



# THE Internet Business SCHOOL

NEWS & UPDATES

MAY 2020

## WHAT'S INSIDE

Dates for your diary Zoom  
diploma course 22-24th May

More details here :-

<https://interpreneur.com/online-diploma-in-internet-marketing-course>

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When keeping 10% pays you  
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## ANYTHING IS POSSIBLE ...

Hey there,

These are definitely times that we will remember and we are all going through our own personal struggles and journey but I wanted to share this with you.

The future is uncertain but remember, it always is, even if we think it's all mapped out. In the picture above, when I first started studying internet marketing, I couldn't possibly have imagined the turns my life would take and the exciting opportunities ahead of me and all I did was take one step after another and kept focussing on my goal.

You can do it too. Always remember that.

Stay safe, enjoy the increase in exercise which my dogs are definitely enjoying more than me ;)

I hope you find these articles insightful.

See you soon  
Simon



A PERSON WHO NEVER MADE A MISTAKE NEVER TRIED ANYTHING NEW.  
~ALBERT EINSTEIN



## HOW TO ADD ORIGINAL ARTISTIC IMAGES TO YOUR SITE FOR FREE

Use the Google Arts and Culture app to turn your photos into works of art. A new feature called, "Art Transfer" that lets you apply various art styles to your own photos has been added to the app.

To use the Art Transfer feature:

- Open the Google Arts and Culture app
- Tap the Camera icon in the bottom-center

- Click Art Transfer.
- Either take a new photo or choose one from your current photos
- Choose an art style to apply to your photo.

For example, that landscape photo you took could become a bold, swirling Vincent van Gogh-like painting.

<https://www.blog.google/outreach-initiatives/arts-culture/transform-your-photo-style-iconic-artist/>

# WHEN KEEPING 10% PAYS YOU 1,000%



## HABITS OF THE SUCCESSFUL

There is an old piece of advice that says you should always, ALWAYS pay yourself first.

Take 10% off the top of everything you earn and save it, invest it and most of all keep it for yourself.

You save this 10% off the top before you pay any bills, before you pay taxes, before you buy food or pay the mortgage. And over time, that 10% will add up to significant money and even financial freedom. But there's another 10% I want to talk about, and it's time.

If you're spending the best 10 hours of your day working for someone else, or even staying home with the kids during this unusual time in history, I'd like to suggest the following:

Spend the first hour of every day working towards your big goal. If your big goal is your own business, then spend that hour making progress on your business.

Nothing gets in the way of this hour because this hour belongs to YOU - not to the kids, your spouse, the boss or to your emails.

You are paying yourself first with this hour. I've seen people build entire businesses and quit their jobs by being iron-clad adamant that this hour - every single day - is used for nothing but growing their business.

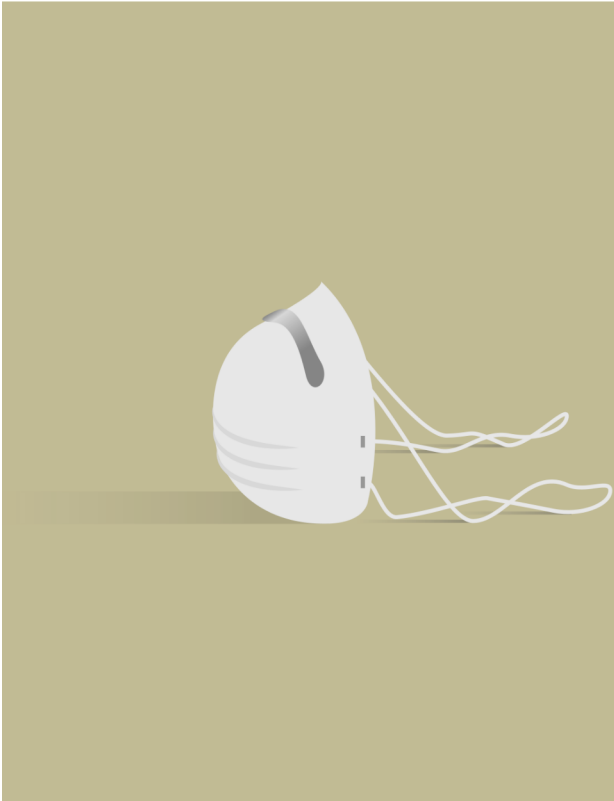
Maybe your goal is fitness oriented. Use the hour to work out. Or maybe your goal is learning a language or new skill. Whatever the goal, commit the first hour of the day - when you are freshest and the ideas and solutions come quickly - to work towards your goal.

And six months from now you'll probably need a new goal because you will have (finally!) achieved your current goal.



"TOO MANY OF US ARE NOT LIVING OUR DREAMS BECAUSE WE ARE LIVING OUR FEARS." -- LES BROWN

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## Email Marketing: Doing THIS Reduces Reply Rates by 40%

According to SalesLoft, explicitly referencing Coronavirus or COVID-19 in the subject line of an email creates a 40% reduction in reply rates.

Their suggestion: Be human, don't lead with Coronavirus, acknowledge the situation and then get to the point.

Secondly, things are changing fast. What worked last month might not work this month, so continually be testing and adapt your approach as necessary.



## WhatsApp is Limiting Forwarding

To fight misinformation on the coronavirus outbreak, WhatsApp has introduced new limits on message forwarding. This means you can now only forward a message you've received onto one chat at a time.

<https://blog.whatsapp.com/Keeping-WhatsApp-Personal-and-Private>

# How to get a 200% increase in email optins

Here's how a simple change to your opt-in  
page  
can give you a 200% increase in your  
conversions.

Or rather...

The BIG mistake you're making right now  
that's costing you a TON of opt-ins every  
single day.

This won't apply in all situations but when it  
does, it's amazing what a difference this can  
make.



Let's say your affiliate is sending out your promotion to their list.

Your email, which you've written for your affiliate, gives all the reasons why they should opt into your list to get the special offer – or whatever it is that you want the reader to do.

You craft a brilliant email that gets them excited and ready to hand you their email address. They click the link, and what do they find?

A great big headline with a bunch of bullet points and copy, telling them why they need to hand over their email address.

**Think about this...**

In the first step, you **SOLD** them on joining your list.  
They. Are. Ready. To. Join. Now.

Then they click the link and they are confronted with  
another sales pitch on why they should join your list.

You already sold them once. They were ready to join. But  
now instead of letting them join, you are trying to sell  
them a second time.

All it takes is ONE objection to this new sales copy and  
you've lost them.

In sales, they call this overselling. **Once the customer  
gives you a buying signal, you STOP SELLING and you  
let them BUY.**

Here's the change you should make:

In every case where you are selling them on taking the action BEFORE they get to your opt-in page, change the opt-in page to a very simple black and white form.

At the top of the form is what they are signing up for, such as a workshop, webinar, etc.

For example, it might say, "Traffic Multiplier Workshop." In this case, you would give the time and date: Tuesday, May 12th, 6pm.

Then there's a field for their name, a field for their email address, and a button that says, "Register for the event."

It's that simple.



This works especially well if you're using solo ads and you're paying by the click.

Send them a long email that does an excellent job of prequalifying them, and then send them to a super simple sign up page. Your solo ad click conversions can go from 20% to 50% or 60% with this one change.

Just give them all the info they need within the solo ad itself, and then send them to as plain and boring of a page as possible, so they have nothing stopping them from doing what they intended to do – sign up.

Let me know how you get on!

## PRESTIGE

When someone says, "YouTube video," what do you think of?

And when someone else says, "Vimeo video," what do you think of now?

Anything and everything is on YouTube. There are no quality filters to speak of which is why anything and everything is uploaded there, including junk. But Vimeo is strict about what it allows to be posted.

This is good and bad for you. While you can't post just anything on **Vimeo**, what you can post will automatically be considered **higher quality and more prestigious** than if you posted it on YouTube.

## TECHNICAL QUALITY

YouTube processes 500 hours of footage every single minute. Is it any wonder why they have to prioritise compression speed over compression quality?

But because **Vimeo has stricter guidelines for acceptable videos**, its processing load is far lighter which means the quality is far better.

Try uploading the same video to both YouTube and Vimeo at the same resolution, and then see which version looks better.

## FEATURES

**Vimeo has some practical advantages** over YouTube as well. For example: Replace video but keep URL: If you update a video on YouTube, you lose all of your likes, comments and stats. But on Vimeo, you can upload a new video while keeping the same URL, the same comments, stats and likes, and without breaking any embeds on third-party sites.

**Passwords** – Vimeo lets you set passwords on any video, so that only people with the password can view it. YouTube does not have this feature.

**Membership videos** – You can set which domain(s) are allowed to embed your videos on a per-video basis. This way you can hide your videos from the public and only allow access on a particular site, such as a membership site.

**Branding the web player** – Embedded Youtube videos always look the same and they always end with a myriad of suggestions you did not choose. But Vimeo lets you alter the appearance of the web player with your own logo and branding, making it look fantastic on your website.

**Pay-per-view** – with Vimeo on Demand, viewers pay to watch your videos. You keep 90% of the revenue and there are no ads. You pay for no ads – While YouTube is funded by ads,

Vimeo has several **video plans** to choose from, starting at free and going up to £70 a month.



# VIMEO VS. YOUTUBE - WHAT'S THE DIFFERENCE?

## BETTER AUDIENCES

Vimeo is picky about what can be uploaded to their site and therefore it attracts a more sophisticated and engaged audience than YouTube..

## STAFF PICK POTENTIAL

Vimeo loves high-quality and one of the ways they show it is to select certain videos to receive the Staff Pick badge of honour.

Entire video careers have been launched after being discovered by curators on Vimeo.

## SUMMARY

Between YouTube and Vimeo, which is the right choice for you? That depends on your goals. If you want to crank out videos quickly to reach as many people as possible, YouTube is likely your choice.

If you want to embed to a membership site, charge for quality content, restrict who sees your videos or focus on short films, documentaries and interviews, then Vimeo might be your answer.

With YouTube you can get more views, and with Vimeo you can get more engagement. You decide which one works for you, or better still, use both as needed.