



# THE Internet Business SCHOOL

NEWS & UPDATES

JUNE 2020

## WHAT'S INSIDE

Bitesize Marketing Insights

Methods to Fast track Your Marketing

Need cash fast do this

Have you read this yet?

## LESS THAN 6 MONTHS AGO

Hey there,

How are you? I was thinking about how things can change so quickly. I saw this picture from less than 6 months ago, taken at my Traffic Hacks conference, at a time when you didn't have to keep 2 meters away from anyone. Hopefully one day we will get back to this.

On the bright side, change can also be positive, just think in 6 months you could be making money online and never actually have to leave your house through choice!

I hope this newsletter gives you some insights into how to make that possible and you should definitely check out the book I mention ;)

Until next time, stay safe.

See you soon  
Simon



## USING COMEDY IN ADVERTISING: WHO SHOULD USE IT, WHEN TO USE IT, AND WHERE TO USE IT

Comedy in your advertising can get you really far. We're talking over 100 million views on YouTube far.

We'd be remiss not to mention the Harmon Brothers in an article on comedic ads. Their viral ads have garnered tens of millions of views, converting viewers to customers and creating brands that are hard to forget.

Have you ever heard of Squatty Potty, Poo-Pourri, or Purple mattresses?

<https://www.digitalmarketer.com/blog/comedy-in-advertising-harmon-brothers/>.

## YALE'S "HAPPINESS CLASS" IS AVAILABLE ONLINE FOR FREE

If you're stuck at home and feeling blue, you might consider taking an online class. How about one on happiness?

<https://fortune.com/2020/03/24/yale-science-of-well-being-free-most-popular-class/>.

## GREAT EXAMPLE OF BUSINESS EXPANDING DURING THIS CRISIS

"Lest you think that everything is shrinking right now, let's remember that some of the best times to make money is when everyone else is hunkered down, waiting for the storm to pass.

Cat Person is launching now, despite of and even because of what's happening. People are home, they're spending more time with their cats, so why not launch?

<https://adage.com/article/cmo-strategy/despite-covid-19-crisis-d-c-cat-brand-still-launching/2245771>



# BITESIZE MARKETING INSIGHTS

## MARKETING IN A TIME OF CRISIS

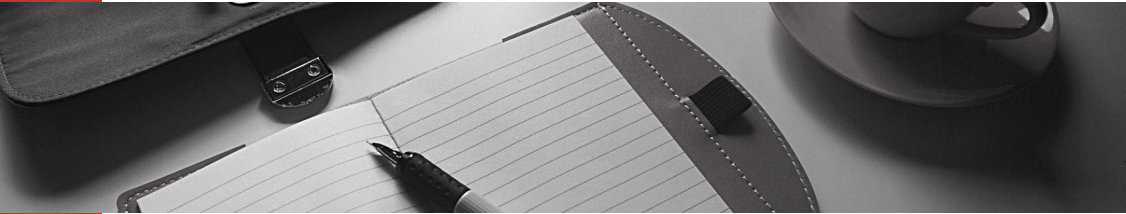
Marketers talk frequently about how being agile and flexible helps them capitalise on shifting market dynamics, changing customer demands and competitive threats.

But in reality, that's not what we're used to doing at all.

<https://www.cmswire.com/digital-marketing/marketing-in-a-time-of-crisis/>

# METHODS TO FAST TRACK YOUR MARKETING

**If you're new to marketing and you have no following and no list, how can you get started?**



**USING OTHER  
PEOPLE'S  
CREDIBILITY**

Common advice is to gradually, over time, build yourself up to become an authority. You write a lot of articles and post them to your blog, you're super active in social media, you make videos, and generally you slog away until finally people begin to notice you and buy from you.

Yeah. That's a lot of fun. But who says you have to start at the bottom and work your way up?

Wouldn't it be great if you could borrow the credibility, charisma and social following of more established marketers?

## **Let me tell you a story:**

Michael was a totally average, ordinary guy. He didn't stand out in a crowd. In fact, Michael was actually kind of boring. Sure, he was a nice person. But when you met Michael, there was nothing about him that made him special. Five minutes after he left a room, everyone forgot he'd even been there.

Then one day Michael got a job working directly with the Governor. He appeared with the Governor at special events, at press conferences and on the news.

Suddenly, Michael was a fascinating guy that people wanted to talk to. They called him just to ask his opinion or seek his help. They wanted to be friends, to invite him to parties, and to brag about being his friend.

What happened? Michael was still very much the same guy. The only difference was that he appeared with someone who held a great deal of sway with others. The Governor was what you might call a "big shot" in his "niche." And because he was seen with the Governor, Michael was suddenly perceived as being a "big shot" too.

And this is how you fast track your own success in whatever niche you've chosen online.

The first step is to have something to say. Hopefully you are something of an expert in your chosen niche, or you at least know enough to promote your chosen products and create content.



"DON'T BE PUSHED AROUND BY THE FEARS IN YOUR MIND. BE LED BY THE DREAMS IN YOUR HEART."— ROY T. BENNETT, THE LIGHT IN THE HEART

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**The next step is to associate yourself with the people in your niche who already have a following. Without going into terrific detail, here are 3.75 ways to do exactly that:**

1

## **1: Write Round-up Posts –**

You've most likely seen blogposts that go something like this:



"20 Online Marketing Experts Give You 20 Ways to Make \$1,000 Cash Fast."

There's more going on with those posts than meets the eye.

The person who compiles the methods from experts is getting their own share of credibility simply by being associated with these names.

The experts will often promote the blogpost on their social media accounts. This means more traffic and more exposure. And if you're just starting out, it is entirely possible to write your first round-up without interviewing any of your experts.

If you are new to your niche, it might be difficult to get experts to respond to your request for their solution to your topic.

What you can do instead is search their own posts and find what they recommend, then write it up in your own words along with a link back to their original post.

Once this is done, email them to let them know how much you respect their opinion and that you will be posting their idea with full credit back to them in your blogpost. They will almost never tell you NOT to do that, but if for some reason they don't want you to, this is their chance to say so.

Then once you publish, let them know the article has gone live in case they want to promote it.



"THE MOST IMPORTANT THING IS TO ENJOY YOUR LIFE—TO BE HAPPY—IT'S ALL THAT MATTERS."— AUDREY HEPBURN

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Once you have your first round-up under your belt, it will be much easier to get experts to respond for your next expert's roundup by showing them your previous post.

### Here are the steps to doing a round-up blogpost:

1. Choose your question for the experts
2. Find your experts and their email addresses
3. Reach out to them with your question
4. Write the article and publish
5. Promote the article



*Round-up posts are great for building relationships with other bloggers and influencers because you get at least 5 points of contact with each one.*

1. Your initial outreach
2. The expert's response
3. Your email thanking them
4. Your email notifying them that the post is live (include the link!)
5. (Hopefully) their email telling you they shared the article with their followers, readers or subscribers

That's plenty of opportunity to build rapport which will come in handy later.

And your posts are chock full of association with experts, taking you to expert status in the eyes of your readers.



"HAPPINESS IS NOT SOMETHING READY MADE. IT COMES FROM YOUR OWN ACTIONS."— DALAI LAMA XIV

# Guest Blogging

# 2

If you're getting less than 250 website visitors a day, then believe it or not, your priority should be writing for other people's blogs.

They have the traffic and they have the credibility with their readers. Your job is to write them a great post that adds tons of value and by doing that, get some of their readers to follow you over to your blog.

Done right, you can also mention the freebie inside the article, too, if the site allows this. Readers click your link for the freebie and sign up to your list.

Guest blog on as many popular sites as you can within your niche, and people will start to recognise your name and assume you are an authority they should pay attention to.

Okay, now that I've given you the plan for guest blogging, let me also give you a reality check – depending on your niche, the plan I just outlined might take a lot of time, effort and no's from blog owners. Some niches are overrun with people who want to guest blog.

And when bloggers in those niches haven't heard of you, they generally don't feel a real need to let you guest post unless you do a VERY good job of selling yourself.

But there is a backdoor method that works really well, and it's built upon #1 above. Remember the round-up posts we talked about?

Once you've done a few round-up posts, go back to your round-up of experts and contact each one asking to guest post.

Offer to write a post on a topic that their readers are passionate about. Not what you're passionate about, but THEIR READERS.

This is key to any guest post. Hopefully what their readers want to read overlaps with what you want to write about and promote.

Check their site carefully to see if there are guest post guidelines. If there are, follow them meticulously.

<https://internetbusinessschool.co.uk/>



"IF THERE'S A BOOK THAT YOU WANT TO READ, BUT IT HASN'T BEEN WRITTEN YET, THEN YOU MUST WRITE IT."— TONI MORRISON

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# Guest Blogging cont ...

Here's an example email you might customise and send to blog owners:

"Hi Joe, Thank you so much for joining my recent roundup post, your input was invaluable. Today I was visiting your website (again!) and I wonder if you accept guest posts? If so, I have 3 ideas for a guest post that I would love to submit to you. Thanks so much,

Be sure to have your ideas ready to go. Give them the working title, introduction, outline and approximate word count of each.

If they choose one, get the article back to them within the week. Some blog owners will have you format and upload the article yourself while others will prefer to do it themselves. Remember to include any photos.

And most important of all, remember to include your author bio. This is where you'll convert their readers into your own subscribers, usually by offering something totally relevant to the article and free for subscribing.

Keep your bio to 50 words or less and write it in the third person. Tell the reader what to do, how you can help them and include your link. If possible, include a photo of yourself, your credentials, and something that makes them smile such as a quirky detail about yourself.





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

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# Get Booked on Podcasts

Find the podcasts in your niche and get yourself booked on them. Create a list of prospective podcasts, looking for the podcasts that are a good fit for your topic.

# 3

You can start this process with a simple Google search using your key term plus the word "podcast." Pay attention to their social media following, reviews and any requirements for getting yourself interviewed.

You can also find relevant podcasts through your LinkedIn connections, inside Facebook Groups, with a BuzzSumo Keyword Search, on trending Apple Podcasts and so forth.

In addition to approaching podcasts one on one, you can also use a service such as PodcastGuests.com which puts podcast producers and hosts in touch with guests like yourself. Create a powerful profile and get the paid version to be promoted to their subscribers.

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Pitch your prospective podcasts by showing the value you have to offer their audience. What makes you stand out in your niche? What can you talk about that is interesting to the audience and also helps you to get new subscribers and customers?

Don't be super-salesy here. Your goal is to show them what you can do for them and their audience. And don't forget to tell them you'll market their podcast on your platforms as well.

Follow up as needed to get booked. Make sure you have your messaging down before you appear. And don't forget to mention your website and your free offer at least three times during the podcast. The host will often do this for you if you arrange it ahead of time.

And by the way, some of the experts from your blogpost round-ups and your guest blogging will also be podcasters, so don't forget to ask to be their guest as well.

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<https://internetbusinessschool.co.uk/>



“THE SUCCESSFUL WARRIOR IS THE AVERAGE MAN, WITH LASER-LIKE FOCUS.”— BRUCE LEE

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## 3.5 Publish a Book

Notice I said “publish” and not “write”. Remember #1 above? Now you’re going to do it in book form. Once you have several round-up posts in your portfolio, you will also have relationships with many of your experts. This is when you choose a topic that merits an entire chapter from each expert. Our earlier example of, “20 Online Marketing Experts Give You 20 Ways to Make \$1,000 Cash Fast” could work for this as well, although I might change it slightly to, “20 Online Marketing Experts Give You 20 Ways to Make £ 1,500 Every Month.”

Approach your 20 or so experts and propose your book idea. You might even become an affiliate for the products they will promote in their author boxes inside your book. And you might also do live interviews that book buyers get access to for free.

If you really want to make it simple for your experts to participate, do an interview with each one. Have the interviews transcribed, and then convert each one into a chapter. This will take some rewriting, but you can always outsource it if necessary.

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## 3.75 Next Level Thinking

Conversely, you could combine the interviews with the chapters and turn this into a monthly membership as well. The key here is to make the interviews highly relevant and cut out all the fluff. Good interviewing and excellent editing will help with this. Remove the small talk, the umms and ahhs, and keep a fast pace of awesome content that hold the listeners and readers spellbound.

Charge £10 or £20 or more each month, do one interview each week, and then promote the heck out of it. Personally, I would keep the monthly membership cost low and always act as the affiliate for the special offer your experts will make at the end of each interview.



"IN MY WHOLE LIFE, I HAVE KNOWN NO WISE PEOPLE  
WHO DIDN'T READ ALL THE TIME. NONE. ZERO."  
- CHARLES T. MUNGER



Sell stuff on eBay, Etsy and any other marketplace that works for you.

What can you sell? Anything you can make or get your hands on. You might have some things in storage right now that you can sell. Maybe you order things to sell, or talk to your friends and neighbours, or...

Just put on your thinking cap and don't forget to use your imagination, because there are literally millions of things you can sell in these marketplaces.

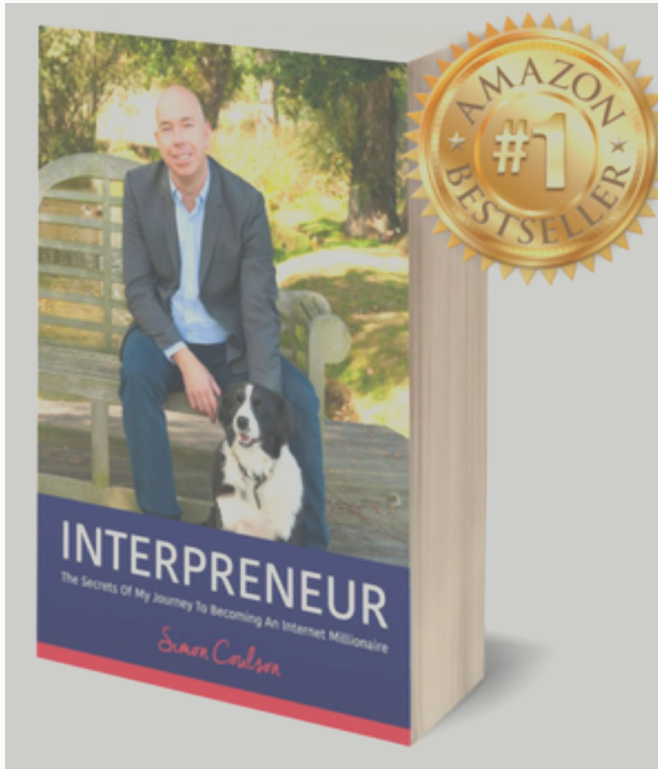
Here's the key to doing this long term: Create a list of all of your buyers. Incentivise them to get on your email list, and then when you have new stuff to sell, you tell them first.

I've seen sellers sell out of their items as fast as they list them by building and staying in touch with their list.

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# Have you read this yet?



**FREE  
DOWNLOAD**

[Click here](#)

**Learn How** I Started **5 separate £ Million Pound Businesses online**

Went **on holiday** to Necker Island and met **Sir Richard Branson**

Got to speak alongside former president **Bill Clinton** and The World's Top Peak Performance Coach Tony Robbins

**Bought my dream car**, a brand new Ferrari

Went from playing in a pub band to **perform at the O2 Arena**

Purchased my **dream property**; the 35 acre estate used for the ITV's hit 90's show 'The Darling Buds of May' - starring Catherine Zeta Jones and David Jason.

There are over **20 real-life student success stories in this book**. It is an inspiring journey and an educational guide, showing how anyone can use the internet to grow or create their own online business.

*“It is what you read when you don't have to that determines what you will be when you can't help it.”— Oscar Wilde*

<https://internetbusinessschool.co.uk/>