

OCTOBER. 2020 •

# THE Internet Business SCHOOL

## INTERNET MARKETING UPDATES



## A WORD FROM OUR FOUNDER SIMON COULSON

Hey there,

How are you? As we continue to navigate the pandemic, I'm mindful that this can bring up bring rise to many challenging situations, personally and professionally, it is my hope that through the **Internet Business School** we can give you the support and advice which will allow you to thrive.

On a personal front, I'm happy with my continued progress around getting healthier and as the pounds drop off I am feeling better than I have in a long time. A few weeks back I enjoyed being interviewed for the Spencer Lodge Podcast and I'm excited that we are taking the Internet Business School to the Middle East via our online training courses. It was also great to be the opening speaker for "Wake up to Wealth". I was also honoured to speak for Global Woman Magazine a few weeks back.

Have you ever wondered **which online business would suit you the most?** Well we have created a **quiz** which will tell you in about 5 minutes, if you'd like to try it out head over to [www.whichinternetbusiness.co.uk](http://www.whichinternetbusiness.co.uk).

Also don't miss out on a **free copy of my book**, details in the newsletter.

See you next month!

*Simon*



## TABLE OF CONTENTS

---

Insanity Defined

---

Google Ranking  
update

---

Part 2: Interview with  
Simon Coulson

---

Mastering Hashtags

---

Books of the Month

---

# INSANITY DEFINED

Albert Einstein famously said that doing the same thing over and over and expecting a different result is the definition of insanity.

We all make mistakes and we may make the same mistake several times over before we finally learn. Making mistakes isn't wrong, the wrong comes in actively choosing to learn nothing from it.

We've all done it, put money and time into product and marketing plans that just don't work. It is the nature of business, there is no guaranteed "right" way; some things work, some things don't. You can market a great product with a flawed methodology or have the best method and a flawed product. It can even just be the timing.

We have all reached saturation points with products at one time or another, we see our sales drop off month after month, do we keep selling that product or find a new one?

Is there another avenue or market for that product we have not yet explored, is that product still useful in today's environment or is it time to seek a replacement? Products and services have a shelf life, it's foolish not to acknowledge that. Foolish to ignore that a time will come when you change your approach or change your product. Hoping that whatever is not working now will start to work someday in the future. Yes, it might work, but by sticking with that path you might not stay in business long enough to see it happen.

We should always be willing to flex and adjust as the markets and economies do, to alter our approach, our method to fit the ambition. Instead, analyse the product, the market, the street you are on and be willing to adjust your route to get you to the other end successfully. If you see or encounter a hole in your path, you may fall into it the first time but once you climb out, remember it for the next time and learn from it. Learn about the other paths you could have taken, the other routes to get you to the same destination.

Don't be afraid to change your strategy if it is necessary to do so.

**Believe in yourself.**

**"Doing the same thing  
over and over and  
expecting a different  
result is the definition  
of insanity."**

**Albert Einstein**

**BELIEVE IN YOURSELF  
AND YOU WILL BE  
UNSTOPPABLE**

# WILL GOOGLE CHROME'S NEW 'FAST PAGES' RANK HIGHER IN SEARCH?

Google is taking important page ranking factors into consideration when labeling fast pages. In the past decade, Google has announced a variety of search ranking factors, including website security and accessibility, page speed, mobile friendliness, and domain authority, among others.

According to this article on Chromium Blog, with the roll out of the Chrome 85 beta comes a "fast page" label for specific pages that meet or exceed all metrics thresholds included in Google's Core Web Vitals program.

This appears to prove once more that there will always be something new to consider when getting your pages ranked.



**Find out more here**

<https://blog.chromium.org/2020/08/highlighting-great-user-experiences-on.html>

# BURGER KING PRINTS CUSTOMERS' ORDERS ON FACE MASKS

Burger King is giving 250 customers in Belgium facemasks with their orders custom-printed on them.

Because... why not? There was a time when placing ads on the inside of toilet stall doors was considered revolutionary. Marketers everywhere started looking for the next bit of empty space to put their message.

**Face masks could be just one more way to get your message out.**

<https://www.businessinsider.com/burger-king-belgium-allows-customers-to-order-using-facemasks-2020-8>



# FACEBOOK USERS CAN SOON BROADCAST THEIR MESSENGER ROOMS VIA FACEBOOK LIVE

With more people wanting to connect via video during the COVID pandemic, Facebook is now enabling users to broadcast their Messenger Room via Facebook Live.

Facebook Live is a feature that allows users to broadcast real-time video on the social media platform.

Now, Facebook has connected its popular Messenger Rooms feature with Facebook Live to offer new functionality to users.

Messenger Rooms is a video chat room where users and 49 of their friends can chat. While there is a limit to the number of people, there is no limit to how long you can chat — and you don't even need to have a Facebook account to join.

Facebook has taken both Messenger Rooms and Facebook Live and brought them together — announcing recently that you can now broadcast live your Messenger Rooms.

This now allows you to expand your audience and get more of your content out there and have an even bigger group discussion.



**Find out more here**

<https://blog.chromium.org/2020/08/highlighting-great-user-experiences-on.html>

## INFOGRAPHIC IDEAS

**Infographics are great** for conveying information in a way people quickly grasp and understand, as well as getting social media shares and new traffic.

If you need inspiration for your next infographic, check out visually to see what others are creating.

<https://visual.ly/tag/inspiration>

# SPOTIFY ANNOUNCES LAUNCH OF VIDEO PODCASTS

If you use Spotify to stream your favourite audio content, you might be excited to hear that Spotify now supports video podcasts for several of its podcasts.

If you aren't already doing so, you may want to consider including advertising on podcasting platforms like Spotify as part of your marketing strategy.

Since early 2019, Spotify has nearly doubled its podcast audience. Now it has over 250 million podcast listeners throughout 75 different countries.

Earlier this year, Spotify released a new ad technology called streaming ad insertion, or SAI, that lets marketers use real-time data to implement targeted ads to podcast listeners.

**Find out more here**

<https://www.impactbnd.com/blog/spotify-launches-video-podcasts>

# GOOGLE'S RICH RESULTS TEST IS OUT OF BETA

If you're unfamiliar with rich results, they "are experiences on Google Search that go beyond the standard blue link." So, what does that actually mean?

If you've watched Google search results evolve over the past few years, you've noticed your search results are no longer only a page full of large blue text links and descriptions. Some results produce a variety of different informational pieces.

For example, if you search "COVID", you'll encounter one of the most comprehensive examples of rich results.

<https://webmasters.googleblog.com/2020/07/rich-results-test-out-of-beta.html>

# INTERVIEW: PART 2

## MEET THE REAL SIMON COULSON

### **What would be your simplest and most straightforward advice to someone, who is looking to build an online business?**

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.

**LISTEN** to what your friends and family are talking about – if they are interested in a topic or there is a buzz around a certain subject, maybe that is a market worth exploring.



### **I'm interested in selling information products, what advice do you have?**

If you are selling information products, use your contacts and look close to home to find your information. What do you, your family and your friends and associates know about? Often people don't realise how valuable their knowledge is, and you could BOTH benefit from selling it in some way.

Don't import multiple products that can be duplicated in the UK! Strike fair deals with the people you collaborate with – it's only right they have a 50% cut if they are providing all the content and you are simply packaging and selling it.

Keep your head up and your eyes open and never stop looking for new opportunities. Hungry markets are the best, where your product is a necessity or a 'must have'.

A 'make money' or 'save money' product is usually a good bet, as people are more likely to be willing to make a purchase if they think they will gain or profit from it.

A 'nice to have' product is harder to sell but not impossible – sometimes if you catch the wave at the right time this kind of product can do very well.

**KEEP YOUR HEAD UP AND YOUR EYES OPEN AND NEVER STOP LOOKING FOR  
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# INTERVIEW: PART 2

## MEET THE REAL SIMON COULSON

**Over the years, you have come up with some amazing ideas which have gone on to make you thousands of pounds, how do you come up with them?**

I learned that newspapers have ideas for businesses in them EVERY day and I learned how to read the papers in the best way to find ideas. Here's what I found particularly useful:

**Stories** that are about NEW trends, fads and crazes. For example, when electric cars first started to appear, people would obviously be looking for information on their efficiency, performance and cost effectiveness, so was it worth writing a guide? If someone were going to spend 1000s on a car they would probably be happy to spend £20 on a guide to help them make the right choice.

**Financial pages**, as they tell you which companies are doing well and not so well. Guess what that means? It spells out for you what are hot profitable markets and which things are in decline.

**Adverts.** It makes sense that businesses that regularly take out large adverts must be doing well. Again, this is an environmental signal of what is a great market to be in right now.



*Simon at his first ever seminar, where is all began for him*

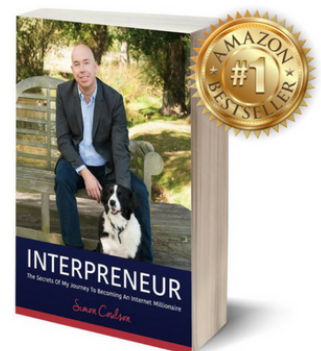
### LESSON TIME! Simon Says:

When reading newspapers pay particular attention to stories about new trends, fads and crazes, keep an eye on the financial pages to see which companies are performing well and check out the adverts as they tell you which markets are performing well.

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!

If you hit on a good re-sale product, think about negotiating an exclusive agreement to keep copycats at bay.

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



# MASTERING HASHTAGS TO DRIVE MORE TRAFFIC

**Hashtags organise social media according to conversations and topics**, making it easier for you to find your target market for your brand.

To like, retweet and reply to posts under several hashtags, use a social media monitoring tool such as Hootsuite. Hashtagify can also help you find other hashtags that are related to the one you're targeting.

Now here's the tricky part: Not all hashtags are to be treated the same on every channel. For example: On Twitter, tweets with a single hashtag typically generate more engagements than tweets with 3 or more hashtags.

Conversely, Instagram posts receive the most engagement when using multiple hashtags, even as many as 10 or more in a single post. Then there's Facebook, which tends to do better without any hashtags.

Have you heard that hijacking hashtags to promote your own products is a good idea? Don't fall for that mistake. Hijacking a hashtag is essentially spamming and the vast majority of people will ignore it (if you are lucky) or take you to task for it. Instead, **contribute to the conversation in a meaningful, helpful way that is natural and non-pushy.**

Create posts that **align with trending topics** to reach new people. Watch **what's happening in your niche** and look for opportunities to add your voice to the conversation. Or you might even parody what's happening in the world. For example, brands might run their own 'candidate' during political elections or feature their own 'movie star' during Hollywood awards shows.

One last thought on joining in on conversations on social media: When possible, use humour. Funny posts and tweets can sometimes gain enormous traction, and it doesn't necessarily need to be related to your product.

Brands like Oreos do this all the time. Just make sure it is always in good taste.



# GOOGLE UPDATE

**Google Drive trash items will be automatically deleted after 30 days starting on October 13, 2020**

Google Drive is making a change so that its trash behaves more consistently with the rest of Google applications (such as Gmail) with regards to automatic deletion. This means that any file that is put into Google Drive's 'My Drive' trash will begin to be automatically deleted after 30 consecutive days in the trash.

Items in trash will still continue to consume quota and your storage will still continue to be shared across Google Drive, Gmail, and Google Photos. Please note that starting October 13, 2020, any files already in a user's trash, will remain there for 30 days. After the 30-day-period files that have been in the trash for longer than 30 days will begin to be automatically deleted.

## **What does this mean for me?**

Any file that has been in the Google Drive trash for longer than 30 days after October 13, 2020 will be automatically deleted forever, regardless of whether or not you have acknowledged any in-app messaging. Google will be showing in-app messaging in Drive starting September 15, 2020 and in our Editors products (such as Google Docs and Google Forms) starting September 29, 2020.

A few things to note: Files in shared drives trash are already automatically deleted after 30 days. These changes affect items that are trashed from any device and any platform. There is no impact to Backup and Sync behaviour.

## **What do I need to do?**

You can always restore files from trash before the 30 day time window. If you are using Google Drive on Android or iOS, please update to the latest versions so you can be updated on the most recent in-app notifications.

# BOOKS OF THE MONTH



“Most great people have attained their greatest success just one step beyond their greatest failure.”

NAPOLEON HILL, AUTHOR  
OF “THINK AND GROW  
RICH”

**GET YOUR COPY HERE**

Most new businesses fail. But most of those failures are preventable. The Lean Startup is the approach to business that's being adopted around the world. It is changing the way companies are built and new products are launched. The Lean Startup is about learning what your customers really want. It's about testing your vision continuously, adapting and adjusting before it's too late. Now is the time to think Lean.

The Lean Startup changes everything - Harvard Business Review



# BOOKS OF THE MONTH

SETH GODIN



"Don't find customers  
for your products, find  
products for your  
customers.'

SETH GODIN

**[BUY IT HERE](#)**

This iconic bestseller from the bestselling author of *All Marketers Are Liars* proves that winners are just the best quitters and 'should be on every entrepreneur's book list' (Entrepreneur.com) Every new project (or career or relationship) starts out exciting and fun. Then it gets harder and less fun, until it hits a low point - really hard, really not fun. At this point you might be in a Dip, which will get better if you keep pushing, or a Cul-de-Sac, which will never get better no matter how hard you try. The hard part is knowing the difference and acting on it. According to marketing guru and best-selling author Seth Godin, what sets successful entrepreneurs (and pop stars and weight lifters and car salesmen) apart from everyone else is their ability to give up on Cul-de-Sacs while staying motivated in Dips. Winners quit fast, quit often and quit without guilt - until they commit to beating the right Dip for the right reasons. You'll never be number one at anything without picking your shots very carefully. The Dip is a short, entertaining book that helps you do just that. It will forever alter the way you think about success. 'Smart, honest, and refreshingly free of self-help posturing, this primer on winning-through-quitting is at once motivational and comically indifferent. . . Godin's truth-that "we fail when we get distracted by tasks we don't have the guts to quit"-makes excellent sense of an often-difficult career move' (Publishers Weekly)

# BOOKS OF THE MONTH



"Each day you're given 86,400 seconds from the 'Time Bank'. Everyone is given the same. There are no exceptions. Once you make your withdrawal, you're free to spend it as you want. The 'Time Bank' won't tell you how to spend it. Time poorly spent will not be replaced with more time. Time doesn't do refunds."

BY DAVID HIEATT

**[BUY IT HERE](#)**

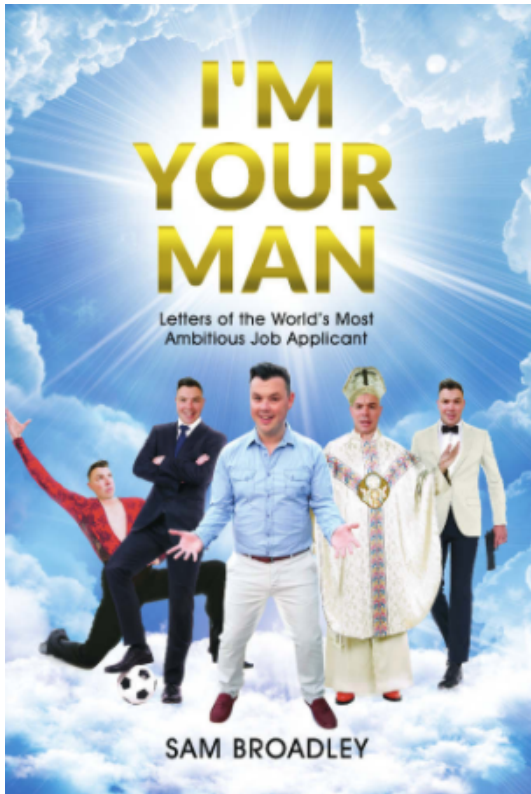
How do you grow your business when you don't have a marketing budget? How do you stand out in a busy world?

And what if the answer is right in front of you? 'For me, the newsletter is the most important tool I have in building a global denim brand. Second only to the sewing machine.' So writes entrepreneur David Hieatt who has based his entire marketing strategy around a simple email newsletter. And it's worked.

The company has grown into a creative global jeans business with a fiercely loyal community. Now, David shares his insight, strategy and methodology so you can do the same. In *Do Open* you will discover: Why giving is your secret to success How to get people's attention when time is your biggest competitor Why creating beats sharing How a small team can win Build community.

Build your brand. Build long-term growth. Discover why the humble newsletter is pure and utter gold.

# BOOKS OF THE MONTH



**BUY IT HERE**

Have you ever wanted to be Pope? Or Prime Minister? Or a Galactic Pilot? Only a very select few go on to achieve such grandeur in life and assert massive influence in the world. Sam Broadley is not one of those people. But he thinks he is. Or that he will be. That he certainly deserves to be. As a young man, having failed in his pursuit of sporting stardom, Sam became bored of 'normal' employment very quickly. Having already applied for England Manager aged 19, he knew he had more to offer the world than life in the dreary, mind-numbing call centre he later found himself in. And so he applied to be the Pope. He was unsuccessful. What came next was a quest for workplace magnificence. Undeterred by his Vatican-based setback, it became a mission to bag a job of extreme magnitude. Unwilling to take conventional routes to the top, the postbox was hit with application letters for some of the most prestigious roles imaginable. His steadfast belief was that he was ready to take on the world – and it didn't matter if that was as Prime Minister, President of the EU or James Bond. All he knew was that the world needed him. He was born to inspire. So open this book and read his letters. You will claim the man's delusional, no doubt, but he might, just might, inspire you to dare to dream big. But he probably won't.

# SUCCESSFUL STUDENT STORIES



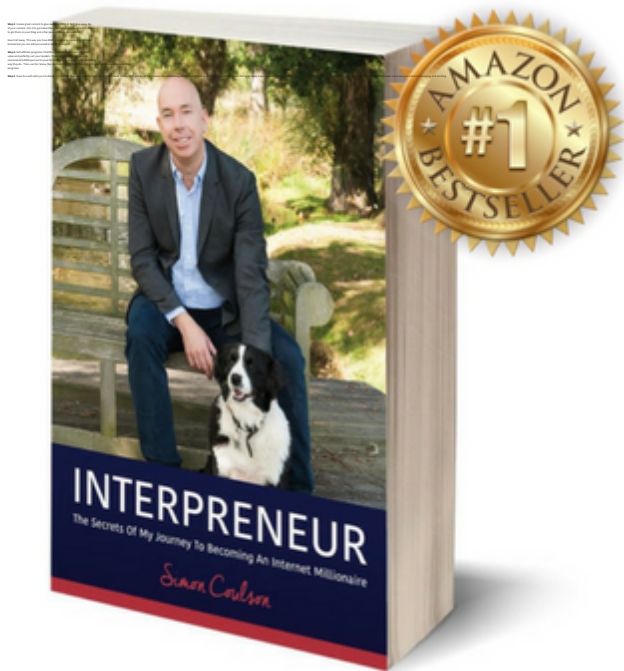
"After attending Simon's course I didn't have to wait long to reap great rewards. Affiliate marketing alone was bringing me £10,000 a month. Thank you Simon for opening my eyes and showing me that there is more in life than the hustle and bustle of a regular, steady job"

**MACIEJ  
BANASZKIEWICZ**

"After attending Simon's course the results were almost immediate. My turnover is now a healthy £1.3 million per year. The prospect of becoming a millionaire when I left the police was non-existent, and to achieve this within a few years is truly unbelievable for me. Simon's mentoring helped me to develop and guide my online business, and gave me direction to steer it towards where I wanted to be."



# 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](#)



***"Opportunities don't happen, you create them"***

***Chris Grosser***