

HELLO | MARCH 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
- Reverse Engineering Podcasts
- Book of the Month
- Clubhouse - are you invited?
- Profitable Email Lines
- Success Stories
- Attract a Massive Audience with Your Blog

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

Hey!

There is a light at the end of the tunnel! Finally we may be starting to return to something that resembles more like normal life.

I've been enjoying writing more songs and if you'd like to listen to my version of Dance Monkey you can listen [here](#).

In other news have you checked out Clubhouse yet? You could just get your next business lead from there

Stay safe.

Simon



Wikipedia Turns 20! ?

Marketing *updates!*

You might think that your little business can't compete with a big one. After all, they're doing millions of dollars in business while you're doing just thousands of dollars. Hopeless, right?

Nope.

Figure out what you're good at and stick to that. That's what Wikipedia did.

Despite being a small nonprofit, Wikipedia does a far, far better job of monitoring the information it shares for accuracy than other websites earning BILLIONS of dollars.

At 20, Wikipedia has become a refuge from Big Tech's misinformation and a beacon of reliability.

Find out more [here](#)



15 Free Google Tools That Will Enhance Your Marketing Strategy

Google has tons of free tools available for you to take advantage of and improve your marketing efforts. Here Quicksprout has narrowed down the top 15 free Google tools your business can use for marketing.

Find out [more](#)



GUIDE: Four Steps to Get Started with The Next Generation of Google Analytics

Google has published this new guide to help you get started with Google Analytics.

The Google team says, "As customers engage with your business in new ways, it's important that you are able to understand their journeys across multiple touchpoints, and deliver better experiences that meet their evolving needs."

Analytics gives you the essential insights you need to be ready for what's next, and the new Google Analytics is designed to help you get better ROI from your marketing for the long term.

Find out more [here](#)

ON AIR

**NEW TO MARKETING?
DO REVERSE
PODCASTING FOR
FAST SUCCESS**

If you're new to marketing or don't yet have a large following, starting your own podcast can be an uphill slog that takes months of work before you start to build real traction. But being a guest speaker on established podcasts – what I call reverse podcasting – can immediately establish your credibility and send hot prospects to your website.

It doesn't matter if you have a track record online because your offline experience can work just as well for getting interviewed. Remember that podcasters are always looking for interesting people to interview who bring value to their listeners.

To find out what which podcasts might be a good fit for you, choose someone well-known in your niche and then discover what podcasts have had them as a guest. These are the podcasts you want to approach.

Typically, podcasters will want to know what you can offer their listeners in terms of great info. They will also link to your site in their podcast description (great for not just traffic, but also SEO) and place your name in the podcast's title.

Once you've been a guest on numerous podcasts, then it might be time to consider starting your own podcast. And your first guests can be the podcasters who interviewed you since you've already established a relationship with them.



ENTREPRENEUR KNOW-HOW: MINDSET AND WINNING STEPS FOR BUYING A BUSINESS

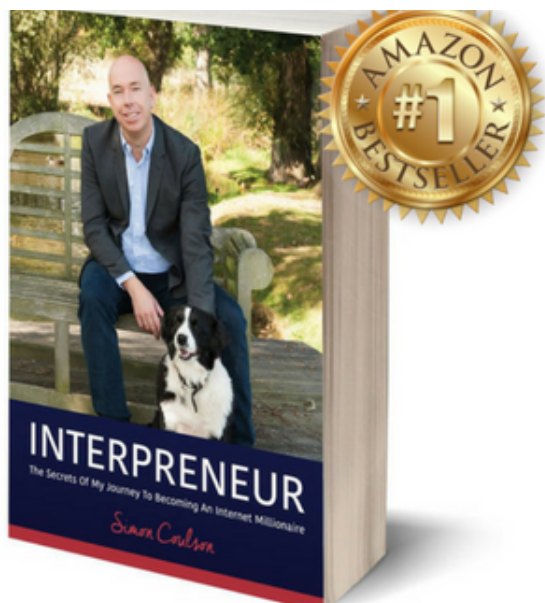
BY SHARON ROBSON

TRANSFORM THE WAY YOU THINK ABOUT ENTREPRENEURIALISM AND OWNING A BUSINESS... This book - an easy and straightforward guide - shows you how to buy your own business and create the lifestyle you've always desired. You will learn the practical steps, tips and inside know-how on buying a business, and be taught what it takes to become an entrepreneur - Everyone can be one if they know-how.

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](#)?



Essentially, this book gives you tools to understanding how you and the people around you relate. It dispels attitudes, myths and beliefs around business and helps you uncover how, through owning a business, you can find a sense of passion, balance, security and personal growth. By applying the concepts in this book it will increase your business acumen and put you in control of creating your abundant and exceptional lifestyle.

Buy it [here](#)

SICK OF ZOOM? TRY CLUBHOUSE IF YOU CAN WRANGLE AN INVITE!

It's an audio app that allows people to listen to or actively participate in live discussions online.

Think Zoom without video and without recording. Also, there is no private messaging and no written comments. You enter a room and start listening to the conversation. Or you have the option of raising your hand and possibly being called up on stage to join the discussion. Contribute to the conversation and you could be made into a moderator, which allows you to call others up on the stage. Or you can start your own conversation and see who shows up.

If this sounds like a free-for-all, it's not. When you're on-stage you're expected to mute yourself until you have something important to share, or until you're called on. Rooms (conversations) can run for hours and possibly even days with multiple moderators. There's no requirement to participate; you can simply listen in as you would a podcast.

So, what are they talking about in these rooms? They're sharing stories, collaborating, bouncing ideas of each other and teaching.

Who's participating? Anyone with an invitation: Entrepreneurs, business elites, professionals, coaches, celebrities, investors, trainers, CEOs, moguls...the list goes on.

How do you get an invitation? Ahhh, there's the tricky part. Someone already in Clubhouse has to invite you, and their number of invites is limited. Don't have an invitation? You might still get in if you download the app and set up your account. If someone who knows you is notified in-app, they can grant you access.

Is there a downside? Yes. It's been reported that Clubhouse has a lack of content moderation, sometimes resulting in abuse and hate speech. Hopefully they're working on that.



THIS EMAIL LINE ADDS \$500-1000 A MONTH TO YOUR INCOME?

This is truly old school and yet most marketers never do this.

In fact, it can add several hundred dollars or more to your bottom line each and every month. And all it takes is a line or two of text in your emails. What is it?

The signature line. Place a simple signature line with a link to an offer as a footer in every one of your emails you send out to your list.

This can be to one of your flagship products, such as your coaching program or a high-end course. Yes, it sounds almost too simple, doesn't it? You probably won't get a lot of clicks on this link for a couple of reasons: They've already clicked on the main link higher up in the email.

Or your list goes 'ad blind' because they keep seeing this same line over and over again. Which is why you want to promote a flagship product with a fairly high price tag. For example, if you have a \$500 coaching program and you only get one sale that month from your signature line, that's still \$500 profit.

And it's even more if it's monthly billing. You can change the line from time to time to keep it fresh. Frankly, you don't need to spend a lot of time on this. Just write your line, add it to your footer and forget about it for a couple of weeks until you change it. And then see what happens. It could add thousands to your bottom line each year.

**"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 Reviews

will you be next?



Melvyn

4 reviews GB



13 Dec 2020

Internet Business School 3 Day Course

I completed the 3day Internet Business School Diploma, very well structured, easy to follow and understand. Well worth the time and money and would recommend to anyone with a business or an interest in online, internet or social media.

Head to our website for more details



www.internetbusinessschool.co.uk

THE
Internet Business
SCHOOL



Claire Cowley

1 review GB



14 Dec 2020

I can highly recommend the online CPD...

I can highly recommend the online CPD accredited digital diploma. There is so much fantastic content, that you leave with a wealth of ideas of the opportunities that are ahead of you!



Kim Horwood

1 review GB



Updated 25 Oct 2020

Hugely valuable and professional course with practical advice, insider tips and tricks

If you are looking for a comprehensive dive into the world of digital marketing, this is the place for you. Hugely valuable with practical advice, insider tips and tricks from this fast growing industry. My head is buzzing with ideas - can't wait to start putting it into practice. Thanks for opening my eyes to what's possible Simon. Highly recommend.



ATTRACTING A MASSIVE AUDIENCE WITH YOUR BLOG

Plenty of bloggers like to write about their thoughts, their day or the crazy thing that happened to them on the way to the zoo. But this type of blogging is generally more for fun than for profit. To make money with your blog, you'll want to focus on keyword phrases and questions your target audience is actively searching for.

When you help people solve problems through free and valuable content that is relevant to your business, you reach larger audiences and build trust. The best part is you get the opportunity to show people how your products and services can help them solve their problems and fulfill their desires and needs.

Let's say that you're a real estate agent. Your potential clients aren't looking for your recipe for apple pie, the award you won last week or even the number of houses you sold this month.

What they do want is their questions answered:

- "How do you buy a house?"
- "What credit score is needed to get financing for a house?"
- "What is the best way to invest in real estate with 10% down?"
- "How do I know I'm buying in a good neighbourhood?"
- "What are the easiest ways to increase the selling price of my home?"

Find out what real estate prospects want to know, and then use those exact questions for your titles. Give helpful info in the blogposts and then refer them to your squeeze page to get your lead magnet, or suggest they give you a call to further answer their questions.

These types of posts can rank high in search engines without tricks because they are exactly what searchers are looking for. And once you rank, you'll be getting free, consistent traffic from Google.

This works in just about any and every niche you can think of and it's an easy way to demonstrate your authority while building an audience that is super receptive to your offers and services.

And here's how you can take this knowledge and double the impact: Use the same approach for your YouTube videos. YouTube is simply a search engine for videos, which is why ranking on YouTube is similar to ranking on Google. Choose keyword phrases and questions that match what people are looking for on YouTube. Create videos with those titles that are packed with great info. And invite your viewers to visit your website, subscribe to your list or take the action you seek.

Using this method and being consistent will yield powerful results: Free targeted traffic, building your authority with your new viewers and readers and plenty of new subscribers and customers.

15 free Google tools that will enhance your marketing strategy

Google has tons of free tools available for you to take advantage of and improve your marketing efforts. Here Quicksprout has narrowed down the top 15 free Google tools your business can use for marketing.

Click [here](#) to find out more



7 Powerful Ways to Use Twitter Influencers

By identifying and tapping the right social media influencers, you can give a boost to your business.

Jeff Bullas has shared seven powerful ways to help you use Twitter influencers to promote your business. Find out more [here](#)

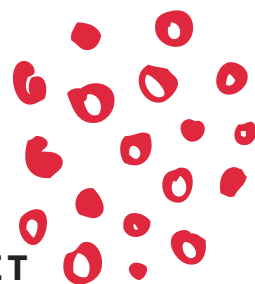
GUIDE: FOUR STEPS TO GET STARTED WITH THE NEXT GENERATION OF GOOGLE ANALYTICS

Google has published this new guide to help you get started with Google Analytics.

The Google team says, “As customers engage with your business in new ways, it’s important that you are able to understand their journeys across multiple touchpoints, and deliver better experiences that meet their evolving needs.

Analytics gives you the essential insights you need to be ready for what’s next, and the new Google Analytics is designed to help you get better ROI from your marketing for the long term.

Find out more [here](#).



Where To Find Related Keywords And How to Use Them

If you want to create content that ranks at the top of the search engines and drives organic traffic in 2021, you need to understand how to build topical authority and demonstrate topical expertise. No longer are you optimising for single keywords but for entire topics.

It all starts during the keyword research phase when you're searching for related keywords.

Find out more [here](#)

Top 5 Social Media Marketing Pitfalls

To make the most of the opportunities available to you on social media, start with an honest audit of your current marketing strategy. By avoiding these common missteps below, you'll be more likely to reach your audience, build a relationship with your followers and achieve your marketing goals.

Find out more [here](#)

THAT'S ALL FOR THIS MONTH FOLKS

SEE YOU IN APRIL!
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

