



THE Internet Business SCHOOL

NEWS & UPDATES

JULY 2020

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UPCOMING COURSES

Accredited Diploma in Internet Marketing
via Zoom 24-26th July
18th - 20th Sept (in person tbc)



HOW ARE YOU?

Hi there,

Somehow we reached July! How are you getting on?

Moving our courses online, has given me the chance to spend more time doing the things I love, including spending time with my good friend Rick and working on some new songs.

If you head over to my Facebook profile, you'll see "The Mitchell brothers' latest rehearsals. some new songs we're learning including Noel Gallagher Dying of The Light, Keane, Somewhere Only We Know and 80s classic We Don't Have To Take Our Clothes off -enjoy.

We've been inundated with booking enquiries for garden parties so don't leave it too late (ok so we've had one, ha ha)!

Until next time, stay safe.

Simon

1: DON'T USE YOUR BUILT-IN MICROPHONE AND SPEAKER.

They're designed to pick up as much information as they can, which will include background noises and voices. Instead, use a wired headset, preferably with a boom mic, because it will pick up just what is in front of the mic.



2: WHEN YOU ARE SPEAKING, LOOK A LITTLE TO THE SIDE OF YOUR SCREEN.

When we look directly at the screen or camera, we get easily distracted by the faces and find it more difficult to formulate what we're trying to say.

3: BE A LITTLE MORE DRAMATIC AND EXPRESSIVE.

Theatre actors are aware that they have to play to the back row seats, meaning they need bigger facial expressions and gestures to get their point across than if they were playing to an audience of one.

When we're on Zoom, things like subtle eye cues, nods and chuckles might not be noticed. To give feedback to the speaker that they can see and hear, you'll want to grin instead of smile, give a thumbs up instead of nodding and laugh instead of chuckling.

Subtlety does not come across well in online meetings, so play things up a bit and become a little more dramatic and expressive to let others know you're paying attention and not checking your email or zoning out.

3 QUICK ZOOM TIPS

While people are getting better at Zoom meetings, there are still a few things we can do to improve the experience for everyone



Have you
subscribed
to our You Tube
Channel yet?

[https://www.youtube.com/c/
Internetbusinessschool/](https://www.youtube.com/c/Internetbusinessschool/)

NEVER TOO LATE FOR A LIGHTBULB MOMENT

Don't be Cruel

This young performer was told by his own manager, "You ain't goin' nowhere, son. You ought to go back to drivin' a truck." Fortunately, Elvis ignored the manager, believed in himself and the rest is history.

Pop the light on

This young boy was told by his teachers that he was too stupid to learn anything. Then he was fired not once but twice for not being productive. But if you've got a light on in your room right now, you can thank Thomas Edison for not believing his critics.

DO YOU HAVE CREATIVE ASPIRATIONS?

30 big regrets

This aspiring writer received this rejection notice: "We are not interested in science fiction which deals with negative utopias. They do not sell." His first novel was rejected by 30 different publishers, causing him to give up and throw it in the trash. His wife retrieved it and urged him to submit it yet again. Stephen King has since published more than 50 books, all worldwide bestsellers.

A lesson on listening to others opinions ...

This 22-year old was fired from a Missouri newspaper for "not being creative enough." His venture called Laugh-o-Gram Studios went bankrupt. But Walt Disney went on to be nominated for 59 Academy Awards, winning 32 of them. He still holds the record for the most Oscars won by an individual.

YOU DEFINITELY KNOW THIS PERSON !

This person hit hard times during the 2020 Covid-19 pandemic. But they persevered and went on to unparalleled success in the months and years that followed. I am, of course, referring to you, and you get to write the rest of your own story, starting right now.



THINK YOU ARE A FAILURE?

REAL LIFE SUCCESSES

3 STEPS TO SUCCESS

1. Set yourself written goals

Writing down your goals allows you to more clearly visualise and document what you are trying to achieve.

Statistically, people who write down their goals are more likely to achieve them

2. Surround yourself with people who will motivate and inspire you.

You are the average of the 5 people you spend the most time with.. Choose your social networks carefully.

3. Invest in yourself

If you want to grow as a person and in your business it is important that you invest in your personal growth and development.

Take the time to find a mentor, essential for accountability. Do training courses, read articles and business and self development books.

"MARKETING'S JOB IS NEVER DONE. IT'S ABOUT PERPETUAL MOTION. WE MUST CONTINUE TO INNOVATE EVERY DAY."
- BETH COMSTOCK

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BUSINESS OPPORTUNITY FOR ATTENDEES OF THE 3 DAY DIPLOMA

Could you be increasing your income?

BIG
OPPORTUNITY



Businesses Are In Dire Need of Marketing Help

A hot business right now is helping brick and mortar businesses to survive and even thrive during this time.

As an online marketing expert, you have the knowledge to help them with their online presence.

SEO, PPC, Social Media, Content and Website Design are all trainings included on the **Digital Marketing Diploma** and if you have attended the course you are now in a great position to start helping the businesses that need it.

What are you waiting for?

If you haven't signed up already you can **join us for the next course online 24th-26th July** or in **September 18th-20th** (tbc whether in person or online)

RECOMMENDED BOOKS FOR MARKETERS

Reading is to the mind, what exercise is to the body



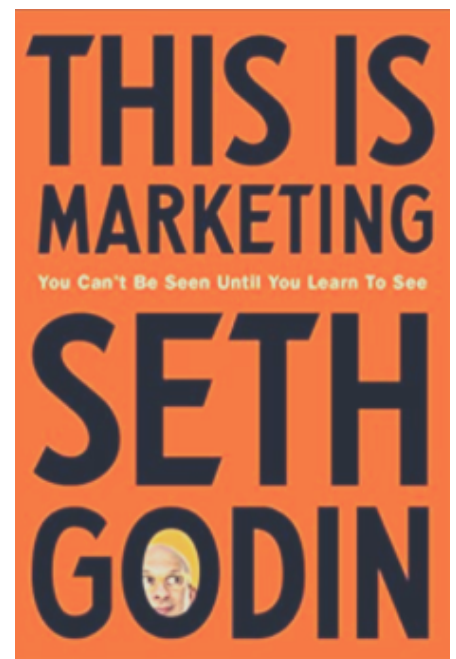
A CLASSIC

Napoleon Hill dedicated 25 years to finding out why the wealthy became that way. He uncovered the secret to wealth based on the notion that if we can think like the rich we can start to behave like them.

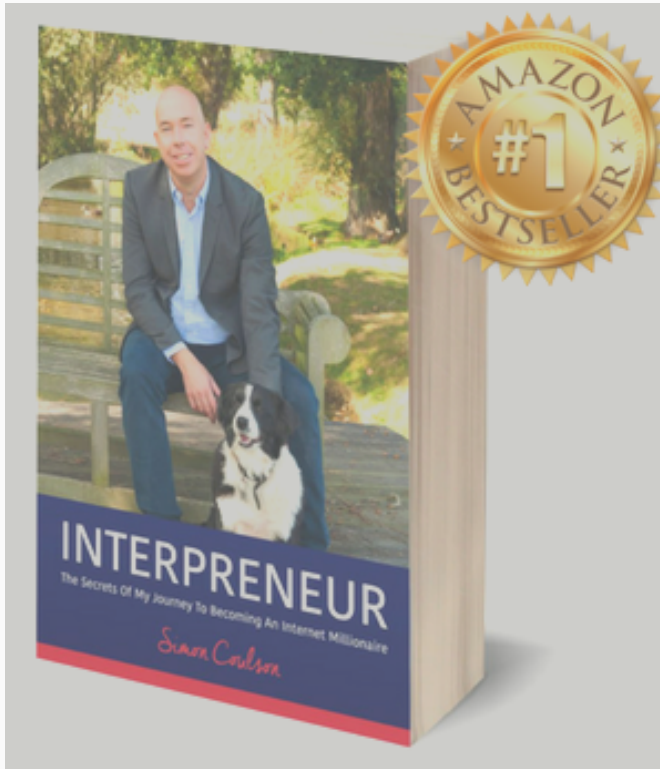
By understanding and applying the 13 simple steps that constitute his formula, you can achieve your goals, change your life and join the ranks of the rich and successful.

MUST READ

So much marketing wisdom from Seth Godin, a superstar in the marketing world. In this book he covers so much from building trust with your target market, moving away from the old ways to do marketing and how marketing at it's core is about the stories we tell ourselves. A fascinating read.



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/>