

# How To Build The Perfect Home Based Business Around Your Favorite Hobby, Pastime, Sport Or Skill -The 'Profit From Your Hobby System'... Part One

Students, Artists, Sales People, Consultants, Professionals  
And Moms And Dads From All Sorts Of Backgrounds Are  
Becoming Successful In Their Own Home Based  
Businesses ... Would You Like To Be Next?

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## Introduction

Imagine being able to earn a really good living doing something you loved...

A recent survey found that over 70% of Americans (and probably a similar number in many other countries) were considering starting a home based business...but I'll bet many of them never do anything about it simply because they just aren't sure where to start.

In this ebook, you'll explore four real-life case studies about people who have done just that, and you'll discover a proven system that could let you do the same thing for yourself if you choose to use it.

You'll learn exactly how to take something you love doing, a hobby, pastime or passion, or even some specialized knowledge or skill you have right now, and turn it into a business that could earn you an income 24 hours a day, 7 days a week.



By reading through these case studies, and modeling what the people in them have done, you could achieve the same level of success that they have.

Of course, there are no guarantees that you will succeed in any business endeavor, but following a system that has a history of producing successful results gives you an unfair advantage that many people don't have.

These men and women are living the dream of millions.

They have each used the same simple system, one that is now available to practically everyone, and created a business that uses the Internet to sell a diverse range of products and services to people all over the world.

But that's not all.

Their businesses operate 24 hours a day with or without their involvement, typically selling products to people in countries all over the world, and consistently earn their owners streams of cash, even while they sleep.

By following this proven method of building a business, they've built product distribution systems that earn them very a nice living, and their success continues to grow all the time.

What does this mean for you?

It means that you could work from anywhere in the world and build a business using the power and reach of the Internet to set yourself up for life.

There's a lot of information here. Probably too much, in fact, for you to read all in one sitting.

So take your time, read through each of the case studies carefully below, make notes as you go, and think about how you could use what you've learned yourself.

You're about to have a new world opened up to you.

It's time to be inspired...so let's begin...

**Note** - This ebook contain links to websites with additional important information, so you'll need an active Internet connection to view these pages. Here's the list case studies you'll be receiving over the next 7 days...

### **Day 1 (Today) – Nori Evoy**

See how a teenage girl has built a profitable, thriving business around her family's favorite holiday destination and now earns a very good income while she's still in school.

### **Day 2 - Marney Makridakis**

Read how Marney took her love of art and writing and turned it into a thriving full time business selling over 700 different products to hundreds of loyal customers.

### **Day 3 - Dr. John Birch**

Discover how local dentist Dr. Birch became the only choice for many patients who now come from up to 120 miles away because he is seen as the authority in his field.

### **Day 4 – Judd Burton**

Find out how Judd, a former Asphalt Company owner, working hard for long hours for over half the year, then not at all for the rest of the time because of the weather, turned everything around and now has three profitable businesses that are highly automated and generate multiple streams of income.

### **Day 5 – Jim Nelson**

Jim took his passion for Juggling (yes juggling!) and turned it into a business that sells all sorts of juggling related products to people all over the world. Then he started another business focused on parrots and did the same thing all over again.

### **Day 6 – Jerry Mack**

Jerry took his knowledge and experience working for a large business (he was a regional manager for a medical imaging company, and was making them a very good profit) and went out on his own. Now he sells a similar range of medical equipment and gets to keep the profits for himself.

### **Day 7 – Putting It All Together**

In the final message I'll show you how to put all of this together and get started building your very own business around your hobby. OK, let's get right into it with case study #1...

## Case Study #1 – Nori Evoy

Nori Evoy was around 14 years of age when she first started building her website where she writes about her favorite holiday spot, the beaches of Anguilla.

Since then, she has built her business up to the point where it earns her several thousand dollars a month. In fact, over time she may earn enough to pay for her college education without the need for the pain of many people's existence, a student loan.

Imagine being able to do what Nori' has done. What a wonderful position to be in; her future is virtually paid for.

What sort of options would an additional income stream like Nori's give you?

To read Nori's original case study, [Click Here](#).

To read her update, written just before her 17<sup>th</sup> birthday, [Click Here](#)

Great, you're back.

Isn't that a wonderful story?

Here's a young girl who's really got it together.

Nori's comment – *"I feel so sad for people who are stuck working for people they don't like, for those who are forced to go to work, fight traffic, be in an office and then come home at the end of the day,"* really says it all doesn't it?

This describes millions of workers today, stuck in the rat race, trying to get off, but not knowing how.

If you're in this position and you're not sure how to change that, it's not your fault!

Most people know there's a better way, but aren't sure where to start.

You've just got to find a proven system that has worked for others and follow it until you succeed.

Nori's already done that, and at such a young age.

How does she make money from her website?

Here's what she says about that, *"Now that anguilla-beaches was getting traffic, my Dad arranged with another good friend and wonderful real estate agent, for me to earn a commission by referring real estate leads to her. I built an entire section on real estate -- all those photos my Dad took came in handy!"*

*“As a result, she has sold a house and rented many villas (some of those villas rent for thousands of dollars per night). **This single referrer arrangement already earns most of my income from the site**, and my Dad wants to arrange **similar deals with other professionals and services and businesses on the island.**”*

This is one of the keys to her website’s profitability. Absolutely brilliant!

This is a little used strategy that not one in a hundred business owners are using properly on the web today.

Nori is using the global reach of the Internet to find people who are interested in renting a villa or buying a property in Anguilla, and then through a **joint venture** with a local real estate agent, is earning a referral fee on every villa rental and property sale made to one of her referred prospects.

Joint ventures are one of the most powerful strategies you can employ and have made many people fortunes. Nearly every website has the potential to do this, but most don’t get it right.

Nori is getting it right...

And of course, you don’t have to do joint ventures to have a profitable website if you’re not comfortable with the idea...

Nori also has several additional opportunities to profit from her website. Here’s what she says about one of them, *“And I was accepted as a Google partner. **The Google ads alone earn me a lot more than my friends who work part-time in fast food restaurants.**”*

What’s a Google partner?

Nori simply runs small ads on her website that Google supply for her (it doesn’t cost anything to partner with Google), and she gets paid every time somebody clicks on one of those little advertisements.

She doesn’t even have to sell anything personally and she gets paid more than her friends who are working...

How sweet is that?

Imagine if your children could earn money with an online business like Nori’s instead of having to work in some minimum wage job like most kids do when they start out...wouldn’t that be nice?

Here’s something else Nori said, *“I don’t try to be all things to all people. There are other sites that are far more comprehensive. But people don’t necessarily want “comprehensive.” As my Dad says, “We live in an info-overloaded world,*

***Nori. If you find the best for people and save them the time of having to read too much, you're providing real value."***

*"So that's my niche... the best of Anguilla... from a family's point of view.*

*"On this next trip, I'll use Form Build It! to add more lead-generating income for a boat charter, a tour operator, and other higher-end businesses. I'm not in a rush. It's important for me to find the right partner to recommend, not just to make money."*

See how she's going to diversify her income by including more businesses to recommend to her visitors...but she will only recommend the best ones!

Nori is creating multiple streams of income from this one little website.

And one final point Nori made, *"I now have a business that I can grow over the years. A business that is fun. I'll never do a 9 to 5. I'll always own my own life.*

*That, more than money, more than learning about the Web, more than anguilla-beaches, more than learning how to write well, that is the most important thing I've learned from SBI!.*

*Own your own life. If you don't, what's the point?"*

Yes, what's the point indeed...

Would you like to do the same thing for yourself and your family?

Could you take what Nori has done as a model, apply the same proven system she used and create a website about the best of your favorite holiday destination?

Or hobby...

Or sport...

Or anything else you enjoy doing...

I'll bet you could ☺

Or maybe you could write about the part of the world where you live, or where you'd *like* to live.

It is possible, just look at what Nori has been able to achieve while she's still a teenager...talk about having a head start in life ☺

Ok, so how do you use this information yourself?

## A Five Step Plan For Using Nori's Web Business As A Model For Your Own...

### Step 1 – Decide on what your theme will be

For many people, this is the most difficult part of the process. Because you already have a hobby or pastime you love (or a place you love to spend your time like Nori has chosen), you have the inside running here.

Nori chose her family's favorite holiday destination and built her business around that.

You can build your web business around the 'Best' of what you know and love.

### Step 2 – Make sure there is already a market for your hobby or passion online

You can do this manually by searching the web, but the Site Build It package that Nori uses has inbuilt analysis tools that make this as simple as type, point and click.

You don't want to build a business around anything if there is no demand for it. It's certainly better to know that now instead of in 12 months time after you've wasted a year of your life...

Nori did the research using the Site Build It tools and found that lots of people were searching for all sorts of information on Anguilla.

She found out what keywords people were searching for using the search engines (this is how most people find what they are looking for online) and she was ready to build her site around those words.

### Step 3 – Build your website

Use the keywords people are searching for to create articles and content that other people will love to read about your chosen topic. The tools included in Site Build It also make this dead simple.

You'll learn how to write and communicate with your audience so your visitors hang around and devour what you've written.

Building pages is as easy as putting blocks one on top of the other.

Pretty much anyone can do it, it's very easy. In fact the Site Build It [Action Guide](#) takes you step by step through the entire process. Once you've finished reading this article, go and check it out for yourself.

**Step 4** – Find where your visitors are hiding online and get them to come to your website

Attract people interested in your topic, hobby, pastime or favorite place to your website so they can enjoy reading your articles and you can start building a relationship with them.

This is one of Site Build It's major strengths ... it shows you how to make your pages look attractive to both your human visitors and search engines, and we've already mentioned that looking through search engine results is how most of your visitors will find you.

**Step 5** – Turn your visitors into multiple income streams

Once you have visitors to your website, there are numerous ways of earning an income from them.

Nori has chosen personal referrals to local merchants, product referrals to several online merchants, and becoming a partner with Google (which is really easy, you'll be amazed at how simple it is) and displaying their ads on her website as three of her multiple income streams.

There are many more potential sources of income she could include here, and I'm sure Nori will add some of them over time.

The Site Build It Manual - the [Action Guide](#), gives you all the information you need to do this so you can maximize the potential of your web business.

That's basically the system in a nutshell.

You too can turn practically any hobby or pastime into a profitable business by following these 5 simple steps.

Food for thought, huh?

If you'd like to learn more about the system Nori uses to build her web business, a business that lets her work from home and has basically set her up for life at a very early age, [visit this page](#).

I hope this first case study has given you a glimpse of what's possible when you choose a proven system to build a business around something you love to do.

Does everyone succeed with Site Build It?

Of course not.

But the success statistics are far higher for SBI'ers (as we call ourselves ☺) than for most people building a traditional website.

Something to think about?

Could you build a web business around your favorite place, hobby or pastime like Nori has done?

Yes you probably could...

Would you like to see some of the thousands of other top ranking web businesses that people have been able to build using the same system Nori used for her Anguilla Beaches website – Site Build It?

Then [visit the SBI Results page](#) and see what all the fuss is about.

Go on, go there now and check them out, I'll wait here for you ☺

Great, your back.

The results page is amazing, isn't it?

All those web business are ranked in the top 3% of all the websites on the Internet, many in the top 1%. That's no accident either. No other system can match these results.

You too can build a web business just like Nori and so many other people have done and turn your favorite hobby or passion into a profitable business.

So what's the first step?

The way most people start their online businesses is to find a niche market they love (you've most likely already done that), and then build a website to promote something called Affiliate programs.

An Affiliate program is where you are paid a referral fee by an online merchant when you refer a visitor to their website and that person buys a product from them.

It's a truly powerful system, (many people earn a substantial income from Affiliate programs) and a great way to get started.

Once you've had some success using Affiliate programs, you can then move on to other ways of monetizing your website's traffic just like Nori and the other people you'll read about in these case studies have done.

If you'd like to learn more about Affiliate Programs and how to get started, [The Affiliate Masters Course](#) has been described as "the best info on succeeding as an affiliate...

at any price...

and it's free."

By reading **The Affiliate Masters Course**, you'll be taking the first important steps towards your own financial freedom, just like Nori, Marney, Dr. Birch and our other case study participants you'll read about shortly have done.

To download your own copy of **The Affiliate Masters Course**, [visit this page](#).

I sincerely hope this first article has opened your mind to the potential you have for creating a business around something you love doing and making it a wonderful success.

If it's all a little confusing, don't worry, sleep on it for a few days while you read through the other inspiring case studies and you'll start to get comfortable with the idea...

Do you see how you could use what you've just learned to build a profitable web business for yourself?

Are you already sure this is for you?

Would you like to try Site Build It for yourself risk free?

Well now you can. And as an added incentive, I'd like to offer you an exclusive bonus package for taking action and ordering Site Build It today.

For a limited time, you can grab hundreds of dollars worth of additional bonuses by [ordering Site Build It through this page](#).

If Nori's story has struck a chord with you, you owe it to yourself to give SBI a try. [Click here to check out our bonus offer](#) and order your very own Site Build It package.

Don't miss tomorrow's article where we'll look at how artist Marney Makridakis took her love of art and the written word and built a very profitable business that is moving ahead in leaps and bounds.

If you have any questions about whether you can really do this, you can ask a Site Build It owner who can advise you. To ask a question, [Click Here](#).

To your success,

*Rocky Tapscott*

**P.S.** Thankyou for reading this ebook. Stay tuned because you'll be receiving five more case studies that look at how a diverse range of people have succeeded with their own online businesses.

Now, who else do you know who could benefit from this information as well?

Why not hit the 'Email' tab on your Adobe Acrobat reader, and forward this book to them right away while you're thinking about it? Maybe somebody in your family, a work colleague, or a friend...

**Or if you'd like to learn how you could create a residual income stream for yourself simply by sharing this ebook with others, [click here](#)**

They'll be so grateful that you thought of them...

## Related Reading

**1)** Would you like to find out how you can get paid a referrer or finder's fee by an offline business for finding a customer (or a "lead") for them just like Nori does?

This monetization model is as classic as business itself. The Net, though, makes it far more cost-effective. To learn exactly how to do this for yourself, [read this page](#)

**2)** Affiliate marketing is a "high reward/low risk" business option... Nori also uses affiliate programs to make money from her web business.

Why?

You don't have to develop your own great products because it has already been done for you.

You don't have to spend large amounts to manufacture and store inventory, there's no need to take and process a single order, or worry about getting paid.

You simply send people to your affiliated merchants, then get paid when they buy.

You don't have to handle or ship a product - your merchants do that, and you'll never have to answer customer email.

Affiliate programs cost nothing to join, and your affiliate business can be started part-time, on a shoestring. [To get the full story, click here](#)