t.

In most cases, he’ll just tell you to put one on while you are doing his regular service. After all, you’re the expert and he knows nothing about mufflers, right?

It’s no different online, except you have to work a lot harder to build credibility and gain your reader’s trust when they can’t physically see and touch you.

### **End Sidebar**

After this, in every second or third email message, you should make an irresistible offer to your readers to buy either one of your own products or something from an affiliate merchant with whom you have an association.

A fairly consistent and reliable percentage of your subscribers will buy what you recommend to them every time you send out an email message.

It will vary from 0.5% to 30%, depending on how well you have targeted your Niche market, how well you have bonded with your visitors, and what the offer is.

If you do this right, you will be creating money out of thin air...

**Step 15** – Send out your ezine regularly (at least once a month, every two weeks is better), give your subscribers great free information and make them powerful offers for your products or those of your affiliate Merchants.

You will find that if you write your website content and your regular email messages from the heart as I mentioned earlier, talk about a topic that you are passionate about, and you have targeted a Niche market that has lots of other passionate people who are already buying online, you will have no trouble bonding with your visitors and subscribers and making sales to them.

They will be very receptive to your messages and will provide you with an ongoing stream of income for as long as you continue to make offers to them.

The most important part of the whole process is to create a powerful bond between yourself and your subscribers.

If you have done this properly with your communications, your readers will like you and respect your opinions and they will buy from you over and over again.

The bond you build is the key. A strong bond = wealth.

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OK, that brings us to the end of the 15 steps to creating a website that works.

In the next chapter, we will take a slightly different approach...

## A Day By Day Record For 39 Days

This day-by-day guide is set out chronologically so you can get an idea of the activities involved in taking an idea from nothing to a fully functioning web Business ready for growth in just over a month.

It is designed for you to use as a template to follow along with as you build your own online Business using SBI and NPOD...

With that in mind, let's begin.

**Day 1** – I downloaded **Make Your Content Presell (MYCP) and The Getting Started Action Guide** and started reading through the first few chapters. My NPOD hadn't arrived yet, so I just buried myself in the Manual and got reading.

**Note** - If you don't have access to the SBI Manager yet (I already had a copy of the SBI! Manager from my previous website), then the [Searchit](#) tool from Sitesell.com is a great free resource you can use for your research on Niche selection and for finding profitable keywords.

**Day 2** – While reading MYCP and the Action Guide, I kept thinking about what I would like to build my website about. Stock Trading and Property Investment are two of my favorite topics, but because I'm not licensed to talk about these, they were out of bounds for now.

I really had no idea at this stage about what I was going to write about, but I had faith that it would come to me.

**Day 3** – More reading of the MYCP Manual. It contains a lot of material, but as you have seen this includes lots of screen shots and plenty of spacing between the text, so it is surprisingly easy to read and understand.

**Day 4** – Spent several hours reading the SBI Manuals and thinking about my target Niche market.

**Day 5** – Started using the free software tool at [www.goodkeywords.com](http://www.goodkeywords.com) and the SBI Manager (or you can use [Searchit](#)) to brainstorm keywords for ideas that I thought might be profitable.

**Day 6** – I continued reading the SBI! Manuals and thinking about what I wanted to write about. I thought about German shepherds, but at the time, I really didn't think that it was 'the one'.

I still had no idea about what my Niche would be yet, so I decided to buy a 1-day subscription to [www.wordtracker.com](http://www.wordtracker.com) and use their search function to find additional

ideas and keywords.

I highly recommend this service, because it gives you hundreds of additional profitable related keywords that the SBI Manager doesn't always find, and a one day subscription is plenty to Brainstorm hundreds of high profitability, obscure keywords for several website ideas.

It also allows you to check any dubious results you get from the Manager to double check your choice of keywords. It's certainly worth the few dollars it costs for a 1 day subscription, just to make sure...

I found 1500 keywords on dogs and German shepherds because I *was* considering this niche at the time, plus hundreds more highly profitable keywords for my next three or four websites...

**Important Note** - Make sure you copy your new Wordtracker keywords into a Text file for future reference. You can use an Excel spreadsheet, but they sometimes don't copy over to the SBI Manager very well.

As I mentioned, one of the first topics I brainstormed was **German shepherds**, because we have a beautiful GS female named Chloe and she's a wonderful part of our family, but I dismissed this at first because I felt I didn't know enough about the topic – I kept thinking, hey I'm no dog expert!

**Day 7** – Studied the Wordtracker keywords looking for ideas and continued to study the SBI Manuals. I copied several hundred of the best looking keywords over to the SBI Manager from my Wordtracker Text file and checked the profitability of them.

I also went to the Newsstand to look at the magazines available to search for a Niche market that I was really interested in.

There were hundreds of ideas there, but I just couldn't seem to come up with one that I was passionate about like Ken discusses in the Manual.

**Day 8** – I continued reading MYCP and the Action Guide right to the end. I was still having problems coming up with the right Niche and time was racing by. Then my NPOD arrived in the mail, so I listened to the first two lessons and did the homework that Joshua gives us to do.

**Day 9** – Brainstorming for my Niche still didn't seem to get me any closer to finding it, so I spent some time studying NPOD and MYCP.

**Day 10** – Niche selection time was overdue. By now I was getting worried.

I just couldn't think of something that I really loved that I could write about with passion.

I spoke to my Mentor Frank, and he told me not to worry.

He reassured me that the right idea was not too far away, so I kept digging into the SBI Manuals and NPOD again and hoped he was right.

I kept using the Manager to brainstorm topics, but nothing really grabbed me.

**Day 11** – More brainstorming, *thinking* and studying NPOD and the SBI Manuals.

This Niche thing was bothering me...when would it come to me?

Just then I remembered something I read in Russell Cronwell's book, **Acres of Diamonds**.

He says that the solutions we are looking for are usually right under our noses, but we look everywhere else for them.

He was right!

As I pondered my dilemma one evening looking out at the night sky from my balcony, my wonderful German shepherd, Chloe, was sitting at my feet looking up at me, **right under my nose**.

I had to trip over her to see the opportunity though...

That was my Niche!

My perfect Domain name came to me. It was [www.just-german-shepherds.com](http://www.just-german-shepherds.com)

By the way, when you visit you'll see Chloe and I on the home page. She's the good looking one...☺

I sent my keywords and domain name off to Frank for approval. Frank said that everything looked fine...go for it.

**Day 12** – Now I had a problem. I didn't know that much about German shepherds. I love them, but I didn't think I knew enough to build a website about them.

So it was time to do some research.

I borrowed three books from the Library to read and did a few hours surfing the web, looking for ideas and information on what other people were doing.

More on doing what others are doing later...

**Days 13 to 20** – After several hours' research and reading up on German shepherds, I

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spent the next 7 days building my home page, 6 tier 2 pages and 4 tier 3 pages as instructed in the Action Guide.

My goal was to build good quality, keyword focused, content rich pages just like the Action Guide advises, put a little bit of myself into the content as Joshua advises, and get them submitted to the Search Engines as quickly as possible. I would then come back later and edit them if necessary.

I continued to read through the German shepherd books I had borrowed from the library, looking for additional ideas for content.

I put a link to my new German shepherd site in my email sig file as a first step in announcing it to the World.

**Days 21 to 24** – I continued re-reading of the Action Guide and studying NPOD, while aiming to build at least 1 or 2 new content pages per day.

I also found 12 affiliate programs relating to dogs to promote on the website when it was ready and sent them to Frank for approval.

**Days 25 to 30** - I continued to build pages at the rate of at least 1 per day. I also went back and edited some of my earlier pages and tidied them up a little.

**Day 31** – Disaster! My SBI! Manager containing over 700 keywords, 350 of which I had copied and pasted in **by hand** from my Wordtracker keyword research, Crashed.

I contacted Site Build It! Support, and while they did their best to help, the damage to the software was too great.

I had to re-install the Manager and because I didn't do something right during the process, I lost all of my hard won keywords.

Now that's depressing...

**Days 32 to 35** – I took two weeks off my paid work and continued building my pages at the rate of 2 a day, building my online pet store as I went. My affiliate links had been approved and I had my affiliate tracking codes, so I could start putting them into my sales pages.

I did a fresh Brainstorming session using the newly installed SBI! Manager, and then manually added and checked the profitability of another 200 keywords I felt were the most relevant from my Wordtracker research.

I'm sure glad I kept the Text File with all those words I found ☺

I built a 'Links' page and exchanged links with 5 dog-related websites, including three

other Nitroincubator sites, which immediately started to bring me some traffic.

I also continued editing pages built previously to include my new affiliate links.

**Day 36** – I found some more very profitable extra keywords by using singular and plural words in the Manager to test their profitability.

As I mentioned earlier, I have found variations of up to 800% in the profitability of related keywords by doing this for just a couple of minutes.

This *super keyword* is the one that you optimize your page for when you build it.

You can use two other variations of that word in the ‘keywords’ box and in the body copy as you build your pages, but focus the main content of each page on the most profitable keyword.

Don’t use any more than 3 keywords on any one page, and always check your pages with the ‘Analyze It’ function in SBI before you build them to make sure they are formatted properly.

**Day 37** – I built 4 more pages, taking the total to 30. I put my Google AdSense code on 15 of my pages, including a small 2 ad banner on the bottom of the home page.

Traffic was building through the links from other sites and it looked like only a matter of time before I would have my first paying customer.

**Day 38** – I built 3 more pages, listened to NPOD and read some more of the Manual.

Today, my home page was listed in Google! It took a couple of weeks from the day it was first spidered, but that’s not bad considering it can sometimes take months to get listed.

Here’s a screen shot of the Google listing confirmation.



Submit-Spider-List Report for index.html			
Search Engine	Date Submitted	Date Spidered	Date Listed
Google	Q 5.0	2004/08/11	2004/09/02

Google first spidered the page on the 11<sup>th</sup> of August, and it was listed on September 2<sup>nd</sup>.

This is an outstanding result because it can often take 3 months or more to get listed by Google. This certainly brought a smile to my face. Frank was rapt as well!

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The site is still listed a long way down in the Google search results because it will need other pages with the same theme listed to back it up. Once the Google spiders know that this is a site that is relevant to German shepherds as I add more content, it's rankings should improve.

**Day 39** – Visitors started clicking on my Google AdSense ads...the site had made a profit! A small one at this stage, but a profit nonetheless.

So there you have it.

A day-by-day summary of how I spent a few hours each day for the last 39 days to build a website that works. If a Fitter and Turner from Brisbane in Australia can do it, then anyone can!

Two different ways of looking at the same thing...how to go from scratch to an online profit in 39 days.

The help and support I have received from Frank and the team has been wonderful. They have kept me focused and on track for the last 5 weeks and I sincerely thank them for putting this program together.

I hope you haven't found yourself getting overwhelmed by the process I outlined above. It may look like a complicated thing to do, but if you take it one step at a time, you can do the same thing or perhaps much more.

## So Where To Now For Just German Shepherds?

Of course this is only the beginning. I want to make Just German Shepherds one of the most popular sites on the 'net for this niche market.

One of my Mentors, Aussie millionaire Justin Herald, says..."Look at what everyone else in your market is doing, and do something completely different so that you stand out from the crowd."

With this in mind, some of the ideas I have for this site include -

- Finding inspirational, funny and interesting German shepherd stories written by other people and using them with their permission as content and in Newsletter articles
- Creating an eBook containing a dozen of the best stories and offering it as a unique gift to people who subscribe to my Newsletter, or alternatively a training course on how to have a well behaved, happy and healthy German shepherd
- Offering this eBook to top quality related sites that have a large subscriber database as a bonus when somebody new signs up for their own ezine. Their visitor could then come to my site and subscribe to my Newsletter if they wanted to download their copy of the eBook. If my offer is compelling enough, a good percentage of my partner site's subscribers will visit my site and subscribe to my Newsletter to take advantage of it
- Finding unique products and services that should appeal to my readers from vendors who don't have affiliate programs and offering them to my customers through online and *offline* Joint Venture agreements. For example, fencing contractors, dog wash Businesses, pet food suppliers, quality dog breeders, etc.
- Creating a global German Shepherd breeders directory and doing Joint Ventures with the top breeders to refer website visitors to them for a commission or referral fee

There are lots of other ways to monetize the traffic from this website and these are just a few. I hope they give you some ideas of what you can do to create additional revenue streams from your own SBI website.

## Some Final Notes And Observations

You might me thinking to yourself, well that's all fine if I was building a website about German shepherds, but I'm passionate about beds, or shoes, or sausage casings...how on earth can I apply what this guy's talking about to my passion or Business?

The principles are the same no matter which market niche you choose to explore.

So here's some final thoughts that you may find helpful when you are writing your web pages and email messages, in no particular order of importance...

**1)** When you are writing the sales messages for your email communications, and on your website if you have sales pages there as well, always tell your visitors the full story.

Tell them everything they need to know to make a decision on whether your product or service is the right one for them.

**Keep all the relevant information on one page.**

If you make your readers jump from one page to another, you will often lose them in the process. Every time you say [Click Here](#), you risk losing them to somebody else.

**2)** In the bottom line of your sales message, only offer people one or two options, a Silver and a Gold, a Basic and a Premium. A single affiliate link or two at the most. Give people too many options and you will confuse them.

A confused mind will always says no.

It will slap shut like a steel trap and you will lose the sale nearly every time.

**3)** You must always be trying to build trust and reverse your customer's risk. Always do everything you can to remove your customer's risk.

Think ahead to the questions they will have, and answer them in your sales or pre-sales copy before they come up later on and kill the sale (or the click to your affiliate merchant).

Take away any lingering doubts that they have about the decision they are about to make.

**4)** Don't just give customers a wimpy, government legislated Guarantee because you have to.

Shout about your guarantee so that your customers are left in no doubt that you stand 100% behind what you are selling.

A powerful, sincere guarantee will increase your sales profoundly, especially online.

It will also increase the number of product returns you'll receive, but you will still make more bottom line profit because you will be selling a whole lot more of your products and services.

And if you are getting more than a 3% return rate, you had better do something to fix it anyway. There could be something wrong with your product or service...

5) People really like dealing with people. Make sure your site is a people friendly place.

Put your photo and signature somewhere on your website for your visitors to see. Show them that there is a real person waiting to serve their needs.

Do you have any hobbies or activities that you could talk about to make your site a friendlier place to visit?

Talk about these on your **About Us** page and in your Newsletter.

If you think you look funny or strange, don't worry about it. You're a person, and people like dealing with people.

If you can, use your looks to add some humor or uniqueness to your site. Capitalise on it, don't hide it.

6) Put your own personality into your writing. Does your site have a personality?

Give it one.

What about your email messages?

Bond with your customer by showing her that you care....she'll come to trust your recommendations and over time could even become an evangelist for your Business...

There is a lot more that I could share with you, but we'll leave that for another time.

I hope I have given you enough information to go ahead now and start building your own profitable web Business with the help of [Site Build It](#).

A properly optimized SBI! Website, one that targets your market using the correct keywords, formatted correctly and written well using the strategies Ken outlines in *Make Your Content Presell* and Joshua teaches in the NPOD system, should generate a consistent and growing flow of highly targeted, ready to buy visitors.

You can then monetize these visitors in lots of ways.

If you always remember to give more to every customer in use value than you take from

them in cash value, your Business will continue to grow larger and ever more profitable over time.

This is a fundamental principle on which all great fortunes are based. Use it in your own Business and you will certainly reap the rewards for yourself...

### **But what if I'm just too busy to build my own website?**

Now after reading through how I built Just German Shepherds in 39 days, you may feel that it's all too much work for you, and that's entirely understandable.

It *is* a lot of work, and many people, even though they can see the merits of having a SBI website, just don't have the time to do it themselves.

If that's you, then I can help.

If you would like to talk to me about building your new SBI website for you, or if you have any questions or make a comment about anything written in this Report, I'd love to hear from you.

It doesn't matter whether you would like your website completely built for you from the ground up or you need an upgrade to your existing site, please visit my website at [www.localwebsolutions.com](http://www.localwebsolutions.com) to find out more about how I can help.

Or feel free to email me at [rocky@localwebsolutions.com](mailto:rocky@localwebsolutions.com) if you have any questions and I will get back to you as soon as I can.

Thankyou for taking the time to read this ebook. I sincerely hope that it helps you on your journey towards building your own massively profitable website (or several of them ;-)

Until next time,

Kind regards,

*Rocky Tapscott*

**Rocky Tapscott**

[www.localwebsolutions.com](http://www.localwebsolutions.com)