

HELLO | JANUARY 2021

MARKETING UPDATE

Internet Marketing News, Tips and Resources from the Internet Business School with the UK's most up to date Internet Marketing Training Company



OVERVIEW:

- Marketing Updates
- Exciting news from Simon
- Book of the Month
- Thoughts for the New Year
- How to Triple Your Sales
- Success Stories
- How a Newsletter Yielded \$140,000 in 6 months

Are you looking to create extra income online in 2021?

Head over to our website to get your own personalised 6 page report to discover which Internet Business is right for you. [Click here](#)

News from Simon Coulson

Happy New Year to you all !

I had a quiet Christmas much like many of you , I suspect.

However, it did give me time to create a series of videos to support the tracks from my new album, Cuts and Bruises. Have you heard it yet? I'd love to hear your feedback if so.

I'm looking forward to 2021, leaving behind 2020 and supporting more of you to grow your online businesses.

Stay safe.



Simon

Marketing updates!

Instagram Releases Range of New Updates in Bid to Outshine Rival App TikTok

Instagram is making several changes to its app, the largest of which places renewed focus on its fast-growing rival TikTok.

Instagram will now feature its Reels video function directly at the bottom of its app, a key piece of real estate. Reels videos are Instagram's answer to TikTok's own videos and originally launched in July.

Placing them within their own tab in such a prominent place underlines Instagram's determination to edge into TikTok's space.

Find out more [here](#)



"Social Networks represent the digital reflection of what humans do: we connect and share"

Social Media Marketing Predictions for 2021

Post-coronavirus, 78% of consumers will want brands to help them with their daily lives.

Messaging will need to be more "meme"-friendly, as 55% of 13- to 35-year-olds are sending memes every week. Podcasts are making a return, as 55% of Americans now listen to podcasts.

Nostalgia marketing will continue to rise, with an 88% mention increase during the COVID-19 lockdown.

Your consumers will continue to be more socially engaged and socially conscious. Find out [more](#)



How to Up Your Facebook Marketing Game Using Facebook Groups

Most of us have come to realise in order to succeed on Facebook you'll most likely need to pay-to-play, especially with organic reach percentages so low. But there is another workaround if you aren't ready to fork out the big bucks for that extra post reach...

Facebook Groups.

Brands can use Facebook Groups to ensure their most important content is actually seen by their target demographic and as another way to communicate with potential and existing customers.

Are you living your dreams?



CONGRATULATIONS TO SIMON ON THE RELEASE OF HIS FIRST ALBUM CUTS AND BRUISES

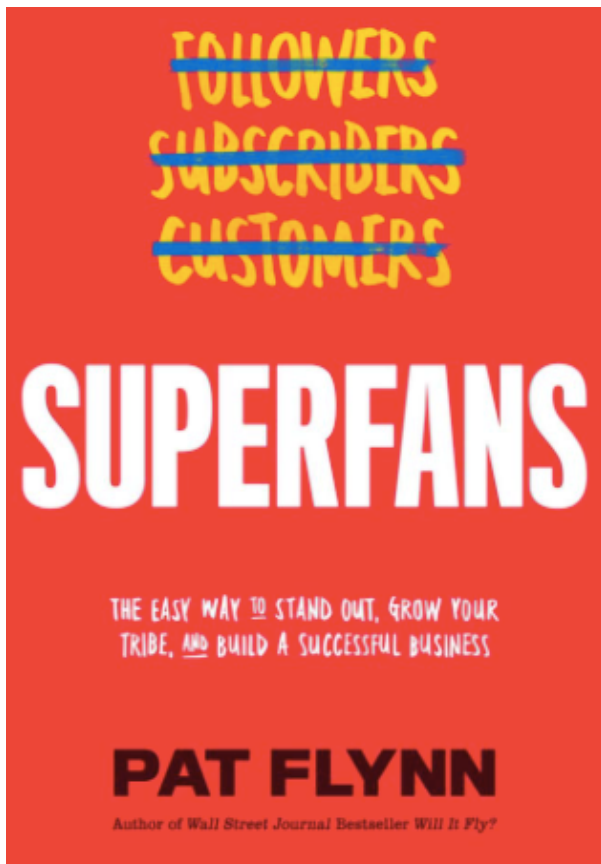
Here at the Internet Business School, we are super proud of our founder Simon Coulson, as he starts 2021 with the **release of his debut album Cuts & Bruises**.

As a child Simon dabbled with piano, he only lasted 3 lessons with his first piano teacher. Never one to give up, even as a child, he found a new teacher but again, after only 8 lessons he decided it wasn't for him.

At the age of 25, Simon joined a band, getting through the audition by pretending to play the piano and learned on the job (obviously his new band mates gave him the benefit of the doubt!)

At 32, he started singing and in his 40's he got into songwriting, going on to co-found the Songwriting Academy. All very impressive.

To listen click **here** or to purchase the album check out his new website **<https://siimon.co.uk/>**



SUPERFANS BY PAT FLYNN

The magical moments that turn your followers into fans. Customers, followers, subscribers. It's easy to just look at the numbers. How many likes? How many purchases? How many email subscribers? But as entrepreneurs, we have to remember that there are people behind all that data.

People who are looking to us to be a leader, to give advice, and to care. They are looking for trustworthy tools and resources, and for someone to help them to achieve their goals. In this dog-eat-dog world, these are the people who are looking for someone who they can trust, and who they know have their best interests in mind.

These are the people, if you connect with them in the right way, who will become Superfans.

Followers may "like" an Instagram post. Customers may buy a product. But "Superfans" will be your biggest supporters.

They will promote you and your products because they know you have made a difference in their lives. They will tell their friends. They will send you encouraging emails.

They will connect with you and your other fans. Whether you're a shy YouTuber just starting out, or the leader of a Fortune 500 company, your superfans are out there waiting for you to connect with them.

You just need to create that journey, to pave the yellow-brick road that will guide them surely and steadily to superfandom. You don't need to change the entire world to build a successful business; you just need to change someone's world.

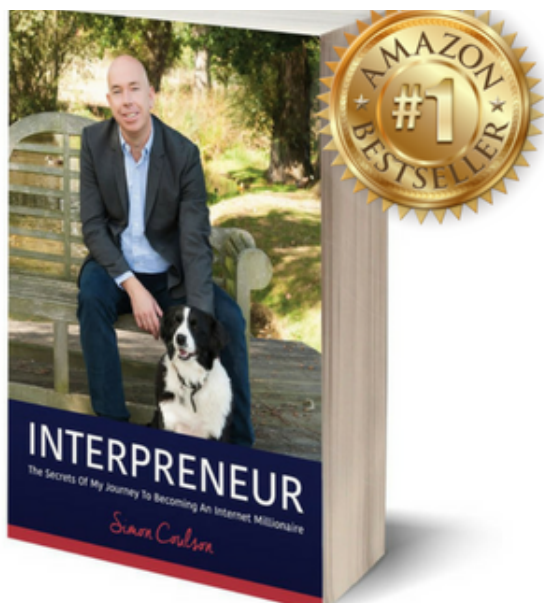
People don't become superfans the moment they find you. They become superfans because of the magical moments you create for them over time. This book will help you do just that.

Buy it [here](#)

INTERPRENEUR BY SIMON COULSON

The Secrets of Simon's Journey to becoming an Internet Millionaire: The Secrets of my Journey to becoming an Internet Millionaire

Have you read it yet? Get your free copy [here](#)?



THOUGHTS FOR THE NEW YEAR



As a species, we seek to increase our longevity, we hope to become immortal through our children or through a legacy. Some of us spend a lifetime in pursuit of goals and riches at the expense of the reason we're here in the first place: to live! None of us are put on this earth to be a leader or a celebrity, that might be the outcome, but it is not the fundamental goal: we arrive here to live. To live every moment and experience as much as we can in the time we have available to us. And yet from the moment we become aware of ourselves here, we start watching a clock, and timing everything; judging our worth and successes based on time spent or pounds earned.


***"Find joy in everything
you choose to do"***

"Time management and a bank balance are simply a scorecard, and the greatest way for you to achieve the successes you want in that regard is to stop watching then and instead live.

Make your business something that fills your working hours with joy and elation. None of us are here to do tasks that we hate, we're here to live for ourselves, it's the only thing we owe.

The moral here is that in life as well as in our businesses, we shouldn't waste time. Our lives are for living, and our businesses should be in support of that goal. To live is supposed to be a great adventure. It's not about what we're going to leave behind or about being remembered. It's about the relationships and experiences we have along the way, and there is always enough time for those, just choose to experience it that way.





CAN YOU REALLY TRIPLE YOUR SALES BY WRITING YOUR SALES COPY FIRST?

4 times out of 5, the answer is a resounding YES. Maybe you've heard this advice before. Maybe it sounded crazier than clown college to you.

But... it works. It doesn't matter if you're creating a lead magnet, a paid product, a video to share with your list or whatever. When you create the sales copy first, you think bigger.

You get more creative. You find solutions you didn't know you had. You're more excited about your product idea, and the excitement shows in your writing. You're shaping a better product than if you had created the product first.

You'll have the best product possible because you sold it first. But what if you write bullet points or sales points and then realise you can't fulfill them?

Simply remove that portion of the sales letter. You will need to revise and tighten up your letter when the product is done. But 90% of your letter will likely already be finished.

And here's one of the best benefits of all – you don't have to write the sales letter after the product is finished. Many marketers find they have just enough enthusiasm to get through the product creation and have none left for the letter.

But by writing the sales copy first, you don't have to worry about that. I learned this technique a long time ago, and every time I remember to do it,

I not only have a better product created with a lot more enthusiasm – I also make a ton more sales.

**“WHEN YOU'RE GOOD AT SOMETHING, YOU'LL TELL EVERYONE.
WHEN YOU'RE GREAT AT SOMETHING, THEY'LL TELL YOU.” –**

WALTER PAYTON

SUCCESS STORIES

Our Students



CHARLI B

" My uni friends couldn't understand why I could afford a Mercedes at Uni! I have the Internet Business School to thank for that! "



BILL GOLDIE

" We made in excess of £350,000 with our Ebook ...Simon has changed my life "



WINSTON M

" The course exceeded all of my expectations "

will you be next?

KATHRYN BROWN

" Within a year of doing the Internet Business School diploma, we'd increased our sales revenue by £100,000 "

Head to our website for more details



www.internetbusinessschool.co.uk



CASE STUDY: SIMPLE NEWSLETTER YIELDS \$140,000 IN 6 MONTHS

Because competition is a real factor here, I'm not allowed to reveal the exact niche for this case study. Luckily, this method will work in any niche where you can save people money on something they're already buying.

And it will work in a lot of other niches, too, but for now let's talk about the whole money saving deal. For purposes of discussion, I'm going to change the niche to air travel, and we'll assume it's not during a pandemic. This person – we'll call him Vinnie – set up an information email list giving away free info on cheap flights. Again, I've changed the niche, but let's roll with it.

When airlines get cancellations make mistakes and so forth, they sometimes offer crazy good deals just to get the seats filled. Vinnie keeps tabs of these offers and sends his list info that can save them a lot of money on their airline tickets.

But here's where it gets good: While anyone can subscribe for free, he also has a paid version. The cost is low, about \$40 for 3 months or \$90 for a year. The savings on just one deal alone can be several hundred dollars, making it an easy sale to air travellers.

The difference between free and paid subscriptions is the free subscribers only get about one third of the deals in their inbox.

Paid subscribers get ALL the deals.

Here's what's great about this business model:

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The content writes itself. All you would be doing is passing along the info that your readers want. Essentially it might sound something like, "Delta is offering 2 for 1 discounts for the next 24 hours for transatlantic flights. Here's the link to their site."

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Readers can easily afford the subscription price. If they have the money for plane tickets, they can afford a \$90 subscription.

Getting just one deal a year more than pays for the subscription. People who continue to fly do not unsubscribe.

Paid members get an ego bump because they have ‘inside knowledge’ they can brag about to others. “My guy saved me \$400 on my ticket.”

·It’s easy to get new subscribers. Since he has a free version and because people want to save money, his conversion rate on his squeeze page is extremely high.

·Once free subscribers see how valuable the info is and realise they are missing two-thirds of it, upgrading is an easy sell.

He made \$140,000 in just the first six months alone. He wouldn’t tell me how much he’s made since, but I do know he bought an expensive new house and he’s hired 3 people to handle most of the business for him.

One more thing: Once he realised how big this was going to become (and please remember, I have not revealed his true niche) he decided to bring on affiliates with a referral program. This made things explode and kept his competition to a minimum.

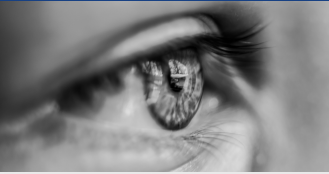
Here’s what you can do: Be on the lookout for any niche where people need quick, up to date info on something. It might not just be about saving money on a particular item. Maybe they need the latest news or methods in their niche such as investing and so forth.

When you find a good possibility, verify that people are paying money in the niche. Obviously, people pay for airline tickets so that would be easy. And some niches will surprise you. I’ve heard of a guy who is making a killing writing a monthly newsletter about collecting arrowheads. He works maybe 5 to 10 hours a month and pulls in \$10,000 in monthly subscriptions in his one man operation.

Create a free version of your newsletter, find where your audience hangs out and get them signed up. Show them why it’s to their benefit to become an insider and upgrade to the paid version.

Learn your numbers and start advertising to scale the entire operation up. Vinnie advertises online and in publications.

Remember to sell your readers other stuff, too. If your niche is golf tips, sell them golf equipment and golf packages. If your niche is dog training, sell them high end dog food and so forth.



LOOK BEFORE YOU LEAP

How often have you heard the phrase: Look before you leap?

It's a favourite of parents and child minders, whenever they are out and the children are running around jumping over things, and generally being children. As those children grow and attend school they are taught the same principal over again in all things: "Look before you leap". Be careful.

In many ways the formative years of our lives are spent learning how to be restricted. In adulthood, **we are afraid and anxious** to make any form of jump at all. We are conditioned to be so afraid of the results of that leap that many of us choose not to leap at all.

Then there are the entrepreneurs, the e-commerce cowboys, those that will walk right up to the edge of the cliff or balance along the edge of the wall, but many won't take that last piece of courage and just jump over.

That is a skill that's lost to our early youth and we choose to perpetuate that by teaching it to generation after generation.

But what if instead we could learn from the children's natural inclinations, and rekindle that courage, that fearlessness: to leap without thinking, just blindly trusting in ourselves that it will all work out right? Just having faith...

Think of what we could accomplish without the fear of failure. What is a failure anyway? It's merely a lesson that we have not yet learned how to correct.

A child knows nothing of failure, think about your own childhood, if something didn't work out, did you view it as a failure for yourself or was it an adult telling you it was? To us as children, it's merely- Oh well that didn't work out let's just try it again slightly differently this time, eventually one of them is going to work.

Children are full of hope and wonder, enthusiasm and innovativeness, it's only as adults that these traits are caged. **There are still things that we as adults can learn from our children, we just have to choose to see them**

ACHIEVE YOUR GOALS IN 2021

By Claire Perry-Louise

Internet Business School Coach & Community Builder

If I've learnt anything in the past 8 years of Entrepreneurship it's that if you want to get something done, you need to schedule it.

Back in 2013, fresh off the Internet Marketing Diploma , leaving behind my life as a solicitor I decided I wanted to write a book. That thought would still be in my mind if I hadn't taken the steps I am about to share with you.

Step 1 : Set yourself a deadline. Things that aren't scheduled generally don't happen. When I wrote my book, I had a deadline of 6th January 2014 to get it back to my mentor. If I hadn't had this date, it would never have happened.

Step 2: Get yourself a mentor or at the very least an accountability buddy. This way you have someone other than you invested in your success. At the very least you will feel a fool if you don't do what you say you are going to do.

Step 3

Take small steps but do something. I often get overwhelmed when I think of a large goal I want to achieve, whether that's building a new website, creating a course or even writing another book. However, I know from experience that if you take one small step towards it, you are increasing your chances of achieving it by a massive percentage.

So don't delay any longer, this is the year to make things happen. What do you wish to achieve in 2021?

Take care & good luck

Claire x



THAT'S ALL FOR THIS MONTH FOLKS

SEE YOU IN FEBRUARY!
STAY SAFE!



"Grow your business faster and easier with my help, than you would going it alone. Check out our latest courses and offers"

Simon Coulson

INTERNET BUSINESS SCHOOL AS FEATURED

