

David Dutton
Presents...

**“How Andrew Perlot Used
Raw Food And SiteBuildIt
To Become Financially Free”**

About The Author



David Dutton is widely known as the “**most connected man on the internet**” and is author of the book *Internet Empires* which he wrote at the young age of 28.

He has been hired by Eben Pagan to handle internet marketing consulting for his clients and has worked with successful entrepreneurs such as Kristi Frank from *The Apprentice* show and Jeff Walker to name a few.

David gives away some [cool free stuff on his website](#) if you would like more information like this.

Some of David's other products are:

www.MostConnectedMarketer.com

www.FreeDownlineBuilderChecklist.com

www.LocalLeadGenerationReport.com

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Introduction

It is amazing how life works. Sometimes things that seem bad, really do turn out for good.

Andrew Perlot had health issues at a young age. He turned to raw food as the answer and it dramatically changed his life. He then took his passion and his message, along with the help of [SiteBuildIt](#) to the internet and now is financially free.

Think about what YOU have experienced in life and turn that into an online business like Andrew has done.

Enjoy the interview!

Interview

David Dutton: Hi, this is David Dutton with another [SiteBuildIt](#) \$500 Club interview. On the phone today, I have Andrew Perlot and Andrew has finally hit \$500 a Month Club with Site Build It, so that's a really exciting goal. What we're going to do is, he is going to tell us about his story and some of the things he did and some of the things he did wrong and were going to just hear about his amazing success story.

Andrew, are you there?

Andrew Perlot: I'm here.

David Dutton: Awesome. Thanks so much for doing this interview, I really appreciate it.

Andrew Perlot: No problem. Thanks for having me.

David Dutton: You're very welcome. So, can you give our listeners just some brief background information about yourself, including where you're from?

Andrew Perlot: Sure. I grew up in Cheshire, Connecticut, that's about at the center of the state. I went to college in New York and, you know, I can't say that I really had a passion in going to college or something that was a clear career direction. I knew what I liked to do was read and write and so, you know, I became an English major, which is all very intellectually stimulating, but not great for the job and money prospects.

And so I just kind of ran with that and I found myself graduating and I moved back to Connecticut and I became a newspaper reporter, which is a fascinating job. You get to meet all kinds of interesting people, but the pay is horrible and the hours, you work nights, you work weekends, the hours are just not good in general.

And you know, sometimes you just feel like you're banging your head against the wall even though you get to do interesting stuff and write really fascinating articles and spill the beans on stuff that people are trying to keep under wraps.

I was at a point where I was kind of questioning where I was going and if I was making progress in my life. And so I guess at that point I started maybe looking for something a little better.

David Dutton: What did you have in mind? Let me ask you this, did you grow up in an entrepreneurial family at all?

Andrew Perlot: No. My dad has worked for a company his whole life, my mom was a stay-at-home mom and she then went into bank telling. So no entrepreneurship really, I had no exposure to it growing up.

David Dutton: Okay, at this point you're at a job, you know, it's kind of cool, but you're not sure what you want to do with the rest of your life. You are trying to look at other options, what did you do next?

Andrew Perlot: One thing that I had become passionate about beginning in college was health; specifically because my own health had been so bad. When I was growing up I used to weigh 220 pounds when I was 17 years old and beginning in junior high I had what would eventually be diagnosed as colitis, it's is an intestinal disorder which brings about all kinds of unpleasantness.

So basically my health was deteriorating and I wasn't thriving in life in the physical sense. And so over the years, it's kind of an in-depth story and you can read about it in my website if you're interested, but basically I ratcheted up my diet and my exercise and I really got my life together. I ditched the colitis, I dropped from 220 to my current 165 pounds and I really changed my life in that sense.

And so I became a big believer in raw foods and your ability to really just make dramatic changes in a person's life. And I met all of these people who, you know, a huge swath of the population are going to die of diabetes, heart disease and cancer, two largely preventable diseases are the banes of the western diet, and I just realized that there aren't enough voices, enough coherent voices offering a better suggestion and really pointing out, hey, there are a lot of science here that shows... maybe we should be doing something dramatically different.

And so I began to look for a way to promote raw foods, not with the idea that it would become a serious business. So I had the idea, well, maybe it will bring me a little money on the side, which would be nice.

I discovered [SBI](#), just casually, I think I saw someone suggesting it like as something successful they had done, and I thought, hey, if I could begin to show people that... if I could use SBI as my platform to begin writing about raw foods, which was such a passion of mine, then I thought, well you know, maybe it will be a worthwhile

investment. And so I decided to do that and I started building up my SBI site.

David Dutton: Pretty cool. What attracted you to [SBI](#)?

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Andrew Perlot: I guess it was because I had kind of fooled around making websites before and blogs. It was just a standard Word Press type thing when I was in college and I wrote various things. I guess I got to the point where a couple of hundred people visited a day and I thought that was fantastic.

But of course, a couple of hundred people a day isn't going to support any kind of large-scale enterprise. And plus, when you're writing a blog, it's like running on a treadmill. You have to be publishing content every day if you want people to keep coming back.

But I liked the fact about [SBI](#) that you could make a website about topics which were not time focused. Just perennially important topics which people would want to know about and you focus... you write these pages around keywords, these articles, and people are searching for these keywords through their search engines, they find your article and they say, hey, that's a fantastic article that helped me. And over time, as you add more articles, your site just grows.

And so I liked that idea of the snowball rolling downhill, and that's really what it is, you build up this momentum of more and more articles and more and more people linking to your site, and more and more people signing up for your newsletter and it just becomes a more and more valuable investment the more you do it. And I really like that idea.

David Dutton: That is exciting. Describe your technical skills prior to [SBI](#) and then what they're like now.

Andrew Perlot: I could do some really, really basic HTML, but I was never... I never really had a lot of coding experience. Math is not my specialty, far from it, I really don't like coding. And so, I was decent with computers like everyone that was born by the mid-80's should be, I guess. I can't say that I had any unusual amount of technical

experience or knowledge.

And even now after using SBI, I got a little bit better at HTML, but it's not really necessary. I don't really need any in-depth technical knowledge. You figure a few things out, obviously, but for the most part, you just kind of fudge your way through because SBI has some good tools that makes it so you don't need to necessarily have that technical knowledge.

David Dutton: Let me ask you, what advice would you give someone who is brand new to SBI?

Andrew Perlot: I would tell them that they should pick a topic which they're not going to get sick of. I knew that there are so many facets of raw foods to write about that I could more or less write for years and not run out of topics.

For instance, this morning I finished an article on Candida, which is a yeast problem that a lot of raw foodists have run into because they don't eat healthy diets, they eat high fat diets. I could have picked a topic out of a hat, there are so many more to write about and I find them mostly pretty interesting.

And I like the fact that I am helping people, I'm doing genuinely something that's helping humanity. More and more people are coming to my site and getting good information and changing their lives, and that makes me excited to do more work.

And so I would say, if you're going to try... it's not necessary that you're passionate about your topic, and it's not necessary that you know every detail of the topic; you don't have to be an absolute expert, but you have to be willing to learn and to become an expert in the topic.

And it's best if you are able to get passionate about the topic and be interested in learning more details about it or if you already are. So, yeah, I would say that would be a good place to start.

David Dutton: That's one thing I noticed about you, Andrew, is I found you through our buddy, our mutual friend, Tomaz at FreedomIdeas.com, and when I was reading your interview with him or your guest blog post, whatever it was, I could sense through your writing how passionate you are about raw foods and how ticked off it got you that there is so much garbage out there.

People were just trying to sell people in that niche. And I could tell you were real passionate about it. And I enjoy meeting passionate people about their topic and that excites me.

So that was one of the other reasons why I wanted to do an interview with you, because you're getting your message out there. Your message is: hey, raw foods changed my life and I want to share it with the world. And also, you created a successful internet business as well, which is pretty cool.

Andrew Perlot: You know, it's exciting to me that I've created this... a force for good in the world because there is so much static out there. People hear so much bad information that I've gotten a really fairly good sized following to do something good with it. I think what better can you do in life than to build something like that?

David Dutton: Yeah. It is really exciting and SBI allows you to do that. I haven't asked you this question yet, but you've kind of alluded to it in other questions. How did you end up deciding on your niche?

Andrew Perlot: You know, for me it wasn't as if I'd joined SBI thinking, oh I'm not sure what I should do. I already knew what I wanted to do and I was looking for a way to make use of that idea.

So I had decided on raw foods, but it's interesting, now that my first site has grown so successful, I-topics that I'm really passionate about as well and I'm probably going to use [SBI](#) to build my next... and what's really nice about SBI is that they provide you with the tools for making a wise decision in doing research on, I may really like these topics, but maybe one of them is... there's so many people writing on that topic that its going to be harder for me to make my way into it.

And actually had I not decided to do raw foods, I probably would have not gone into it just looking at the numbers because there's a lot of competition out there. And the way that people traditionally make money through raw foods is through these junk food supplements and pills and stuff people don't need, which I am not going to do.

And so, I had to kind of hustle and work harder to become successful by writing my own e-books and doing some other interesting things like offering coaching services to people. It works, and they worked very well, but I had to work harder at it than I would have with a more profitable niche.

So I would say, yeah, there's the option there for using SBI you kind of know exactly what you want to do, but you have a couple of ideas or even if you don't have a couple of ideas, but maybe there's some idea that you can pick out. You know, you can really choose something through that.

David Dutton: That's awesome. So again, this is another question that you've kind of answered in several other questions, but you know, picking of niches is probably the hardest part of making money online. And I know that some people might disagree with that.

I've been doing this for nine years and I've talked to hundreds of people and that's where I personally came up with that is picking a niche is the hardest thing. And I know, I've talked to a lot of SBIers and they struggle with picking a niche. What would you suggest our listeners do when it comes to picking a niche? What tips or techniques or strategies?

Andrew Perlot: Well first I would reiterate what I said earlier about choosing something that you find interesting enough or you're passionate about, that you're going to want to come back to it every day for years. Or maybe not everyday but you know, over the long run for years because that's really what it takes to do something. It's not a get-rich-quick scheme; you definitely have to work at it. So you have to be able to be passionate about it.

But beyond that, [SBI](#) has some tools that will help you to select a good topic. Basically, you know you have a couple of ideas or if you're just looking for possibilities you can do the keyword research on seeing what people are actually looking for on the Internet, looking for through search engines. And what keywords can I use to build a site around. And when you have that information, you are able to make wise decisions about what a good niche would be.

David Dutton: That's a great way to go about it. Find out what people want instead of just guessing and that's what SBI does with Brainstorm It. So tell us a little bit more about your website and how you actually make money.

Andrew Perlot: Okay. Now I mentioned before that I built a lot of free articles that I gave to people at no cost that are indexed by search engines. And I build those pages around keywords that people are using search engines to search for. So when they type in "raw foods" or they type in a question about a certain raw food, there is a decent chance that my sites can come up on top of the list for some raw food topics.

Though, as I mentioned before, there is so much raw food competition that in many areas I can't get to the top of the pack. But I get enough traffic that this month I am at 1100 visitors a day and so you know that's a pretty decent amount of people coming. When you think about it, there are very few raw foodists out there.

I mean, we're talking about if there's... if all of the United States had a couple of hundred thousand I'd be impressed if there were even a couple hundred thousand of 100% raw foodists out there. So a lot of my audience is people that are kind of interested in the idea, but they're not really sure if they're going to do it and they're looking for more information.

And there are other people, who because of how unhealthy a lot of raw foods diets are, and they're high in fat and processed foods, they are usually unhealthy, unfortunately. They're not really thriving and full of energy and so there are a lot of raw foodists going, hey, what can I do better? So I kind of get into that audience.

So all of those people come to my site and they read those free articles, and I'm happy to give them those free articles. I like the idea of giving stuff away that's really beneficial to people and not just cookie-cutter stuff that they can get anywhere on the Internet, but truly original content that they're probably not going to find anywhere else. And it works because people then go on and they show those articles to their friends, they post them on social networking sites, etc.

So anyway, I've got these 1100 people coming to my site this month and so when they get there, they read my articles, but they might start clicking around and there's a number of ways that I can make some money.

One of the ways is that I sell ad space on my site to some companies that I find reputable and so I get income that way. And another way is I have ads that are hosted by Google, and when people click on those I get a certain amount of money depending on what the ad is and such.

And then my main sources of income are my coaching service, basically because I've established myself as an authority in the raw food movement and I've been successful in helping a lot of people, people who want my advice. And so they call me up and they say Andrew, I'm having "X" problem what do you think I should do? And

so I give them advice and so I get money through my coaching program.

And finally, I sell e-Books, which is a really a great way to do it because one, you don't have any printing costs with e-books unlike traditional methods. They're just stored digitally and there is very little cost. And you just write them whenever you want and you don't have to deal with now, getting accepted into a publisher because it's all on you and you just do it yourself.

And so you put out these e-books and people buy them while you're asleep in the middle of the night, they buy them when you're busy writing an article, they buy them when you're out for a run, they buy them when you're out shopping. So, it's really automated you don't necessarily have to be there to sell them these books.

And it's really nice to have an automated source of income that just comes in regardless of whatever else you're doing. If I decide tomorrow that I'm not going to do anything else with www.Raw-Food-Health.net, which is unlikely, but if I decide to do that, I would still have a source of income for life that would just keep coming into me.

And so I am actually relatively new to this. I mean I started building my site in 2008, but keep in mind I was a busy reporter, so this was only when I had some free time I would build the site, I'd build a page, I might do an article or two per week. I wasn't putting a lot of effort into it.

It was only in May, 2010 that I went into it full-time and so... I have two e-books now, I have my coaching service, I have my ads. December was my worst month ever because people aren't interested in health and from the end of November until December, people are talking about holiday parties and that kind of thing and getting drunk and New Year's and they're not really thinking about health.

So I think my income swung down to only like \$450 that month, but for this month I'm on track to hit somewhere around like, I think I'll probably hit around \$700, and maybe \$800. But we'll see.

And you know, it's not a lot of money, but I actually quit my job as a newspaper reporter and I am now living in Bali in Indonesia, which is a beautiful place with amazing fruit which is big for a raw foodist and just amazing people and an incredibly low cost of living. And so I am able to cover all of my expenses as I continue to build up my business and start off in other areas which interest me.

David Dutton: And speaking of saving money, I mean you're even you know, we're doing this interview over Skype, so you don't even have a phone and it's just amazing with technology, what you can do nowadays.

Andrew Perlot: Absolutely.

David Dutton: I think in America, we just expect, you know my cell phone bill is \$150 a month, that's insane when you really think about it. You know, it's over \$1,500 a year. Do we really need something like that? Not really, you know. It's all about the lifestyle. You get to literally go do whatever you want now while people are actually at their jobs. So congratulations on your success, that's awesome.

Andrew Perlot: Thank you. Yeah, it's really freeing to be able to do this. I love the fact that I was able to ditch my job and I can spend all day working if I'm passionate about work, or if I just feel kind of burned out, I can decide that I'm going to go wander around and talk to Balinese people or you know, go hiking or do whatever else I want so it's nice to have the freedom to be free to do whatever I want.

David Dutton: What are some of the things, the pitfalls or maybe mistakes that you might see others making or others to look out for?

Andrew Perlot: Well, a lot of new SBIers that I've talked to have made the mistake of not deciding, like they're just going to build pages, but not bother to build around keywords. So they're putting together a nice article but no one is finding them because the search engines aren't indexing them as being related to these keywords.

And so, you know, they should know better because there's plenty... SBI is all about you know explaining things in detail. There's tons of guides, there is an audio guide, there's a written guide and so there's really no excuse for not doing this. So I would just say follow the directions.

You know, most people getting into SBI don't know how to run a website. I certainly didn't. I didn't know how to build one. And so just follow the directions because they know what they're talking about. They kind of had a well-trodden path to success that their prescribing. And so I would say, listen to what SBI says because it's gonna work.

David Dutton: So what's the biggest mistake you made when you got started with SBI, do you remember?

Andrew Perlot: You know, I don't recall making any big mistakes. I had a couple of technical problems, like, I-I, because SBI offers a couple of options.

They can use the template they offer or you could have your own site and so eventually I made my own site and so eventually I had my own site, but I didn't really... I wasn't an expert when I was doing it and I kind of fumbled my way through and I had some coding issues with HTML and so I had some weird errors. It took me a while to figure them out.

So I mean, I wouldn't even really call that... it's not like a major error, it's not like anyone was hitting my site because there were some weird like, you know, books on it. But, you know, there was a few of that, I just had to put in the time to figure out what was going wrong and, yeah, I guess that would be my one thing.

David Dutton: What would you say is the one important thing that you've learned going through your online business journey?

Andrew Perlot: I would say that, offer something that is unique that you're able to show what it is, something that you're really knowledgeable and passionate about because I think passion really shows through in what you're doing.

If you're really passionate about something, it usually is conveyed through everything you do. People can hear it in your voice, they can read it in your writing, and that is really attractive to people. People like passionate people and that are really sure of themselves and they're not just tepid. Oh well maybe you should eat more B vitamins.

You know, people want to hear... this is a guy who knows what he is doing, who's an expert in the field.

Andrew Perlot: Some people are passionate about carving wood in a certain way. And they could make a website about that. And some women I've talked to who could talk for hours about knitting and crocheting and so it doesn't have to be anything crazy.

You can be an expert in anything. There are so many hobbies out there; you could be an expert in sports and whatever you want, but make yourself an expert and just dive into it and do good work.

David Dutton: What do you think are some of the keys... and this may be an overlapping question, but what do you think are some of the keys for becoming successful online?

Andrew Perlot: I'd say persistence is the big one, I mean; I can create a one article website that's the best one article website in the world. But I mean, it's never going to go anywhere. I could monetize it to the hilt, but it's not going to do anything.

I need to keep working and keep building. That's how you do things successfully over time, you have to be persistent, you have to just not expect to get rich overnight because nothing works. I mean, every get-rich-quick scheme is pretty much a scheme. It doesn't actually work. With a few exceptions, and usually those people have somehow cheated the system and they're going to get into trouble eventually.

So, yeah I would say persistence. Just be honest about the fact that it's going to take time, don't stress about what it's going to be, and the amount of work, just take it one day at a time.

This is the awesome thing that I'm going to do today or this is even the not so awesome thing which I have to do to get to the next awesome thing I get to do. And so just look at it like that; steps down the road.

David Dutton: Great, man. That's a great answer. And I definitely agree. I think people... I always say one of the worst things about starting an Internet business... or I say one of the best things about starting an Internet business is its cheap. And one of the worst things about starting an Internet business is because it's cheap.

And a lot of people just don't take it seriously, you know, because it doesn't take a lot of money. You know, SBI is \$299 a year, that's not a lot of money for something that can help you become financially free.

Andrew Perlot: Yeah I mean, it's a small investment. It's such a small fee, and I agree with you, it's disarming to think, well, it's only... you know you can buy a web hosting site for \$10. It's not really going to help you, but for about \$10 a month you can have a web hosting.

It's not going to compare with SBI's tools, but it's a really cheap investment and you will go, oh well, I'll put up a couple of sites and maybe put up a few articles, but it doesn't go anywhere because they

don't know what they're doing and they don't continue to work through it. So yeah, definitely, you've got to put that into it.

David Dutton: Now, you may not know this off the top of your head, but do you have one or two of your favorite, like most helpful resource links or places to go that you just think are maybe one or two valuable resources that people should know about?

Andrew Perlot: You know, I would say, I keep coming back to a place... the SBI forums usually, if I have a question about how should I maybe do this. Like, say for instance, when I wanted to make my first e-book, I've got two of them down, I didn't know anything about it like, what programs should I use to write it, how should I distribute it or what format should I use? That kind of thing.

And so I went to the SBI forums and I said, look, who's done this, who can help me and give me some suggestions. And there were a bunch of people willing to help me because they've all been down that path. It's a really great resource because a lot of them are successful. They've been down that path that I was going through and they were able to offer me some insights.

Another one is not related to a technical resource, it's not going to give you instructions for building a website, but there's a self-development website called www.StevePavlina.com, and some people may feel that he's out there and kind of woo-woo, just ignore the things that you think are woo-woo because he has some great ideas for personal productivity.

For instance, one of the things... actually I don't know if I got it from him first, but he's definitely written about this. It's the 30-day trial. The 30-day trial has led to huge gains in my own life by just deciding that I'm going to commit to an idea or a new tactic for 30 days at a time and just dive into it 100%, and just really give it a full try to see if it's worth it.

And that's what I did the first time... I was still in college when I started looking into raw foods and so I decided... I was worried, like, oh it's going to be too expensive or it's going to be too hard on the cravings.

And I said, I'll just do it 100% for 30 days and that's how I got into it because I realized that once I felt so good in my life has been... my colitis was gone... was pretty much gone by that point and I was feeling so good that this is something that I wanted to do for the rest

of my life.

And there are plenty of other great topics on time management and many other areas that I think he has written about that are very valuable. So I would say that part of the smart world, is to understand yourself and allow yourself to grow in that way. So I would, yeah, StevePavlina.com.

David Dutton: Okay. What do you think makes the difference between a good website and a great website?

Andrew Perlot: I'm repeating myself again, but passion. I mean, you can make a relatively profitable niche about anything. I mean there are guys who talk about juicers and there are guys who talk about vitamins and there are guys who talk about whatever.

But you can look at a page and if that guy isn't really passionate about this topic and he's just writing about it for the money, you can usually tell. There's nothing to really catch your attention, and yeah, maybe he provides the information you need, but then you just leave because there's nothing all that tempting.

And people who write like that, I think a lot of them still do okay, but I think that is the difference between being good and great, that thing that really comes through and makes you want to stick around and come back time after time and keep... becoming a fan of that website. So if you can convey that I would say that would make you great.

David Dutton: Describe a typical day for you.

Andrew Perlot: Well, you know, one of the great things about my life right now is that I don't have to have a typical day. Once in a while, I just decide, I'm not going to do any work today. I like to run and so I run a lot over here.

Maybe I'll just go off into the hills and look at the rice paddies, but if I had an average working day here, I get up whenever I feel like it and I walk over to the market and I bargain for some fruit with Balinese people, and you know, this fruit is pretty cheap here so it's not a big expense. But I like talking to them and I like the give-and-take of bargaining because everything is bargaining over here. You don't have a set price.

So I come back to my... I rented a place in Ubud on the island of Bali for \$250 a month, which is a lot less than what I was paying in the United States and quite nice.

I set out on my porch which looks out over a nice garden and I eat my fruit and then usually at that point I have some idea from the day before of what I'd like to get done that day and usually start working on an article topic or, for instance, I'm working on my third e-book, and so just when the inspiration strikes me because I'm not in any particular rush, I write a little segment of that.

And I answer questions that I get from readers. I try... it's almost, you know my site's become so popular now that it's over, it's almost overwhelming, but I get a lot of people asking me questions. And so I try to offer for free as much as I can because I like helping people. And so I spend time doing that.

And you know maybe by 4:00, I've done all the work I'm going to do for the day and I go to a nice Yoga class. There's awesome Yoga in Bali and I'm a big yoga fan. And I come back, I have some dinner, maybe I go out and hang out with some people and maybe I just relax and read a book. And yeah, that might be a typical day for me.

David Dutton: That's awesome! So what are some realistic short-term goals for listeners, if they just got started with SBI and there in that foundation stage, what are some good realistic short-term goals?

Andrew Perlot: You're talking in terms of like making money?

David Dutton: I think that could be part of it, but you know, as a whole, starting an Internet business as a whole if someone just bought SBI today and they're getting started, what might be some good short-term goals that they might set for themselves?

Andrew Perlot: I would say, set your first goal at 100 visitors a day and then just drive toward that and just see how quickly you can get there. Now, it's easy to get 100 visitors on one day because you can go to a website, something like Internet forum and say, hey, I wrote an article about bird watching, and so you know post a bird watching forum. And so suddenly 300 people come to your site. But that's not sustainable traffic.

So what you want to do is get 100 people averaging every day over a month. And so you know, when you've got a hundred people coming to your site the momentum has begun to build and you've got people

that are saying, hey, this is a pretty good site maybe I should bookmark it. And you know, it just continues from there. So I would say shoot for 100 people a day.

Now, when you first start off, the first six months I wouldn't expect to make a lot of money, but I would concentrate on building traffic. But by the end of the year one, I had made enough money to pay for my SBI subscription. So that's kind of how I look at it. If at the end of the year of and what you can pay for your SBI with the income you get for your site, I would say that's a pretty good goal for year one.

David Dutton: I agree. That's a great goal. I've just got a few more questions for you. I've got three more actually. I know you're a big believer in SBI, but do you feel like anyone can do this?

Andrew Perlot If I'm a mother of four and I don't know anything about computers and I don't think I can do this. And so I had said, I look at it as... I give it the mom test, the SBI mom test.

Like my mom is, she's a competent woman, she's done a lot of things in her life, but she hates computers. She would just... she just doesn't want anything to do with them, she just doesn't like them. And she has, in the course of being a bank teller had some access to computers. She has to be able to do some basic stuff.

Outside of typing and you know, basically doing basic stuff, she couldn't make a website, she doesn't know anything about it, but if I sat my mom down in front of a computer and said, "Hey mom, here are the directions of what you have to do to build a website. And I want you to do them." She could muster the inspiration to build a website; I think that she could very easily do it.

It doesn't take much technical skill, all it takes is some determination that you're going to make a better life for yourself and you're going to make yourself some money that doesn't leave you dependent on some other employer who might not treat you well or you know, just the determination to make your life a little better.

David Dutton: What are your next big goals for your online business?

Andres Perlot: That's an interesting question. Well, I see RawFoodsHealth.net continuing to grow quite a bit and if I could make it the most popular raw food website on the internet, that would be cool, but I don't necessarily think that would... I mean, that's not something that really impassions me.

Basically, I want to continue to create awesome content that changes people's lives and I want to continue to help the health of other people and inspire them. And so if I can do that through my raw fool website, that's my goal.

I plan to start a new website; I'm really big on the idea of being fit, physically fit, but not being gym-bound and just, oh well I'm just going to the gym and lift this weight because that's not really very , it's not really good for anything. You can't... you can't necessarily climb a mountain with that kind of strength.

And so I'm really big about running barefoot and running minimalist with no shoes to properly develop your feet and learning good running form. I'm really big on body weight exercise; I'm really big on Yoga and a lot of other things. And so I plan to make a site along those lines relatively soon. I'll be doing it with SBI.

So, yeah, I will go down that path. Personally, I like to use... once I get my income to where I can support myself easily, I would like to write a couple of books for print instead of e-books. I'm a former journalist, I'm really into journalism and I have some topics that I really think need to be covered.

So I'm going to delve down that path and really just continue to offer value to people in this world to make their lives better and in the process make my own life better. So, those are my goals for the time being.