

SEPTEMBER. 2020 •

THE Internet Business SCHOOL

INTERNET MARKETING UPDATES



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HELLO AUTUMN ...

A WORD FROM OUR FOUNDER SIMON COULSON

Hey there,

Hope you've enjoyed the Summer, I've just returned from a roadtrip around Wales, which was great fun.

Four months left in 2020, what goals can you achieve ? I think I'm going to dust off my running machine, make sure you hold me accountable!

If you are looking to grow your internet marketing expertise, head over to our updated website to choose from a number of great new courses. www.internetbusinessschool.com. Also don't miss out on a free copy of my book, details in the newsletter.

See you next month!

Simon



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WHAT ARE SETH GODIN'S 10 RULES FOR YOUR SUCCESS?

Here are Seth's 10 Golden Rules for Your Success.

1: Do it Your Way. Seth has a blog but until very recently he didn't have a podcast. He still doesn't have Twitter. Or video. Or even comments on his blog. Seth decided that it would just be him and his blog, one post per day, and we wasn't going to pay attention to what other people told him he was 'supposed' to be doing. As he says, you don't have to like his blog, but it's the only one like it because he did it his way instead of copying what others are doing.

Seth has chosen **not to focus on his blog stats**, either, because he doesn't want to work towards having a more popular blog. Instead he wants to receive the kind of emails that say, "I've been reading your blog for six weeks and look what I changed in my life. Thank you for inspiring me to do that."

2: Tell Your Story. Tell a story that resonates with your audience. People remember stories that match the way they want to see the world. When Seth meets small-business people, he's not interested in their balance sheet. He wants to know their story.

Why should the customer pick you? Why should the customer care about what you're doing? 2% better than your competitor doesn't win you the business. Having your own unique story that sets you apart from everyone else does.



Seth has published 17 books and has the number one blog in marketing, according to Ad Age Power.

By focusing on everything from effective marketing and leadership, to the spread of ideas and changing everything, Seth has been able to motivate and inspire countless people around the world

WHAT ARE SETH GODIN'S 10 RULES FOR YOUR SUCCESS?

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5: Your Product is Your Marketing. Did Google advertise? Did Facebook, Amazon or eBay advertise? No. But what they did do is make something people talked about. If you can come up with a profitable idea that gets people talking then you'll never have to advertise.

6: Spread Your Ideas. Hold your idea close, tell no one and soon you'll see another business using that very same idea to make their next fortune. "Hey, they stole that idea from me," you'll say. Nope. Ideas are everywhere and your ideas are not exclusive to you. Other people are having the exact same great idea you're having. That's why when you have a great idea, you should act upon it immediately and spread it in such a way that people take notice and pass it forward to others.

7: Choose Carefully. There are an infinite number of things you could be doing now, tomorrow, next week. And there are an almost infinite number of businesses you can start, choices to make, roads to follow... choose carefully.

8: Life is a Series of Dips and Rises. Things won't always work out perfectly. You might make a mistake so big it looks like things are over. But as long as you get back up one more time than you fall, you'll be better than okay.

9: Navigate without a Map. Going to work for one company and retiring there 40 years later is what your grandpa did, not you. For the last 2 -3 decades, Fortune 500 companies have created zero jobs. The future is being built by people like you – entrepreneurs. There are no rule books and no maps, except for this one: Help others get what they want and you can get what you want.

10: Create Something Remarkable. Remarkable means quite literally, something worth remarking about. Something worth telling others. A black and white cow is not remarkable, but a purple one is.

Be the purple cow.



**You're either a Purple Cow or
you're not. You're either
remarkable or invisible.
Make your choice.**

NEW PREDICTIVE CAPABILITIES IN GOOGLE ANALYTICS

Google has recently rolled out some new predictive capabilities in Google Analytics that could have some big impacts on your Google Ads —specifically your website users' purchase probability and churn probability.

These newest updates represent the company's last push into machine learning to help businesses grow by improving the insights available in Google Analytics.

Find out more here

<https://blog.google/products/marketingplatform/analytics/new-predictive-capabilities-google-analytics/>



GOOGLE LAUNCHES KEEN

A new Google app called Keen, which sounds like a blend of Facebook Groups and Pinterest, purports to make it easier for you to learn more about what you love and connect with others who share your passions.

Read more [here](#)



”
***Content builds
relationships. Relationships
are built on trust. Trust
drives revenue.***
Andrew Davis
“

INTERVIEW: PART 1

MEET THE REAL SIMON COULSON

What's the most important thing you've learned in your life? What was your life like before you learned it?

The day I looked up at a stranger in a suit standing over me and tried to work out where I was and what had just happened. My back hurt and I was lying at the bottom of a busy escalator. The very last thing I remembered was stepping onto the escalator at Kings Cross tube station and then there I was at the bottom, dazed and confused and asking myself how did I end up here? The reality was that I'd collapsed from exhaustion on my way home from work.

That day taught me not to wait until you fall down an escalator to ask yourself the question 'what am I doing here and what is life about?' Ask yourself that question TODAY.



What happened next?

I took redundancy from BT in 2003 and with my £20,000 redundancy package, I spent a chunk of it on a tour bus for the tribute band, I play in, Coolplay. My mum wasn't best pleased! I had a feeling that it was time to focus on entrepreneurship as I knew I no longer wanted to work in the corporate world. As I put more distance between myself and my old office – my old life - I began to feel not just calm and optimistic, but liberated and excited. It was a massive relief to have finally broken free from the corporate rat race, and although I didn't know what I was going to do next I was really looking forward to it.

"FORTUNE FAVOURS THE BRAVE, SO WHEN AN OPPORTUNITY ARISES, ASK YOURSELF 'WHAT HAVE I GOT TO LOSE?' RATHER THAN WORRYING ABOUT ALL THE THINGS THAT COULD GO WRONG."

When did you get your first entrepreneurial paycheck?

”

I never lose. I either win or learn.

Nelson Mandela

“

So, my first foray into Internet marketing was an E-Book on the Bulgaria Property Market and it was a big success. I didn't really know what I was doing at the start, but by learning a few simple rules and discovering some basic tools I had joined up the dots and created something that was making more than my old day job did. What's more, I had achieved all this within just a few weeks of leaving BT. In fact, in my very first month after taking my redundancy I generated over £10,000, and all from me reading a newspaper article about Bulgaria and spotting a hot niche in the market.

INTERVIEW: PART 2

MEET THE REAL SIMON COULSON

You attended an internet marketing seminar, soon after you became redundant and that's what ultimately led to you making millions online, what advice would you give someone thinking of attending a similar, how to make money kind of seminar?

When you go to a 'how to make money' kind of seminar BE SCEPTICAL. Ask to see evidence the speaker has made money – you need proof, like a bank statement.

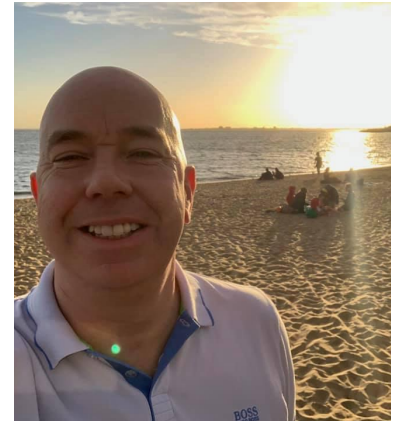
There are **4 other questions you should also consider:**

Are they teaching current methods?

Can you learn from them, and by this I mean can they teach you in a way you will understand?

Have they proved they had made it happen for others?

Are they honest or are they offering some kind of magic button?



Trust your instincts - if it sounds too good to be true, it probably is.

Don't let anyone over-complicate things and don't be daunted. There are actually only 3 things you need to make money on the Internet:

1 – a website from which to sell you goods/services

2 – traffic

3 – a conversion process: i.e. someone willing to buy something from you.

All you need to know is how to make those 3 steps work BRILLIANTLY for you. Don't think you have to take every piece of advice from a seminar – cherry-pick the bits that are useful to you and you might find you come up with your own winning formula. TODAY.



"SOME OF THE CRAZIEST IDEAS AND MOST IMAGINATIVE CAN TURN A PROFIT - NEVER BE TOO AFRAID TO GIVE SEEMINGLY WACKY OR NON-MAINSTREAM IDEAS A TRY. NOBODY WILL LAUGH AT YOU WHEN THEY REALISE HOW MUCH MONEY YOU'VE MADE!"

Finally, what would be one quick tip if you are starting up a business?

Join the Federation of Small Businesses, because you get business insurance included for free that may come in useful.

*Interview extracts taken
from Simon's book
"Entrepreneur"
Get your free copy [here](#)*

WEIRD WEBSITE TRICK INCREASES CONVERSIONS IN ANY MARKET

You're going to think this is too simple to work.

Big mistake.

Certain website designs attract certain target markets. The design that attracts gardeners, for example, is going to be different than the design that attracts electrical engineers.

Knowing this, the question becomes, "How do you design a website that you KNOW will attract your target market like no other?"

And how do you do this without a lot of market research, testing, trial and error and so forth?

It's so simple, I'm almost embarrassed to tell you.

Look at the successful websites in your market.

And then do what they do.

See? I told you this was simple.

There is zero need to waste your time or money conceptualising what your site could look like. You don't need to make a dozen mockups and drive traffic to see which site people stay on. You don't need to hire fancy web designers to create an artsy site.

See what's working, learn all you can and then create your own familiar design without copying. If you use any site design other than the type favoured by your target market, you're going to lose traffic. And conversions. People trust a good-looking site that feels somewhat familiar. Using a professional, familiar design boosts trust, reputation and authority.

The visitor won't realise why they trust your site, only that they do.

And that's all that counts.

DO YOU HAVE THIS VITAL SKILL?

This old quote: “You can’t understand someone until you have walked a mile in their shoes” has been pretty dragged out.

In conventions and symposiums speakers love to use that quote to emphasise how you should know and understand the different areas of your business. The original author is lost to history. From a personal perspective, it is completely true. We are all unique and no one person can truly understand another from the inside, we can only empathise.

In our businesses, we can never know all there is to know about our customers, suppliers, and partners.

All we can do is try to understand them. It is important that we do this, because good customer service and good customer retention is born from it, the more we understand the elements that bring life to our company the better we can help it grow.

It may feel frustrating at times to continually put yourself in the shoes of each of the different people in your process and you may feel like it’s a waste of your time. But on your side, you know how you deal with your suppliers, with your customers, partners and vendors and you know how they deal with you.

You can take all that information and analyse it, or you can walk in their shoes and work out what you can change to give them a better interaction with your business. It isn’t wasted time, its all about understanding your business, market and customers, and all it costs you is a little empathy.

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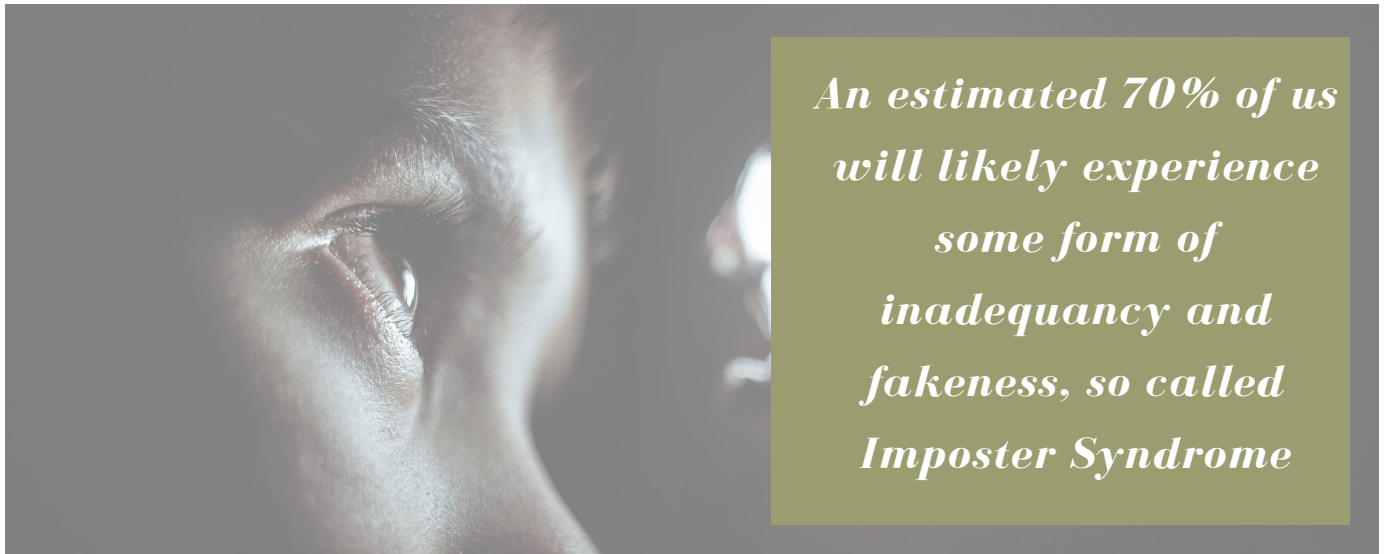
"When people talk, listen completely. Most people never listen"

Ernest Hemingway

“



BOOKS OF THE MONTH



BUY IT HERE

'I have written 11 books
but each time I think
'Uh-oh, they're going to
find out now. I've run a
game on everybody, and
they're going to find me
out.'

MAYA ANGELOU



A succinct, engaging, and practical guide for succeeding in any creative sphere, *The War of Art* is nothing less than Sun-Tzu for the soul. What keeps so many of us from doing what we long to do? Why is there a naysayer within? How can we avoid the roadblocks of any creative endeavor—be it starting up a dream business venture, writing a novel, or painting a masterpiece? Bestselling novelist Steven Pressfield identifies the enemy that every one of us must face, outlines a battle plan to conquer this internal foe, then pinpoints just how to achieve the greatest success. *The War of Art* emphasizes the resolve needed to recognize and overcome the obstacles of ambition and then effectively shows how to reach the highest level of creative discipline. Think of it as tough love . . . for yourself. Whether an artist, writer or business person, this simple, personal, and no-nonsense book will inspire you to seize the potential of your life.

BOOKS OF THE MONTH



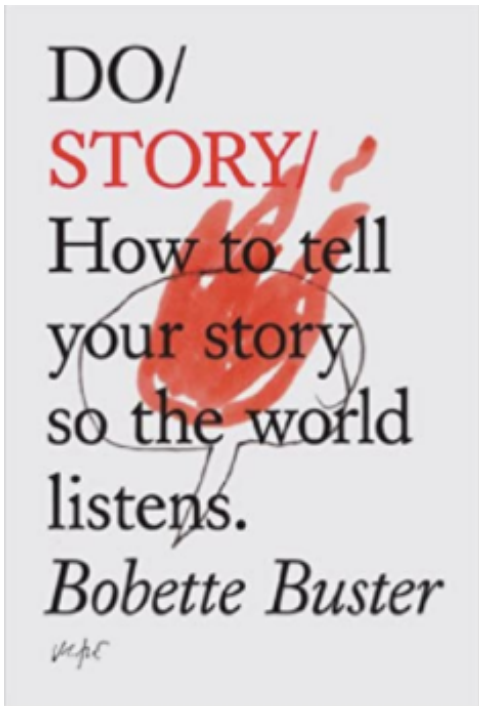
All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--And Why Authenticity Is the Best Marketing of All Paperback

BY SETH GODIN

[BUY IT HERE](#)

Legendary business writer Seth Godin has three essential questions for every marketer: "What's your story?" "Will the people who need to hear this story believe it?" "Is it true?" All marketers tell stories. And if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1 glass. We believe that an \$80,000 Porsche is vastly superior to a \$36,000 Volkswagen that's virtually the same car. We believe that \$225 sneakers make our feet feel better--and look cooler--than a \$25 brand. And believing it makes it true. As Seth Godin has taught hundreds of thousands of marketers and students around the world, great marketers don't talk about features or even benefits. Instead, they tell a story--a story we want to believe, whether it's factual or not. In a world where most people have an infinite number of choices and no time to make them, every organization is a marketer, and all marketing is about telling stories. Marketers succeed when they tell us a story that fits our worldview, a story that we intuitively embrace and then share with our friends. Think of the Dyson vacuum cleaner, or Fiji water, or the iPod. But beware: If your stories are inauthentic, you cross the line from fib to fraud. Marketers fail when they are selfish and scurrilous, when they abuse the tools of their trade and make the world worse. That's a lesson learned the hard way by telemarketers, cigarette companies, and sleazy politicians. But for the rest of us, it's time to embrace the power of the story. As Godin writes, "Stories make it easier to understand the world. Stories are the only way we know to spread an idea. Marketers didn't invent storytelling. They just perfected it."

BOOKS OF THE MONTH



"After nourishment, shelter and companionship, stories are the thing we need most in the world."

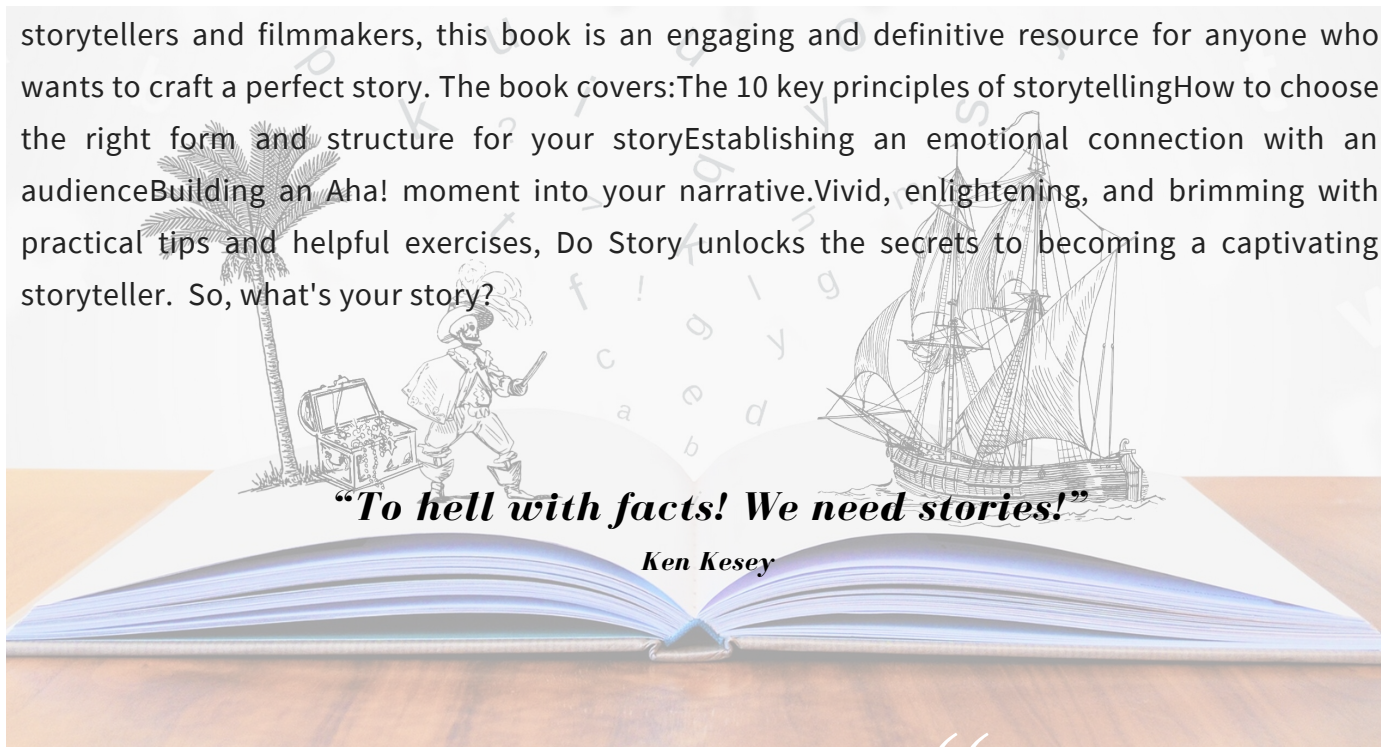
PHILIP PULMAN

GET YOUR COPY HERE

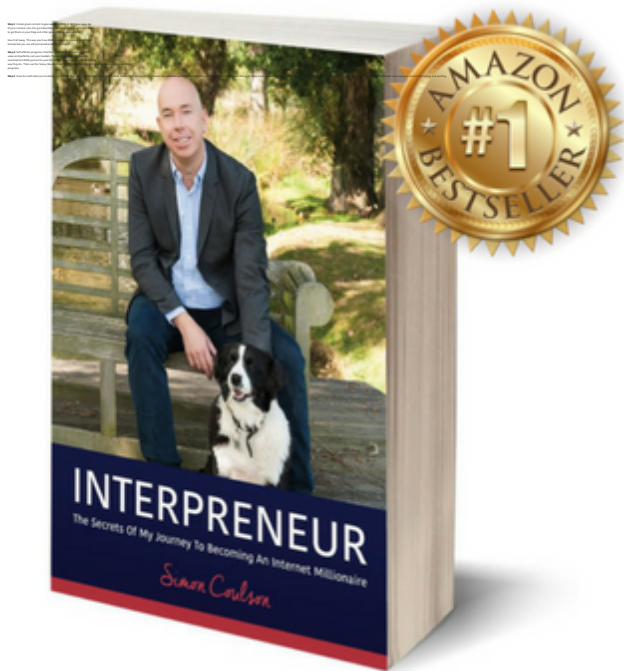
Do Story gives you the tools to share your story with the world. In eleven compelling chapters, Bobette Buster shares a variety of storytelling styles and subjects; taken together they demonstrate a range of effective narrative techniques. With profiles of ground-breaking luminaries like tech visionary Steve Jobs, chef Alice Waters, and Patagonia founder, Yvon Chouinard, explorations of famous speeches, and examinations of the tools used by beloved storytellers and filmmakers, this book is an engaging and definitive resource for anyone who wants to craft a perfect story. The book covers:

- The 10 key principles of storytelling
- How to choose the right form and structure for your story
- Establishing an emotional connection with an audience
- Building an Aha! moment into your narrative.

Vivid, enlightening, and brimming with practical tips and helpful exercises, Do Story unlocks the secrets to becoming a captivating storyteller. So, what's your story?



HAVE YOU GOT YOUR FREE COPY YET?



"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](#)

"I have not failed. I've just found 10,000 ways that won't work."

Thomas A. Edison