

HELLO | DECEMBER 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
- Why P2P Marketing Is a Good Alternative to Influencer Marketing
- The 2 Types of Fear That Stop Most Entrepreneurs...
- Siimon's Latest Release
- Are You Free on Saturday?
- Book of the Month
- The Statistic That Terrifies Marketers
- The Smarties Guide To Content
- Success Stories
- Double The Impact of Testimonials With THIS
- 26 Predictions for Social Media Marketing in 2022
- Can't Write Headlines?

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!

Wow, we made it to December! What a year!

Now is the perfect time to set your goals for 2022, what do you want to achieve next year?

If you don't take time to set out the destination you are aiming for, I can guarantee you won't ever get there.

Thank you for all of your support this year and for being part of the Internet Business School. Look forward to supporting you further in 2022.

Until then, take care and Happy Christmas !

Simon



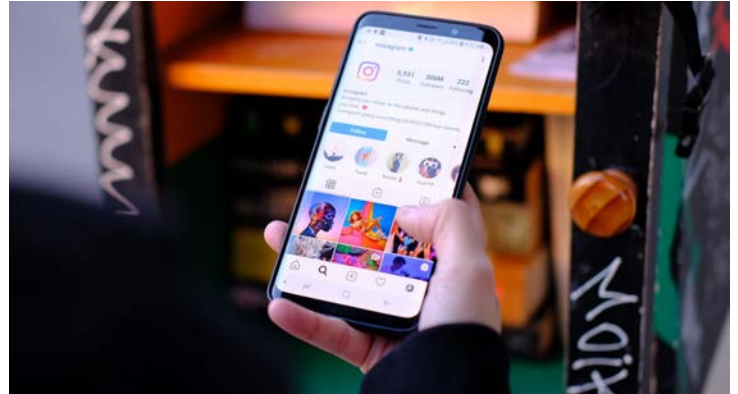
Why P2P Marketing Is a Good Alternative to Influencer Marketing

When done right, influencer marketing is a fantastic opportunity to expand your brand's reach and increase sales.

But depending on your budget, influencer marketing could be limiting. Plus, influencer marketing inhibits your brand from reaching those consumers who still trust their peers above all else.

Enter: P2P marketing.

Find out more [here](#).



Instagram Reels Ads: How to Get Started

Reels ads are the latest ad format on Instagram. They join a long list of other ad placements, from traditional feed posts to Stories, IGTV, Messenger, and the Explore tab. And Instagram is pushing them hard.

Find out more [here](#).



The 2 Types of Fear That Stop Most Entrepreneurs...

...And How You Can Use Them to Fuel Your Success

It's natural to be afraid. In fact, it can even be a good thing.

Too often, we talk about fear as if it were only for people destined to fail. Cowards who never had the courage to succeed.

But, if we're honest, we can admit that we all feel some fear. In particular, we have all feared that we are not good enough and that we are not loved.

In this video, Entrepreneur Network partner Raul Villacis explains how you can not only embrace those fears but tap into them and turn them into fuel.

Find out more [here](#).



THE #1 INSTAGRAM MARKETING MISTAKE

Most marketers on Instagram think that if they comment and engage with people on Instagram who have millions of followers, they'll get customers.

But that's like dropping a pebble in the ocean and expecting a tidal wave. Instead, follow people in your industry who have less than 10,000 followers.

Guaranteed there are all kinds of movers and shakers in your niche who do NOT focus on getting Instagram followers, which is why they only have a few hundred or a few thousand followers.

And when you give these folks a thoughtful comment on something they said, they will take notice. You're now dropping a boulder into a pond (to continue our analogy) and there will be serious ripples.

Just an aside, when you direct message (DM) someone on Instagram with a large base of followers, there is an excellent chance your message isn't even being delivered. That's because Instagram decides which messages get through and which don't. And if the recipient is getting a lot of DM's, Instagram will withhold some of those messages. The recipient can do a search for DMs from a specific follower and then the message will show up, but otherwise it never, ever gets through to the recipient.

Again, when you're looking for new customers and clients on Instagram, focus on the movers and shakers with fewer than 10,000 followers and you'll get results.



CHRISTMAS RECOVERED

**Walking In The Air
Last Christmas
The Power of Love
Happy Xmas (War Is Over)**

SIIMON



Siimon's Christmas EP is now live!

[LISTEN HERE](#)

RELEASE RADAR

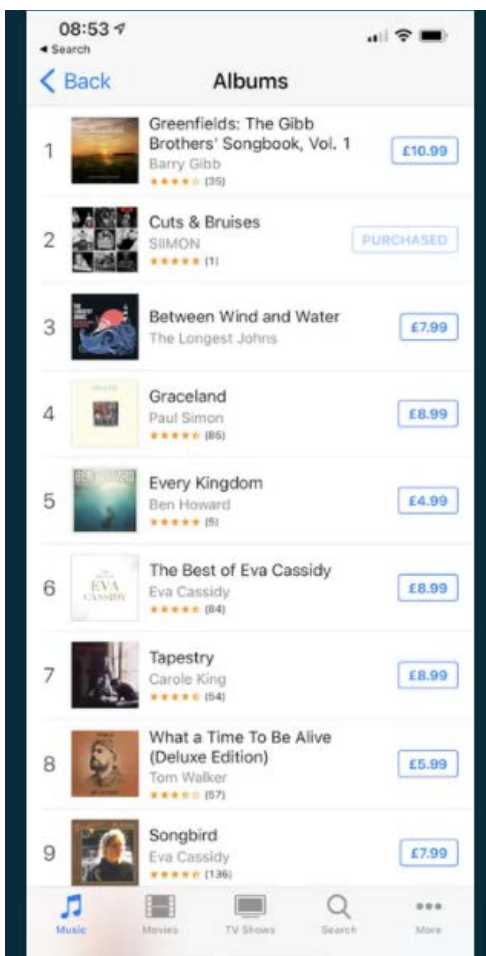
Siimon

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.

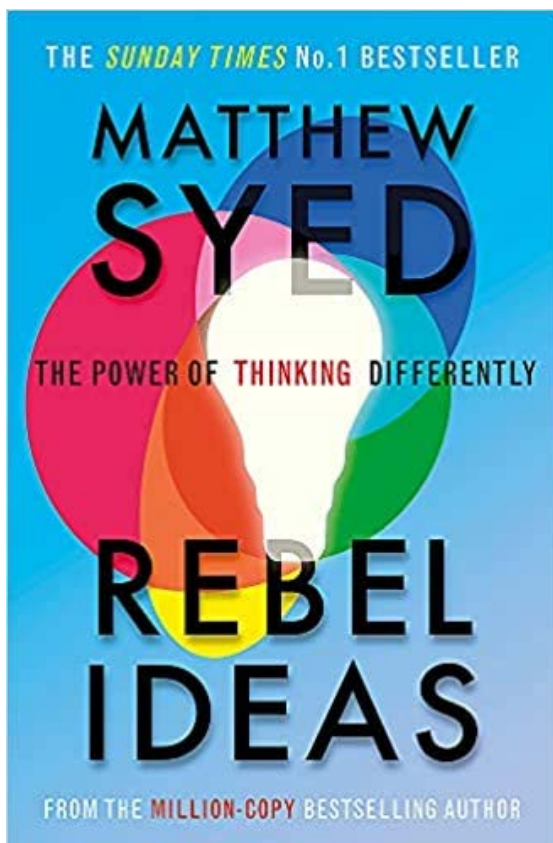
What's the reason for this you may ask?

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](#)

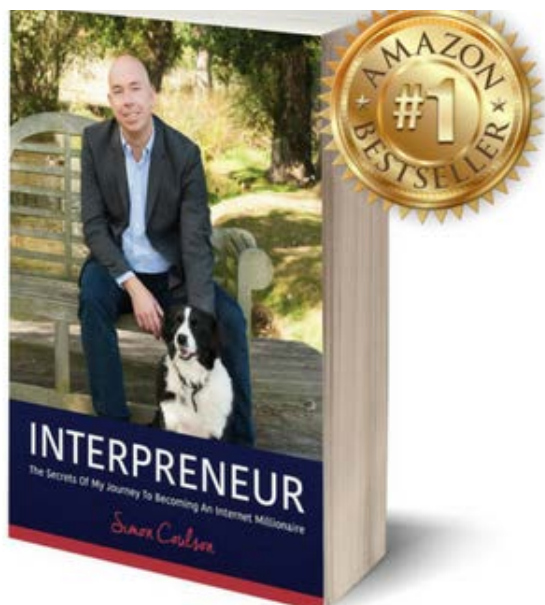




INTERPRENEUR BY SIMON COULSON

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](#)?



REBEL IDEAS: THE POWER OF THINKING DIFFERENTLY

BY MATTHEW SYED

Former Olympian and best-selling author Matthew Syed is one of the advisors Gareth Southgate engaged from outside football in order to find new ways of working as a team. In *Rebel Ideas*, discover how Southgate 'the man with the plan' replaced 50 years of hurt with two major tournament semi-finals in three years.'

Matthew Syed's phenomenal bestseller will change the way you think about success - for ever.

'Syed is a superb storyteller. I couldn't put the book down, and I learned so much. A stunning achievement' Tim Harford, author of *The Undercover Economist*

Rebel Ideas examines the power of 'cognitive diversity' - the ability to think differently about the world around us.

It explains how to harness our unique perspectives, pool our collective intelligence and tackle the greatest challenges of our age - from climate change to terrorism. It draws on a dazzling range of case studies, including the catastrophic failings of the CIA before 9/11, a fatal communication breakdown on top of Mount Everest and a moving tale of deradicalisation in America's Deep South.

Rebel Ideas will strengthen any team or organisation, but has dozens of individual applications, too: from the art of reinvention to the remarkable benefits of personalised nutrition. It shows us how to become more creative, how to collaborate in a world becoming more interconnected, and how to break free of echo chambers that surround us all.

Now updated with a new chapter on the Covid-19 crisis

'A gripping read, full of intelligence and perspective' James Dyson

'Will change the way you think about success and even about life' Judy Murray

'A master of the genre' The Times

Buy it [here](#).

THE STATISTIC THAT TERRIFIES MARKETERS

You've probably heard this before...

And ignored it before. Why? Because you didn't know what to DO about it.

"8 out of 10 people will read your headline, but only 2 out of 10 people will read the rest of your landing page."

Ouch.

If you've got a lousy headline, then you're going to have lousy conversions. And the only way to fix this – the ONLY way – is to work on that headline and test it against other headlines to see what works better. This gives you your control, and from there you continue to test your control against other headlines until something beats your control and becomes your new control and...

...you're exhausted already, aren't you?

I understand.

Headlines are HARD because of the immense pressure we put on ourselves to GET. IT. RIGHT.

With that in mind, here are a few headline rules to help you get a strong headline out of the gate. Using these doesn't mean you don't have to test; it just means you can start with a fairly strong headline and work from there.

1: Numbers increase click through rates.

- 3 Stupid Mistakes that...
- 1 Rule You Absolutely Must...
- \$450,954 Per Year without...

2: Odd numbers usually work better than even numbers, with the exception of the number "10".

3: Negative words work better than positive words.

'If it bleeds, then it leads' doesn't just apply to the news. Warning someone they're about to lose all their money will typically

result in more click-throughs than promising to show them how to make more money.

4: Make your content flow. The subheadline should flow naturally from the headline, the first sentence should flow naturally

from the subheadline and all the way down the page. If the headline doesn't match the content, you'll confuse and lose the reader.

5: If possible, make your headline 5 to 7 words. Use the subheadline to elaborate on the headline.

6: Avoid words with multiple meanings. No one wants to decipher what you're saying.

7: Include power words and heart-stopping adjectives. You can search for a list of power words online and find multiple sources to choose from. Sites like <https://inspirassion.com/en/> can help, too.

Here's a few adjectives to get you started: Essential, weird, incredible, strange, surprising, effortless, unique and so forth – you get the idea.

Bonus: Keep your headlines under 65 characters for the purpose of getting organic search traffic.

Double Bonus: Read "Can't Write Headlines?" in this issue for the one word that's creating dynamite headlines for online marketers right now.



THE SMARTIES GUIDE TO CONTENT

In January of 1949, Edward Dee brought his family from England to New Jersey, USA. He rented a facility, installed two machines and began making a candy wafer roll called Smarties®.

If you've ever had one of these, you know each roll contains 15 disc-shaped candies of assorted colors and flavors. Pop one in your mouth and you will get a pleasant, mild taste of... something. It's not always easy to figure out what the flavors are, and that's because whatever the flavor is, there isn't enough of it to truly make an impression.

And so what do you do when you're eating these little candies? If you're like most people, you pop a few more in your mouth and you chew.

Thus, a candy roll that could have taken all day to consume - had it been more flavorful - is usually eaten in mere minutes.

It's like the initial taste is just a tease, and if you want to really experience the flavor, you have to make a bigger commitment to the product.

How does this apply to your marketing?

I'm glad you asked. 😊

If you sell memberships, give out lots of little samples of what's inside

the membership and then require them to join to get the full effect.

If you sell ebooks, give them the table of contents and maybe the first chapter for free. Or give them a few tasty excerpts that end in cliffhangers

(snicker snicker).

If you sell a service, give them the first consultation for free, and be

sure to give them plenty of reasons to come back for more.

If you sell products that are consumed, don't give the full benefit in just a small amount when you can do it in a larger amount.

Examples: Herbals supplements – make the capsules half as strong and

the dosage two capsules instead of one.

Face cream – Rather than just a drop, dilute the product so they need

to use more to get the same effect.

The idea is to make them pleased with a little but wanting more.

MORE. Ask yourself how you can get your customer to want MORE of whatever it is you're selling.

Sometimes it's as easy as dialing down the flavor or withholding just enough to keep them coming back for more.



SUCCESS STORIES

Our Students Reviews

could you be next?



Head to our website for more details

www.internetbusinessschool.co.uk

RI Rich
4 reviews GB



17 Oct 2021

Digital marketing bootcamp

Attended the 3 day digital marketing bootcamp. Anticipation was that it could have been a boring event but it quickly proved to be very informative and delivered in a way that was engaging and gave ideas to create possibilities that we never thought of before.



THE
Internet Business
SCHOOL

AlanJE
3 reviews GB



17 Oct 2021

Recommendation and Testimonial For IBS...

I have just finished a 3 day Intensive Coaching with Internet Business School, presented by Simon Coulson and his team of experts, which was excellent quality information, superbly and efficiently delivered. Like all IBS courses it gave immense value for money, and I cant recommend IBS highly enough.

LD Louise da Silva
1 review ZA



7 Oct 2021

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!



DOUBLE THE IMPACT OF TESTIMONIALS WITH THIS

Testimonials, testimonial headlines and even regular headlines are twice as likely to be read by your prospect if you do this one little thing...

...add quotes.

Look at the difference:

For Years I Struggled with Arthritis, But No More!

Vs

“For Years I Struggled with Arthritis, But No More!” Quotation marks give your copy instant credibility.

And because the second example stands out, it's twice as

likely to be read. You can even use this trick on headlines to get skimmers to STOP and pay attention.

Here's another little testimonial trick:

Find out what your customer wants, and then use a quote to show them they'll get it.

For example, if super-fast delivery is important to your prospect, then find a quote about this very thing and place it next to the order form.

“I received my Miracle Arthritis product in just 2 days!”

Not only are you showing the customer they get fast delivery, but you're doing it in a way that breaks down resistance. You're not saying that delivery is fast – one of their fellow customers is saying that.

The testimonial goes a long way towards proving the claim of fast delivery is real, and you never even had to make the claim yourself.



www.internetbusinessschool.co.uk



26 PREDICTIONS FOR SOCIAL MEDIA MARKETING IN 2022

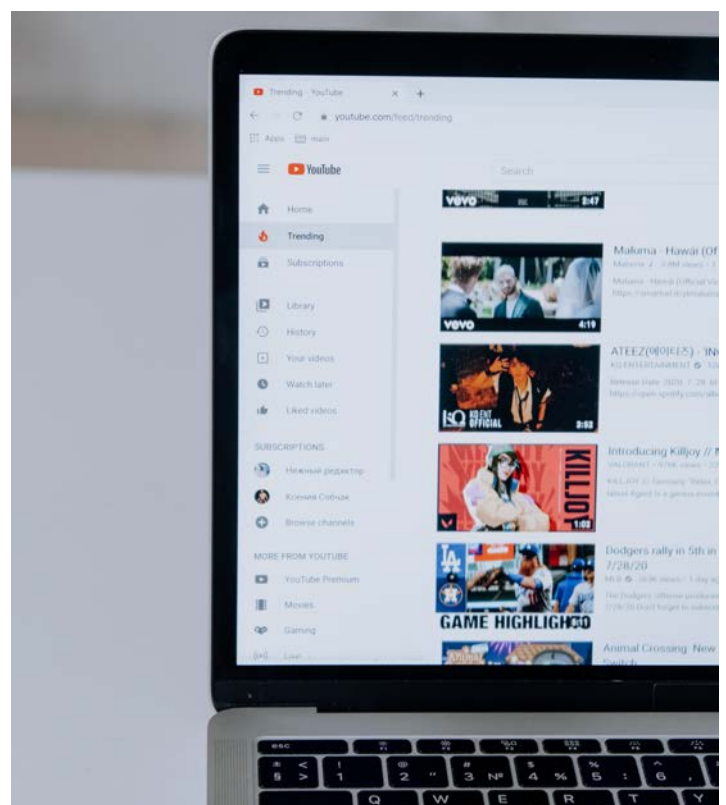
What can you expect to see from Facebook, Twitter and the rest in 2022? With the pandemic disruptions easing, it seems a little easier to predict the next stages, with more stable pathways appearing.

Find out more [here](#).

HOW TO ADD YOUTUBE VIDEOS TO YOUR WEBSITE: A STEP-BY-STEP GUIDE

Video adds value to your website, and the right videos can help drive increased traffic and conversion. As noted by Forbes, users retain 95% of the message when they watch videos compared to just 10 percent by text, making video a great starting point to streamline connection with prospective customers.

Find out more [here](#).



CAN'T WRITE HEADLINES?

Writing headlines that are powerful, that capture attention, that draw the reader into your copy and that SELL is tough.

It takes work. Trial and error. Brainstorming. Research.

What is this product really about? What is the ONE big slam- dunk benefit? How do you convey this benefit in a little headline?

I sense you're getting stressed just thinking about it. Or maybe that's me projecting onto you, because I feel the same way.

Writing headlines is HARD for one reason – there is so much riding on the words you choose, especially when it comes to the headline for your sales copy.

The right headline can mean six figures in sales, or maybe even seven. The wrong headline can mean you make Zero. Ziltch. Bumpkiss. Nada.

Next time you're stuck, remember this trick: "Can't ?"

Can't Write Headlines?

Can't Sleep?

Can't Find a Job?

Can't Get a Date?

Can't Make Love?

That's your headline.

Next is the subheadline, and you might write it with this simple two line formula:

"Discover the ___ (solution, remedy, answer, method, etc.) for ___ (benefit 1) and ___ (benefit 2)!"

"You will ___ (Whatever you wrote after "Can't") every ___ (time period) Guaranteed or it's FREE!"

Example:

Can't Get a Date?

Discover this stud's secret for automatically attracting the most beautiful women and bedding them the same night!

You will date beautiful women every day guaranteed or it's FREE!

Another example:

Can't Convert?

Discover the method for converting stone cold prospects into same day sales and non-stop repeat buyers.

You will see your profits increase exponentially in 30 days or it's FREE!

Use this formula on your next sales promotion and see what happens. Or better still, test it against your current control and find out which one brings you more sales.





THAT'S ALL FOR NOW FOLKS!

SEE YOU IN JANUARY!

THE
Internet Business
SCHOOL

**GROW YOUR BUSINESS
WITH MY HELP**

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

www.internetbusinessschool.com



As featured

