

AUGUST. 2020 •

THE Internet Business SCHOOL

INTERNET MARKETING UPDATES



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SCHOOLS OUT!

A WORD FROM OUR FOUNDER SIMON COULSON

Hey there,

As all parents give a huge sigh of relief that home schooling is finally done with we move towards the last quarter of 2020.

We've been running a few webinars lately one of my favourites was from Dr Hemmel Amrania and how he used his scientific approach to make over £170k part time. You can catch the replay [here](#) if you are interested

We've also had a makeover! Head over to our brand new website to have a look. www.internetbusinessschool.com

Until next time, stay safe

Simon



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MOTIVATION IF YOU ARE FEELING STUCK

As a species we humans are always at our best when we are **striving to become better** than ourselves.

We shine when we have the motivation to learn, to expand, to be greater than what we may think we are intended to be.

In a lot of ways, we need ideals in our lives and businesses. For example, what gets you out of bed in the morning, what makes your heart beat excitedly?

Maybe you're an entrepreneur already, does the thought of what you're going to do with this next day, fill you with a quivering excitement?

Or is it just another day of daily tasks to achieve before you can come back home prior to hitting the repeat button for the next day?

Tomorrow is a new day, a new start, a new challenge.

When you wake up, find that thing that excites you the most, be it a goal, life in general, love, that hobby you never get a chance to do anymore, whatever!

If you can focus on that one thing that makes it worth it and make it the centre of your world- make it your moon- then the mundane becomes magical.

Anything that doesn't feel good, simply cut it away or if it is a necessary task – keep your mind on the bigger picture– the ideal. Make the stars what you want them to be.



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“All our dreams can come true, if we have the courage to pursue them.”

Walt Disney

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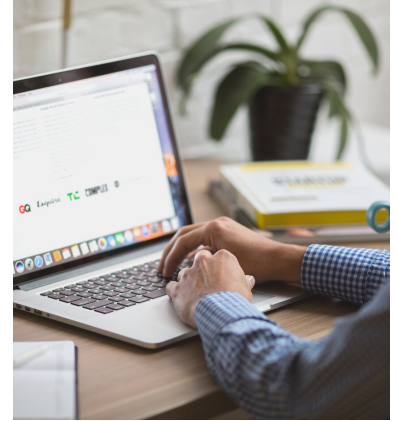
MOVE OVER GMAIL? MAYBE, MAYBE NOT...

Basecamp has a new email service called HEY — and it could be a game-changer. If someone emails your @HEY address for the first time, you decide if it gets through.

Their email will land in The Screener, which is kind of like screening phone calls. This is where it's up to you. Thumbs up or thumbs down. Yes and it's in, No and you'll never see it again.

It sort of makes even the best email marketer cringe, doesn't it? But then again, Hey isn't exactly free.

<https://hey.com/>



IOS USERS CAN NOW SEND TWEETS WITH AUDIO CLIPS

Twitter announced in a tweet that select iOS users can now tweet 140-second audio clips. And creating an audio tweet is pretty simple - just tap on the new tweet icon, tap on the wavelength icon and record.

<https://twitter.com/Twitter/status/1273306563994845185>



”

*Don't say anything online
that you wouldn't want
plastered on a billboard
with your face on it*

Erin Bury

“

#1 PROBLEM PLAGUING NEW LAUNCHES (AND HOW TO FIX IT)

If you were to guess the #1 problem marketers face when launching a new product – what would you say?

Not having enough information? There are products, courses and programs galore that teach how to create and launch a new product.

Lack of technical know-how? Anyone can hire the technical help they need online. **The #1 reason why marketers – and especially new marketers – fail to launch new products is fear.** Not fear that they will screw up, or fear that the launch will be a disaster. Those problems are easy to fix. Just figure out what you did wrong and don't do it next time.

The #1 thing holding them back from launching is fear of what others will think.

This includes fear of what customers think: **“What if they don't like my product?** What if they think it's rubbish?” And also fear of what more established marketers will think. **“What if a big marketer doesn't like my product?** What if they tell the world I'm a failure and a fake? **What if they don't like my sales funnel or my sales copy or worse yet, they don't like ME?**

I can tell you from experience that not everyone will like you or your product. There will always be someone who says your product is rubbish and that customers should buy their product instead. And do you know what? That's okay. **Take any movie or show that's a smashing success, and you will find people who don't like it. In fact, there will be people who HATED it. Yes, even Star Wars.**

But those movies and shows still made a lot of people happy and they made the producers a ton of money.

... CONTINUED

Criticism is part of any business. When you put yourself, your opinions and your products out there for the world to see, someone will respond negatively. Here's how to get past the fear of what others will say or think:

First, forget about other marketers and your peers when creating content and products. It doesn't matter what they say because they don't ultimately pay your bills.

Second, everything you produce, whether it's content, products or whatever, should be produced for YOUR customers and not for anyone else.

Know your audience and produce thing things your audience loves. And when I say 'customers', I mean YOUR customers.

If your target market is women over 50 who need to lose weight, then don't give a second thought to what a 30 year old woman or a 50 year old man will think of your sales letter. Who cares? They're not your customers. When you do this, you'll find it's incredibly easy to create awesome content in your own voice that speaks to your audience, as well as products your customers will love to buy.

HOW TO BUILD A BUSINESS RIGHT NOW !

This is for everyone who has procrastinated on building an at home business and suddenly finds they have the time and the inclination to do it...

...but the thought of creating products, building funnels and recruiting affiliates is just too much.

Step 1: Pick a small, hot niche. Weight loss for women is too big. Weight loss for women over 50 who work from home and hate dieting and workouts might be good.

Step 2: Write your compelling story. This is YOUR story of why YOU are in this niche.

For example, when you were 55 you were diagnosed with diabetes and the doctor said you were going to die in 5 years if you didn't change your ways. Because you were working from home and had NO motivation to workout or eat right, this stuff was HARD, but here's what you did... and now look how far you've come!



WHAT IF IT'S NOT MY STORY?

Your story can also be someone else's story – your parent, partner, sibling, best friend, whatever. But you need a compelling story of why you are spending your time in this niche. It will connect you to readers in a way nothing else can.

Keep reading for step 3 ...



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*The scariest moment is just
before you start
Stephen King*

“

HOW TO BUILD A BUSINESS RIGHT NOW CONTINUED ...

Step 3: Create great content to give away for FREE. In fact, give away ALL of your content. Use it to get subscribers, to engage people on social media, to get them on your blog and other people's blogs and so forth.

Give it all away. This way you have ZERO pressure to create products and funnels but you are still perceived as being the expert.

Step 4: Sell affiliate programs. Find the programs that deliver excellent value and perfectly suit your readers. These are the programs you can recommend 1000% percent to your list because you know they do what they way they do. Then use the 'know, like and trust' you've been building with your audience to promote these programs.

Step 5: Have fun with what you're doing. If it isn't fun then you're not doing it right. I don't mean 'Friday night get drunk' fun, I mean the exhilarating satisfaction of putting out another piece of content that gets raves, helps someone and so forth. Find your reasons to keep doing this and review those reasons often to stay motivated and keep your content interesting and exciting.



NEXT STEPS

Step 6: Optional – create your own courses, coaching and so forth. Do this if and when you want to. If things are going well, I venture that in 6 to 12 months you will be itching to make your own product. By then you will have enough experience in your niche to know what people want, what can sell and how you will sell



”
*There's no shortage of
remarkable ideas, what's
missing is the will to execute
them.*

Seth Godin

“

CONTENT MARKETING



Content Marketing is a
commitment, not a
campaign.

JON BUSCALL

GROWING YOUR SOCIAL MEDIA FOLLOWING

Are you creating enough content on social media? The key to success with social media is to post consistently and to engage with your followers. Less is definitely more in terms of engagement, find your ideal people and build relationships with them. It will pay off in the long term.



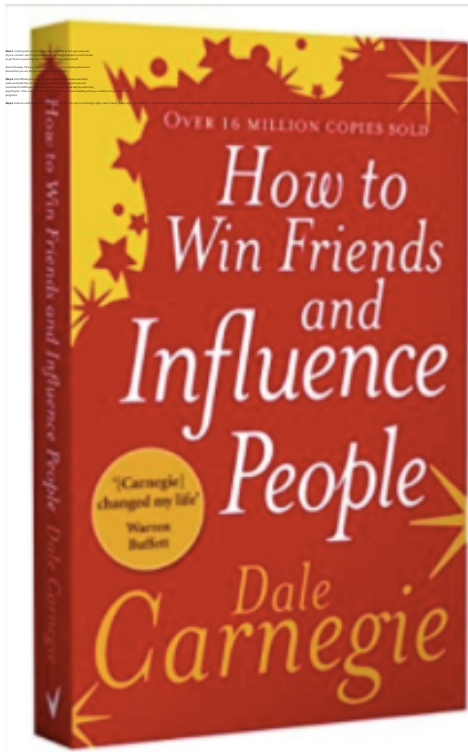
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*“Take a risk and keep
testing, because what works today
won’t work tomorrow, but what
worked
yesterday may work again.”*

Amrita Sahasrabudhe

“

BOOKS OF THE MONTH



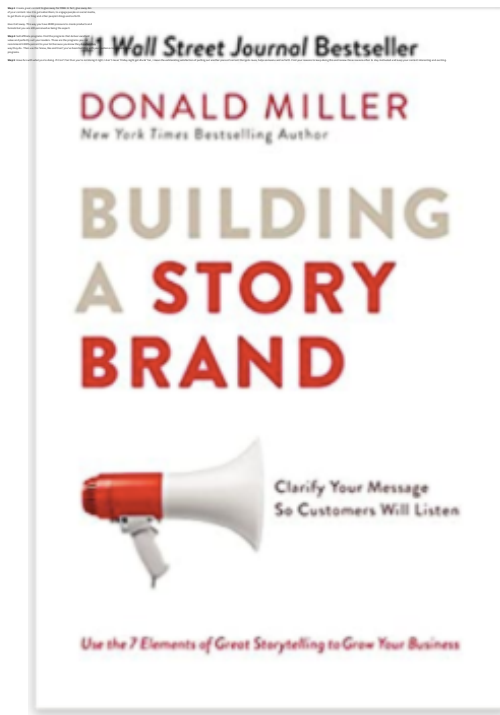
You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.

DALE CARNEGIE

Millions of people around the world have - and continue to - improve their lives based on the teachings of Dale Carnegie. In "How to Win Friends and Influence People", Carnegie offers practical advice and techniques, in his exuberant and conversational style, for how to get out of a mental rut and make life more rewarding. His advice has stood the test of time and will teach you how to: make friends quickly and easily; increase your popularity; win people to your way of thinking; enable you to win new clients and customers; become a better speaker and a more entertaining conversationalist; and, arouse enthusiasm among your colleagues. This book will turn around your relationships and improve your dealings with all the people in your life. Buy the book [here](#).



BOOKS OF THE MONTH

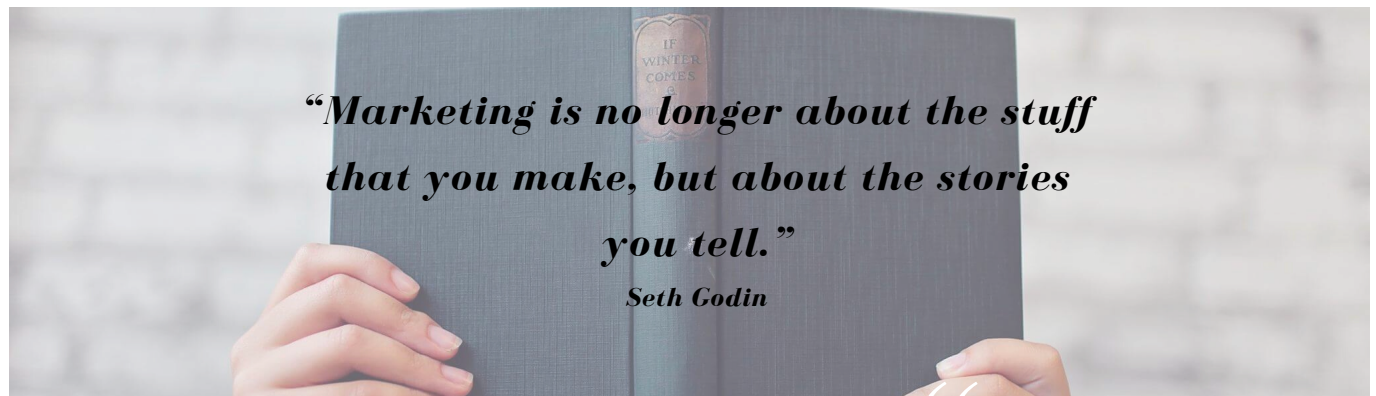


“Storytelling is our obligation to the next generation. If all we are doing is marketing, we are doing a disservice. Give something of meaning to your audience by inspiring, engaging, and educating them with story. Stop marketing. Start storytelling.”

LAURA HOLLOWAY

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services.

Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers. Buy the book [here](#)



BOOKS OF THE MONTH



“Once your mindset changes, everything on the outside will change along with it.”

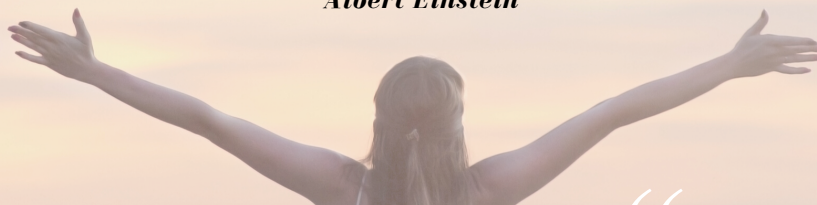
STEVE MARABOLI

World-renowned Stanford University psychologist Carol Dweck, in decades of research on achievement and success, has discovered a truly groundbreaking idea-the power of our mindset. Dweck explains why it's not just our abilities and talent that bring us success-but whether we approach them with a fixed or growth mindset. She makes clear why praising intelligence and ability doesn't foster self-esteem and lead to accomplishment, but may actually jeopardise success.

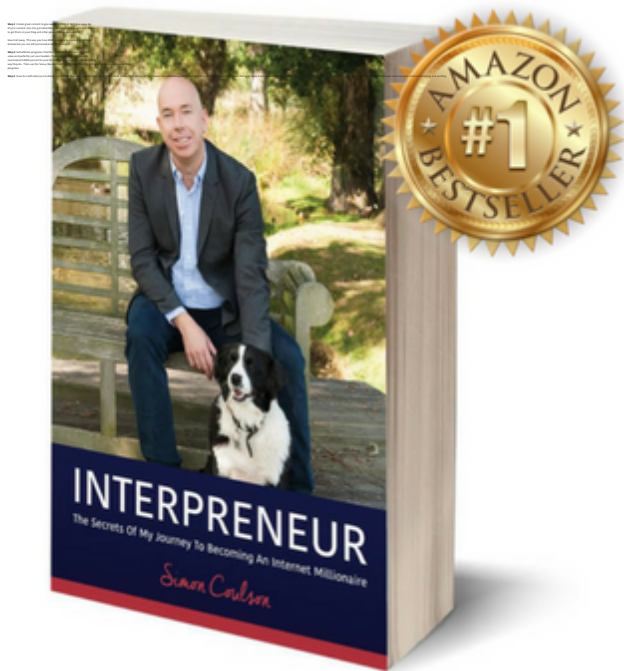
With the right mindset, we can motivate our kids and help them to raise their grades, as well as reach our own goals-personal and professional. Dweck reveals what all great parents, teachers, CEOs, and athletes already know: how a simple idea about the brain can create a love of learning and a resilience that is the basis of great accomplishment in every area. Get your copy [here](#).

“We cannot solve our problems with the same thinking we used when we created them”

Albert Einstein



BOOKS OF THE MONTH



"The Pessimist Sees Difficulty In Every Opportunity. The Optimist Sees Opportunity In Every Difficulty."

WINSTON CHURCHILL

After collapsing with exhaustion, and landing at the bottom of an escalator at Kings Cross station; Simon decided that his life needed to change. Now in his early 30s, he'd worked his way up the corporate ladder, but felt burnt out. In that moment, he decided to take a different path, focus on his passion and start a new life plan. In this book you will learn how Simon Coulson became a serial internet business success story, and how you too could do the same.

Get your free copy [here](#)

***"Knowing Is Not Enough; We Must Apply.
Wishing Is Not Enough; We Must Do."***

Johann Wolfgang Von Goethe