










GEO-LOCAL CONTROL

By Dr. Ken Evoy, President, SiteSell.com

How To Use the World Wide Web To Leverage Your Local Business

-  Build Trust With Prospects
-  Grow Your Client Base
-  Strengthen Customer Loyalty
-  Get the Jump on Competitors
-  Develop and Stay "Top of Mind"
-  Extend Your Reach
-  Diversify: Add New Streams of Income

The Internet is Going Local

As You Read This, A Potential Customer Is At Google...
Who Will Be Found? You or Your Competitor?

The Answer To That Question Will Determine Your Survival
No Matter How "Local" Your Business and Clients Are.

The "Geo-Local" Web Battle Has Just Begun.
First-Mover Advantage is Critical. Start now.

Your World, Your Reach, Your Impact Is About To Become
Significantly Larger Than a 4" x 2" Yellow Pages™ Ad.

How Do YOU Measure Web Success?

I wanted to try it for myself, own my own business and my own life, so I went for it alone.

I do my business successfully because I use Site Build It! And I'll be the first to admit I don't even use all the features and capabilities of SBI to their full extent. SBI is such a powerful tool you just have to "kind of" know how to use it to be successful.

There is simply no reason for me, or any other reasonably ambitious person who wants to own their own life, to work a 9-to-5 anymore.

Jerry Mack
USA
www.sonomahealth.com

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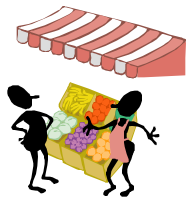
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“How Can the WORLD Wide Web Help My LOCAL Business Which Has LOCAL Clients??”

Do you have a small business (1-10 employees), that is largely offline? Are your clientele mostly local? For example...

- a real estate agent or lawyer in Tempe, Arizona or in Anguilla, British West Indies -- own your geographic niche
- a plumber in Juno, Alaska -- get the jump on competitors
- a grocery store in Bristol, England -- differentiate yourself and raise your profile
- a Mexican restaurant in Vista, California -- run "Net specials of the week"
- a gas station in Hudson, New York -- build a devoted clientele
- a bagpiper in Ottawa, Canada -- get hired for "gigs" for 100 miles around.



You might think that the Net, more specifically your own Web site, offers few opportunities for businesses with a customer base clustered in a small geographic area. After all, the Web is "world wide"... a "global medium."

And you **would** have been fairly correct, up until recently. But matters are changing rapidly.

Sure, some **potential clients** still use the Yellow Pages™ and other business directories. But more and more are using Google™ and other Search Engines. It's easy and fast to do a search.

Say you type in "lawn care Montpelier." Don't find a business in the town of Montpelier? Widen the search to "lawn care Vermont." Try widening your search *that* conveniently with your local 10-pound business directory!

And it's not just the clients. Faster and faster, **local businesses are coming online**. They are using the Net to...

- Build trust and deepen relationships with existing local customers by providing friendly, personal information about the business, great content (eg, valuable "do-it-yourself" articles), "Web site only" specials, etc.



- Raise their local profile and position their products and services
- Promote locally and take customers from competitors
- Continue to stay "top-of-mind" and deepen customer relationships through an e-zine, an electronic newsletter (and build sales, too -- eg, "It's spring, which means it's time for aerating and fertilizing your lawn.")
- Build targeted traffic (local and global) to find new customers, even add entirely new income streams (eg, as a chimney sweep, your articles on fire safety not only endear you to local customers, but will attract global ones too -- you can **monetize this traffic** through Google™ ads and affiliate programs, as we will see below)
- Leverage their local expertise and knowledge for global clients, selling their goods online, even through online auctions (see monetization discussion below).



It's time. Develop a solid Web presence, generate **targeted traffic**, build **loyalty** through a newsletter for customers, get the edge on local competition, and add **new income streams**.

This booklet takes you by the hand to accomplish all that. Just pick an employee, or do it yourself, or hire a Webmaster. But stay in charge by following the advice in this booklet carefully.

No matter what ... get started. Because you **do** need a Web site ... now. One that **WORKS**.

Think of a Web site as a super-**Yellow Pages™** ad... with 100 times the results... at 1/10 of the price. People are searching less and less by the offline ™ and more by the online  ...

If your small, local business does not use a Net presence to promote itself, keep in touch with its customers, extend its reach, and take your competitors' customers, your competitors will do it to you, and soon.

Start today...

**Use the Web...
Before Your LOCAL Competition Does**

Do you sell car parts in Chicago?...





Or acupuncture in Montreal, Canada?...

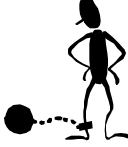



Yes, a Yellow Pages™ ad may still be a good investment. But whatever your local business may be... your world, your reach, your **impact** is now much, much bigger than a 4" x 2" ad could ever achieve.

This booklet shows you how to get **1,000 times** (literally) the value of a Yellow Pages™ ad from a Web site, regardless of the type of local business or local clientele you have, and regardless of your background... starting from scratch, **no technical skills** or Net marketing mastery required.

Indeed... how *does* a 4" x 2" Yellow Pages™ ad (or other business directory) compare with a *properly* built Web site? Let's see...

	Yellow Pages™ Ad	Web Site
Content	There's very little you can say in a tiny little rectangle. And don't even try to update your content during the year due to rigid publication dates!	Show off your local business to its best advantage. No size, color, or media limitations. Update anytime -- make special offers, let visitors know about new products or services, etc.
Visitor Attention	Relatively low. Eyes scan listings.	Total -- once your prospective customer is on your site, you have 100% of his/her attention.
Visitor Mindset	Dubious, careful. Yellow Pages™ is advertising. We've all had experiences with services that were downright dismal. Low credibility. 	Interested, open-to-buy, PRESold -- they found you through Google™, feel smart, and read your excellent content, becoming PRESold upon you as an expert who shares. A Web site that provides as much business information as your prospect needs, along with friendly/useful content, allows the prospective client to know and trust you. High credibility.
Exposure, Traffic	Near-zero -- it may generate a few calls per week (per month)?	Substantial -- attract hundreds, even thousands, of targeted visitors per day, on an ongoing, ever-building basis. And, if you do it right (and you will), they will return to your site. Your e-zine also gives you the opportunity to reach your customers on a repeat basis.
Measurable	No -- do you have any idea how many exposures you get, or how many people call or visit due to your ad? How can you measure ROI (Return on Investment)?	Yes -- you will know exactly how many visitors arrive, every day, every hour... and you will know everything about them. You know the Lifetime Value of a new customer (i.e., the amount of profit that a new customer will bring to your business over his/her lifetime of dealing with you). It makes ROI so easy to calculate.
Build Customer Loyalty	N/A -- not applicable 	Your own e-zine -- develop an increasing sense of loyalty with existing customers, as well as repeat business. You can reach them, free, whenever you want to.

	Yellow Pages™ Ad	Web Site
Competitive Advantage	Low -- everyone takes a Yellow Pages™ ad. That's why you did. Who gets the attention? The companies with the expensive BIG ads. EVERYWHERE.	High -- your Web site, properly done, can both build new local business and pull your competition's customers to you.
New Revenue Streams	No -- Yellow Pages™ just advertises that you have a business. But it does not build new revenues.	Yes -- a Web site builds content, which builds targeted visitors and establishes you as an authority in your field. This establishes the potential for multiple streams of income that can even surpass total income from your current local business. More on this later.
Open New Markets	No -- Yellow Pages™ is a local medium. 	Yes -- the Net is a global medium. More and more, it will replace large paper-bound directories as <i>the</i> way to find local businesses with local clientele. But obviously, it also opens up global potential. More on this later.
Expandable Search -- Geography	No -- Yellow Pages™ is a geographically restricted directory. And it's totally non-interactive. Users either find you... or not. If you did not buy a listing for a particular locale, they won't.	Yes -- suppose the local curling club is looking for a bag-piper in its local town. None? Look in the adjacent town(s). Still none? Look in the nearest mid-size city. Ah... There you are. Better still, SBI! shows you how to get found for that first town... even if your office is not located there.
Expandable Search -- Keywords	No -- you buy a listing for a single category. If a user searches in a different-but-related category, s/he won't find you. For example, you sell and service sprinkler systems in your town? Your prospect is looking up "landscapers" -- s/he calls the landscaper who recommends a competitor.	Yes -- your prospect searches for "+landscapers +your-town" and finds your sprinkler business (because you created some content about landscaping), is PRESold by your site's excellent information, and calls YOU. 
Cost	Expensive -- hundreds of dollars per year, per listing, per geographic area, per category, for each 4" x 2".	Inexpensive -- a Web site costs less than a single 4" x 2" Yellow Pages™ ad, no limit on keywords (i.e., how prospects find you), geography, size, etc. No complicated packages, just one single yearly fee.

Clearly a Yellow Pages™ ad cannot begin to deliver the benefits of a properly built Web site, one with geo-local control ...

- Attract hundreds, even thousands of visitors per day, many of whom become new clients.
- PREsell prospective customers before they call you.
- Nurture, encourage and develop the relationship you already maintain with existing customers, increasing both loyalty and repeat business.
- Command undivided attention. Once they are on your site, you have their total attention (unlike a crowded Yellow Pages™ page)!
- Take clients away from competitors.
- Develop new ways to monetize your skills and knowledge.
- Give you the ability to update frequently and to reach your clients with seasonal specials, interesting tidbits, etc.
- Open new markets globally (yes, your local business!).

After all, what could you possibly accomplish in a small rectangle, on a big yellow page crammed with other ads? A typical business directory ad is a distant second place finisher to a Web site, which costs far less.

How Do YOU Measure Web Success?

We are just coming up to our second anniversary and will break 50,000 visitors for the first time this month. Since August, our traffic has tripled.

Our first year we had 77,000 visitors and this year we will have 293,000. We have had visitors from over 90 different countries the past few months.

Ken and Cheryl Bryski
Nanaimo, British Columbia
<http://www.quick-easy-recipes.com>

Right At This Moment, A Customer Is At Google™ ... Will Yours Be The Business That is Found?

Despite the overwhelming advantages of a Web site, most small local businesses have at least one Yellow Pages™ ad, but they do **not** have a Web site. (Or if they do, their sites are **dying from a lack of traffic and results.**)



That is all about to change.

Yes ... If your business is primarily driven by local clientele, the Yellow Pages™ and other business directories remain a good way to “be found.” But local businesses are catching on to the Net as a powerful marketing tool...

- to grow their local businesses
- to steal your customers
- even to add brand new revenue streams that they would never have thought possible.

Combine this growing small business trend with another one... more and more **consumers** find those big, yellow directories too inconvenient and limiting.



It's so much easier and flexible to use **Google™** and other Search Engines. People are now comfortable with the Net -- and soon, most will be using broadband access with 24 x 7 constant, convenient and high-speed access.

To summarize...

Increasing numbers of searching pre-customers use the Net to find local businesses. **More and more small local businesses are using the Net.** **A self-feeding trend is hitting critical mass.**



Google Search by Location

Search terms: pizza san francisco US address, city & state, or zip Google Search

FAQ - Send us your feedback - Discuss

Searched the web for **pizza near san francisco**. Locations 1 - 10 of about 29307 within 15 miles

MAPQUEST

Lincoln Blvd, 25th Ave, 26th Ave, 27th Ave, 28th Ave, 29th Ave, 30th Ave, 31st Ave, 32nd Ave, 33rd Ave, 34th Ave, 35th Ave, 36th Ave, 37th Ave, 38th Ave, 39th Ave, 40th Ave, 41st Ave, 42nd Ave, 43rd Ave, 44th Ave, 45th Ave, 46th Ave, 47th Ave, 48th Ave, 49th Ave, 50th Ave, 51st Ave, 52nd Ave, 53rd Ave, 54th Ave, 55th Ave, 56th Ave, 57th Ave, 58th Ave, 59th Ave, 60th Ave, 61st Ave, 62nd Ave, 63rd Ave, 64th Ave, 65th Ave, 66th Ave, 67th Ave, 68th Ave, 69th Ave, 70th Ave, 71st Ave, 72nd Ave, 73rd Ave, 74th Ave, 75th Ave, 76th Ave, 77th Ave, 78th Ave, 79th Ave, 80th Ave, 81st Ave, 82nd Ave, 83rd Ave, 84th Ave, 85th Ave, 86th Ave, 87th Ave, 88th Ave, 89th Ave, 90th Ave, 91st Ave, 92nd Ave, 93rd Ave, 94th Ave, 95th Ave, 96th Ave, 97th Ave, 98th Ave, 99th Ave, 100th Ave

San Francisco

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[Search Larger Area](#) | [Search Smaller Area](#)

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 [B] [Lookup Results](#)
 [C] [Pizza Orgasmica pizze...](#)
 [D] [Digital City San Fran...](#)
 [E] [Pauline's Pizza - SANF](#)
 [F] [Extreme Pizza Franchis...](#)
 [G] [Annell Pizza \(restaurant\)](#)
 [H] [Cable Car Pizza Locati...](#)
 [I] [Lookup Results](#)
 [J] [Restaurant Report On-I...](#)

IMPORTANT:

Both Google™ and Yahoo!™ are launching "local search" versions of their engines. Above, you see a sign of things to come from Google™. All major Search Engines consider **local** online search of paramount importance.

With Search Engines, you can easily broaden a search beyond your neighborhood to a nearby city or to the entire region, if you want. Try that with your local Yellow Pages™ directory!

With a Web site, the smallest of companies can compete on the same footing as the biggest. You do not have to buy complicated, expensive Yellow Pages™ packages, multiple half-page ads, to get "full coverage" across several business categories or geographic regions to "get noticed." Your "niche" site gives you an edge.

The intense development and marketing efforts of the major engines in local search will rapidly magnify the importance of an effective geo-local Web site. A strong presence on the Net will soon be a must.

This booklet shows you how to build a highly trafficked site that will in turn build your local business. It gives you all the tools to do it yourself... or you can hire a Webmaster to do it for you. Either way...

You **can** pull high volumes of targeted traffic to your site, by building pages that focus upon frequently searched keywords applicable to topics related to your business. Traffic that will **dwarf** what the Yellow Pages™ delivers on a dollar-per-thousand inquiries basis, and traffic that may open up entire new horizons.

You will generate big business, locally and **globally** (if you want)...

How Do YOU Measure Web Success?

Dear SiteSell Team,

I own and operate a small asphalt business. However, when I started following your process I realized that I could take my business to a new level and reach out on a much broader basis. I saw the opportunity to apply all my learning. So I packaged up my knowledge with some excellent equipment and now I market it as a "business in a box" solution where someone interested in starting up their own asphalt treatment business could come to me for a turnkey step by step solution.

There is no question that you have changed the way I look at my business and my future. I can reach a world wide audience. A great example is the recent inquiry that I received from the Contracting Officer of the Contracting Squadron of the U.S. Armed Forces in Bishkek, Kyrgyzstan...

"We are looking for commercial items to take care of the runway here in Bishkek, Kyrgyzstan. An asphalt router/saw and a hot pour crackfill applicator. As you might imagine it is in poor shape so these machines will be getting a lot of use. Thanks in advance for your assistance."

Yes, the U.S. Army! All the way from a third world country that I've never heard of. Thanks for something that allows me to take my local business, repackage it, and sell it to the world. It has added an entirely new angle and revenue base.

Judd Burdon
St. Lazare, Quebec
www.asphaltkingdom.com

Bishkek, Kyrgyzstan? The U.S. Army? What New Revenue Sources Could *Your* Business Add?

Not only will you attract new local customers and take away your competitor's customers while building loyalty among yours, you could also open up entire new **revenue streams** by offering...

Consulting sessions... to global customers (ex., how to improve the efficiency of your driveway sealing business)

Products... for sale to global customers, either B2B or B2C (ex., the asphalt "business in a box" package deal discussed earlier)

Other monetization models... that convert your traffic into income (more on this below).

Just about any local small business can use the Net to add **global income**. A landscaper in Juno, Alaska might appear to have limited "global" opportunities. But that very locality could be the basis of creating a high-value "Gardening and Landscaping in Northern Climes" Web site, which could offer a variety of related hard goods (books, tools, etc.) and also sell e-goods (e-book on "The World's Hardest Annuals and Perennials")... even consulting services.



If an asphalt sealer can package and sell to the U.S. Army in Bishkek, Kyrgyzstan, you are clearly limited only by your imagination.

What prevents you from starting and building a thriving online presence that will help you to grow your offline local business and add new income streams to it?

- **No budget?** This booklet shows you how to get 100 times the value of a Yellow Pages™ ad for 1/10th of the cost of the ads above.
- **No ability?** Yes, HTML, FTP, CGI, Search Engine mastery can be a total exercise in frustration. Eliminate all that.
- **No knowledge?** The only knowledge you need is your business/your customer. Just follow the process outlined in the following pages.

If you have been thinking about a Web site, you can overcome these **hurdles**. Read this booklet especially carefully. It may save you months of going down the wrong road.

If you have already tried and failed (and think that "the Net doesn't work"), it's time to start again. Beat the barriers.

Successful online-business-building is all about following the right process, using strong tools, and smart work. We call this process and system of integrated tools...

“Site Build It! (SBI!).”

The process is just as important as the tools. Do things right the first time, step by step... and good results happen. So many businesses fail because they just "put up a site." And then, a few months later... "Nah... the Net didn't do anything for me!"

This **SBI!** process shows you the way to build a strong online presence that will generate traffic, build credibility and trust, and get the sale... all of which grows your existing offline, local business. It will also extend your business into new monetization avenues, should you so desire.



Convert knowledge and information related to your business niche into a theme-based content site. Yes, you can do this yourself, from the ground up, one step at a time. Or you can consult an **SBI! Certified Webmaster** to assist you.

SBI! takes what you know, and helps you turn that into your own *unique* content on your own unique Web site. You use the **SBI!** system of no-tech-skills-needed tools to execute the flawless step-by-step process to build a Theme-Based Content Site.

SBI! automates the tedious elements of site promotion and management so all your time is devoted to building your business... not fighting technology and complexity. A series of professional, integrated tools are designed specifically to maximize your **Return On Investment (ROI)**.

Your growing site generates targeted visitors who quickly become warm, willing PREsold prospective clients. They are ready for you to "monetize" (i.e., convert into income through a variety of methods/models). Will you use your site only to grow your local business, or to expand its revenue bases? That's up to you (more on this later).

How good is SBI!?...

If you bring the knowledge of your business, and the motivation to truly use the Web, **SBI!** delivers. Actually it **OVER**delivers success... this booklet guarantees it.

It does *not* just guarantee "satisfaction." It guarantees success.

And how do we define "success"?

The lifeblood of your business is new customers. The job of your Web site is to deliver that. So here's our definition of "success"...

Hundreds of visitors per day, every day, generated by you, growing to thousands as you continue to create high-value, high-ranking content related to your site's theme. Achieve that, and your only remaining challenge is a most interesting and pleasant one...

Convert traffic into business income. And yes, as you'll see below, **SBI!** provides all you need to complete the business-building, profit-generating process.

There Has Never Been a Better Time for "Local Business" ... Build a Web Site that Works

Site Build It! is the only all-in-one site-building, site-hosting, and site-marketing process *and* tools that make it easy for you to build a professional, popular, and profitable business.

Sites built using **SBI!** consistently get high traffic, as a recent Alexa.com survey shows.

- 51% of **SBI!** sites fall within the top 6% most popular sites on the Internet
- 30% fall within the 3% most popular
- 17% fall within the 2% most popular.



The **SBI!** process makes it so simple.
You build it. Traffic grows.

Everything You Need is Here. The SBI! Process Works. Build Web Sites that Build Business.

Do you want to build an online business? Or perhaps use the Net to expand your offline one? No matter where your business is, no matter what the niche, **Site Build It!** is the way to do it...

Do not just build another unvisited Web site. Instead, build a site that attracts warm, willing-to-buy visitors... success guaranteed -- traffic-and-business-building success.

How does **SBI!** do it?

SBI! takes you step-by-step through the process of brainstorming and naming your site, and then creating content that simultaneously...



- ranks highly at the engines ("guru-in-your-ear" helps each step of the way) **and...**
- delivers high-quality, relevant content to targeted visitors.

All you have to do is generate content about your theme/niche. **SBI!** handles all the behind-the-scenes technology and complexity of building and marketing your Web site, which frees you to focus on what you know best... your business. Whatever niche it may involve, **SBI!** meets all your needs.

- No HTML, FTP, CGI, graphic or programming skills needed (if you are skilled, SBI! is compatible with all HTML editors, etc.).
- No Search Engine expertise or consultants required.
- Easy tools to build, market, and manage your site effectively.

SBI! does all that for you. There is nothing nearly as complete as **Site Build It!'s** total business-building approach. Motivation is the only additional ingredient required. You just do your business and thrive, in a tenth of the time, at a tenth of the price.

SBI! Builds Targeted Traffic & Converts Warm, PREsold Visitors Into Multiple Streams of Income

Re-read the above headline. It contains the seeds of why most local businesses fail online. And it also contains the seeds of why *you* will succeed... why you will...

- take away your competitor's business
- own your geographic area for your particular niche
- expand your business with new revenue streams.

The key is in the process, and in the all-in-one set of tools that permit you (no matter how un-savvy you may be) to execute the process. Or if you prefer, a **SBI! Certified Webmaster** can do it for you.



More info? Contact Robin Henry, 0438 826 192 / ss@dwave.com.au

Let's review the process to achieve geo-local control, step by step...

- 1) Convert knowledge into information.**
- 2) Publish that information on a Theme-Based Content Site.**
- 3) Convert that content into targeted traffic and income.**

Most local small businesses, if they build a site at all, build it about themselves. "About Us"... The president and key personnel. The history... how long they've been in business. Awards they've won. The product line. Charming photos... "Here's me and the gang by the doo-hickey machine."

One word describes the result...

Fatal.



Yes, it *is* important to show and explain your business to its best advantage. But it is even more important to build content (i.e., information) about the niche that your business fills. Why?

Because (and this is important)...



People search for information, for solutions... they do not search for YOU. If they knew you existed, they would **not** be searching. They would already be customers.

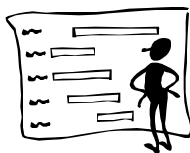
You want a site that will be **searched-and-found** by prospective new customers... hundreds of them... then thousands, steadily building as your site gains in reputation and relevance at the engines (especially **now** that they are putting special emphasis on local search). So...

Here is how to build a **Web site that WORKS...** one that will build a more profitable local business by publishing information, using **SBI!'s** information, strategies *and* software tools (all working together)...

STEP 1) Consider your offline local business from your customer's point of view. What niche do you occupy? What problems do you solve? Develop the best Site Concept/Theme that is right for you.

STEP 2) Brainstorm profitable topics that are related to your theme.

STEP 3) Build your Theme-Based Content Site -- fill it by publishing high-value content and information that potential customers want.



(No HTML knowledge needed. "Guru-in-your-ear" online-help and tools like **Analyze It!** guide you, resulting in high-quality content that is also "Search-Engine-sexy.")

STEP 4) The theme-based content **attracts** targeted visitors (i.e., potential customers) because you have written it to rank highly at the engines, in a "no-tricks way" that the Search Engines love... an ethical, effective way to attract interested, motivated customers to your site. Powerful, automated tools make it possible for anyone to build targeted traffic in a time-and-cost effective manner.

Search Engines are, by far, the #1 way that surfers find Web sites. If they can't find your site, it does not exist. As the engines improve their algorithms, all the Search Engine experts say that well-written theme sites are what will rank best over the coming years.

STEP 5) Your high-value, original content PREsells your targeted visitors, winning confidence and trust by providing the information they seek, establishing yourself in this niche. It credentializes you in the eyes of your potential new customers.



And your e-zine (electronic newsletter) deepens the relationship, building more and more trust.

SPECIAL TIP: Yes, collect e-mail addresses of potential new customers through your Web site. But also... start right now and get the e-mail address of every single existing offline customer, with their understanding that they'll receive your new, free, valuable e-zine when your **SBI!** site launches.

STEP 6) Your good efforts are rewarded with new customers and increased loyalty from existing ones! If you like, your business can also generate additional income streams through new monetization models appropriate to your business (more on this below)... revenues made possible only by the Internet, but related to your main business.

No tricks, no games, no "magic formulas" or "never before revealed secrets."



This is not "get-rich-quick." This is serious business, at its best. You take care of business.

And what does SBI! do? It works "behind the scenes" so that you *can* take care of business.

Bottom line?

Your site delivers great content on a particular set of topics (all related to your site's theme, which is related to your offline business). People find your content through your high rankings at the Search Engines (and other techniques). They convert into income.

The more information you publish, the more visitors find your site and are PREsold. The process feeds upon itself as you attract more and more profitable customers.

Speaking of profitable customers... do you know the approximate Lifetime Value of a new customer (i.e., the amount of profit that a new customer will bring to your business over his/her lifetime of dealing with you)? It is usually in the thousands of dollars. Sometimes in the tens of thousands.



The value of a **single** new lifelong customer, and the offline word-of-mouth "**buzz**" that s/he creates, means your business stands to lose by NOT maintaining a Web presence.

So what are **hundreds** of new customers worth? And what are whole new income streams worth? Compared to these values, a Web site that **WORKS** is the marketing bargain of the millennium, a tireless 24x7 builder of your business.

Yes, You Can Do This

From motorcycle parts sales to medical clinics, from transmission "artists" to tattoo artists, from golf driving ranges to car driving schools, **you can do this.**

SBI! makes it all possible. If you can get and send e-mail and surf the Web, you can indeed do all of the above... all by yourself.

Or give it to an employee to do. Or, if you simply are too busy or not so inclined... hire a **SBI! Certified Webmaster.**

Now that it is possible to target consumers by city, right down to the zip/postal code, more businesses than ever are using the Internet to reach local markets.

It's time for you to get that jump.



Think There's Too Much Competition On the Net? Remember These Three Important Facts

Fact #1)

The Net is still young... we have barely scratched its surface. Start now, though... before your competition does it to you.

Fact #2)

Your competition on the Net is weak -- most small business sites die deaths of quiet desperation from zero-or-no-traffic.

Fact #3)

SBI! gives you the unique edge, a huge competitive advantage -- it is *the* time-and-cost-effective way to build a profitable online business.



Site Build It! overcomes the barriers that eliminate 98% of all who try to build an online business. It provides all the information, strategies and tools needed to progress from brainstorming to content-development to traffic-building. It eliminates the complexities and technologies, allowing you to focus on building your business.

SBI! empowers you to *own both your geographic and business niche*. That means...

1) Own *your* free, targeted, motivated traffic.

Grow your business by growing your own niche-oriented traffic.



2) Diversify. Monetize your traffic in new ways (more on this shortly). Diversify into new monetization models.

3) Build equity. Not only do you own your targeted traffic, but you'll build a large e-zine (electronic magazine) list. Hundreds, then thousands, will sign up for your zine, allowing you to build trust over time and to reach your customer/subscriber base, whenever you want... for seasonal specials, to keep providing new and useful content, and so forth.



The bottom line?



No matter what your local business is...

... even if your business is as "everyday" as anything from home cleaning to dry cleaning...

Nothing will grow your existing offline local business like a Web site that **WORKS**. And **Site Build It!** is the only all-in-one site-building, site-hosting, and site-marketing product that makes it easy for you to build a site that **WORKS**.

The key, of course, is owning your own traffic. Before you can PREsell, before you can monetize, before you can diversify, before you can grow a large mailing list... you must grow your own traffic. Which begs the obvious question...

"How do I build the targeted traffic that is the key to all that follows?"

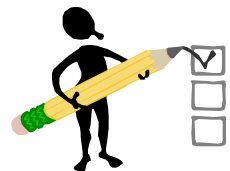
The answer is simple...

Build high-value content related to the niche, theme, concept that relates to your business... Content that ranks high at the Search Engines and that OVERdelivers what your visitors seek.

Whatever your niche, follow the best-practices-based, step-by-step **SBI!** process as you apply the built-in system of integrated tools to your own particular business to build a high-traffic, theme-based content site...

STEP 1) Create high-value **content**, which...

STEP 2) Ranks well at the **Search Engines** (**SBI!**'s help and tools make it easy) and so attracts free, targeted, interested visitors, who...



STEP 3) Are **PREsold** by your relevant, original, high-value information, and then...

STEP 4) Monetize those targeted, PREsold, niche-interested visitors. Your primary goal is to *convert some of those warm, willing-to-buy visitors into customers* (and then repeat customers, thanks to your e-zine) for your products and services (i.e., solutions that address the needs and wants of your unique audience). But you have excellent opportunities to develop several additional streams of revenue (more on this below). So...

STEP 5) Monetize as large a percent as possible of your visitors by **diversifying** beyond a single monetization model. Add other streams to maximize both revenue and overall business stability.

No matter what your niche (geographic *and* business niche, that is), monetization must start with significant volumes of relevant traffic...

There is no stronger, more cost-effective way to use the Net to build up your local offline business.

Diversify: Add New Income Streams To Your Offline Business

Once you have traffic, the next question is...

"OK, I own my traffic and it's building steadily, week by week. How many ways can I / should I monetize that traffic?"



Let's back up a bit and review what we know...

There isn't any doubt that if you trust and follow the process, **SBI!** delivers the traffic **as you deliver the content**. And that is the key to using the Web to grow your offline local business.

Up to now, your offline business has earned income locally. And if that is all you want it to continue to do, the **ROI** on your **SBI!** site still repays you 100 fold.

However, new opportunities now present themselves...

Much of your traffic will be global. They will find your content because they seek that information. Why not convert that interested, targeted traffic into *additional* income streams?

To maximize revenues, **diversify**.

Diversification Action Step

Never be dependent on a single income source -- "all your eggs in one basket" is a high-risk strategy. By diversifying, your revenues increase, your business is more stable, and YOU are in charge of your business destiny.

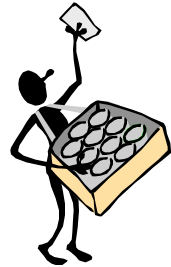
Review the following additional monetization models and add at least one, preferably two, new ways to supplement your current offline business income.

(As you review, if a model or two applies to a friend, why not lend him/her this booklet.)

Consider each model carefully. Depending on your particular niche and business intentions, some will apply to you. Some won't. Add the one(s) that fit your business best...

Hard Goods Creators/Sellers

Are you a small business or an artisan that creates/manufactures/retails your own hard goods -- non-digital products that you can actually touch, that you ship? Add (simple copy-and-paste) your own e-store to your **SBI!** site, and sell to the entire world now... instead of your neighborhood.



eBay/Online Auctions

Put eBay to work for you. Use them as a supplemental source of income to auction products that your local business already sells. Especially useful if your business involves items easily auctioned. Also interesting possibilities for service-sellers.

E-goods Creators/Sellers

How could your offline business be the source for an e-book (ex., "How to Start and Market A Successful Korean Restaurant")?

Or maybe you're a photographer -- even if most of your clients are local, sell collections of e-photos online. Anything can be digitized nowadays -- sell it.

Information Publishers

Now you can monetize the information that you produce on your site. Google™ Ads on your **SBI!** site can generate hundreds-to-thousands of dollars per month for your online, niche-oriented, information.

Affiliates

Add hundreds of dollars per month to your diversified monetization plan, without having a product of your own -- no warehousing, packaging, shipping, etc. Simply choose merchants that complement your company's product line.



Referrer/Finder

Another great "add-on" monetizer. This model is as classic as business itself... get paid a referrer or finder's fee by an offline business for finding a customer (or a "lead") for it. The Net, though, makes this age-old model far more cost-effective than ever.

Service Businesses

Offer a service related to your niche. Build a client base, whether clients are **local** (ex., organizing children's birthday parties) or **global** (ex., organizing roadster car races). (Or start a completely new service business).



Let's take the mystery out of that term "e-commerce."

Now you can focus on using the Net to build your local offline business, and on diversifying it into a broader, more profitable business. And that's all e-commerce really is...

Using the Net effectively to grow your business.

SBI! strips the mystery away, provides all the tools necessary, and empowers you to build your business profitably, a diversified information-supplemented business for the 21st century.

All the Tools, All in One Place, All for ONE Low Price

Only **SBI!** ties it all together.

No "levels" of service. No ads. No upsell to "premium" or "platinum" packages. No third parties to order from.



It's all here.

All the tools, **all in one place.**

More info? Contact Robin Henry, 0438 826 192 / ss@dwave.com.au

Net Result? A Site That WORKS Is Like Having 1,000 Yellow Pages™ Ads Building Your Local Small Business

SBI! is the ultimate online business-building process and system of tools. No matter what your local small business niche is, you need a Web site now... or in the **very** near future.

But a Web site without traffic is pointless. **SBI!** builds a site with a point...

Thousands and thousands of targeted visitors.

That's what makes **SBI!** absolutely unique-to-the-Net.



Try it and see for yourself...

Take SBI! home for a "No Risk Test Drive."

Using **SBI!** is the best way to experience its power and depth... **AT NO RISK.** You'll soon have a site that attracts warm, willing-to-buy visitors... **YOUR** visitors. To **YOUR** business.

Instead of offering a time-limited or disabled-this-or-that trial, we go much further and give you a completely unlimited **Money-Back Satisfaction & Success Guarantee...**

The Site Build It! Guarantee

Purchase SBI! today. Use it. Even register your domain name (it's included in the price). If at any point in time SBI! does not exceed your expectations, we will refund you immediately and you can keep the domain name that you registered as our thank-you for giving us a chance at your business. Only by trying can you discover what you and SBI! will accomplish together. And we take all the risk while you try.

No other package comes with this Guarantee of Success because, quite frankly, there is nothing else that compares to **Site Build It!**.

**"Venture nothing,
and life is less than it should be."**

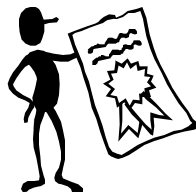
Malcolm Forbes (1919-1990)

Take advantage of our **Money-Back Satisfaction & Success Guarantee**. Use it to convert your purchase into a **"no risk take-it-home-for-a-test-drive" trial**.

In other words...

Purchase and *then* decide.

You're fully covered by the **Guarantee**.



How Do YOU Measure Web Success?

If you'd told me 12 months ago that a couple of ex knitwear designers with very little experience of the web would now be running a successful web based villa rental company, I'd have found it hard to believe. Yes, it's taken some work, but SBI turned the impossible into done.

It's so logical, so efficient, and the tools make it so do-able. But you still have to do it. While SBI made this possible, we built this business.

So if you are looking for a get-rich-quick, Dr. Evoy would be the first to tell you to chase after these false dreams elsewhere. If you want to own a business that makes it fun to wake up each morning, I can't say enough how much SBI has impacted our lives.

Fiona McCardle and Jim Andrew
Italy
www.rent-a-villa-in-tuscany.com

Contact: Robin Henry, 0438 826 192/ ss@dwave.com.au

GEO-LOCAL CONTROL

By Dr. Ken Evoy

How To Use the World Wide Web To Leverage Your Local Business

This booklet shows you how to get 1,000 times the value of a Yellow Pages™ ad from a Web site, regardless of the type of local business or local clientele you have, and regardless of your background... starting from scratch, no technical skills or Net marketing mastery required.

About The Author



Dr. Ken Evoy is president of SiteSell.com, an Alexa Top 300 Web company. He is also the author of a series of widely acclaimed e-commerce books and courses for small businesses and Netpreneurs.

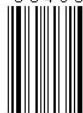
His e-commerce predictions have been uncannily accurate. Do not miss his clear, concise current projections about today's Net, and how you can win important first-mover "Geo-Local" advantage.

Contact: Robin Henry, 0438 826 192 / 08 8953 4409

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