

Special Note from Mila:

When I first started out online I was extremely lucky. The reason why is because early on (very early) I learned about Site Build It! (SBI! for short).

SBI! has helped tens of thousands of people build profitable online businesses. It is the best way to build a business from home – SBI! is not about “get rich quick”... SBI! is all about providing true value while doing something you love, and making a nice income in the process.

In fact, SBI! is helping men and women all over the world achieve their greatest goals. I for one feel fortunate to have found SBI! and it's what I use to build my online businesses each and every day. Because I am a proud SBI'er and know all the ins and outs, I can put my hand on my heart and say to you – try it. SBI! will not let you down... in fact, it will change your life – it did mine.

The owner Dr. Ken Evoy runs a first-class operation and everyone there is professional, friendly and helpful. I was honored that Ken agreed to let me interview him and I hope this interview gives you a “glimpse” of what SBI! is really all about. Enjoy!

Note: If you want to learn more about SBI! please visit <http://www.SiteBuildItOnline.com>

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Introduction: Welcome to Internet Based Moms. I'm your host Patrysha Korchinski. And in this very special edition of Internet Based Moms you won't be hearing me interviewing anybody. Instead Mila Sidman, owner of Internet Based Moms, took a whirl with the microphone for this episode with special guest Dr. Ken Evoy and his associate Michelle.

Dr. Evoy is many things, including a physician, an inventor, and an author. Most of all he's an inspiration with his no nonsense business philosophy to offer the best tools and information available on the market in the most accessible way at the at the most affordable prices. He has helped thousands of businesses prosper.

It's that time again. Go get your favorite beverage and settle in for an information packed session with Mila, Michelle, and Ken.

Mila Sidman: Hello Ken and Michelle. Thank you so much for joining me today. I really appreciate you taking the time to speak to me.

Dr. Ken Evoy: Hi Mila, how are you?

Michelle: Hi Mila.

Mila Sidman: Good thank you.

Dr. Ken Evoy: Good, it's great to be here. This will be fun.

Mila Sidman: Great! Fantastic! Ken I just wanted to start out by saying that when I started my online business I was lucky enough to have found your Make Your Site Sell Guide as well as Site Build It early on. And I've really followed your model of pre selling through providing quality content. And it's worked out very well for me. And can you tell our listeners a little bit about your views as to why content and pre-selling is so important online?

Dr. Ken Evoy: Yeah, the logic of the system and how business works online is radically different than offline. And it's really so obvious that 10 years later you'd think that really more people would get it. But online people search for information, solutions, and cures. Offline, you put a store on the corner of 57th and 5th in Manhattan and people just happen to walk by. But online nobody walks by your website they search for information.

So you have to start from that point. Start from where your customer is which is looking for information. If you deliver the information that you're looking for and, that's what we mean by content, done in a proper format in a way that Google understands that your page is about Anguilla Beaches and not Chinese Restaurants, and that's not really very complicated to do, you start to get found by the search engines for your content.

But it's more than just getting found. You really have to create good content. Content that's born out of a passion that you have or the knowledge that you have for your particular niche. When you do that you not only get traffic you start to develop a fan base of following. You start to develop your brand of one, and that's what we mean by pre-selling.

When you do that, when people like you, when the people believe in you then and only then are you really ready to monetize. Most people, however, even though they're coming online make what I call the offline mistake and define themselves by how they monetize. So offline's are doctors or we were shop keepers we define ourselves by how we make money.

Online you are what you write. You are the content that you create. Once you have this traffic coming in that believes in you, that really understands that, "Gee this person really knows an awful lot about tortoise propagation." Whatever the niche happens to be, then you can monetize through simple methods like Google Ads and affiliate links or by selling ebooks, by selling hard goods, by selling your services, whatever your monetization model or models may be. That's the single, biggest difference between doing business online and doing business offline.

And even though we're well over 10 years now into E-business that fundamental mind shift is often so radically missing. So people will basically see the cheap, quick, easy message of say a large web host like 1 & 1, and go and put up a website or worse hire a web master and put up a \$10,000 or \$20,000 web site and then think that the Internet is broken, because where's the traffic?

Well the site hasn't been designed properly from the ground up to generate traffic. And that's why, of course, Google's worth billions. You end up having to buy advertising. When you buy advertising you really are in the boat that you don't own your own traffic. And if you don't own your own traffic you don't own your own business online. For example, if you do auctions at eBay, you're at eBay's beck and call. When they choose to double their fee you're basically stuck, because eBay owns the traffic.

If somebody at Ebay, let's say somebody who loves 16th Century Flemish coins and does auctions on those coins. If they instead did a terrific site about 16th Century Flemish coin, built their own traffic, and from there every now and then they do an auction about a wonderful coin that they've come across, but meanwhile they also have a store selling coins. They have Google AdSense ad. They have variety by the monetization models. It doesn't matter if Ebay decides to double their fees all of a sudden; you're not at their mercy.

That's really the single, biggest, important point that we make at Site Sell, You have to build a site from the ground up that reaches your pre-customers at the point where they are on the Internet. And where are they at the Internet? They're on Google doing searches.

Mila Sidman: Yes, I mean I agree that people do come to the net for information first and foremost. So pre-selling is very important, but as you say also the quality of the content and good content where that passion comes through and the reader can form an instant connection with the person behind the site.

Dr. Ken Evoy: Exactly.

Mila Sidman: So, Ken, can anyone starting out build a successful website, an online business? I mean, what if they don't have the technical ability or a lot of experience building websites?

Dr. Ken Evoy: Well those are the blockers; those are the brick walls that stop most people. As long as somebody has knowledge, knows something about something. Like I said, is passionate or knowledgeable about an area. And as long as they have the motivation to build a business they can build a website that's going to succeed.

We once had a woman email us, "That's fine for Ken to say this, but I'm stuck at home and I'm taking care of two elderly parents who are basically bed ridden. And I didn't really learn much from my jobs, and I don't have a hobby what could I possibly do?" And support sent that to me, I just sent back an email. Often the answer is right under your nose of course. This woman is an expert at taking care of old, invalid, people.

And the baby boomers more and more are going to be faced with taking care of their parents. She's an expert in adult diapers, in beds that can be rolled and sat up, in all kinds of areas that she has developed her own expertise in, and all she really has to do with the right set of tools.

And that's really the key point is the right set of tools is absolutely necessary for the average person, because there are just too many technical barriers, too many specialty tools that they don't know about. Too many road blocks that will lead them down the wrong path, but give them a process and all the tools to execute that process and now technical expertise, search engine mastery, all of these things that block even the most motivated of people, I mean if the solid brick wall is right in front of you, you can be as motivated as you want, but if you can bang your head against that wall 24 by 7 the wall isn't coming down.

But take away the brick wall and just let people do what they do well, the business that they know, create a website full of this wonderful content that's coming out of their head. They can absolutely build a website. That's why the process that we use really starts them from ground zero and makes them look everywhere including under their nose. What is it that you know and love? It may be based on a previous job. It may be a current life experience, a hobby.

Examine those concepts by doing what we call keyword research. Find out what people are searching for, the words that they use related to the particular niche that you're considering. How often do they search for them? How much competition? How many competing web pages are there that you're going to have to overcome?

And as you do this research you're able to mold your site, you're able to position it, and you're able to start thinking about what the content's going to be in a very simple way. Not an easy way. Building a business is not easy. The Internet doesn't change that. Nothing is ever going to change that. If building a real business that is truly profitable is easy everybody would be rich. People would like to believe that, that's why people fall for all of these get rich quick schemes. But what we can do is we can make it simple by making each step of the pathway doable.

So as you go through this research finding out which of the particular concepts you may be considering are doable, are winnable at the search engines, and are monetizable. On day four we take people through a process so that before you even pick your domain name you've really pretty much figured out the content, you figured how you're going to make money, you figured out that you can make money at this.

Often it can be as simple as changing a theme from Jazz Canada to Jazz Festivals, because there's more demand for it, because there's more monetization models that are amendable to this particular model.

So, Yahoo has this nice little site builder. And when you start with Yahoo the very first thing you do as you're actually buying their \$9.95 a month or whatever it is package is picking your domain. The odds are you've already made a series of fatal mistakes of omission and finally of commission picking the wrong domain name which is going to lead you through a year of pain. And in a year you will have realized that you made a mistake and you really have lost a year of your life.

So the average person can definitely do this, but they need the help. They need all of the correct tools for them to have met the right place and the right time so that they can execute each step. Once you have your domain name, for example, the little site builder that we use is a very simple block by block builder, so that block by block people learn the important points that have to be achieved, at each little block, basically, of building a website, so that you will both win over human beings with great content and search engines so that your content is properly formatted for the engines. And it's like that all the way through up until the point where you start getting tens of visitors, hundreds of visitors, and thousands of visitors per day.

And it's certainly not something that happens in a day, a week, a month. It starts to happen in two or three months, six months. By a year you're starting to build a business that's really starting to generate traffic and income. And it's wonderful to see people who really thought that they were bound to a cubicle for the rest of their life or that they were really just kind of average people stuck in average lives all of a sudden blossoming

realize that with this traffic I have developed a business that they come up with more and more ways to monetize it.

People have extraordinary capabilities that somewhere in the course of life they start to forget the hopes and dreams that they had when they were children. And the Internet really has that ability to free people up and rediscover what really is inside them and what they're able to do.

Mila Sidman: That's fantastic! And, Ken, I very much agree with you on all those points. And I know that technology can be very difficult for people. It was definitely one of my stumbling blocks when I first came online. And I think being able to side step that in a way and concentrate on building a business is a great thing, because a lot of people really, I know for me personally the technology can be very overwhelming and it's constantly changing. And not having so much to worry about that, but do what you do well which is providing the content, and doing the marketing, and that side of things. It's just fantastic really.

Dr. Ken Evoy: Well that's a good point. You shouldn't have to be constantly keeping with all the technology changes. Again, in the offline world you don't constantly read about how to do business. You just go ahead and do your business. And that's the way it should be online. And we look at our job, in Site Build it is, our job is to be constantly on top of the big trends, on what's happening, and filtering out the noise, and really never presenting stuff that's just not going to be important that's just going to be a distraction.

Over and over again the most successful people with Site Builder are the ones who just say, "You know, I put the blinkers on, I totally focus on following the action guide." And they trust us to tell them, "Okay, this next trend the Web 2.0, this is an important trend." It's really the domain of big companies, but we develop a module that enables them to enable their clientele to now create web pages for them on their site. They create their own little mini My Space, or mini Flickers, or mini Yahoo Answers.

So they don't have to worry about all of the technology, all of the blogs that are constantly hitting you with different messages and different opinions, and they shouldn't

have to. The time is just so much more effectively spent by creating more and more content, by figuring out new and interesting ways of monetizing the traffic that's growing. So that's your business, that's what you should focus upon.

I don't understand why other large companies haven't yet discovered this. We think of ourselves as the Macintosh of web hosting, and the rest of the world is pre Dos in terms of the technological fight that people have to go through.

Getting a website up is the easy part. I mean, anybody can put a website up now days. It's making it successful, and building traffic, and turning that into dollars, that's the hard part. That's where people really fail. And they just shouldn't have to fight all of the complicated battles that they fight now days.

Mila Sidman: No, I agree. And having a company that takes care of that side of things is really quite reassuring. Now, Ken, you talked about passion and hobbies, is it really possible to turn just about any hobby or interest into an online business?

Dr. Ken Evoy: I think if you have some incredibly arcane, narrow, niche hobby that three people in the world are interested in it may not be possible. But that again is part of the research. And you may like to travel, or like my daughter who fell in love with the island of Anguilla.

If she had wanted to do a site on traveling that is just too big of a concept. You have to leave that level of concept for an expedia. If she had wanted to do something that would be too narrow an off island off the Caribbean Island of Anguilla that would be too narrow.

But creating a website about a niche and doing the research to make sure your niche is at the level that there is some good money to be made and that you can win for. Yes, anybody can really create a website.

Michelle is a wonderful example with her hair site. We have a young man who had a dead end job in ash fault ceiling. I mean, especially in Montreal where we live where we like to say you have 11 months of winter and one month of bad sledding. Doing ash fault ceiling is not a very profitable offline business, but that is what he knew.

So he created a site about ash fault ceiling. Now basically he ships ash fault ceiling kits to people around the world, drop shipping. He doesn't have a warehouse. He doesn't make the kits, and makes \$250,000 a year from that website. This is a young guy who had just so much inside of him and was stuck in a dead end job, but had a body of knowledge about something.

The internet, think of it as an infinite number of niches, and there are people interested in each and every one of those niches. And if you have the knowledge and the motivation to build a business you can absolutely create a website on just about anything. Like you said, as long as it's not too broad, like travel or too narrow, or a grand total of three people in the world are interested in it. As long as you find that sweet spot, and again that's where the tools come in, anybody can create a website about niche, about something that they know and love, and build a profitable online business.

Mila Sidman: Excellent. Now, Michelle you're an SBI user can you tell us a little bit about your business and how you got started using SBI?

Michelle: Sure. Well I consider myself really lucky to not have run across the quick easy schemes, and fallen for them, and spent money and time on them like many people have. So I was really actually quite new to the Internet, and I was visiting a goal setting forum looking for a way to take an idea that I had to the next level.

I wanted to write a book about how to do hair, because at the time when I started this I was a mom of two young children. My husband worked during the day, and he would come home from work and we sort of tag team. Like he would go, "You're in now." And I would head to the salon that we had in our house. And I worked until 10:30 or 11:00 at night doing my client's hair.

And it just wasn't the lifestyle that I wanted to have. We didn't have that quality time together. There was a lot inside of me that just needed to come out too. So I was sharing things with my clients that was very useful information and people were surprised to learn these simple things about their hair; how to style it, how to recreate the

look when they got home. People kept telling me that nobody's ever shared this with me before.

So that's where the idea sprang from to write a book about hair. But as it turns out, polishing a book is quite a difficult process now days. I was looking for different avenues and I never really considered building a website actually, because I didn't have the technical knowledge. So as far as I was concerned that was not even a consideration.

I was just on a goal setting forum looking for answers, looking for a direction of where I could put my energy next to sort of take this to the next level and just keep the momentum, because I guess I needed an outlet of some sort.

I was really lucky that somebody directed me to SBI. They said, "Hey listen this sounds like something that could be really useful for what you've already got going on here." And it hit me when I started reading the information on the SiteSell.com homepage that this is doable. This is exactly what I need in order to get this information to the people that need it, which was my main goal.

That's where it started from just over three years ago. I put my head down and focused on following the guide, doing the steps, and it was all, like Ken mentioned, simple. It was not easy, it took a lot work, it took a lot of dedication. But now I have this business that receives thousands of visitors a day, support from my visitors telling how much they appreciate the information and the effort that I've put in. And people can tell that it's real and that I care. So now I have repeat visitors and it's just this snowball that has built.

I'm so glad that I didn't go the book route, because you write a book and then you kind of put that project away and that's done. This way it's an ongoing thing where I get to have contact with these people around the world. And I can continuously add new ideas that I come up with to the site and actually have started a few other websites since.

Mila Sidman: Wow! That's a great story. Actually, one of the things that both you and Ken touched on is that building a business does take time and effort, and basically hard work. But with the right tools and knowledge it's certainly doable. And I think that's important, because a lot of people come online and they think overnight. They read a

sales letter, all these things online and they think overnight they can make a lot of money and it's just going to happen just like that. Where in reality it does take time, but if you're doing it properly using the right tools, with the right knowledge you can build something long term that will take you into the future. I think that's a really important point.

Michelle: And that's why you need to pick a topic that you are passionate about, that you're going to have an ongoing interest in. Because it does take the motivation to come up with new ideas, and plan it all out, and put it in the work.. If you enjoy it it's much easier to do that and it comes across as real to people. It's recognizable that this is obviously something you care about. That's how you build that relationship with your visitors.

Mila Sidman: Yes, I agree. Michelle, as a mom and SBI owner what do you feel are the biggest benefits to building a business using SBI? Is it the technology basically, how it's all done for you?

Michelle: It is, there are benefits on both sides. There are benefits on the personal side, the flexibility that it offers. You can work any hours that you choose. You can be there for your kids, especially if you're a mom, and the opportunity to put something out in the world that's a piece of you. A lot of moms have this burning fire inside of them and they can't wait to sort of express that, it's an outlet.

On the other side of it, the benefit of using SBI to do it is that it's so doable. I have a lot of self motivation, but if I can't figure out the technology then it's just a headache and it's not enjoyable anymore. So the benefit of SBI is that it's all there. It's all the tools that you need with a guide. So all you need to do is you read the guide and you do the steps. So that's definitely the benefit of SBI.

It's like mission control. You have, as Ken talked about, the process and the tools. You've got all the information laid out for you. You've got all the tools to be able to execute those steps and really put something online that is real, and it's yours, and it's unique. But it's effective, and you know it's going to reach people, because you can do the research before hand and find out which is the best direction to put your energy in.

Mila Sidman: Absolutely. Ken, hearing Michelle's story it's just wonderful the success she's created. She's able to work from home. She's there for her children, yet she still has a business that's actually doing very well and is fulfilling. I heard, Michelle, actually that your husband was even able to come home part-time because of your business, is that right?

Michelle: Yeah, we were able to actually relocate to a small island. We lived in the oil fields; he worked in the oil field industry before this. It was very grueling work, long, long hours. Not the lifestyle we wanted. And because of the success of my sites and Site Build It, thank you so much Ken. We're in a position now where he was able to let that job go. And my income, basically, supports our family, so he can just work a relaxing job part-time and be with us.

Mila Sidman: Yeah, I mean that's just the best. And, Ken, you have a lot of successful SBI case studies on your main site just like Michelle's. It's wonderful that she's been able to do this and her husband has even been able to come home and everything it's done for her family. But just like that you have many, many more success stories on the site. How does that make you feel when you see what a great difference SBI is making to people and how it's touching people's lives?

Dr. Ken Evoy: On one hand it really touches me when people like Michelle say, "Thank you Ken." Of course it feels wonderful, but in reality it's Michelle who does it. And I think the site has an interesting talent which is to pick good people who are really ready and serious about changing their life, about truly building a business. They aren't get rich folks, because the site is big.

I often joke with friends saying, "There are just so many phenomenal stories that there's no room for them on the website." We have case studies which are very big and detailed, real time stories these people update every six months and a year. And you can just see them growing, and growing, and growing. You don't see that happen on any other site.

And then we have the results on SiteSell.com which has literally just hundreds of top one percent sites with just little thumb nails. And then we have sample sites which sort of tries to show more successful sites again from a different angle.

And if anybody was in the forums you would just see all day long people telling how well they're doing. It's amazing to see people doing so well. It feels great to be thanked. It's really the thrill of my lifetime to run this company and to build a software, because that's really what it is.

The hosting part of it we do only because all of our software hooks into the hosting. That's what's so unique about the whole process. And that enables it to do what it does but, just getting back to what Michelle said and what you were talking about in terms of benefits of Site Build It. Just recently one of the really big benefits that just kind of hit me across the side of the head was in a space of one week a woman made this wonderful post about she had started SBI a year prior. And was really very unsure of herself, hated her day job, had fallen for get rich quick things before. And that's really why our site has to spend so much time really documenting and showing that this is not a get rich quick. This is not like all those other things that you see.

We don't have a brand like Yahoo does. It's easy to go into Yahoo and buy a site and then waste a year of your life. There's a thread even in SBI, "How I found SBI." And the stories of the meandering trails of how they fall for get rich quick and then put up a regular site at a traditional web host and then finally it's like boom I'm home when they find Site Build It.

This woman after a year writes that, "Site Build It is really a self improvement course in disguise." People learn patience. They learn to discipline, to do research before you actually build a business. To methodically, ethically build out a website and a business that's going to grow. They learn to collaborate with others in the forums. There are no flames in our forums. It's just an amazing community of people who help and be helped to come back.

I looked at this woman's earliest questions and they were the most timid, naïve questions. But there's no such thing as a dumb question if asked in good intent, and she

just was sucking up information. And now she's an important contributor who's answering questions. And that's the way the forums go.

About a week later we had a graduation ceremony, because we have an educational division of Site Sell where Site Sell is now in 20 big universities around North America. Places like University of Arizona where the course is given over a 10 week period. And one of the colleges is in Montreal where our headquarters is. And so I attended the graduation ceremony. One person got up and said exactly that, "Not only is it a phenomenal business building process and set of tools, but I have really learned how to be patient, how to be disciplined. All of these important things that people on the Internet, especially, just don't have. They want to fall for the latest, greatest, copywriting scheme that convinces you that this get rich quick is different some how.

Get rich quick is just not possible. If I had a get rich quick I wouldn't sell it I would do it. A good example actually is the woman once who asked for a refund. And she said, "I want my money back, because I thought all I would have to do is enter the world Barbados into your software, and it would create a wonderful site like that little girl", meaning my daughter, "about Anguilla." And so support sends me this and just sort of like really as a chuckle.

I sent an email back, I said, "Support, just tell this woman she's really looking at the wrong monitor. The television is in the other room." Because if we could make our software do that why would we need her? We could put in Barbados and then we'd do Trinidad, and after we own the Caribbean we'd work our way through the South Pacific. And after we cover every major city and own the travel industry we'd move on until we had total world control.

It's silly, but people want to believe it's possible. And because they believe it's possible they're willing to spend thousands of dollars on dreams that just are false dreams that are being sold by brilliant copywriters.

So Site Build It is very much a self improvement course at the end of the day. Those people who use SBI will never again fall for get rich quick. There's a maturity that they start to acquire, and a real seriousness, and a real creativity in terms of growing their

business. Like I said about that inner child, and I hate to use that term, because it sounds kind of trite, but you just see people reactivate and just take off with their businesses. And for me that's an enormous pleasure to know that we have a part in it, but at the end of the day it's really Michelle and everybody like her that use the tools and made that happen.

Mila Sidman: That's just wonderful and very inspiring. I know that I personally credit finding your marketing information specifically, Ken, early on, because I feel that it helped me build a business the right way. And it just opened up my eyes to how important pre-selling is and providing valuable content, and basically just doing things the right way. I've built a business around that. And I think that's been extremely a great lesson for me and obviously many others. So that's wonderful.

Dr. Ken Evoy: The initial book that I wrote, *Make Your Site Sell*, way back when we started. We sold over 100,000 copies of that. It really was widely considered the bible of Internet marketing back then. And as we started to do a series of other make your knowledge sell and so forth branded type books I started to realize there was a small number of exceptionally talented people who could actually take the information in the book, and then kind of figure the rest out, and make it work, and kind of take it the rest of the way.

But the average person, the barriers were just too big. Just about every major Internet guru started by reading, *Make Your Site Sell*. And a lot of other people started companies using the principles of that book. But as we realize that really the average person isn't able to break through all the barriers. I mean, the information is all there, but there's just too much information and not enough tools that made it easy, simple I should say to execute each step. And that really was the break through for us when we integrated tools into information a little bit at a time, step by step, process by process. So that's really where we brought the average person being able to succeed.

Now the only thing that stops you is if you don't have the motivation to do it. And that's the one thing that I can't provide. That's the one thing that has to be brought to the table, a true willingness. And inevitably when somebody wants their money back on Site Build It, it is always for the, "Oh, I don't have time. Oh, this is work." And these people

like the idea of doing what Michelle did of building a life of independence. But at the end of the day they're really not ready to roll up their sleeves and do the work.

And those clients we're very happy to refund. Those are the people that we wash out of the system so that the clientele that's remaining in the forums are just amazing, motivated people who are very sincere about quitting their day job or in the case of stay at home moms, not going back into the rat race. Of being able to take care of their children and on their own time under their own terms build a business that brings in, often at first, a second income and then later, in Michelle's case, a first income.

And that's really the exciting part is enabling people to succeed for whom otherwise the barriers would be too great.

Mila Sidman: Absolutely. That's just excellent. And I love that it's a marketing lesson as well as the tools all rolled up into one. You just have to add the motivation basically and then you can go with that. That's wonderful. Alright well, Ken, before we wrap up can you tell our listeners where they can go to learn a little bit more about Site Build It?

Dr. Ken Evoy: Go to <http://www.SiteBuilditOnline.com> . I think that has a good summary of what Site Build It is and what it can do for people. The site itself, of course, once your there you can spend as much time as you like and I encourage people to spend as much time as they like, because it is a big decision. And we put so much documentation there that really proves that Site Build It is exactly what we claim it to be.

You'll see so many sites where testimonial is Jay Smith from Phoenix Arizona. Those famous made up testimonials. And people who go to the website and take their time and come to the right conclusion those are the people that we want as clients. We really aren't trying to be the traditional web host with millions and millions of clients who just keep paying their \$9.99 a month out of habit not doing anything at the end of the day. It's all in the website, wahm.sitesell.com.

Mila Sidman: Wonderful. Well, Ken and Michelle thank you again for taking the time to do the interview. I know your both very busy, especially at this time of year. And it's been great talking to you both.

To all the listeners out there, if you want to really learn what SBI! is all about and how it can help you succeed just like it has done for tens of thousands of other proud SBI'ers (including myself!) please visit <http://www.SiteBuildItOnline.com>

Dr. Ken Evoy: Mila, thank you very much.

Mila Sidman: Thank you.

Michelle: It's been a pleasure, Mila, really.

Mila Sidman: Thank you Michelle. Have a good day.

Dr. Ken Evoy: And you too, take care.

Mila Sidman: Bye.

Dr. Ken Evoy: Bye, bye.

Michelle: Bye.

Patrysha Korchinski: And it's been a pleasure for me to sit back and let Mila do all the hard work this week. Thanks Mila. And thanks Ken and Michelle for making this interview a reality. As mentioned you can check out everything at <http://www.SiteBuildItOnline.com> . Thank you for joining me for this edition of Internet Based Moms. I'm Patrysha Korchinski and it's been a pleasure to be your host on Internet Based Moms. Check back with us often as more interview are coming soon.

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Special Side Note!



At SiteBuildIt! They know that one of the ways to stay motivated in building a long-term business is to surround yourself with like-minded folk.

Getting started is the easy part, staying focused and slowly chipping away daily is where things may get tough. SBI! has accounted for times like these and that's why their mascot is the lovable tortoise.

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