

## Success Story

### Steven and Fran Fletcher, [RVBasics.com](http://RVBasics.com)

July 19, 2007

Steven and Fran are full-time RV'ers – they live in their 5<sup>th</sup>-wheel, travel when they want, and spend months at a time in various parts of the western US. They have been doing this for many years, and needed a “portable” income that they could manage from the road.

In 2004 they created a website ([www.RVBasics.com](http://www.RVBasics.com)) they could manage “from the road” whose purpose was to collect and disseminate information about the RV lifestyle, and have it generate income through Google Adwords (click-through links to other websites) and Affiliate links (such as Good Sams Club). They had created a website, and were receiving a basic (but small) monthly income from the website when they first heard about the Yuba College SBDC.

To quote Steven:

November 2005: “I attended your first seminar and started using your suggestions. But because we were RV'ing I didn't work serious at it. Even so, our page visits tripled and our monthly income doubled by the end of the year.”

July 2006: “At this point I really got serious about putting your suggestions to work. Page visits increased to @ 45,000 per month, and income increased another 50% (now 3 times our November 2005 income).”

June 2007: “As I continue to learn and develop my websites our page views (now @ 60,000 per month) and income continues to grow. Income has increased another 50% plus, and now averages 5 times our November 2005 income.”

In discussing their success, they attribute their on-going sessions with Yuba College SBDC counselors as a major factor – both from the information they acquired, and the encouragement they have received to keep at it and expand their sights.

You can visit their website at [www.RVBasics.com](http://www.RVBasics.com).