

NOVEMBER, 2020 •

# THE Internet Business SCHOOL

## INTERNET MARKETING UPDATES



### A WORD FROM OUR FOUNDER SIMON COULSON

Hey there,

Did you see me on television?! A few weeks back I was on the Channel 4 television series, Married at First Sight. **I couldn't find anyone to marry me**, so I thought I'd let Channel 4 do it ... only joking... I featured, along with my bandmates in the wedding reception scene. The gigs would be flowing in now after that if it wasn't for Covid ... or so I keep telling myself!

In other news, we have had some **great feedback** about our online quiz, which helps aspiring online business owners decide which online business model would suit them most. It only takes 5 minutes and you can take the free quiz yourself by heading over to [www.whichinternetbusiness.co.uk](http://www.whichinternetbusiness.co.uk).

Did you grab a **free copy of my book, Intrepreneur?** If you haven't done it yet, you can find out how you can claim it in the newsletter.

Sending you best wishes and I hope you are keeping safe and well and I will see you next month!

*Simon*



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# HOW A SIMPLE “THANK YOU” PAID \$30,000 IN ONE AFTERNOON

I have a coaching client who has done fairly well building his online business. He's got a funnel set up that is totally automated and makes a decent income, and it works like this:

He runs ads to send traffic to a squeeze page where visitors opt in to get a freebie. Then the autoresponder sequence kicks in and sends people to various sales pages where he makes money.

The whole thing is automated so that he never has to personally contact a customer.

And because of that, he was losing a ton of money. In fact, I just about had to wrestle him to the floor to convince him to take the next step...

...**personal contact.**

I instructed him to personally contact each person who purchased any product over \$95 and thank them.

He was to also casually mention his coaching program, too. Actually, he didn't yet have a coaching program, so I first had to convince him to add a coaching program and then convince him to contact customers to say thank you.

I instructed him to be super nice and not at all salesy on the phone. He was to thank them profusely for their purchase, let them know how important they are and gently enquire about their goals. And he was to tell them about his coaching course just so they were aware of it for a later date when they were ready to move to the next level.

I told him to be warm and kind, to be genuine and to not sell. The entire idea was to make his customers feel valued and to offer personal help should they need it.

The first time he finally did this and much to his total and complete shock, he signed up 5 coaching clients the same day at \$1,000 a piece.

That was almost a year ago. Today he called and said he was doing his weekly 'thank you's' to his best customers and he signed up 6 clients to his coaching programme.

By the way, did I mention that he now charges \$5,000 for the program? Yup, that's right - \$30,000 in one afternoon just for saying "thank you."



**“Be thankful for what you have;  
you'll end up having more. If you  
concentrate on what you don't  
have, you will never, ever have  
enough”**

Oprah Winfrey



# FACEBOOK LAUNCHES 'BUSINESS SUITE'

This is an all-in-one Facebook and Instagram management tool, focused on making it easier for you to manage your Facebook and Instagram presences from a single platform. The new Business Suite platform incorporates all of your Facebook Page and Instagram profile options into one space, and will be available on desktop or in a new mobile app.

As per Facebook, Business Suite enables users to: Save time - Post to Facebook and Instagram at the same time and manage posts in one place to stay connected to both communities. Stay up-to-date - Get all of your Facebook and Instagram messages, notifications and alerts in one place so you can stay up to date and respond to all of your customers more easily.

Business results - See what's working with Facebook and Instagram insights and learn what your customers are looking for.

## Find out more here

<https://www.socialmediatoday.com/news/facebook-launches-facebook-business-suite-an-all-in-one-management-tool/585445/>



# FACEBOOK KILLS '<20% TEXT IN IMAGE' RULE

Facebook has removed the 20% text limit on ad images.

The long-standing rule had been shifted to less stringent over the years, with this week marking their complete abandonment of the 20% text rule. Media buyers in Facebook's platform began to notice recently a big change: their images were no longer being disapproved for a lot of text.



<https://www.searchenginejournal.com/facebook-removes-the-20-text-limit-on-ad-images/>

# SEARCHING FOR USABLE IMAGES ON GOOGLE JUST GOT TRICKY

Google quietly removed the “labeled for reuse” and “labeled for reuse with modifications” options from Image Search. While the filter options and subsequent images are now gone from search, Google has added a Creative Commons license option.

As a reminder, Creative Commons images are free to use, provided that you credit the user and link back to the — a change from “labeled for reuse” licenses which could be used without attribution.

Many digital marketers relied on that little tag to find images eligible for legal use in marketing content efficiently.

Now, we have to go through more effort to properly find and source images for our content. On top of that, you may see some fluctuations in your rankings as this new change goes into effect.

**Find out more here**

<https://www.impactbnd.com/blog/google-image-labeled-for-reuse-stock-photos>



# INNOVATION IN A CRISIS: WHY IT IS MORE CRITICAL THAN EVER

Despite the pandemic’s economic consequences, McKinsey & Co. research suggests that most leaders think this time of change and reinvention can be a boon to their businesses. More than three-quarters of business owners told the research giant the crisis will create “significant” new opportunities for growth.

Revealing that blessing in disguise boils down to meeting the market’s changing needs.

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/innovation-in-a-crisis-why-it-is-more-critical-than-ever#>



# RICHES & WISHES

If you had one wish, what would it be for? Would you wish for wealth? Happiness? Success? Immortality? Would you wish for yourself or would you use that wish for someone else? Its an interesting ethical question: if given one wish, would we choose a selfless or a selfish path?

The dilemma is this: could wishing for wealth enable you to fulfil someone else anyway? Would it give you the opportunity to be happy and to spread that happiness to others? In truth only you can know what you would do with it, each of us has our own destiny to fulfil, our own road to walk, and there is no point in judging what people want. It would be a very dull world if all our wishes wre the same anyway.

The point is: rich or happy, selfish or selfless, are these options mutually exclusive or can they coexist together? As you approach your customers and suppliers or marketing strategies, don't be thinking solely about what it is that you want to achieve. Think about what it is you are trying to provide and how that can aid or assist the people you are trying to provide it to.

Realise that you can do both if you want to. It is not you vs. them out there. Obviously, the aim is to sell products, but to sell them by extolling its virtues, so don't try to invent a problem that the customer needs to have your product solve it. Show them why and how you are already solving a need with your product that they didn't even know they had. Ensure that it is genuine, so that you can feel good about yourself and they can get benefits too.



# RICHES & WISHES

Remember that your hopes for a product, services etc. are implied, you are hoping to generate a sale, that is part of the natural sales and marketing process, we all know this.

So, forget about that and instead concentrate on building your rapport with your prospective customer. You often have one chance to get and keep a customer and it's in that very first interaction. Do you want them to see you as the person that is just out for a quick buck through a sale?

Or do you want them to see you as an expert in your field, a person or company that has products and services that can help them? Be someone that is more interested in building a successful relationship with them, than just taking their money and getting off at the next stop. I promise it works.

When I look at something I'm considering buying, I know which option I always look for...

How about you?

“

People do not buy goods and services.  
They buy relations, stories & magic

”

SETH GODIN

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# INTERVIEW: PART 3

## MEET THE REAL SIMON COULSON

### Do you remember how much your first attempt at selling online made?

Yes, I remember my very first Internet project which was an E-book about buying property in Bulgaria, which was making over £400 a day on good days. The best part of this was the money came in every day without me having to do anything.

The work had been done upfront writing the ebook, and whilst that had taken about 60 hours of research and compilation, when it was done I didn't have to do anything more to collect £100s of pounds of profit every day. I was literally making money while I slept.



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

### How did you manage to scale so quickly and launch so many more e-Books after that first success?

I had heard people talk about 'outsourcing' websites where you could get people to do work for you, such as writing ebooks. So, logically, I thought how about using outsourcers to compile the guides for me, which would free me up to expand my business faster. I could see how I could benefit from outsourcers enormously. If I employed 3 outsourcers I could have at least 3 guides written in a few weeks instead of one, and I wouldn't have to do the research and writing myself.

### What advice would you give to someone who wants to outsource some of the work in their business?

I learned a few fast lessons on outsourcing. Firstly, it is very important to look closely at the feedback scores and also the volume of work delivered before by the outsourcer you want to hire. A couple of times I picked outsourcers who were too new or inexperienced and I was always disappointed. I also found that you have to take their proposed delivery dates with a pinch of salt. Outsourcers, it seems, are some of the unluckiest people on the planet. You will never cease to be amazed at how many of them fall over and break arms or fingers, how many of their relatives and pets get sick and require round-the-clock care, and how many develop major malfunctions with their computers or Internet which render them useless for weeks at a time. I am of course talking about the excuses outsourcers give you when they fail to deliver your project on time!

“

**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'.**

”



# INTERVIEW: PART 3

## MEET THE REAL SIMON COULSON

### **If you could summarise the lessons you learnt in those first few years what would they be?**

Don't rest on your laurels! If you have one good idea that makes you money on the Internet, then there is another idea just waiting to be unleashed!

If it ain't broke don't fix it – just rinse and repeat, again and again if you can.

Outsource. I simply could not have made the money I have without outsourcing tasks. Don't wait until you are at breaking point – use outsourcers to help you grow your business, not to rescue when you are drowning in tasks.

Give outsourcers a bonus to ensure your job is top of their pile and they do it to the best of their ability.

Get outsourcers to transfer to you the Intellectual Rights of the work they have created for you.

Use copyscape.com to check for plagiarism.

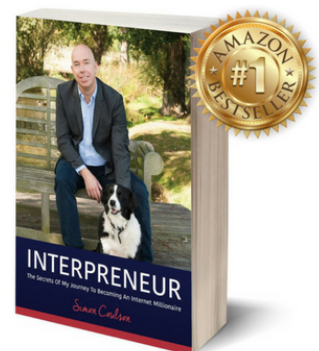


### **LESSON TIME! Simon Says:**

If you have a problem don't just clutch at the nearest solution. Think about the best way to solve it and don't be afraid to ask questions. You will probably be surprised at the answer and at what help is available to you.

If you are 'working from home' that is fine, but if you start recruiting other people to work for you and have them coming to work in your house that can make a material 'change of use'. I'd suggest at the point where you take on your first employee you should also look to take on an external office or business premises –especially if you have neighbours twitching behind their net curtains!

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



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

# HOW ONE LITTLE NOTEBOOK CAN DOUBLE YOUR INCOME

Anytime and every time you do anything in your business, write it down. Found a new resource? A new shortcut? A new market? Had a brilliant idea? Or even a crazy idea? Write it all down. If you try something and it works, write it down. If it didn't work, write that down, too. It doesn't matter what your niche is. The point is to keep track of everything you do in your business.

**Then when something pays off big, you have three options:**

- 1: Follow the steps in your notebook to duplicate your success over and over again.
- 2: Hire an outsourcer to follow the steps to duplicate your success for you while you focus on building even more income streams.
- 3: Use your notes to create teachings (books, courses, membership sites, etc.) to duplicate your success. This is an entirely new income stream to go with the other income you're making.

If you're teaching others how to duplicate your success, be sure to also tell them what didn't work so they can learn from your mistakes instead of making their own.

Do you already have a solid method that's working for you, but you didn't take notes? You can still go back and do some investigation to recreate what you did that's working so well.

Your payment processor records your income. Cross check that with emails you've sent out and campaigns you've run to see what worked best. Check the Wayback Machine to find out what copy you were using on which site on any particular date. Check your Clickbank, JVZoo and other accounts to see when things were working really well and investigate to find out what you were doing.

It's like being your own Big Brother, only this way you get to profit yet again by duplicating your successes and teaching others to do the same.



# 7 SIMPLE SALES GENERATING VIDEOS YOU CAN MAKE IN ONE DAY

Any one of these videos can be made in as little as a few minutes if you already know what to say into the camera. Yet every single one of these can produce massive results when you incorporate them into your websites and sales funnels.

**1: The 'Questions-You-Get-Over-and-Over' Video** Guaranteed your customers have questions, and most of the time they are the same questions over and over again. Take a look at what prospects ask you about a product. Choose the questions that you get on a regular basis and then make a short video answering these questions.

Place it on your sales page and your Q and A page. This video is also a great chance to let your prospect see that you are real person who is there to help them make a good decision.

**2: The 'Who-the-Heck-is-This-Person' Video** Your affiliate just sent a boatload of traffic to your site but these people don't know you. Make a short video detailing your bio or anything else pertinent that allows prospects to see, hear and get to know you. This builds familiarity and trust with you, your brand and your website.

**3: The 'Why-I-Love-This-Product' Video**

Here's where you face the camera and tell your prospects why you personally love your product. Talk about how it's changed your life or the lives of your customers, what you've gone through to bring this product to them, and how it can revolutionise their life, too.

**4: The 'Gimme-Your-Email' Video**

This is the video you place on your squeeze page as your convincer that handing over their email address to you is a good idea. Before someone fills out a form - even one that asks for just an email address - they have doubts. They're wondering if they should fill out the form, is someone going to contact them, will my email address be sent to that Nigerian prince or the male enhancement dude... so many worries.



# 7 SIMPLE SALES GENERATING VIDEOS YOU CAN MAKE IN ONE DAY

## 5: The ‘This-Costs-Too-Darn-Much’ Video

This one is also known as the What-the-Heck-Does-it-Cost video, too. Prospects do NOT like having to search, scroll, dig, backtrack, click and so forth to find the price. And unless your sales technique is to be the lowest priced product on the market, they’re also going to want to know why they should be spending more with you. This video covers both of these items – how much does it cost and why is it a total bargain in terms of what they get back in exchange for their money.

## 6: The ‘These-Guys-Love-It-So-It-Must-Be-Good’ Video

This is where you offer your social proof including testimonials, endorsements, well-known customers and so forth. You can have several of these videos on one page if you like. Better yet, create one video which you narrate that includes clips of customers extolling your virtues. In between clips you can also mention other reviews you’ve received, endorsements and so forth.

**7: The “You-Better-Back-Up-What-You-Say” Video** **Everyone** says they have the best, fastest, biggest and prettiest product. So what? No one believes it until you back it up with proof. Are your people the best? Give me some examples to prove it. Is your customer services world-class? How do I know that unless you tell me a couple of above-and-beyond customer service stories? Does your course teach me more or does it use a better method than any other course? Great, but I’m not going to believe it until you show me. For every claim you make, try to find at least one example that proves it, and put your best ones in video form.

With rare exception all of these videos should be short – 2-5 minutes. The idea is to add to the content already on the page, not to replace that content. Make it super clear what the video is about and why they want to watch it. Be concise and interesting and never ever ramble. Get to your point quickly with a smile. Be charming and fun. All of this might sound like a tall order, but basically if you imagine the camera is your favourite person, you’ll find these videos are remarkably easy to make.

And best of all, they can build trust and generate more sales.

# BOOKS OF THE MONTH



"Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad"

RICHARD BRANSON

**GET YOUR COPY HERE**

"In an industry rife with jargon and snake oil, Lucy demystifies the dark arts of PR and cuts to the chase showing founders everywhere how to get the word out faster, more authentically and without a massive price tag. An essential read for anyone who wants to build a strong profile for their business or themselves." - Jeff Taylor, Editor in Chief, Courier Media

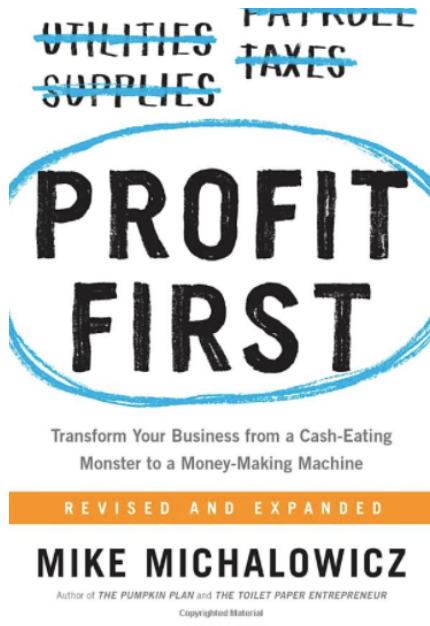
*"If a young man tells his date how handsome, smart and successful he is - that's advertising. If the young man tells his date she's intelligent, looks lovely, and is a great conversationalist, he's saying the right things to the right person and that's marketing. If someone else tells the young woman how handsome, smart and successful her date is - that's PR."*

*S. H. Simmons*





# BOOKS OF THE MONTH



"If I had to run a company on three measures, those measures would be customer satisfaction, employee satisfaction and cash flow."

JACK WELCH

**BUY IT HERE**

Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a **behavioural approach** to accounting to flip the formula: **Sales - Profit = Expenses**. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that: Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. A small, profitable business can be worth much more than a large business surviving on its top line. Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humour, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.



# 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](#)**

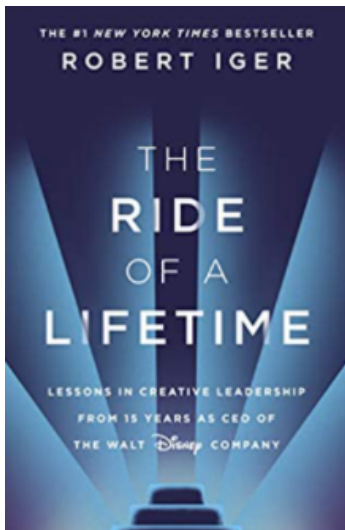
How do you grow your business when you don't have a marketing budget? How do you stand out in a busy world?

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



"The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet."

Theodore M. Hesburgh

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

The CEO of Disney, one of Time's most influential people of 2019, shares the ideas and values he embraced to reinvent one of the most beloved companies in the world and inspire the people who bring the magic to life. Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Morale had deteriorated, competition was intense, and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Fourteen years later, Disney is the largest, most respected media company in the world, counting Pixar, Marvel, Lucasfilm and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he's learned while running Disney and leading its 200,000 employees, and he explores the principles that are necessary for true leadership, including: Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming. Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity. Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale. Fairness. Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

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

# SUCCESSFUL STUDENT STORIES



"I attended Simon's 3 day diploma in January 2019. It's fair to say it has changed my life. In the last 12 months I have gone from working as a restaurant chef with no business knowledge, to running two of my own businesses and earning enough to leave employment for good. I have an online cooking school, which provides a passive income each month. [www.becomeapastrychef.co.uk/](http://www.becomeapastrychef.co.uk/)

***BEN MARINER***

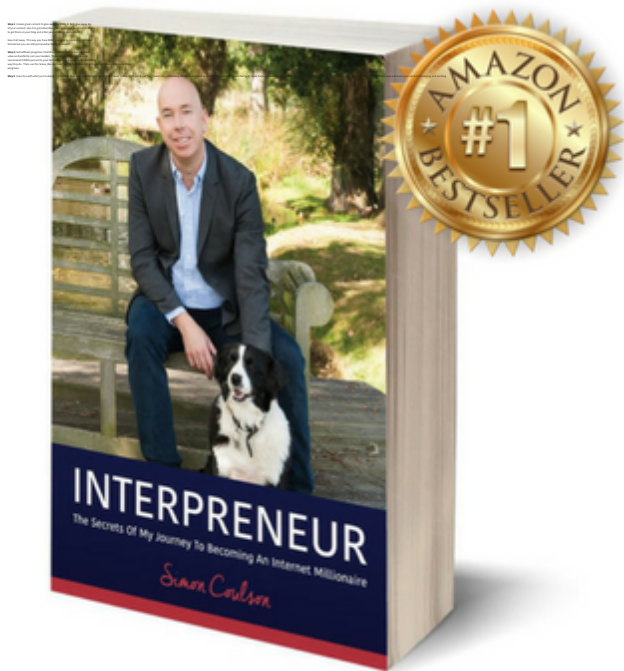
"The Internet has changed everything for me, and for a relatively low investment it's incredible how you really can propel you and your business forward like never before. I truly am living the dream right now, and discovering Internet Business School was absolutely life-changing"

***IZZY ARRIETA***





# 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](#)

***“Your limitation—  
it's only your  
imagination.”***