

INTERNET MARKETING UPDATES

THE

Internet Business

SCHOOL

Happy
Christmas

A WORD FROM OUR FOUNDER SIMON COULSON



Hey there,

It's the final newsletter of the year and what a year, one that most of us will be glad to say goodbye to. I used the extra time at home to write an album and I've just released the title track, Cuts and Bruises. If you'd like to listen, click [here](#).

Just a reminder, if you are thinking about new income streams in 2021, there is still time to take the online quiz to find out which online business you are most suited to. Here is the link www.whichinternetbusiness.co.uk.

Wishing you all a very Happy Christmas and best wishes for 2021.

Simon



TABLE OF CONTENTS

Think about this ...
revolutions

Zoom launches event
platform

How can I market my
own programme in
Facebook Groups

Part 4: Interview with
Simon Coulson

7 Simple Methods to
Earn Money Online

Books of the Month

Student Success
Stories

THINK ABOUT THIS ... REVOLUTIONS

Throughout our history there have been many movements and revolutions. **Changes and growth happen within these times** and they often cycle round again.

The obvious example are wars throughout history. There have been many (for different justifications), be it a “land grab”, oil, religious beliefs, the reasons are almost endless. But then they pass for a while until they come around yet again. When regimes are forced to change, it’s called a revolution, but often we forget that this is also the latest in a long line of similar actions over history. World War One became World War Two, which became the Korean war, which became Vietnam, which became Afghanistan and the gulf wars and the wars on terror.

We still have not learnt enough from those mistakes to break free from the loop of those iterations.

Similarly, business happens in cycles, trends rotate around and come back to the forefront, all it takes is a slight re-imagination of an old idea to give it a whole new lease of life. But here’s an interesting thought: what would happen, what could our businesses and even our world become if we, instead of repeating the past, learn and do something new?

Something we have never done before. What heights could our businesses soar to if we chose for once to not repeat the past.

Our histories tell us that a little revolution every now and then is a good thing, they make changes for the better, and this is true, but only if we choose to learn from the ones that came before. The lessons are always there we just need to see and accept them, and then move on.

If your business has made mistakes in the past, face those demons head on and do something innovative to overcome those past blocks.

Zoom Launches Event Platform

Originally available only as a private beta, Zoom has now made **OnZoom** accessible to everyone.

This new events platform allows paid Zoom users to create, host, and monetise events — a seemingly useful tool as we begin to see the adoption of virtual events grow.

Hosts can run one-time events or event series for up to 1,000 attendees (this number varies depending on the host's license), as well as sell tickets on the marketplace.



Find out more here

<https://on.zoom.us/e/view>

Yahoo Groups Fully Shutting Down 15th December 2020

Have you got any content on Yahoo Groups? Then you'd better grab it fast before it disappears forever. Yahoo Groups is completing the final stage of shutting down on December 15, 2020, at which time it will be fully removed from the web.

<https://www.searchenginejournal.com/yahoo-groups-to-fully-shut-down-on-december-15-2020/384313/#close>



5 WAYS TO GET MORE FACEBOOK PAGE LIKES

Post regularly — post every day, or at least close to it.

Be authentic — use your own voice to speak to your audience, not some robotic company voice.

Use pictures — a great visual will increase your likelihood of shares and likes.

Ask questions — listen for the response and reply back.

Contests — offer rewards for those who share and like your posts.

People like free stuff.

OPEN SITE EXPLORER

Moz's Link Explorer is an SEO and SEM tool that'll help you explore any site. You can use it to find link building opportunities and to find out where you're being mentioned on the web.

Just plug in the URL for the site that you want to explore. Click the “search” button: If you're not sure about the anchor text used to link to your site, you can simply click the anchor tab in the top left corner. Your objective is to get more brand anchor texts and fewer exact keyword anchor texts.

<https://moz.com/link-explorer>

“HOW CAN I MARKET MY OWN PROGRAMME IN FACEBOOK GROUPS?”

If it's your own Facebook Group, then you can market your programs with no problem. But if you're in a Facebook Group run by anyone else, you've basically got two options:

1: Be active, provide value, answer questions and solve people's problems to get noticed. Because this can be time intensive, you might want to pick one group and stick with it rather than spreading your attention over several groups. Or you can outsource this work to someone else.

Look for opportunities to contact people via direct messaging, to offer your free report that solves their problem, or any other opening that gets them either on your list or in direct contact with you.

2: Ask the admin for a sponsored post. This is something of a numbers game, but it can be quite effective.

Find the Facebook Groups that cater to the audience you're looking for. Contact each Facebook Group owner or admin and ask if you can pay them to pin a post to the top of the group for a day or longer. Some of the FB Group owners will completely ignore your request, some will need more info and others will say yes. Keep in mind that unless these groups are in the make money online realm, there's a good chance you are the first person to ask to pay them for a sponsored post.

The post itself can be an endorsement from the Group admin or it can come from you. In either case, offer something awesome in exchange for the ability to contact them via email or for joining your own Facebook Group.

Once you have them on your list or in your own Group, you can promote your products to them as you would any other prospective customer.

INTERVIEW: PART 4

MEET THE REAL SIMON COULSON

I'd like to sell information products online, what advice would you give me, I don't know where to get started?

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.

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'.



Where do you get all your ideas from?

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.

“

IT'S NOT ROCKET SCIENCE. FOR THE PRICE OF A NEWSPAPER YOU HAVE A WEALTH OF INSPIRATION AT YOUR FINGERTIPS

”

INTERVIEW: PART 3

MEET THE REAL SIMON COULSON

How can you reduce the risk of copycats undermining your business?

Well, if you can come up with a unique title or brand for your product, this is certainly a good start.

You can register a trademark for a few 100 pounds and this gives you an amount of protection in law against people ripping off your name. Your content is protected automatically under copyright law, so if someone does a word for word copy you can litigate against him or her.

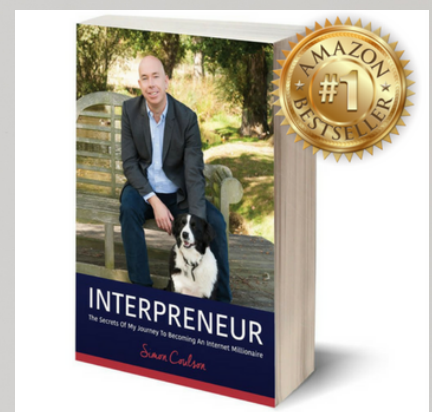
BUT always remember that anyone can get an outsourcer or freelancer to write an original book on any subject for around \$1,000, so do be very be careful!

LESSON TIME! Simon Says:

Don't build your business around one product and always prepare for a market to be potentially killed by rogue competition overnight.

Operate in different markets and have a 'funnel' so you have a range of 'back end' products that are where the real money is made.

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



7 SIMPLE METHODS TO EARN MONEY ONLINE

If you've been laid off from your regular job because of the pandemic or your regular business is slow right now, you might want to pick up some extra money using one of these methods.

1: Affiliate Marketing – this is the big one most people already know. You do the marketing and selling – often of digital products but it could be tangible products, too – and another company handles fulfillment. This might be ebooks, courses, software, services and so forth. Affiliate marketing works especially well if you are a prolific blogger with a large following or you have your own email list. If you want to promote make money online products, you might start with JVZoo and ClickBank.

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: YouTube – the highest paid YouTubers are earning millions of dollars per year. The key is to pick a single niche and then build a strong, loyal audience. You might review products, teach or entertain. You can use your videos to promote products or simply monetise your channel with YouTube ads once you hit the 1,000 subscriber milestone.

3: Create online courses – if you're an expert on a topic or willing to do extensive research and on your subject, this might be for you. Think of it as writing a book, only in course form. You can sell your courses on one of several sites such as Udemy or on your own website.

4: Publish ebooks – focus on popular niches and publish your books through Amazon's Kindle. You can outsource the writing, the cover and the formatting if you choose. Learn how to market your books for best effect. Successful Kindle publishers typically spend as much time on marketing as they do on writing, but it can pay off handsomely. There are publishers of little 50 page ebooks who crank out a book every month or so and eventually earn five figures a month from all their endeavours.

7 SIMPLE METHODS TO EARN MONEY ONLINE

5: Drop shipping – you sell a product to a customer, but the supplier packages and ships the product for you.

You don't handle inventory and you don't need to purchase products before they sell. Oberlo.com is a good place to get started. With drop shipping you appear to be selling and doing product fulfilment yourself, and you will handle any customer service issues. With affiliate marketing, the customer knows the product is coming from someone else, and that product seller will be the one handling customer service.

6: Freelancing – if you're a writer, teacher, developer, graphic artist, social media expert or anything related, you can reach out to prospective clients and sometimes get hired on the spot.

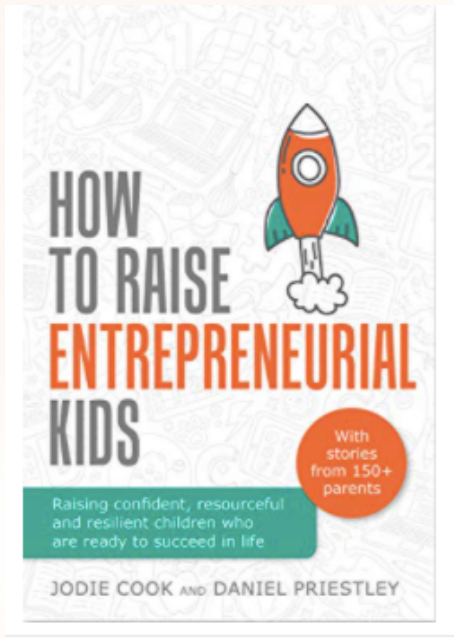
7: Print on Demand – you create unique designs for t-shirts and other clothing and objects like coffee mugs. When a customer orders, you forward their information to the fulfilment house that creates the item and ships it for you. Pritify.com, Wix.com and Printful.com are good places to learn more.

And no, you don't have to be a graphic artist. Plain print works well for timely messages, and you can always outsource graphic design to a professional. Remember, you design it once and you sell it over and over again.

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



"The earlier you start, the more time you have to mess up."

EMIL MOTYCKA, MOTYCKA ENTERPRISES

GET YOUR COPY HERE

"Are you raising entrepreneurial kids? Every parent wants their kid to have a happy and successful future. The problem is they aren't sure how to prepare them for this rapidly evolving world. Life used to be easy. Go to school, pass your exams, get a good job and the rest flows from there.

Today it's not so simple. The concept of work is changing. Chances are, your kid won't get a job, they will create one. Now more than ever, entrepreneurial skills are fundamental to their prosperity and wellbeing.

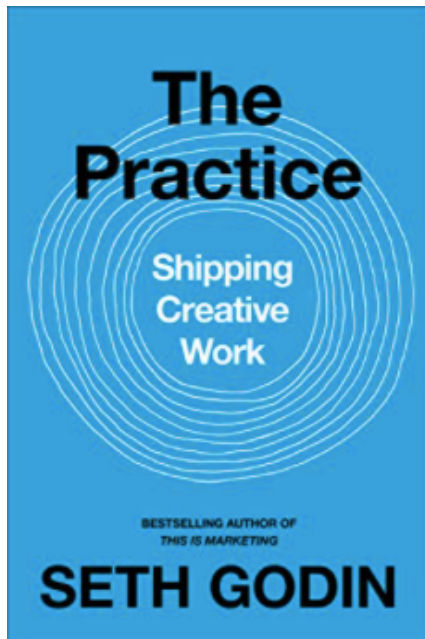
Schools don't teach these skills; will you? This book introduces the four pillars of raising entrepreneurial kids: mindset, skills, experiences and coaching, to ensure they thrive whatever their future holds.

It will equip you to:

- Instil a mindset of positivity and resourcefulness
- Explore opportunities to learn invaluable skills
- Discover eye-opening experiences among the everyday
- Develop new ways of thinking and overcoming obstacles
- Learn from inspiring people and be the best role model possible

How to Raise Entrepreneurial Kids is packed with thought-provoking, actionable ideas to have fun exploring the concepts with your family.

BOOKS OF THE MONTH



"The only people who get paid enough, get paid what they're worth, are people who don't follow the instruction book, who create art, who are innovative, who work without a map. That option is now available to everyone, so take it."

SETH GODIN

[BUY IT HERE](#)

From the bestselling author of *Purple Cow* and *This is Marketing* comes an elegant little book that will inspire artists, writers, and entrepreneurs to stretch and commit to putting their best work out into the world.

Creative work doesn't come with a guarantee. But there is a pattern to who succeeds and who doesn't. And engaging in the consistent practice of its pursuit is the best way forward.

Based on the breakthrough Akimbo workshop pioneered by legendary author Seth Godin, *The Practice* will help you get unstuck and find the courage to make and share creative work.

Godin insists that writer's block is a myth, that consistency is far more important than authenticity, and that experiencing the imposter syndrome is a sign that you're a well-adjusted human.

Most of all, he shows you what it takes to turn your passion from a private distraction to a productive contribution, the one you've been seeking to share all along.

With this book as your guide, you'll learn to dance with your fear. To take the risks worth taking. And to embrace the empathy required to make work that contributes with authenticity and joy.

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"

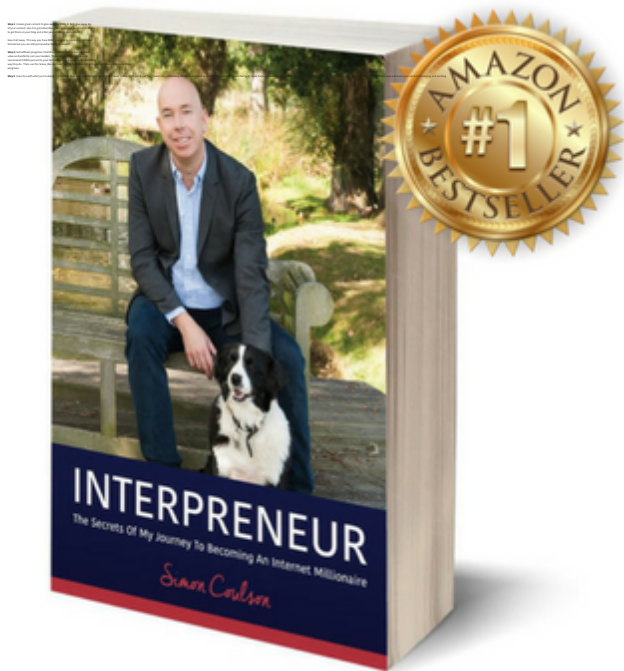
**MACIEJ
BANASZKIEWICZ**

"I have a lot to be thankful to Simon for. It was watching his online training that helped me start on my journey, and Exposure Ninja now turns over more each day than I did each month before coming across Simon's training."

TIM KITCHEN



HAVE YOU GOT YOUR FREE COPY YET?



“To improve is to change; to be perfect is to change often.”

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](#)

“In order to be successful in the new year, stay focused, develop a positive attitude and be passionate with your dreams.”