

HELLO | MAY 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
- 6 Magic Words that Sell More Products
- Are You Free on Saturday?
- Book of the Month
- Tik Tok
- Success Stories
- How will Google's Cookie Policy affect me

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!

Firstly thank you for the birthday messages, I had a great day and 50 isn't so bad after all ;)

Have you attended Saturday School yet? A free morning workshop with my team of hand chosen experts. Each week we dive deeper into marketing, sharing tips, resources and best practices.

More details about how to sign up are in this months newsletter.

Until next month, stay safe.

Simon



Google to Target Ads without Singling Users Out

Advertisers like Facebook and Google use cookies to track people, build profiles and allow advertisers to retarget their prospects. But now that Google has announced it will stop using this kind of system to track individuals across the web, what happens next?

First, this isn't the humongous change it first appeared to be. Google will continue to track users within its own platforms and use that information to target ads. But outside of the Googleverse, it will now be more difficult for sites to show advertisements based on individual browsing history outside of Google's realm.

The new system - a series of technologies constructed by Google and its partners - is what they're calling a privacy sandbox. The goal is to hide individual users in the crowd, allowing advertising to work in a manner similar to what we have today, only with more privacy for the individuals.

Find out more [here](#).



Six Steps to Optimize Your Facebook Business Page for Updates

When did you last update the look of your Facebook page? Wondering what changes you need to know about?

In this article, you'll discover how to optimize your Facebook business page for the latest layout.

Find out more [here](#).



Drop EVERYTHING When This Happens

A couple of months ago I was working on this newsletter with the deadline quickly approaching when inspiration hit. I had an idea for a new product.

In a case like this common sense might tell you to keep writing the newsletter because the deadline is looming.

But here's what I did instead: I immediately started outlining my new product. I had the inspiration, creativity and enthusiasm for it, and I didn't know if or when I would ever feel that way again. The entire day was spent working this idea into a viable product which has since made me close to \$5,000.

The newsletter was a day late but I don't think my subscribers minded. And if I had kept working on the newsletter I would likely have missed out on that \$5,000 and counting. I might not recommend always dropping what you're doing in favor of inspiration, but when you can it will often pay off.

One more thing... do you remember a great idea you had? Maybe you wrote it down, intending to do it later? Did you?

Probably not. That's why when your tail is on fire with a great idea, it's best to immediately go to work on it instead of putting it off until later.

6 MAGIC WORDS THAT SELL MORE PRODUCTS

You're writing an email.
Or you're creating a lead magnet.
Or maybe it's a blogpost.
Whatever it is, somewhere in there you're talking about how to do something.
Step 1, Step 2 and so forth.

- How to Double Your Traffic
- How to Get More Free-Spending Clients
- How to Grow 100 Pound Purple and Pink Pumpkins

You're telling the reader what to do and how to do it. You're sharing your methods and your resources.

And when you mention those resources – the services you use to get the results you're offering – you (hopefully!) use an affiliate link.

So far so good... but how do you encourage people to use those same resources via your affiliate link?

With these 6 magic words:

"This is the one I use."

You're the pro, the expert, the teacher and the coach. You know what you're talking about. Obviously, you wouldn't be using those resources if they weren't totally awesome. You've done the research. You've tested. You know what you're talking about.

"This is the one I use."

Celebrities sell millions (billions!) of dollars, pounds and euros of products simply by appearing in the same advertisement.

This is better. You're not a celebrity; you're an expert giving expert advice.

"This is the one I use."

It's such a simple thing. Just add those words every time you recommend something via your affiliate link.

Magic.



10AM SATURDAY SCHOOL

FREE ON SATURDAY?

FREE EXPERT ADVICE EVERY WEEK

Each Saturday at 10am GMT we will bring you complimentary training sessions named "Saturday School" from a wide variety of industry experts to deliver you content that could fill that gap and get you to where you want to be.

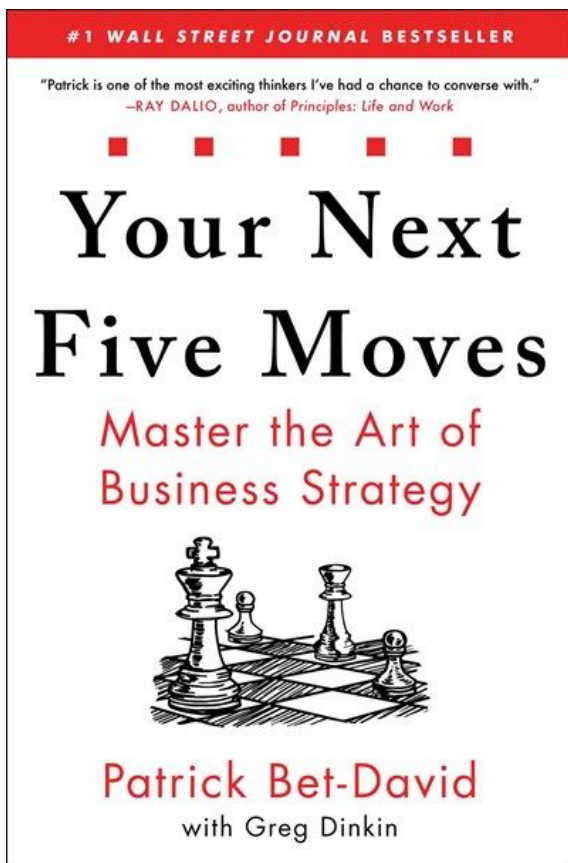
What's the reason for this you may ask?

I know that knowledge is very powerful and it sometimes only takes one small piece of information or content to kick start someone's journey.

In addition to this I know first hand that often the fees charged to get access to Industry Experts can be unattainable, therefore we have decided to make Saturday School **complimentary** for all our **Subscribers** and the sessions will always be content rich!

If you are yet to Register for Saturday School [CLICK HERE](#)





YOUR NEXT FIVE MOVES: MASTER THE ART OF BUSINESS STRATEGY HARDCOVER

BY PATRICK BET-DAVID
WITH GREG DINKIN

LEARN YOUR NEXT FIVE MOVES: MASTER THE ART OF BUSINESS STRATEGY HARDCOVER...

Both successful entrepreneurs and chess grandmasters have the vision to look at the pieces in front of them and anticipate their next five moves. In this book, Patrick Bet-David translates this skill into a valuable methodology that applies to high performers at all levels of business. Whether you feel like you've hit a wall, lost your fire, or are looking for innovative strategies to take your business to the next level, Your Next Five Moves has the answers.

You will gain:

CLARITY on what you want and who you want to be.

STRATEGY to help you reason in the war room and the board room.

GROWTH TACTICS for good times and bad.

SKILLS for building the right team based on strong values.

INSIGHT on power plays and the art of applying leverage.

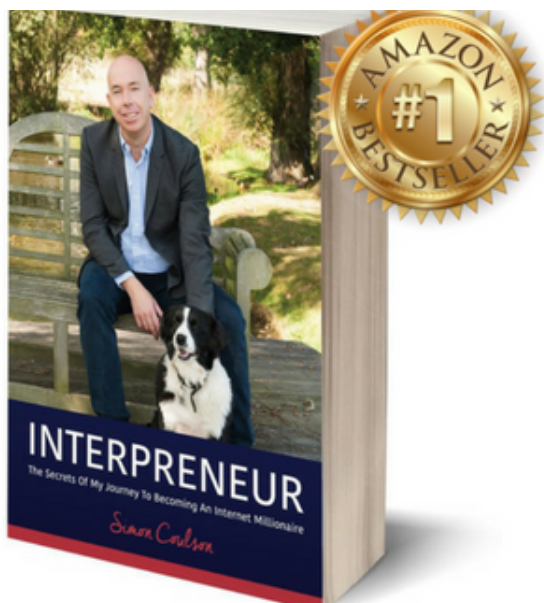
Combining these principles and revelations drawn from Patrick's own rise to successful CEO, Your Next Five Moves is a must read for any serious executive, strategist or entrepreneur.

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](#)?





TIKTOK CONTENT: CREATING VIDEOS THE ALGORITHM LOVES

Want more exposure on TikTok? Wondering how to get your TikTok videos onto the 'For You' page?

Find out more info [here](#).

SUCCESS STORIES

Our Students Reviews

will you be next?



Chi Man

1 review NG



Apr 21, 2021

The Internet Marketing Course is the best course I have done this year

I started the Internet Marketing Course having already done some similar courses but this blew them all away. I literally have effected a lot of what I have learnt on the business I work with and I am seeing results. From setting up chatbots to increase engagements to rewriting the sales pages of our courses to listing our business on google and a whole lot more. The mails I get with useful guides and access to content that helps our business is also amazing. I absolutely recommend this to anyone who wishes to excel in internet business.

Useful Share



Head to our website for more details

www.internetbusinessschool.co.uk



THE
Internet Business
SCHOOL



Cynanne

5 reviews GB



4 days ago

Incredible content delivered with integrity

I have listened to a few free webinars provided by the Internet Business School. I was so impressed with the depth of knowledge and integrity that I finally paid for something: the 3 day Internet marketing course. What an amazing 3 days; the content was so interesting; well planned with interactive exercises, Q&A, a range of experts and even music. Incredibly, an overview of coverage was provided - invaluable for learning. I learnt so much and my confidence soared. Before this course I didn't know where to start in the seemingly complex area of internet marketing. I'll be back for more and have made a start already. Thank you for getting to me straight away too.





HOW DIGITAL MARKETING WILL CHANGE IN 2021

Because of Covid businesses have accelerated their moves to the internet. What would have happened online five years from now has already happened.

In essence, it's pushed all these businesses online and made it super competitive so nowadays everyone is leveraging digital marketing. So how do you get a leg up on the competition and win in 2021?

[LEARN MORE...](#)

HOW WILL GOOGLE'S COOKIE POLICY CHANGE AFFECT YOUR BUSINESS?

Some experts say the transition will be fairly simple. Others, like Digiday, say the change could be painful for marketers forced to break their retargeting and lookalike addictions.

Find out more [here](#).

AVOID THIS COUPON CODE DEBACLE



A few minutes ago I visited a travel website where I was offered 10% off if I subscribed to their email list.

I subscribed, checked my email and there was my 10% coupon code, good until 10 days ago.

That's right... they sent me an expired code.

It's such a simple mistake but it's also one that will alienate all new subscribers.

It would take the site owner 5 minutes to go in and update the code... if s/he realised it's expired.

Don't make this mistake. If you have dated coupon codes, either run a Javascript code to continually update them, or put it on your schedule to manually change them.

One more thing... avoidable mistakes like these are worth money to agency owners. If you work with websites and businesses that need your help, then spotting a problem like this is the perfect foot in the door.

"Hey, you've got a gorgeous website, congrats!

One thing: I just found a teeny problem on your site that's alienating your new subscribers something fierce and losing you sales. May I share with you what it is? It's a 5-minute fix and won't cost you a thing. You can hit reply or call me at 555-555-5555."

Lesson learned: Inside every problem is an opportunity.

Corny?

Maybe.

But I think it's true.

THAT'S ALL FOR THIS MONTH FOLKS

SEE YOU IN JUNE!
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

