



The
Internet Business
School

SIMON COULSON'S

INTERNET BUSINESS SCHOOL

COACHING GROUP MEMBERSHIP

THE NUMBER ONE INTERNET MARKETING SCHOOL

“...if you are serious about being a success, I'd love to help you on this journey...”

– Simon Coulson

Welcome

I am passionate about helping you **start a new business or grow your existing business**

Whether you are an existing business owner or just starting out, our coaching group has been **designed to help you achieve your goals in the fastest possible time.**

Since launching the Internet Business School I have helped **thousands of people** grow their business online including:

- ✓ Start Up businesses
- ✓ Existing business owners
- ✓ Speakers, trainers and coaches
- ✓ Consultants

- ✓ Property investors
- ✓ Students
- ✓ Retirees
- ✓ And many more

Over the last 10 years I have realised and come to a conclusion that being successful in business is about implementation. So we created our coaching group to give you all the help and support you could need, alongside further more advanced training.

The biggest difference in people who thrive and people who barely survive is simply the successful ones are the ones who **take action and implement.** It's not even about the level of skill they have or even their business knowledge.

So if you are **serious about being a success**, I'd love to help you on this journey. In these following pages you will be able to decide which level is right for you.



Simon Coulson

Founder of [InternetBusinessSchool.co.uk](https://www.InternetBusinessSchool.co.uk)



Action takers are the **money makers**



The coaching group has been created to **help you get where you want to go, faster and more easily** than you could possibly achieve on your own.

**The probability of
achieving your goals are:**

10%

...if you have an idea.

50%

...if you make a plan to do it.

65%

...if you promise someone else you will do it.

95%

...if you have a specific
accountability appointment with
a person to whom you commit.

*Source: American Society for
Training and Development*

The **12-month coaching mentorship** is as much doing as it is learning and we have a high level of accountability built in at every level.

We will be holding your hand (and giving you a kick up the backside when necessary) every step of the way to make sure you make a success of your journey and business.

The people you spend time with are who you become.

There are 3 levels of membership: Platinum, Platinum Plus and Elite. Membership lasts for 12 months.

TURN OVER to discover which
membership level is best for you

**“...being successful
in business is about
implementation...”**

– Simon Coulson





Platinum coaching

The first level of our coaching program membership is Platinum and is inclusive of all of the following:

ONLINE SUPPORT

You get online access to our team of experts at the Internet Business School for up to 10 support requests per month on any area you need help with. Our team of experts include:

- | | | |
|-------------------------------|------------------------|----------------------|
| ✓ Website expert | ✓ Outsourcing Expert | ✓ Social Media |
| ✓ Google Certified Consultant | ✓ Sales Funnel Expert | Marketing Consultant |
| ✓ Video Marketing Expert | ✓ MBA Business Expert | ✓ UK Solicitor |
| ✓ Copywriting Expert | ✓ Chartered Accountant | ✓ Video/Audio Expert |

So whether you need help with a technical website, a review of your sales copy, feedback on your advertising campaign, or advice on a legal matter, we are here to help.

1:1 COACHING SESSIONS

Each month you will receive a 30 minute **1:1 coaching session** on Skype with an Internet Business School coach of your choice. Together you will review where you currently are and where you want to go, then create an action plan on how to get there. Listing goals, setting deadlines agreed between yourself and the coaches.



WEEKLY Q&A LIVE WEBINAR

Each week we host a live Q&A webinar where you can put any questions live to our coach, or just sit back and listen to other people's questions and learn from the feedback that they receive.

The webinars are recorded so you can always catch up with a replay anytime to help you progress even further and to get ideas from the rest of the mastermind group as well as hear and share success stories from other members. All webinars are recorded so don't worry if you can't make it on any week.



ACCESS TO COMPREHENSIVE ONLINE COURSES FOR 12 MONTHS INCLUDING:

- ✓ Instagram / Twitter / Pinterest / Snapchat Course
- ✓ Search Engine Optimisation
- ✓ Google Adwords
- ✓ Facebook Marketing
- ✓ LinkedIn Marketing
- ✓ Outsourcing Course
- ✓ Crowdfunding Course
- ✓ WordPress Starter
- ✓ WordPress Professional
- ✓ Online Stores
- ✓ Membership sites

TURN OVER to discover our next level of membership: **Platinum Plus**



Platinum Plus coaching

This level includes everything from the Platinum level plus the following:

UNLIMITED SUPPORT

By upgrading to Platinum Plus, you get online access to our team of experts at the Internet Business School for UNLIMITED SUPPORT on any area you need help with.

2 X 1:1 COACHING SESSIONS PER MONTH

Double the frequency of coaching sessions each month to hold you accountable and keep you progressing further and further with 2 sessions per month.



ONE-DAY RAPID IMPLEMENTATION WORKSHOP

This workshop is where you will learn how to **launch an online business, from scratch in just one day!** You will go from zero to live with a product using just your laptop and guidance from our internet marketing coach. In addition, you'll **learn the secrets of online business success** and set yourself on the path to financial freedom, or use this workshop to grow your existing business. We'll also give you everything you need; the basic site, plus hosting, as well as priceless resources to copy the formula again and again. **This is a live workshop** where you will bring your laptop and implement anything you want during the day. This is a small intensive workshop with around 10 delegates so you get to implement what you are learning live.



STUDIO FILMING DAY

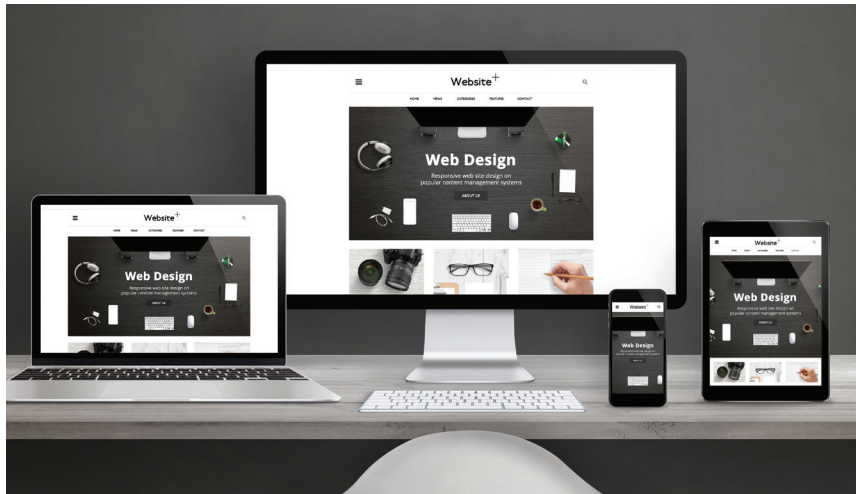
Spend a day in our studio filming in HD your promotional videos or even a full online course. Includes editing and adding your own branding.



A WEBSITE CREATED FOR YOU!

We will create you a **professional WordPress website for any niche or business you want**. This means you can hit the ground running. We have a range of responsive themes and styles for you to choose from for inspiration.

This level also includes our advanced online course which includes the following:



THE OPTION TO RESIT THE DIPLOMA COURSE

As part of our commitment to you, we'll give you the opportunity to refresh your knowledge of the **Internet Marketing Diploma course**, and improve your previous result by resitting the course again for FREE!

The Diploma course is constantly being updated with the evolving industry, so there is always further information for you to absorb to strengthen your existing knowledge, and maintain your level of expertise.

LIFETIME ACCESS TO OUR ENTIRE LIBRARY OF OVER 40 COURSES INCLUDING:

- | | | |
|--|--------------------------|----------------------------|
| ✓ Instagram / Twitter / Pinterest / Snapchat | ✓ WordPress Starter | ✓ Market Research |
| ✓ Search Engine Optimisation | ✓ WordPress Professional | ✓ Sales Funnels |
| ✓ Google Adwords | ✓ Online Stores | ✓ Youtube Ads |
| ✓ Facebook Marketing | ✓ Membership sites | ✓ Podcast Masterclass |
| ✓ LinkedIn Marketing | ✓ Amazon Marketing | ✓ Local Business Marketing |
| ✓ Outsourcing Course | ✓ eBay marketing | ✓ Webinar Mastery |
| ✓ Crowdfunding Course | ✓ Traffic Hacks | ✓ Affiliate Marketing |
| | ✓ Business Mastery | ✓ Online Course Creation |
| | ✓ Video Mastery | |

TURN OVER to discover our top coaching level: **Elite**

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are serious
about being
a success,
I’d love to help
you on this
journey...”

– Simon Coulson

Elite coaching

The final coaching program membership is exclusive to business owners, who **turnover a minimum of £100k a year** in their business, and who would like Simon to personally mentor them.

Elite is inclusive of everything included in the levels already mentioned, plus the following:

BUSINESS PLANNING SESSION 1:1 WITH SIMON

Every Elite member will receive a half day **Business Plan 1:1 review with Simon**. We will provide you a template business plan which you and Simon will review in your meeting.

Simon has a wealth of knowledge, having already personally created many online businesses, which have **generated over £25 million in sales**, but Simon has also mentored students with a combined turnover of 100s of millions of pounds and has a wealth of experience across a range of industries.

**Together you will work on creating
a roadmap, specific to your business.**

This will be your business success blueprint.





MONTHLY 1:1 WITH SIMON

Every month you will receive a **30 minute 1:1 session, with Simon personally**, to dissect and review your business plan and roadmap your business success blueprint. Each strategy session will take place via Skype so you can **talk directly to Simon from anywhere in the world.**

JOINT VENTURE PROJECTS

Simon regularly partners with students on business ventures. This could be as director, non-executive director, investor or as an ambassador.

The Internet Business School has a huge database and amazing **business connections across many niches**, so as an Elite member you can make your pitch to Simon (a la Dragons Den) and you could be his next business partner.



BECOME AN INTERNET BUSINESS SCHOOL COACH

Get trained to become an Internet Marketing Coach and Trainer with the Internet Business School. Opportunities to teach at Internet Business School events and external speaking opportunities.



HIGH LEVEL INTRODUCTIONS

As an Elite member, you will be given **the opportunity to be introduced to high level potential JV partners, through Simons own personal rolodex of contacts.** Over the years Simon has collaborated with and spoken alongside **Celebrities, Industry Leaders, Product Soursers, List Owners and Seminar Organisers.** These high-profile relationships have helped Simon to springboard his business and his profile, and he will be able to potentially put you in touch with **leading influencers in your marketplace.**

ADVANCED TRAINING EVENTS

As an Elite member you are free to **attend any Internet Business School live training event throughout the course of the year** plus you get EVERY SINGLE course we offer included.



Compare Our Coaching Levels

Joining one of our masterminds is an investment in yourself and your business. The fee isn't important here, the most important figure is the return you are likely to make on your investment.

As long as the return outweighs the investment then it's a smart investment.

Join the mastermind group today and maximise your investment.

PLATINUM	PLATINUM	PLATINUM PLUS	ELITE
12 Months Online Access to All 40+ courses	✓	✓	✓
12 Monthly Coaching Sessions 1:1 (30min)	✓	✓	✓
12 Months Weekly Coaching Webinar Q&A Session (52 Webinars)	✓	✓	✓
12 Months Online Support (up to 10 support requests per month)	✓	✓	✓
PLATINUM PLUS (MOST POPULAR)			
LIFETIME Online Access to All 40+ courses		✓	✓
12 Months Fortnightly Coaching Sessions 1:1 (30min)		✓	✓
12 Months Weekly Coaching Webinar Q&A Session (52 Webinars)		✓	✓
12 Months Online Support (UNLIMITED usage)		✓	✓
Resit Internet Marketing Diploma 3 Day Course		✓	✓
1-Day Rapid Implementation Workshop with Stas		✓	✓
1-Day Video Marketing Workshop with Ben Brophy		✓	✓
1-Day Film Shoot and Editing		✓	✓
Bespoke Website Creation (up to 10 pages)		✓	✓
ELITE (minimum 100k a year business)			
LIFETIME Online Access to All 40+ courses Plus 12 Month Access to Attend All Live Events FREE			✓
12 Months Fortnightly Coaching 1:1 (30 mins)			✓
12 Months Weekly Coaching Webinar Q&A Session			✓
12 Months Online Support (UNLIMITED usage)			✓
Resit Internet Marketing Diploma 3 Day Course			✓
1-Day Rapid Implementation Workshop with Stas			✓
1-Day Video Marketing Workshop with Ben Brophy			✓
1-Day Film Shoot and Editing			✓
Bespoke Website Creation (up to 10 pages)			✓
Business Plan half day session 1:1 with Simon			✓
Monthly 1:1's with Simon (30 mins)			✓
Joint Venture Opportunities			✓
Opportunity To Become Internet Business School Coach			✓
Internet Business School Partnership Commissions		30%	50%

The CPD Standards Office
CPD PROVIDER: 21012
2017-2019
www.cpdstandards.com





What Our Students Think

Don't just trust our word for it, read what our past students said:

"Over £500K per annum"

I was passionate about a drastic career change, but with no business background and little internet knowledge I 'took a gamble' going on one of Simon's courses. I started with minimal funds, and I'm pleased to say the results were almost immediate. Now I am an international expert in my field with a portfolio of A list clients and a healthy turnover of over £500k pa.

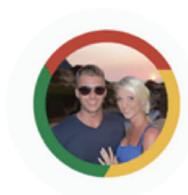
Frankie Widdows - eyelashexcellence.com



"A Steady Start & Now £8k Per Month"

There was a lot to take in at first, so I gave myself a fairly steady start. Now I have over 70 clients, many new friends in business and my work has taken me all around the UK and abroad. I'm earning as much as £8k some months which is a lot more than my old job, but the best thing is that I have freedom and my partner and I enjoy being able to pick and choose how we spend our time. Simon's courses were the catalysts that got me the lifestyle I wanted.

Paul Gillon - websites4startups.co.uk



"50% Growth In Just 12 Months"

My business grew quite quickly, but I came across some teething problems and wanted to cut costs. I decided to learn how to do my own promotion on the Internet, despite not knowing a thing. I did Simon's course, and found it was much more effective and less costly and stressful doing it myself. Since working with Simon our business has grown by 50% and turnover has increased to over £250k. The results are impressive. It really is a dream come true.

Tom Druitt - thebiglemon.com



"No.1 Course Author In My Niche"

Seeing Simon speaking at a seminar blew my mind. He helped me with all the information I was lacking, and inspired me to see my plans to fruition. I have made tens of thousands of pounds from my DVD sets with very little work since I first made them 4 years ago. I have also helped my favourite charities and set up an enterprise for disadvantaged pre-teens to build life skills through martial arts.

Alex Buxton - getmyblackbelt.com



"From Start Up to £1million + Turnover in 4 Years"

I was a drummer, learning about internet marketing to promote myself and I really took to it. Successful books including an SEO best seller, followed. After enrolling on Simon's mentoring programme, I set up a digital media company to help ambitious businesses grow online through PPC, SEO, and social media. It's been fun and I haven't looked back.

Tim Kitchen - Exposure Ninja





The Internet Business School



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Get Up To Date Training & Support To Build Your Business



	PLATINUM	PLATINUM PLUS <small>MOST POPULAR</small>	ELITE
	NORMALLY £5,995 EVENT PRICE £3,995 FROM £179.92 PER MONTH	NORMALLY £9,995 EVENT PRICE £6,995 FROM £315.03 PER MONTH	NORMALLY £19,995 EVENT PRICE £14,995 FROM £675.32 PER MONTH
PLATINUM			
12 Months Online Access to All 40+ courses	✓	✓	✓
12 Monthly Coaching Sessions 1:1 (30min)	✓	✓	✓
12 Months Weekly Coaching Webinar Q&A Session (52 Webinars)	✓	✓	✓
12 Months Online Support (up to 10 support requests per month)	✓	✓	✓
PLATINUM PLUS (MOST POPULAR)			
LIFETIME Online Access to All 40+ courses		✓	✓
12 Months Fortnightly Coaching Sessions 1:1 (30min)		✓	✓
12 Months Weekly Coaching Webinar Q&A Session (52 Webinars)		✓	✓
12 Months Online Support (UNLIMITED usage)		✓	✓
Resit Internet Marketing Diploma 3 Day Course		✓	✓
1-Day Rapid Implementation Workshop with Stas		✓	✓
1-Day Video Marketing Workshop with Ben Brophy		✓	✓
1-Day Film Shoot and Editing		✓	✓
Bespoke Website Creation (up to 10 pages)		✓	✓
ELITE (minimum 100k a year business)			
LIFETIME Online Access to All 40+ courses Plus 12 Month Access to Attend All Live Events FREE			✓
12 Months Fortnightly Coaching 1:1 (30 mins)			✓
12 Months Weekly Coaching Webinar Q&A Session			✓
12 Months Online Support (UNLIMITED usage)			✓
Resit Internet Marketing Diploma 3 Day Course			✓
1-Day Rapid Implementation Workshop with Stas			✓
1-Day Video Marketing Workshop with Ben Brophy			✓
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Bespoke Website Creation (up to 10 pages)			✓
Business Plan half day session 1:1 with Simon			✓
Monthly 1:1's with Simon (30 mins)			✓
Joint Venture Opportunities			✓
Opportunity To Become Internet Business School Coach			✓
Internet Business School Partnership Commissions		30%	50%

All above prices exclude VAT or your applicable local sales tax
All Benefits Last for 1 Year Unless Otherwise Stated

IBS Mentoring Group V2020.3

Internet Business School LLP 7 Bell Yard, London WC2A 2JR

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Finance your Purchase Through Omni Capital Retail Finance

	EX VAT	INC VAT	12 MONTHS PLAN 9.9% APR		24 MONTHS PLAN 19.9% APR	
PLATINUM	£3,995	£4,794	Initial Deposit of £479.40 followed by monthly payments of :			
			£315.23	£378.28 Inc VAT	£179.92	£215.90Inc VAT
PLATINUM PLUS	£6,995	£8,394	Initial Deposit of £839.40 followed by monthly payments of :			
			£551.95	£662.34 Inc VAT	£315.03	£378.03 Inc VAT
ELITE	£14,995	£17,994	Initial Deposit of £1799.40 followed by monthly payments of :			
			£1183.21	£1419.85 Inc VAT	£675.32	£810.38 Inc VAT

Subject to terms and conditions & eligibility criteria of the finance provider

Rates are for illustration purposes only and may vary - you will receive a personal quote on application

Finance Application Process

1. Check your eligibility. Over 18? No CCJs? Lived in the UK for minimum of 3 yrs? Proof of address? Bank Account accepts direct debits?
2. Decide which plan option is the most affordable for you, then complete our online form at <https://bit.ly/IBSFinance>
3. Once you have completed the form then a member of the team will review and send you an application link by email and/or text if applicable.
4. Fill out some basic personal information and your address details, employment and bank details, and then you will usually get an instant decision from the lender.
5. You may be asked to provide the lender proof of income details if self employed.
6. Upload your proof of address (usually passport or driving license)
7. If accepted for finance, then you will be emailed a link to pay the 10% deposit to activate the plan and complete the process.
8. Remember, you are entering in to a separate agreement with Omni to finance your purchase.

Subject to terms and conditions & eligibility criteria of the finance provider

Quotes for longer term loans via Omni are available on request.