

# PASSION PROFITS

*"How to create a profitable website  
business on **ANY** topic you love"*

*By Simon Crack*  
**FreeMagicTricks4u.com**



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## ABOUT THE AUTHOR - SIMON CRACK

Hi, my name is **Simon Crack** and my passion is Magic and Illusion. I was about 6 when I was first introduced to the concept of magic. I was watching a commercial on TV for a cream that you pour over fruit to eat. Now as soon as this cream called “**TipTop**” was poured over the fruit they came alive and started jumping about - I was amazed!

I asked my father how that could possibly happen and he just said **MAGIC**. From then on I was hooked. I would constantly ask my parents to buy me some “**TipTop**” so that I could make fruit come alive by magic!

I was about 7 when my parents bought me my first magic set. I guess they figured I had a passion for it even then. The magic set was the “**Paul Daniels Magic Set**” which I am sure many of you will have heard of, or maybe even owned.

There was no going back - I was hooked. I would record every single magic show on TV. Shows in the UK like *Stuff The White Rabbit*, *Secrets*, *David Copperfield*, *Pen and Teller*. I would watch each show over and over and **OVER** again. Rewinding and re-playing each trick in slow motion to try and figure them out. I was not happy until I could work out the secret. **Which more often than not I did!**

One trick that comes to mind is an effect with rubber bands called [Crazy Mans Handcuffs](#). Although at the time I had no idea what the trick was called I saw it on a show I had recorded when I was about 11. I watch the trick being performed maybe 100 or more times with rubber bands in my hands, trying to figure out how it was possible to visibly ‘melt’ two rubber bands together. Needless to say I figured it out and you can learn my tutorial of it right [here!](#)

Over the years I went on to spend thousands on magic tricks, video and DVD tutorials and gadgets. You name it I bought it. Below is my collection as it stands today.

I used the effects and techniques I learned to perform at various children's parties to entertain children and adults alike. It wasn't until 2006 I decided to create a website teaching magic tricks to enthusiasts and so [FreeMagicTricks4u.com](#) was born!

Now this eBook is my short report showing you **EXACTLY** how to easily build a website on magic or **ANY passion you have!** You just have to take action and follow my instructions, it's easy but like anything you have to put the effort in to reap the rewards. I hope you get a lot from this short report. I've had a blast writing it for you!

Best of Success,

**Simon Crack.**



*My magic arsenal as it stands today*

## EVERYBODY HAS A PASSION!

Everybody knows something about something right? Maybe you're a computer whiz, maybe you love doing Magic Tricks (like me) or perhaps you love Golf or Football. Whatever your passion, whatever you are 'into', **you can build a website that works.**

When I say 'works' I don't just mean technically work but a site that actually gets visitors or 'traffic' because without visitors it doesn't matter how great your site is no one will find it out in cyber space amongst **a billion other sites.** Right?

## HOW I BUILT FMT4U.com

So I started with my passion of magic. I wanted to build a website that teaches magic tricks to enthusiasts. I figured I had learned so many tricks over 20+ years that without documenting them in some way I would probably forget them. And if I could teach others in the process that would be a true win, win for every body.

Now, I knew I wanted to build a website but had no idea where to start. So I did what most people do and did a Google search. I came up with many, many website building companies and I found it hard to pick the right one for me. They all seemed to promise the world but would they deliver? I was skeptical.

## ENTER SBI!

I had no technical website building knowledge at the time. I could use a computer, had an internet connection and a passion, that was about it. Luckily and 'as if by magic' I came across a review of a company called [SiteSell](#). They offered a complete website building package all in one from Ken Evoy called [SiteBuildIt!](#) or [SBI](#) for short.

At the time I was still skeptical, I thought: Is this a scam? Would it work? Would they deliver on everything they promised? I was unsure but took the plunge and purchased the package after all they offered a **30 day money back guarantee** so I could 'try and see' which was very appealing to me. Now the package initially looks quite expensive at \$299 per year. Much more than a regular web hosting company. But I was soon to find out that [SBI](#) is not just a web hosting company, but more like a 'business in a box'.

Now [SBI](#) certainly is not a 'get rich quick scheme', and I knew it from the beginning. I was ok with that because anything worth doing is worth doing properly - right? Now like I said [SBI](#) is not just a web hosting company, sure they host your site but it is the online set of tools that you use that makes all the difference. It's what helps you build content for your site and actually build traffic. I'm really happy with [SBI](#) (it's working well for me) and I'll tell you exactly how...

## THE SBI! SET OF TOOLS

When you first sign up for [SBI](#) many of the more complex tools are not available right off the bat. Why? Because otherwise it would be **very** overwhelming. You are only given what you need as you need it, which is cool - You learn in baby steps.

Now if you are an HTML whiz you can upload your own HTML web pages to the [SBI](#) system, designed in your favorite HTML editor such as Dreamweaver or Microsoft Front Page. However I simply use the built in Content Management System. Which is a fancy way of saying a web browser based website page builder. Where you can design and create your website online through the use of simple 'content blocks'.

It's this highly sophisticated system and tools that you are paying the minimal \$300 for. And as a bonus allows you to work on your website from any where in the world with a computer and internet connection which is very appealing!

Now the whole site building process is broken down into **10 days**. Although I prefer to look at them as **10 Steps**. This is because most parts will take more than one day to complete. In fact you do not even actually start building your site until **Day 5**. However do not be put off. In the **Day's 1 - 5** you do the most important part of building a website - **the planning!**

There is absolutely no point in just throwing up a website. You will get no visitors and It will be a waist of time. Most of the training for this planning is available **FREE** (without the online tools of course). Click [HERE](#) for the training videos. To see what you will be doing.

The main strategy is based on a four step process (CTPM).

**Content > Traffic > PREsell > Monetize (C > T> P > M)**

So in days **1-5** you plan. What is your perfect domain name? What will your topic be? Who is your target audience? How will you monetize your site effectively? You need to make sure you are ready for your site before you start it. That is why so many websites fail - a lack of planning. **Now you will be leaps ahead of your competitors!**

## THE BRAINSTORM IT! TOOL

The first tool you will come across on **Day 1** of your website build is the **Brainstorm It!** tool. This will help you brainstorm a topic for your site or 'niche' whether it is magic, golf, cooking, whatever. This tool also helps you Brainstorm Keywords. Keywords are words or phrases people type into a search engines like Google. As web surfers we all use keywords.

The great thing about this tool is you get competition, demand and profitability numbers on the keywords. What does this mean? Well when you build a page you choose keywords to write



about. That way when someone searches in Google for 'Magic Tricks' for example your page comes up top because you have written quality information using this exact phrase. Make sense?

Now by using the **profitability** column you can tell if it is a worth while keyword to write about. For example if a keyword has a high demand (people typing it into Google) but a low supply (other websites targeting the keyword) then it will most likely have high **profitability** numbers. If it does it's a great keyword to write a page on.

The new **Brainstorm It!** now makes it much easier to pick the best keywords. Simply click on the SOLID POTENTIAL tab and you are shown (via a filter) what keywords are most likely to be profitable to target. I have highlighted one keyword below. It shows that the keyword "Scary optical illusions" would be a good keyword to write a page on. So maybe a website on Optical Illusions may prove profitable!

**STEP 1:** Enter a seed word to search related words from

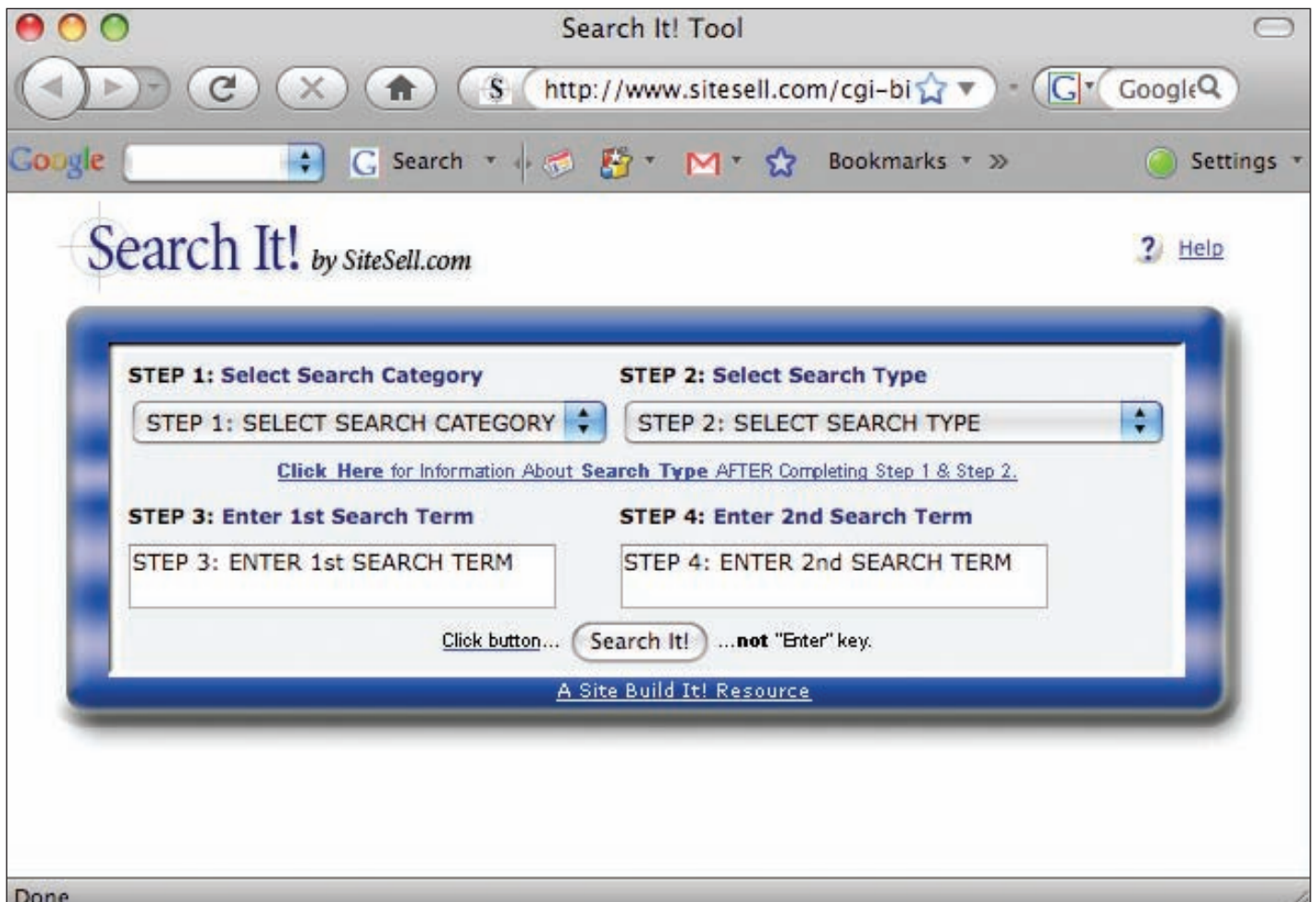
**STEP 2:** Click on Solid Potential to see great keywords to use

Keyword	Value Demand	Real Supply	Profitability	Notepad	www	Site Info	Search It!
how do optical illusions work	1239	14	88500				
scary optical illusions	8897	115	77365				
easy coin tricks	692	9	76889				
learn magic free	923	14	65929				
sawing in half illusion	392	6	65333				
multiplication tricks	529	10	52900				
number tricks	1394	27	51630				
math magic tricks	1017	20	50850				
free online magic tricks	2004	42	47714				

All of your research is stored in your account (which you can export to a spreadsheet at any time). **Brainstorm It!** is powered by Wordtracker which is usually a paid keyword search program but you get loads of credits included with your [SBI](#) subscription.

## THE SEARCH IT! TOOL

This is a cool broad research tool that allows you to perform a number of research, content and other search tasks. It basically pulls together all content on websites throughout the internet. You could do all the searches yourself but this tool is like a 'comparison site' of the web. Very handy indeed. Search for similar websites in your niche, see what traffic they are getting plus so much more...



Actually anyone can use this tool. Check out [Search It!](#) yourself. Although if you are an [SBI](#) member you are not limited by time and get more of the tutorial pages to help you fully utilise this powerful tool.

## THE CONTENT MANAGEMENT SYSTEM

The first step after your research is to choose your domain name. Once you have done that you can access the **SBI Site Central**. This is where you will be spending most of your time and everything takes place. Uploading and amending pages, checking your sites email, watching or reading the action guide steps to create your site. When you want to start building your site you get two options.

- 1) Upload your own HTML to the [SBI](#) servers
- 2) Use their content management system to create a website using your browser (no HTML, FTP or other technical knowledge required). Even though I can use Dreamweaver to create HTML pages I still use this method because it's so easy! The system is actually called the **Block Builder**. Because you make up each page with a number of content blocks. You may have text blocks, link blocks, graphic blocks or a combination. It is easy to build pages quick!

You first choose a design theme for your site. You can customise the look and feel by uploading your own graphics for the header, or you can create a simple design using the online editor. This is called the **Look and Feel Selector**...



You can customize the theme by changing colours, background, images, fonts to name but a few. If you want complete control over the design you will need to upload your own HTML but I find the Look and Feel Selector to be just fine.

If you would like me to design a 'custom' header like I have done with my site [FreeMagicTricks4u.com](#) then contact me for a quote [here](#).

Now you are ready to start building your pages. Starting with your homepage. This is simply a case of filling in boxes like I explained earlier. It's perfect for the non-techie. Enter the FILE NAME, PAGE TITLE, KEYWORDS, DESCRIPTION, and then add your content. Because this is step by step it is really hard to go wrong.

When you have finished your page click ANALYZE IT and this will tell you if your page is going to be search engine friendly. It may ask you to add or remove keywords so it does not look like you are trying to trick or spam the search engines, a very neat tool!

If you pass ANALYZER then you are good to publish the page. Simply hit BUILD IT and the page becomes live! ---->



# Site Build It!

Simon Crack's freemagictricks4u.com

[My Account](#)  
[SBI! Support HQ](#)  
[Site Build It! Forums](#)  
[Site Central](#)

## 2 Edit Your TIER 2 Or 3 Page... Amazing Free Magic

Use the tools below to make adjustments to the Page Information, Navigation Options, Other Page Options and/or Blocks for this particular page. Modify, add, or delete specific content (or even complete blocks), as you wish.

### ? Page Information

? File Name

? Page Title

? Keywords

? Description

### ? Navigation Options

? Put THIS page in your home page's Table of Contents, and/or on your NavBar? ☐ Yes ☒ No

If "Yes," what should the NavBar button say?

Enter your information then hit BUILD IT!  
Magic, your page is live on the web. Cool.



**FREE Magic**  
Tricks4u.com

Home  
The Magic Blog  
Best Magic Supplies  
Free Coin Tricks  
Free Card Tricks  
Free Street Magic  
Free Mentalism  
Free Magic eBooks  
About Me / Contact  
Magic Links  
Magic Merchandise  
Site Search  
Magic Store

## Magic Tricks Revealed: Anti-gravity Water

**"I learned the trick in almost a minute!"**

**Brand New BlackBerry @**  
Everything you need. Anywhere you go. Find your BlackBerry today.  
[www.BlackBerry.com/UK](http://www.BlackBerry.com/UK)

**Dude That's Cool Magic**  
Buy Great Magic Tricks Online Huge Stock at Competitive Prices  
[www.dudethatscoolmagic.co.uk](http://www.dudethatscoolmagic.co.uk)

Do you want to learn one of my favourite [magic tricks revealed?](#) This one is called Anti-gravity Water and is very fun to perform!

**THE EFFECT:** You take any drinks bottle and



You can then add more pages, navigation bars, RSS feeds, social media links, blogs. Pretty much anything you want. All this is done by clicking buttons and entering information in boxes - simple! Obviously you can go back and edit or change any of the pages you have built.

Site Central includes many, many other resources that help you with gaining TRAFFIC, PRESELLING your customers and the all important MONETIZING - **earning money for all your hard work.**

Another important part of the [SBI](#) experience is the closed off, members only FORUM. This FORUM is powerful, indispensable, friendly and choc full of GOLD information. Need help, got a question? This is the place that will help you. Actually they say **'Help and be helped'** That is of course the best way. :-)

As you can probably tell I love the whole [SBI](#) package. It's what has helped me speak to you! Without it I would not be here now. I signed up to this service for just a website. I came out with so much more. It makes you realize that it takes more than just having a website on the internet to make it 'work'.

You need traffic (visitors) and ultimately customers (buyers). Without both of these you will not make it on the web. [SBI](#) helps with both of these in spades. [SBI](#) does what a normal web hosting company does not do. At the end of the day anyone who can surf the web can build a website with [SBI](#).

As mentioned earlier the price (at the time of writing this) is \$299 per year. At first glance you may think that is expensive. Trust me it's not. Here is a break down of what you would still have to pay to get a regular site live...

- Hosting alone would cost you around \$25 per month (for a good host).
- An annual domain name registration would cost \$10 - \$20 per year.
- A tool like Brainstorm It! would cost you \$329 per year with Wordtracker.
- The web browser content management system could cost you upwards of \$300 per year.
- The [SBI](#) tutorials are priceless but some similar information is sold from \$50 to \$1000!
- To have a freelance designer, design your site can cost \$1000's
- I could go on....

To conclude [SBI](#) is great value. Especially for the newbie and even for professional 'designers' who are having trouble getting traffic. The best part is the community with the [SBI](#) forums to discuss technical or strategic issues. They also have a coaching programme too. So if you need help hire an [SBI](#) coach to guide you. Is [SBI](#) for everyone. Well no, but then what is? If you are experienced in creating websites already [SiteBuildIt](#) may seem too constrictive. Similarly If you don't want to put any time or effort into your site then it's not for you either.

[SiteBuildIt](#) is aimed at the small business person wanting to grow their site big. It's great for affiliate marketing. Selling your own products via an eStore. Work at home parents. People

thinking of retiring. Young people like me wanting to reach as many people as possible to teach their knowledge. It's great to support a bricks and mortar store or if you are a Lawyer, Doctor, Consultant it's perfect. If you want to make passive money while you sleep [SBI](#) is fun!

I hope this short report has helped you with how to easily make a website on any topic you LOVE. And that is the most important part. If you do not LOVE your topic you have chosen you will not want to work on it.

Since starting my [SBI](#) site I have managed to gain over 5,000 visitors a day to my site. I have gathered a list of 40,000+ subscribers (like you) and my website is in the top 100,000 at Alexa.com. That means it is in the top 1% of all sites in the World. I have also accumulated nearly 2 million YouTube views. Now I am not saying this to show off, I just want to illustrate how powerful the [SBI](#) system is if you put the hard work in and how YOU CAN BENEFIT TOO!

To get started with your [SBI](#) site [CLICK HERE RIGHT NOW](#) and in a short period of time you can have built a website on any topic you love, that can really make a business for you.

To your success!

**Simon Crack**

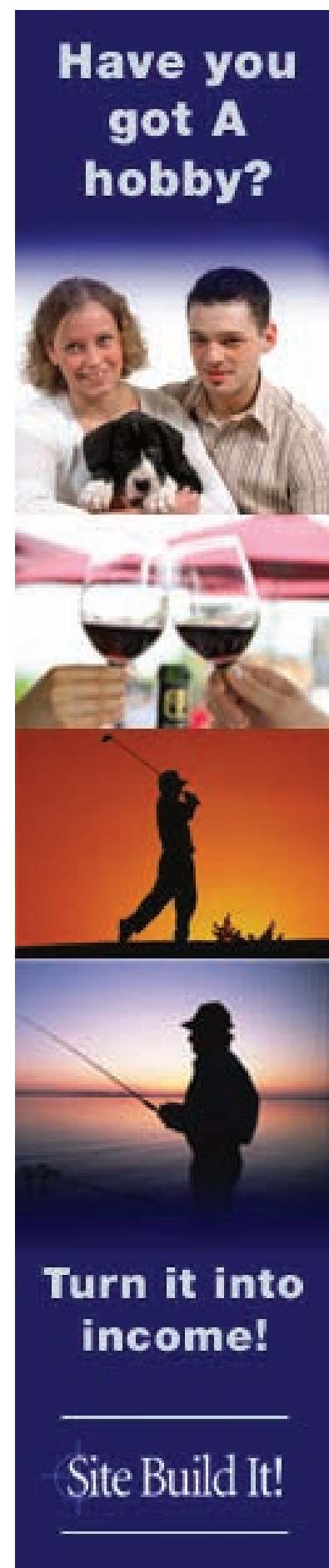
[www.FreeMagicTricks4u.com](http://www.FreeMagicTricks4u.com)

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## HELPFUL RESOURCES

I have included some resources and further reading that will help you build your website business:

- The Affiliate Masters Course (included in the folder)
- The Netwriting Masters Course (included in the folder)
- Need any graphics or eBooks created contact me [here](#).
- Check out my website: [FreeMagicTricks4u.com](http://FreeMagicTricks4u.com)
- Join my underground magic members area [here](#).
- Check out my YouTube Channel [here](#).
- Follow me on Twitter [here](#).



**Have you  
got A  
hobby?**

**Turn it into  
income!**

**Site Build It!**