

# THE INTERPRENEUR HUB

Where we share news, tips and help for internet entrepreneurs who are starting out. This is for you if you want to set up a business online or want to grow your existing business and are new to online marketing.

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## Welcome!

Welcome to The Interpreneur Hub. In this issue, we will be covering the essentials for studying at home, staying on top of your internet marketing journey, and some handy tips on how to stay ahead of the times.

We will also have great offers on Internet Business School courses and plenty of chances to meet and learn from me and my team of experts.

## Four Things Business Owners Must Know to Survive.

The world of online marketing can be a vast and confusing place for small businesses. That's why here at the Internet Business School, we're constantly producing a great range of internet marketing courses, just like our Internet Marketing Profits online monthly course.

Yet we feel there are some core truths that online business owners need to know before they even take one of our great courses. Here are four things online business owners must know to succeed.

### 1. The Learning Process Never Ends

The internet is fast and ever changing, meaning the methods you used to advertise last month may not still be relevant to your audience today. Especially when it comes to social media. trends, fads and crazes do not remain stationary for very long. If you're trying to use popular internet trends and memes to engage your audience, it's important to know what is currently being shared or risk seeming dated. Promoting your business online requires you to stay up to date. Learning how to identify key internet trends as and when they happen is key to the most effective internet marketing.

### 2. Educate, Persuade and Take Action

We are surrounded by advertising every day. So much so that we often ignore or disregard most of the marketing we see. That's why your advertising has to be a cut above the rest. It has to serve a purpose, in addition to be an ad, that makes sure people take in and remember your brand. Memorable advertising does three essential things: educate, persuade and prompt its audience to take action:

• **Educate** - People will remember your brand if you teach them something new.

• **Persuade** - The most persuasive advertising is the most memorable. Research what appeals most to your target audience and use that in your marketing.

• **Take Action** - Always include an appeal for action in your advertising. This doesn't have to be to go buy something. This action could be to

share an ad on social media, which in turn is a free ad your audience has made for you. People love to share!



### 3. Always be Responsive

After determining what to post on social media and when you should be posting it, you can't just fill your platforms with content without interaction. Social media is primarily about conversation, whether it's talking to your friends and relatives, or leaving reviews for a shop or restaurant.



Your social media is the face of your business, much like the shopfront of a physical store. Customers expect answers when they ask you questions about your products and services and they expect them fast. This also goes for having contact details on your website. If you've given your customers a means of contacting you, you should always respond promptly when they do.



### 4. Your Brand is an Experience

Once a customer is engaged with a brand they will return to spend more and more on it. Look at the labels you often see on people's clothing, cars or footwear. We come to associate a certain

level of quality just from seeing a logo on a product and the same goes for the branding of your business.

From consistent colours, fonts and imagery in your branding, to posting at certain times of day, to having sales on set days of the week, create a recognisable package that is your business. Consistency in how you promote and sell gives an image of reliability that your customers will return to. If they know there will be a new offer on Monday they will associate your business with Mondays. Foster a great reputation for your business and people will come back to experience it again and again.

Are you thinking of starting a business, but don't know where to begin? Perhaps you've already got some ideas but you need the marketing tips and tricks to get your products selling?

The Internet Business School is there to support you through every stage of creating an online business. From the first ideas to reaching an ever-expanding online audience. That's why we've created our **Internet Marketing Profits course** - a step by step guide that takes you through every stage of creating owning an online business in simple monthly modules. Best of all, the **first month's content is absolutely free!** (you just pay £19.95/mo thereafter, and you can cancel at any time)



**[Visit our website to find out more about this amazing opportunity!](#)**

What's more, we're offering Internet Marketing Profits students, an exclusive deal on the Internet Business School's best money making courses. You can access our four top courses, for **only £395, once you have signed up for your first month free trial period.** That's a **huge discount** on money making strategies you could have access to right now.



All our online and live courses are created by top industry experts, guaranteeing the highest quality in teaching and materials!

# Moving with the Times as an Entrepreneur.

That awkward moment when you arrive second year in a row in that outfit that you haven't bothered to update. It's alright if no one remembers it but not quite as fun when your best friend – who has no issue expressing themselves out loud to everyone – reminds you that he/she remembers it well. That equally awkward moment when you have a favourite item of clothing that you think look great in but no one has worn hipsters since the early nineties.



You see, fashion is fleeting and if you don't keep up with the times, you think you look quirky – while the audience unfortunately thinks that you are simply out of touch. Out dated. Not listening.

And there's no difference between this concept and your presence online. One of the major problems I have come across is Internet Marketing entrepreneurs that have set up a website a few years ago and it might have cost a fortune or they think it still looks awesome and they don't need to fix it, unaware that it reduces faith in your ability to know what is currently going on. Because attention to detail is very important and if your website is old and not displaying some of the features that a more updated website of the same ilk is – they will conclude that it is safer to go with them and their products.



Keeping up-to-date is translated as you listening, being current and being interested in what is going on. For example, long sales scripts – while they still convert well in some cases – are being replaced by shorter more visual means. Videos, infographics and modern squeeze pages that are well produced for example.

On this note there's two things to consider with modern and current Internet Marketing.

- 1. Update Your Website** – It's mid 2000's, so your business website shouldn't look like it's still stuck in the early 2000s or worse (even if at the time it converted highly.) And it's about more than just aesthetics. Best practices and web standards are constantly changing so a regular refresh can help you make sure your website is at the top of its game and not being over shadowed by more contemporary sources.
- 2. Make Your Website Mobile-Friendly** – Recent studies have revealed that 80% of local searches on a mobile phone have ended in a purchase. In fact, most people due to better technology and convenience, browse and use their mobile to do *everything now*.

If your website isn't mobile-friendly and is difficult for the user to open or look through, they will click off and go to someone who can serve their needs for speed and ease. You are missing out on these local consumers when you refuse to move with the times.



Finally, just like fashion, nothing ever stays the same. You will look back at the hairdo you are wearing now proudly one day and think how crazy you were. Don't let your customers' feel that way about you right now because simple modern tweaks can raise your profile immeasurably and it's not overly costly to do so. Just put the time in because that will translate as effort and expertise.



# Your Summer Reading Sorted!

Get a **FREE** copy of "Interpreneur" and discover the secrets that made Simon Coulson £20 million!

Click here: [interpreneur.com](http://interpreneur.com)



## Five Ways to Easily Study at Home

As a provider of top-notch internet marketing courses, here at the Internet Business School we all understand that it takes a lot of hard work and motivation to study at home. It's easy to get distracted by the internet or television when you really ought to be buckling down and going through your notes. That's why we've produced our top five ways of making studying at home just a bit easier.

### Approach your studies with a positive attitude.

The motivation to keep learning is at its strongest when you don't view learning as a chore. When you look at your studies as a necessary task or a daily grind, not only does your motivation suffer but also your ability to concentrate when you do study. If you are in the mindset of this being an unpleasant task, your mind will look for anything else it could be doing, leading to procrastination.

Try approaching your studies with a positive attitude. Remind yourself of what you have achieved so far and what this study will help you to achieve in the future. Don't compare yourself with others and avoid self-deprecating thoughts like "this is too much for me" or "I can't do this". These will only demotivate you. Having a positive attitude is key to getting positive results.



### Create your own learning materials.

You are the one who knows how you learn best. By creating your own study materials using the information you've been provided, you can create a learning experience that best suits your preferred style. This could be anything from posters, diagrams, flashcards and other visual mediums, to playing music whilst your study so you always associate certain facts with certain songs. If you don't know what learning style suits you best, try out a number of different ways and see what helps you remember the most.

### Personalise your study space

Make your study space a place you want to be in. If you're excited to be in the space in which you learn, then learning itself becomes that bit more exciting. This could involve anything from devoting a room in your house for studying and decorating it how you wish. Or it could involve buying yourself some stationary you really like that you will only use for studying. Make studying more exciting by making the environment a place you want to come back to again and again.

### Have a change of scenery



You don't however have to stay in the same place for every hour of study. If you find yourself getting bored of your current setup, why not try a change of scene? There are many quiet places you can go to study in outside your own home. Libraries often have desks for you to work at, and more teaching materials if you need them. Coffee shops have the advantage of having freshly made food and drink you can have whilst studying, making the experience once again that bit more exciting. If you don't want to travel, you can always switch rooms or go out into the garden. Sometimes just turning your desk around or getting a different chair can make all the difference if you need to refresh your surroundings and concentrate.

## Reward Yourself

Studying alone may seem like a long and thankless task sometimes. Yet it doesn't have to be. Set yourself goals, be they reaching a certain point in the course materials, or spending a certain amount of time learning, and then reward yourself when you get there. The rewards are up to you but should scale depending on the achievement. If you finish a topic, perhaps reward yourself with a dessert, if you finish a book, perhaps go to the pub with your friends for a congratulatory drink.

Want to study but don't know where to start? The Internet Business School offers a range of professional internet marketing courses that will teach you everything from how to use social media to how to set up your own online business from scratch! Your best starting point as a beginner is to take advantage of the free trial of the Internet Marketing Profits online course. But you can always check out our other courses by clicking the link below.



[www.internetbusinessschool.com](http://www.internetbusinessschool.com) to find out more!

## Q&A: Could You Be My Next Interpreneur?

Q. What is an Interpreneur?

A. An Interpreneur is an Internet Entrepreneur. They make money online from the comfort of their own homes.

Q. Why would someone want to become an Interpreneur?

A. Interpreneurs enjoy great flexibility and freedom when they balance their home life and work life. They can choose their own hours, allowing for more time to spend with their friends, family and hobbies. By using internet payment channels they can make money wherever they are, even whilst they sleep!

Q. Can anyone become an Interpreneur?

A. Yes! Anyone can become an Interpreneur, all they need is a computer, the drive to succeed and the desire to make money!

Q. How can you get started?

The first step to becoming Interpreneur is attending one of my FREE one day workshops, where you can learn everything you need to start out as an Interpreneur.



**[CLICK HERE](#) to check dates and book your  
FREE seat at my upcoming workshop in London**

## Upcoming Events:

**\*\* FREE\*\* One Day Workshop — 23rd August OR 5 October OR 23 November, in Central London**

Want to take the first steps to financial freedom and become your own boss? Want to know how to grow your business online? Discover how to become an Interpreneur at our one day workshop.

BOOK YOUR TICKET NOW: [CLICK HERE](#)

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## A Message from Simon

Thank you for reading The Interpreneur Hub newsletter. Go out and make use everything you've learned in the world of online marketing!

Starting out as an interpreneur is a steep but exciting earning curve—and we can help you enjoy and speed up the learning process. From creating a product to designing your own website to advertising your business on social media—there's a lot of areas to cover—and you don't have to learn all of them. You can do what you like, or find easy, and outsource the rest!

I'd highly recommend you start with the basics, though. [So if you can, come to meet me in person in London to find out more.](#)



Or you can start online, TODAY, and take advantage of the offer for **one month's free access to my Internet Market Profits online course**. Month by month you'll receive videos, tutorials and case studies, teaching you everything you need to run an online business in easily digestible modules.

Get the first month's content absolutely free by signing up now! Internet Marketing Profits students are also currently getting an amazing 90% off my four best internet marketing courses as well, an offer available nowhere else—check out the offer online.

[Find out more about how to start your training ONLINE Today](#)

Regards,

*Simon Coulson*  
THE INTERPRENEUR

The  
**Internet Business**  
School