

HELLO | NOVEMBER 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
- Think Big.
- Siimon's Latest Release
- Are You Free on Saturday?
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- Didn't Receive Your Download Link
- Google Explains Why It Can't Tell Good Info from Bad
- Success Stories
- The Secret to Making Those Stupid Affirmations Work
- How to Recover Lost Organic Traffic with The Help of Keyword Analysis
- WSJ – Why Facebook Made Its Platform Angrier

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!

How you do anything is how you do everything.

If you cut corners, don't go to the gym when you say you will, are consistently late to appointments or never finish an online course then this is probably showing up in the results you are getting elsewhere in your life.

So as we approach the last month of the year, it's time to make a shift.

How can you make a small incremental improvement to your life?

The results could be more profound than you imagine

Look forward to seeing you next month!

Simon



## Everything You Need to Know About Google My Business, And How to Ace It

Is Google holding your business back?

Or more specifically, is your Google My Business profile – or lack thereof – relegating your website to the depths of Google’s results pages?

If you’ve no idea what we’re on about, or if you think you may have created a Google My Business profile once upon a time but have forgotten all about it, this article is for you.

Find out more [here](#).



## Analyzing the Impact of Website Themes on SEO

Building a successful website without data is hard. Really hard. Like doing a tightrope walk blindfolded, it is possible—but it’s way easier with the lights on.

Enter Google Analytics.

Find out more [here](#).



## How to Optimize Your Landing Page for Better PPC

As you may have heard, Pay-Per-Click (PPC) is a competitive game.

PPC is a method of digital advertising in which you aim to get your ads to rank as the highest result displayed for user searches, and you, as the advertiser, pay a fee each time it’s clicked. This means that when a user types in words related to your business, your customized ad will be the first result they see—sometimes.

Find out more [here](#).

# THINK BIG



**THINK BIG.  
NO, I MEAN  
EVEN BIGGER.  
BIGGER, DAMMIT!**

**“The greater danger for most of - us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.”**

**Michelangelo Buonarroti**

Centuries after his death, Michelangelo is still one of the most influential artists of all time. Imagine if Michelangelo had listened to the people who said, “Being an artist is too hard. Why not do something more practical or easier?”

There wouldn’t be a ‘David’ or the mural on the Sistine Chapel.

**What is your dream?** I mean what is your BIG dream, the one you’ve nearly forgotten?

**What if you have that dream for a REASON?** And what if you never even try to accomplish that dream?

Maybe there is something you’re supposed to do that will be talked about for years and even centuries.

**But if you don’t think big now, and ACT big, then it will never happen.**



# RELEASE RADAR

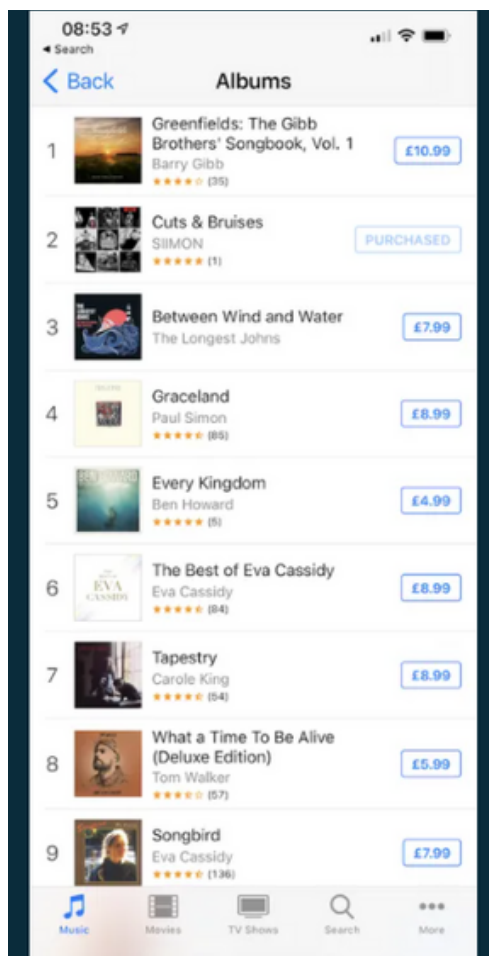
## Siimon

Have you heard the latest release yet?

ITUNES NO 2  
SINGWRITER



*Latest Release*





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.

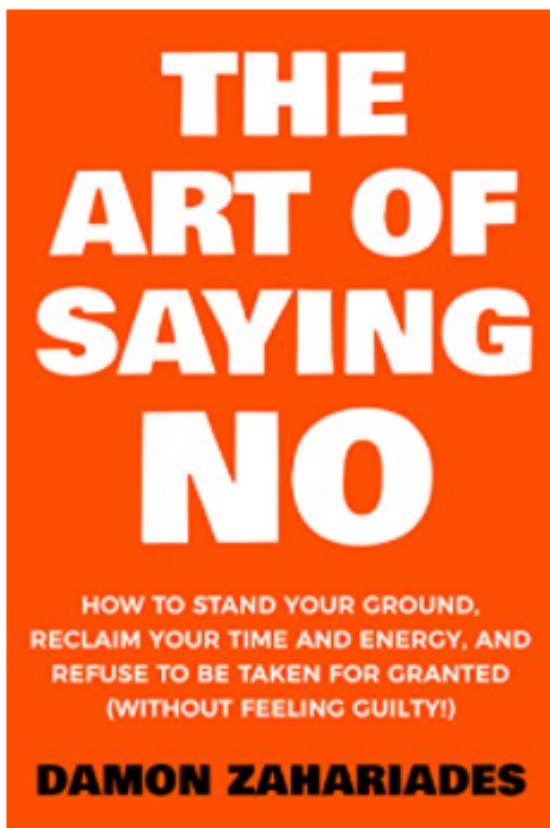
What's the reason for this you may ask?

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](#)**

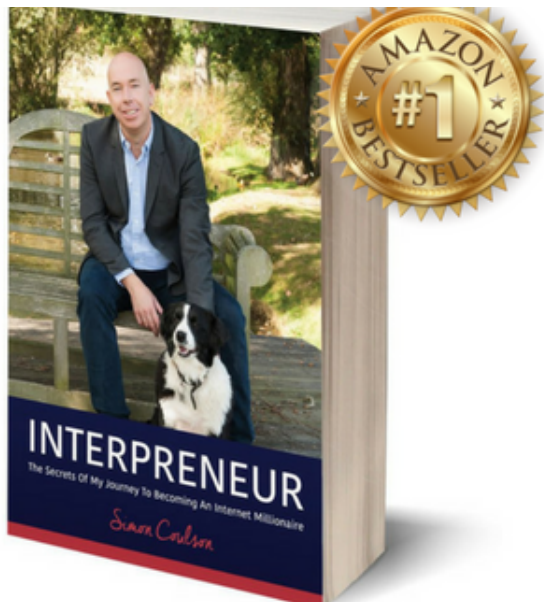




## INTERPRENEUR BY SIMON COULSON

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](#)?



**THE ART OF SAYING NO:  
HOW TO STAND YOUR  
GROUND, RECLAIM YOUR  
TIME AND ENERGY, AND  
REFUSE TO BE TAKEN FOR  
GRANTED (WITHOUT  
FEELING GUILTY!)**

**BY DAMON ZAHARIADES**

Are you fed up with people taking advantage of you?  
Are you tired of coworkers, friends, and family  
members demanding your time and expecting you to  
give it to them?

If so, THE ART OF SAYING NO is for you.

Imagine being able to turn down requests and  
decline invitations with confidence and poise.  
Imagine saying no to people asking you for favors,  
and inspiring their respect in the process.

Amazon bestselling author, Damon Zahariades,  
provides a step-by-step, strategic guide for setting  
boundaries and developing the assertiveness you  
need to maintain them. You'll learn how to say no in  
every situation, at home and in the workplace,  
according to your convictions. And best of all, you'll  
discover how to get your friends, family members,  
bosses, coworkers, and neighbors to respect your  
boundaries and recognize your personal authority.

In THE ART OF SAYING NO, you'll discover:

- my personal struggle with being a people pleaser (and how I overcame the habit!)
- the top 11 reasons we tend to say yes when we know we should say no
- 10 simple strategies for turning people down with finesse
- why saying no to people doesn't make you a bad person (the opposite is true!)
- the best way to develop the habit of setting personal and professional boundaries
- how to know whether you're a people pleaser (and how to gauge the severity of the problem)

Buy it [here](#).



# WHY YOUR NEW SUBSCRIBER DIDN'T RECEIVE YOUR DOWNLOAD LINK

You get a new subscriber, but they don't receive your confirmation email. Or maybe they get that one, but they don't get the next email with the download link.

Was it your fault?

Probably not.

Online marketers email a lot.

And we're used to a handful of people being jerks – subscribing, grabbing the freebie and then complaining we've spammed them.

But email reputation works both ways these days, and someone who does that is hurting themselves more than you.

CRMs track email addresses that cry 'spam' when they have clearly opted into a list and given their permission to receive emails.

And this data is shared across many platforms. This means when the problem subscriber tries to opt into a list in the future, their email address may be immediately labeled as undeliverable or a spam complainer. They won't get the confirmation email and they'll never know why.

That's email karma in action.

These spam complainers are burning their bridges in another way, too.

When they try to connect with someone, that influencer can look them up and see this person made a bogus spam complaint.

Do you think any influencer is going to reply to someone like that? No way.

Whether it's social media or good old email, the internet never forgets.

Fortunately, most subscribers are good people who WANT to hear from you, so be sure to email them often and stay in touch, lest they forget you and the products you offer.







## GOOGLE EXPLAINS WHY IT CAN'T TELL GOOD INFO FROM BAD

You have the exact REAL answer to the question someone is asking Google, while another website has a nonsense answer composed of half-truths and fairy tales. Their answer pops up at #1 in the natural search results, while yours is buried on page 4.

Why Google? Just... why??

Find out more [here](#).

# SUCCESS STORIES

*Our Students Reviews*

could you be next?



Louise da Silva

1 review ZA



Invited

6 hours ago

## Effort + Gratitude = Flying!

It is with absolute gratitude and thanks to Simon and team of Internet Business School for the opportunity of taking part in the 5 Day business challenge which pushed the parameters beyond the comfort zones and the commendation I received for what I submitted. Thank you thank you thank you!! It will be put to good use!



Head to our website for more details

[www.internetbusinessschool.co.uk](http://www.internetbusinessschool.co.uk)



THE  
**Internet Business**  
SCHOOL



Cyril Crawford

1 review GB



Invited

8 hours ago

## Great Informative Webinar

The training was excellent and well presented very clear and precise and although it would be the answer to my problems unfortunately I am not in a financial position to take advantage of this wonderful offer due to my present financial situation maybe next time if it comes round again.



Lesley Morrissey

7 reviews GB



Invited

11 hours ago

## Excellent practical course

The recent 5 day challenge was really constructive with tons of tips and practical advice. Not to mention sharing of all the useful tools that every online marketer needs. Simon went the extra mile, despite a scratchy throat, he turned up every day and over-delivered on information. Now just need to build the empire!!!



# THE SECRET TO MAKING THOSE STUPID AFFIRMATIONS WORK



You've got a hurdle. A bug-a-boo. Some little glitch in your thinking that you can't seem to get over. So you decide to try affirmations. You go online, you find some affirmations that resonate with you, and you say them out loud. And boy do you ever feel stupid.

But you keep trying, at least for a little while. The thing is, you hate saying those affirmations. You feel like a fraud. And you feel downright silly. It's not working. You can't do this.

## STOP.

I've got you covered. **Affirmations DO work, IF you use them.** The problem is, most people do NOT like saying them, and I understand that. Been there, done that, joined the club.

## So here's what you do:

Write or find the affirmations that speak to the change you want to make. A quick Google search for your keyword coupled with 'affirmations' should find you plenty to work with.

- Write or 'copy and paste' the affirmations into a Word file. Save it because you'll be using it often.
- Now click on "Review".
- Click 'Control' and 'A' together to highlight your entire document.
- Click on 'Read Aloud'.

You might have to do those last two steps twice. Don't ask me why, I don't know.

Let the computer voice read your affirmations to you while you do other stuff. Repeat this process at least twice a day. The more you do it, the better. Actively listen when you want to, and let it run in the background when you don't. I like to actively listen while playing games.

Do this everyday for a few days, and you'll notice a change.

## Weird but true... it flat out works.

Try it.



[www.internetbusinessschool.co.uk](http://www.internetbusinessschool.co.uk)



## HOW TO RECOVER LOST ORGANIC TRAFFIC WITH THE HELP OF KEYWORD ANALYSIS

Few things are as distressing for SEO-seeking website owners as lost organic traffic. The visits to your site and sales on the site are declining over time. Fortunately, keyword analysis can help discover and solve the underlying issues that may be causing this problem.

Find out more [here](#).

## HOW TO USE GOOGLE ANALYTICS 4 FOR BEGINNERS [2021 GUIDE]

Building a successful website without data is hard. Really hard. Like doing a tightrope walk blindfolded, it is possible—but it's way easier with the lights on.

Enter Google Analytics.

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# WSJ – WHY FACEBOOK MADE ITS PLATFORM ANGRIER

According to internal memos obtained by the Wall Street Journal, in 2018 Facebook tried to make its platform a healthier place. But instead, it just got angrier.

The change in the Facebook algorithm to boost “meaningful social interactions” and squash professionally created content rewarded outrage over civility. What’s more, CEO Mark Zuckerberg resisted any proposed fixes.

Facebook chose to boost posts with more comments and bury legitimate news stories. And because people interact with each other more when they’re arguing, that’s what the algorithm prioritized, creating a battleground where only the most divisive content goes viral. (I suppose there’s a hint there for marketers, if you choose to take it.)

According to the internal documents obtained by the Wall Street Journal, the data scientists at Facebook quickly noticed the problem and warned executives:

“Our approach has had unhealthy side effects on important slices of public content, such as politics and news. This is an increasing liability.”

“Misinformation, toxicity, and violent content are inordinately prevalent among reshares,” wrote the team, concluding that the new algorithm made the angriest voices the loudest on the platform.

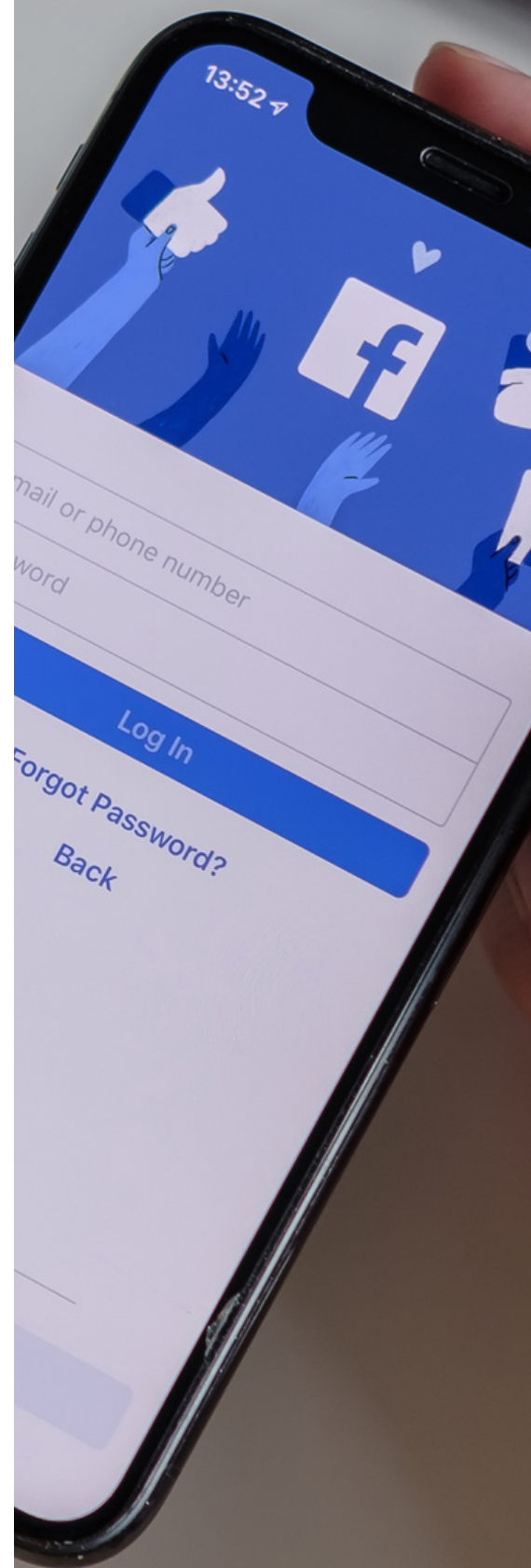
This 2018 algorithm change immediately hurt legitimate news publishers, who realized that only their most toxic and divisive content would be seen on the platform.

Jonah Perretti, CEO of BuzzFeed, is quoted as saying the algorithm had, “...an insatiable hunger for gross images, fad/junky science, extremely disturbing news and material that exploited racial divisions.”

Political parties around the world ramped up divisive rhetoric to be seen on Facebook, and soon these arguments spilled into real life. According to Facebook’s internal documents, “Many parties, including those that have shifted to the negative, worry about the long-term effects on democracy.”

But hey, it doesn’t matter who gets hurt as long as Mark Zuckerberg and the Facebook shareholders continue to make money from toxic lies and violence, right? [I know, I know... I should say what I’m REALLY thinking. ]

Read more [here](#)





THAT'S ALL FOR NOW FOLKS!

# SEE YOU IN DECEMBER!

THE  
**Internet Business**  
SCHOOL

**GROW YOUR BUSINESS  
WITH MY HELP**

**HEAD TO OUR WEBSITE  
FOR THE LATEST  
COURSES & OFFERS**

[www.internetbusinessschool.com](http://www.internetbusinessschool.com)



As featured

