

- SPECIAL REPORT -

**82 Lessons Learned
from inside the
WWW It! Contest**

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Issue 1.0

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SPECIAL THANKS

I want to thank Ken Evoy for providing regular contests to motivate us and for working to constantly improve SBI functionality (which ultimately makes it easier and easier to use).

Also, thank you, Colin Dunbar, www.eaziGOAL.com for publishing this document so quickly and professionally.

And, last, but certainly not least, thank you to each of the WWW It! contestants for sharing your own incredibly inspiring turning points.

Introduction

“One must learn by doing the thing; for though you think you know it, you have no certainty, until you try.”

Sophocles

We all experience momentous turning points in life. Several decisions or actions have significantly altered my future. Launching my work-at-home business using **Site Build It! (SBI)** was one. Entering the WWW It! contest was another.

Let me put it into concrete terms. (I have a home school website so you'll have to excuse the educational analogies.) If buying SBI was like enrolling in a class that led me to a new career, then entering the WWW It! contest was the equivalent of passing the mid-term exam. Doing well in the contest was proof I could write content that PREsells. I'm not ready to ace the final, but I'm getting closer. Of course, an A in the class will depend on whether my page connects with my niche audience and motivates them to buy their own SBI website.

“I'm a great believer in luck and I find the harder I work, the more I have of it.”

Thomas Jefferson

Dr Ken Evoy, creator of SBI and Sitesell, reflects, "SBI contests are not lotteries. They are skill contests. The response (80+ entries) to contests like WWW It! goes back to what makes a SBier. Those who get SBI don't shy away from the fact that it takes work to build a business." His words encapsulate the biggest turning point in my SBI journey. Everybody hits a hump, a roadblock, a wall when building their business. Mine seemed daunting. The only solution was to roll up my sleeves and apply a good old-fashioned-elbow-grease mentality.

"The longer I live the more I realize the impact of attitude on life. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you... we are in charge of our attitudes."

Charles Swindoll

Dr. Evoy mentioned there is a lesson in every one of the WWW It! contest entries. Unearthing these gems was the genesis of my article. Grasp the concept, massage it, utilize it, and pass it along. The lessons begin with "Be" in honor of the first place finisher (that will make sense when you visit her site: www.outback-australia-travel-secrets.com). Each lesson portrays a Be-Attitude for SBI owners.

"Professors known as outstanding lecturers do two things; they use a simple plan and many examples."

W. McKeachie

SBI has a simple plan for website success. Simple - although not always easy.

The Action Guide and other available resources prompt site owners through each step. SBI case studies and the forums provide an abundance of real life examples harboring pearls of wisdom. This article will provide additional insight for those who take the time to study each lesson. As Dr. Evoy says, "The WWW It! contest entries are an incredible buffet. Now folks can come here, scroll through great ideas until they find the one and say. . .'Hey, I could use that approach for my niche.'"

Exactly. Learn by doing, work hard, keep a positive attitude, follow the simple plan, and profit from others' examples. These steps are the yellow-brick road to success. You will be a winner (whether you enter any contests or not).

Blessings and good luck with your websites.

Linda Wakefield Kelley
(2nd place finisher in the WWW It! contest)
<http://www.Christian-Parenting-Source.com>

PREamble from Ken Evoy

Holy mackerel! 82 submissions! Overwhelming! I jotted a few thoughts as I clicked-and-read, clicked-and-read, more and more amazed at the efforts...

--

Most common mistake? "Getting into it" too soon. Feeling "salesy." The best pages flow, PREsell, feel like they are just another page in this wonderful site. Especially important...

First paragraph should pull the reader, YOUR reader (not me -- this was tough to put myself into so many shoes) forward. The ones that worked the best engaged me right away, WITHOUT trying to sell me.

Some used a single strong photo or illustration to grab/engage the viewer. Nice work.

Sometimes "the fit" is easy and logical -- that's fine. Grab it (some folks missed some obvious good fits, sorry to say). Nothing wrong with low-lying fruit. Others? They CREATED good fits. Some clever stuff.

Some made it DESPITE some broken links, just because I thought the approach deserved showing. (I hope they clean them up before others start commenting.) However, I had to eliminate a couple of excellent entries because "your site must NOT be about business or Internet marketing or hosting, etc." to qualify. Although there were some very clever twists, I had to keep that rule.

I liked the idea of adding Google ads. It can only add a bit of income if SBI! does not appeal to them. I didn't give points for it, but I do think it's good for you in that it gives YOUR page a second income stream.

Some sites worked the affiliate free products/services into the PREsell very effectively. Folks like free things.

I started noticing the file names. Names like oh-the-places-youll-go-sbi.html really sent me. Nice attention to detail to NAIL the filename. No points for it -- I just liked it.

Careful... don't sell. Many did, by accident. Some of the pages above are so sincere that I know they mean it and you will, too. But if you put yourself into the shoes of someone who doesn't know SBI!, their "anti-sale" defenses will signal "red alert." Other pages just PREsell so beautifully and honestly, it's incredible. Understand the difference.

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Have fun!

All the best,
Ken

Words from the Winner...

Hi Ken and everybody!

Thank you, thank you, thank you!

I still find everything a bit hard to believe.

No post contest analysis from me. So many people have already said all I could say, and said it so much better than I ever could.

A huge thank you to everybody in the contest. You set the standard. I would not have sacrificed that many nights of sleep if I hadn't seen your fantastic entries.

The biggest thank you to Linda. Your post and list of lessons is amazing, and so was your contest page. I haven't been saying anything in here anymore, because I was getting a bit embarrassed with the attention, and the fact that I was leading, although in my opinion there were better entries than mine.

I actually had ended up voting for your entry. I have no children myself, and never had the desire for a family. Your entry deeply moved me, and not because of its topic, but because of the skill of the writer.

(I think I was very lucky to win here, lucky to have a topic that many people seemed to find inspiring, and an unusual life to draw from).

Congratulations to all the other winners, I loved all the entries!

And Ken, any hope of making this contest a yearly event? I'd love to see 150 great entries next year, and to have lots of time to read them all, rather than fretting over getting my own into a good enough shape to enter it alongside...

I'll go back now to the daily toil of trying to bring the rest of the site up to standard...

See you in the forums, the best place to hang out on a Saturday night (or any other night of the week, at least that's what I keep telling myself).

B.

www.outback-australia-travel-secrets.com

Kununurra, Western Australia Kimberley

The 82 Lessons

I just wanted to post a huge thank you to everybody who entered this amazing contest. I have learned so much from you all. In fact, it inspired me to write an article. I looked at all 82 pages and tried to find a lesson others could use in writing an SBI PREsell page (or any page on their site for that matter).

Every lesson begins with the word Be. . . . In honor of B. who kicked all our B (hinds). I'll appropriately start with B's site.

1. Be Vulnerable.

If you've got a great story to tell, do so eloquently. Making oneself vulnerable is always risky, but it is also incredibly compelling.

[http://www.outback-australia-travel-secrets.com/about me outback australia travel guide.html](http://www.outback-australia-travel-secrets.com/about_me_outback_australia_travel_guide.html)

2. Be Skilled.

Visitors to your sight look to you as the expert in your niche. Convince them that you are. Your special skills should shine on every page.

<http://www.strength-training-woman.com/about-me.html>

3. Be Confident.

If you've got it flaunt it, as they say. If you've got a great Alexa rating, share it.

<http://www.travel-amazing-southamerica.com/sitesell.html>

4. Be Unique.

If you're the only site on your niche (as long as the demand is high), go for it!

<http://www.luxury-new-zealand.com/what-is-luxury.html>

5. Be silent. Not!

Pretending to have a secret will only generate interest from others desiring to discover the buzz.

<http://www.rent-a-villa-in-paphos.com/Sitesell.html>

6. Be Child-like.

In this sense-Try to figure out what you really love to do. Remember the passions of your youth. There lies the key to success.

<http://www.simpledebtfreeliving.com/find-your-niche.html>

7. Be creative.

In web site name, template design, written text, and every other aspect of your site. Every powerful part of your site lures your niche audience closer to the prize.

<http://www.creative-writing-solutions.com/carpe-diem.html>

8. Be Aspiring.

Don't limit yourself by any self-doubts. Dream of the places you will go and then figure out how to get there.

<http://www.copywriting-tactics.com/oh-the-places-youll-go-sbi.html>

9. Be Profitable.

If there is a way you can subtly add one or more revenue-streams to your page, do it!

<http://www.ultimatesongwriting.com/about.html>

10. Be Connected.

It's okay to drop names here - especially those of Ken Evoy, and company . . .

<http://www.restoring-photos-made-easy.com/Ken-Evoy.html>

11. Be Generous.

What a clever twist. Suggest your customers give SBI as a gift to family and friends. Think of other ways to deliver more than most sites give. Make your contact information readily available and write back to those who contact you, for example.

<http://www.well-chosen-gift.com/unique-gift-idea-trendy.html>

12. Be Studious.

No, you don't have to enroll in school. Life's lessons abound everywhere. You have to seek them out and then appreciate them. The SBIX newsletter, the forums, and contests such as this one can supply enough ideas to keep you working for months. Maybe years!

<http://www.bigmixentertainment.co.uk/my-story.html>

13. Be Focused.

Just as your site has a theme, so does each page. Hone in on the message you want to convey and then say it succinctly.

<http://the-fishing-vacation-guide.com/american-dream.html>

14. Be Enthusiastic.

Explain the benefits of SBI to your niche in motivational-speak. You can do it!

<http://www.discount-florida-vacations.com/about-us.html>

15. Be Energetic.

Remember how you were as a child with a new toy?! Now put that energy into each and every page of your site.

<http://www.best-jeep-guide.com/why-i-built-this-site.html>

16. Be straight-forward.

Explain your reasons for buying SBI simply and honestly. Then share the benefits for the reader. It doesn't get easier than that.

<http://www.ottawa-information-guide.com/about-us.html>

17. Be Informative.

Give your customers the information they desire. Perhaps that means providing a screenshot of an SBI Brainstorm session, for example. Be resourceful.

<http://www.read-bible.com/how-and-why-build-site.html>

18. Be Humorous.

Your audience will return to a site repeatedly if it can be counted on to deliver a chuckle. If you have the ability to be funny, use it. If you don't, develop it.

<http://www.customerservicepoint.com/internet-marketing-university.html>

19. Be Persistent.

The way of the tortoise is slow, but he finishes in first place. Don't give up on your dream and do a little each day to advance your site.

<http://www.magical-cape-town-vacations.com/about-this-site.html>

20. Be Much, Much Better.

Than the competition. Be aware of what others in your niche are doing and do more.

<http://mangosteen-juice-online.com/passions-and-pearls.html>

21. Be Resourceful.

Utilize Search It! fully. Explain the benefits of the keyword selector tool as well as every other resource unique to SBI. Offer these helps to your readers.

<http://www.zambia-the-african-safari.com/safari-hobby.html>

22. Be Subliminal.

PREsell means no pressurized sales pitch. Simply offer your audience what has worked for you. The underlying message: maybe SBI could help them too!

<http://www.psychologypower.com/affiliate-masters-course.html>

23. Be Entrepreneurial.

Be undaunted by the possibility of failure. Be willing to overcome disappointments and learn from them. Work hard, share your knowledge and your business will undoubtedly succeed in time.

<http://www.style-hair-magazine.com/web-business.html>

24. Be Bait.

Every page of your site should "hook" your reader and "reel" them in, perhaps even prompting them to deliver their own on-line bait.

<http://www.canaryadvisor.com/meandmysite.html>

25. Be Professional.

Free-for-everyone hosting sites will never be treated as professional by search engines or anyone else for that matter. Explain why SBI sites are taken seriously.

<http://www.authors-sell-book.com/build-book-web-site.html>

26. Be Budget-friendly.

Offer freebies. Lots of them. Also, describe the process for building a site while eliminating most of the cost.

<http://www.budget-tools-and-tips.com/earn-money.html>

27. Be Accurate.

"Websites that provide accurate content receive more traffic." Make sure your site can be counted on to deliver reliable, trust-worthy information.

<http://www.weight-loss-professional.com/interview.html>

28. Be Performance-minded.

Fine tune your page/site until it's a well-oiled, revved-up, high-performance machine.

<http://www.harley-performance.com/mystory.html>

29. Be Passionate.

Your love for the site theme should be evident in every picture and on every page.

<http://www.vacation-cabin-rental.com/make-your-own-web-site.html>

30. Be Picturesque.

A picture is worth a thousand words. If you have wonderful, authentic, camera shots that fit your theme, by all means, include them.

<http://www.kenyatravelideas.com/what-started-kti.html>

31. Be Simplistic.

Success doesn't have to be complicated. "Do the right things, don't do the wrong things, be patient, work hard, be honest. It's as simple as that – sort of."

<http://www.your-guide-to-gifts-for-horse-lovers.com/horse-biz-tips.html>

32. Be Experimental.

It may take some trial-and-error to hit the winning formula for your page/site. Go after it like a Science experiment until you achieve the perfect results.

<http://www.christianbaptistliving.com/how-i-did-it-with-SBI.html>

33. Be Ideational.

List options for your audience. Give them a variety of ways to earn an income from home.

<http://www.parentingtoddlers.com/Work-from-home-on-computers.html>

34. Be Inspirational.

Explain the seeds that planted the dream and your site will surely grow.

<http://www.visiting-the-dominican-republic.com/build-a-website.html>

35. Be Teachable.

Successful people learn from past mistakes and push ahead until they find what works.

<http://www.best-family-beach-vacations.com/how-to-build-a-web-site.html>

36. Be Determined.

Don't get teed off about all the time wasted on prior websites that failed or pages written that didn't work. Keep after it until you sink a birdie.

<http://www.just-for-golf.com/sbi-story.html>

37. Be Bibliophilic.

Be a collector of SBI books and offer them for free in your online reference center.

<http://www.olamacauguide.com/hosting.html>

38. Be Instrumental.

In plugging customers into the latest SBI programs and offers such as teleconferencing, for example. Turn them on to the best affiliate programs as well.

<http://www.abclearnuitar.com/work-at-home.html>

39. Be Accommodating.

Help your customers achieve their dreams and they will return to you for advice regularly.

<http://www.professional-resume-example.com/my-passion.html>

40. Be Soothing.

When you provide information to customers about SBI, it's as if you're applying salve to an itchy rash. Use comforting, medicinal language to doctor the reader's needs.

<http://www.save-your-skin.com/webmasters.html>

41. Be Swanky.

Cook up interest in SBI by serving your niche elegantly and displaying it proudly.

http://www.swankcatering.com/who_built_this_site.html

42. Be Hobbyists.

Hobby? WWW It! Now that's a button that will get the click. Create desire to see a page by being crafty with the file and navigational button names.

<http://www.horse-lover-gift-ideas-central.com/hobby.html>

43. Be Animated.

Your excitement for your theme and SBI should reverberate with every word. Go for it!

<http://www.beach-wedding-themes.com/wedding-web-site-design.html>

44. Be Guide-like

If you can lead others through an event you've already experienced, like moving overseas or creating a website, do so in a step-by-step, easy-to-understand format.

<http://www.moving-overseas-guide.com/moving-overseas.html>

45. Be Personable.

Readers should feel like they've just received a letter from a good friend. That happens when your tone is warm, comforting, and helpful. Pictures of you and/or your family add emotion.

<http://www.kids-fun-and-games.com/come-on-a-journey.html>

46. Be Targeted.

Your tone should match your niche audience. This page does that phenomenally.

<http://www.tao-of-tattoos.com/do-not-read.html>

47. Be Analogous.

"Building a website is like cooking. It's not a secret science for the highly skilled." Using great analogies everyone can relate to is extremely effective.

<http://www.strawberry-recipes.com/recipeforwebsites.html>

48. Be Valuable.

The story of your journey to SBI should adequately express the precious value it is to those who use it. Providing a ton of content also increases your site's worth.

<http://www.karipearls.com/website.html>

49. Be Colorful.

Using colored or bold text to separate paragraphs and break up the page is a great idea.

<http://www.cheapest-computer-hardware-software.com/small-business-web-site-development.html>

50. Be Exact.

If your audience has more than one use for SBI, provide separate pages for each unique need.

<http://www.cheapest-computer-hardware-software.com/Search-Position-Software.html>

51. Be Strategic.

Provide solutions to your visitors' problems in a delineated format.

<http://www.cheapest-computer-hardware-software.com/Spam-blocker-software.html>

52. Be Original.

There is only one of you. If your name fits cleverly into your site/page or e-zine title, why not use it? Find other ways to deliver freshness.

<http://www.weakleyreport.com/Affiliates.html>

53. Be Bold.

Go where no man or woman has gone before, take command of your mission and pave the way for the next generation (to use SBI or your services).

<http://www.advice-for-lifetime-relationships.com/our-site-our-mission.html>

54. Be Thorough.

Put yourselves in your readers' shoes. Answer the questions they would ask. Provide the information they desire. Make those your goals and you will achieve success.

<http://www.eazigoal.com/my-site-build-it-story.html>

55. Be Tenacious.

Use your setbacks to fuel your successes.

<http://www.life-with-confidence.com/about-life-with-confidence.html>

56. Be Beneficial.

Help your readers on numerous levels—give them information, address their needs, and point them to SBI.

<http://www.aloeverabenefits.com/how-i-built-this-site.html>

57. Be Lured.

Explain what (and who) enticed you to try SBI. Don't be fishy. Provide real links. Then your readers will feel the pull of the bait as well. That's a great way to hook 'em.

<http://www.flyfishing-with-wildbill.com/buildyourownwebsite.html>

58. Be There.

And, put your reader there, too. Use a captivating picture to deliver your visitor to the beach. Tell an engaging story to draw them into your world. Do this well and the rest will come easily.

<http://www.the-hdtv-tuner.com/about-this-site.html>

59. Be Educational.

The power-point, outline style of this page fits many niches well. Visitors desire information delivered in a clear, concise format so they can see the big picture readily.

<http://www.home-school-curriculum-advisor.com/why-I-built-this-site.html>

60. Be Choosy.

Choose your outcome by choosing your attitude and actions (as Ken says). Choose SBI, choose to enter contests, choose to grow and learn. And, who knows, maybe other exciting choices will follow as well.

<http://www.acutabove-onlinedating.com/build-a-website.html>

61. Be Goal-oriented.

Tap into the primary purpose for your site. Keep your eye on that goal and the puck will surely find the net.

<http://www.hockey-site.com/hockey-fundraising.html>

62. Be Daring.

Go out on a limb. Risk. Try something new. Explain how SBI removes the stress from such maneuvers.

<http://www.best-stress-relief.com/about-us.html>

63. Be Organized.

Even if your house is a complete disaster, your site should be organized. Provide information in a logical, symmetrical, balanced way and you will attract visitors.

<http://www.homeorganizait.com/myorganizerjourney.html>

64. Be Real.

A story that resonates with others who have walked in your shoes (or would like to) will genuinely touch readers.

<http://www.christian-parenting-source.com/financingyourhomeschool.html>

65. Be Practical.

Demonstrate anyone -- young, old, or in-between -- can launch a business using SBI. Actions often speak louder than words.

<http://www.christian-parenting-source.com/bizyuhomeschool.html>

66. Be Guru-like.

Propel your visitors to action through your motivating words and then guide them along the journey.

<http://www.ezine-act-politics-business-and-love.com/personal-motivation.html>

67. Be Canine-like.

That doesn't mean sleep all day. Dig for creative ways (with text and graphics) to present your theme with the same enthusiasm a dog displays when digging for a buried bone.

http://www.dog-treat-recipe-exchange.com/Libbys_dream.html

68. Be Familiar.

Create a page that evokes a sense that one is glancing through a friend's treasured scrapbook and your visitors will feel close to you.

<http://www.fun-baby-games-online.com/about.html>

69. Be Likable.

Because: "People 'buy' from those they know and like. They resist sales efforts from everyone else." — SBI Action Guide, DAY 1.

<http://www.website-squad.com/pre-selling.html>

70. Be Masterful.

If you have web master credentials, why not let it show. It will only lend credence to an already powerful message.

<http://www.website-squad.com/site-build-it.html>

71. Be Crisp.

A clean, easy-to-read page can sometimes be more appealing than one cluttered with too many ads, links, and pictures.

<http://www.dreams-insight.com/dream-site-options.html>

72. Be Poetic.

If rhyming verse is a gift, use it cleverly. Be swift. Traffic to your great site will flow. You might even roll in some dough.

<http://www.macrobiotic-health.com/networkprosperity.html>

73. Be Mammoth.

Display the many benefits SBI has over the competition in one mammoth chart.

<http://www.accessible.org/small-business-web-site-hosting.html>

74. Be Delectable.

Your site/page should be delightful, like Grandma's home cooking. Spice it with humor, sprinkle it with advice, add content and SBI, and let it simmer.

<http://www.homemade-dessert-recipes.com/sbi-recipe.html>

75. Be Influential.

Words can be powerful. Use them to make a difference in your world.

<http://www.unique-fund-raisers.com/online-fundraising.html>

76. Be Perennial.

"You may leave Africa, but Africa will never leave you." Strive to deliver the same guarantee to your customers.

<http://www.africa-vacations.com/dare-to-dream.html>

77. Be Successful.

How? It can't be said better than this:

Simplicity!

Unique ideas!

Creativity!

Community support!

Entrepreneurial spirit!

Self motivation!

Site Build It!

<http://www.all-florida-beach-weddings.com/online-wedding-business-idea.html>

78. Be Innovative.

Take the lead in utilizing technology that advances your goal. Hearing a voice is much like seeing a picture. It makes one trust the source more readily. Use audio, podcasting, or anything else that helps you achieve success.

<http://www.leadership-tools.com/online-sale-training.html>

79. Be Relaxed.

Don't get information overload. Take your time developing your site/page and the results will be better for it.

<http://www.platinum-prophecy.com/sbi.html>

80. Be Honest.

Forget the false promises other companies offer. Just explain the how's and why's of your SBI journey truthfully.

<http://www.topeducacion.com/why-and-how-of-topEducacion.html>

81. Be Diversified.

Multiple income streams can be tapped into because "one source of income = risky business."

<http://www.best-home-travel-agent.com/challenges-home-based-travel-agent-business.html>

82. Be Typist-Extraordinaires.

Master the art of speed typing. After all, the faster you type, the more rapidly you can add content pages to your site.

<http://www.online-typing-tutors-town.com/typing-practice.html>

Ken said there would be a lesson in every page of the WWW It! contest. Sure enough, it's true. The tricky part will be remembering them all. Guess this will have to be read regularly.