

JANUARY 2022

THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S
HAPPENING ONLINE



HIGHLIGHTS INSIDE THIS ISSUE:

Sales Copy Tips

*Sign Up for Weekly Online
Training*

*Behind the Scenes with
Simon*

*Seth Godin - The
Difference Between a Logo
& a Brand*

*7 Free Traffic Strategies
that Convert*



Happy New Year

Hello from Simon Coulson



Welcome to the first newsletter of 2022.

I really hope you had a great Christmas break and New Year and enjoyed time with your family.

I've been in the studio and this month sees the launch of my second album, "Whatever it Takes".

At the Internet Business School we look forward to supporting you this year on your own journeys to online success.

If you are thinking about getting started online, why not take our quiz which will help you decide on the best route for you.

You can find it [here](#).

Until next month.

Simon



Facebook Attempts to Distance Itself from Self-Created Toxic Reputation

In case you haven't heard, Facebook is renaming itself as **Meta**.

"A new corporate name doesn't fix Facebook's seemingly endless list of problems. For years, the company has dealt with criticism that it doesn't do enough to safeguard privacy, combat hate speech and stop the spread of misinformation."

"Now the social network is grappling with more allegations that it puts profits over user safety after former Facebook product manager turned whistleblower Frances Haugen leaked internal research to Congress and the US Securities and Exchange Commission. The Wall Street Journal and then a consortium of US and international news outlets published stories based on some of those documents."

Read more [here](#)

Facebook Abandons Facial Recognition, No Longer Identifies Users to Tag in Uploaded Images

In a highly significant move, Facebook announced that it's shutting down its facial recognition program, and that it will also delete all of its facial recognition files, meaning that it'll no longer be able to identify people in posted images.

Read more [here](#)



TikTok Announces New Partner Integrations, Providing More Ways to Create TikTok Content

TikTok has announced the expansion of its Video Kit integrations, which will see more third-party platforms able to offer TikTok content creation options within their respective product suites.

Read more [here](#)

Your Subconscious is Running Your Life: Our brain is the most power computer in the world, and no one, not even the owners, have administrative access in it.

Posted byu/xDreeganx

Thought of the month



Book of the Month

WRITE USEFUL BOOKS BY ROB FITZPATRICK

The goal of book marketing is to stop needing to do it
Learn how to:

- Scope your book into the world's best solution for a certain type of reader
- Test, improve, & iterate your ToC without needing to rewrite anything
- Design an engaging reader experience that makes your book a delight to read
- Discover the hidden analytics of boredom & confusion to identify book-killing problems & make the most of beta readers
- Treat marketing as a temporary activity instead of an ongoing obligation by designing a strong recommendation loop
- Evaluate which of the four seed marketing options are best-suited for your goals, constraints, & skills
- Write a book that endures & grows for years instead of fading into swift obscurity
- Boost long-term growth by optimizing your pricing, platforms, & purchase funnel



"So many books
so little time."

FRANK ZAPPA



 Harriet Morris

★★★★★ **Don't Write A Book Without It**

Reviewed in the United Kingdom on 6 November 2021

Verified Purchase

I am writing my fourth non fiction book and I wish I had read this earlier. It is just so damn useful. It is making me focus on the reader and the reach I want to have NOW while I am creating it, and that changes so many of the decisions you make. Some invaluable takeaways include front-loading the value (why readers are like kids learning chess who want to play, like, NOW), how helpful beta readers are and how they can ease your "but is it any good?" anxiety and the simple genius of sharing tidbits of the content while you are writing as a natural, authentic marketing tool. Brilliant, just brilliant.

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Find out more [here](#)



YouTube Removes Dislike Count on All Videos

YouTube believes removing the dislike count will better protect its creators from harassment and reduce the threat of what it calls “dislike attacks” — essentially, when a group teams up to drive up the number of dislikes a video receives.

While dislike counts won’t be visible to the public, YouTube isn’t removing the dislike button itself. Users can still click the thumbs down button on videos to signal their dislike to creators privately and creators will be able to track their dislikes in YouTube Studio alongside other analytics about their video’s performance.

<https://techcrunch.com/2021/11/10/youtube-is-removing-the-dislike-count-on-all-videos-across-its-platform/>



9 Thought Leaders We’re Incredibly Thankful For

Each and every one of us is better at what we do today because of someone who has come before us. Whether we attribute our growth to books we’ve read, conferences we’ve attended, or people who’ve mentored us, we can all name someone who has inspired our advancement, whether in business or in life. Here are 9 thought leaders you might want pay close attention to:

<https://www.impactplus.com/blog/thought-leaders-thankful>





SALES COPY TIP THAT BREAKS A GOLDEN RULE

If you've ever taken a course in writing sales copy, you know that you never, ever reveal the price until you've first justified the price.

You've got to build value, make the prospect want your product, and drive them into a frenzy of desire. Then you've got to show that your product is worth a lot, and I mean a LOT. Then and only then can you finally reveal the price.

At least, that's the rule.

But rules are made to be broken, and there are two times when you can break this one.

The first is when your price is your selling point. Your prospect already knows they like jewellery, and they've already seen a picture of the gorgeous sapphire necklace you're offering. Hit them with the price up front – “Just £29 for this genuine 3 carot sapphire necklace, the exact replica of the priceless necklace that her royal highness the Princess of Topazaschia wore at her royal wedding.”

The second is when your price is crazy high.

“This is a one-time invitation to get a seat at the table with 8 figure online marketers for just £100,000. We are accepting only 3 people, and when your name came up at our last meeting, I knew you were the candidate we wanted to invite to apply for membership.”

Whoa, you're probably wondering WHY you would tell them UP FRONT that the price is £100,000, right?

Imagine you receive that letter, and right up front they're telling you that they're inviting you to apply for one of three seats, and it's going to cost you £100,000.

Even if you don't have £100,000, odds are you're going to keep reading because this is a glimpse into a world you only dream of. Plus, you can admit it – you're flattered.

And if you truly are a candidate for the £100,000 mastermind group, you're going to immediately realise this is something special and highly valuable. Why else would it cost so much? That's why you'll keep reading to see what it's all about.

Remember – the two times you can reveal your price right up front at the beginning of your sales letter or video is when the price is super low or when it's super high.

But that's another rule, isn't it?

I think I'm going to start revealing prices up front as a test, compare it to the standard method of establishing value first, and see which one converts better than the other.

I know that I'm tired of sitting through 30-minute sales videos to find out WHAT they're selling and HOW MUCH it is.

I'm busy. You're busy. Our customers are busy. Maybe this is something worth testing just to see what happens. What do you think? Am I off my rocker?

You've got to build value, make the prospect want your product, and drive them into a frenzy of desire.

SATURDAY SCHOOL 2022

Free Training from the Internet Business School

THE
Internet Business
SCHOOL

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](#)

**EXPERT
SPEAKERS**

**LATEST
MONEY
MAKING
STRATEGIES**

**FREE TIPS &
ADVICE**

Behind the scenes

It's not all work, work, work at the Internet Business School ...

Big news here at the Internet Business School with the launch of our founder Simon Coulson's brand new 2nd album, "Whatever it takes"

Recorded during 2021, 'Whatever It Takes' is SIIMON's 2nd studio album. After the success of SIIMON's 1st album 'Cuts and Bruises' which hit no.2 in the iTunes Singer/Songwriter chart this new album features 10 new original songs including collaborations with A-list co-writers (see below), aspiring writers and solo songs by SIIMON. During 2021 unsigned artist SIIMON achieved 750,000 streams on Spotify and over 4 million views on his YouTube channel from his 1st album Cuts and Bruises and some 'live lounge' style cover versions.



Fancy a listen?

SPOTIFY:

APPLE MUSIC:

DEEZER:

MORE INFO: Website:

<http://www.siimon.com>

YouTube: <http://www.bit.ly/siimonyt>

Latest Releases from Siimon

Viva La Vida - Coldplay String Quartet Version (feat SIIMON and Solas Strings)



[Listen here](#)



[Listen here](#)



[Listen here](#)



SETH GODIN – WHAT'S THE DIFFERENCE BETWEEN A LOGO AND A BRAND?

Ask a consumer what's the difference between a logo and brand, and they'll probably guess they're the same thing.

Ask a marketer the same question, and the answers will vary wildly. Frankly, I don't think most marketers know the difference, and I'm not criticizing. There was a time when I had no clue, either, because unless someone breaks it down for you – not with some B.S. marketing-ese taught in school but with a real-world answer – it's confusing.

And so, I turned to a video clip of Seth Godin explaining the difference, and while his explanation isn't super short, I do think it explains the difference in a way we can all understand AND use to build a REAL business that makes SIGNIFICANT money.

Here's what Seth has to say:

"Companies spend way too much time on their logo. If Nike opened a hotel, I think we would be able to guess pretty accurately what it would be like. If Hyatt came out with sneakers, we'd have no clue, because Hyatt doesn't have a brand. They have a logo.

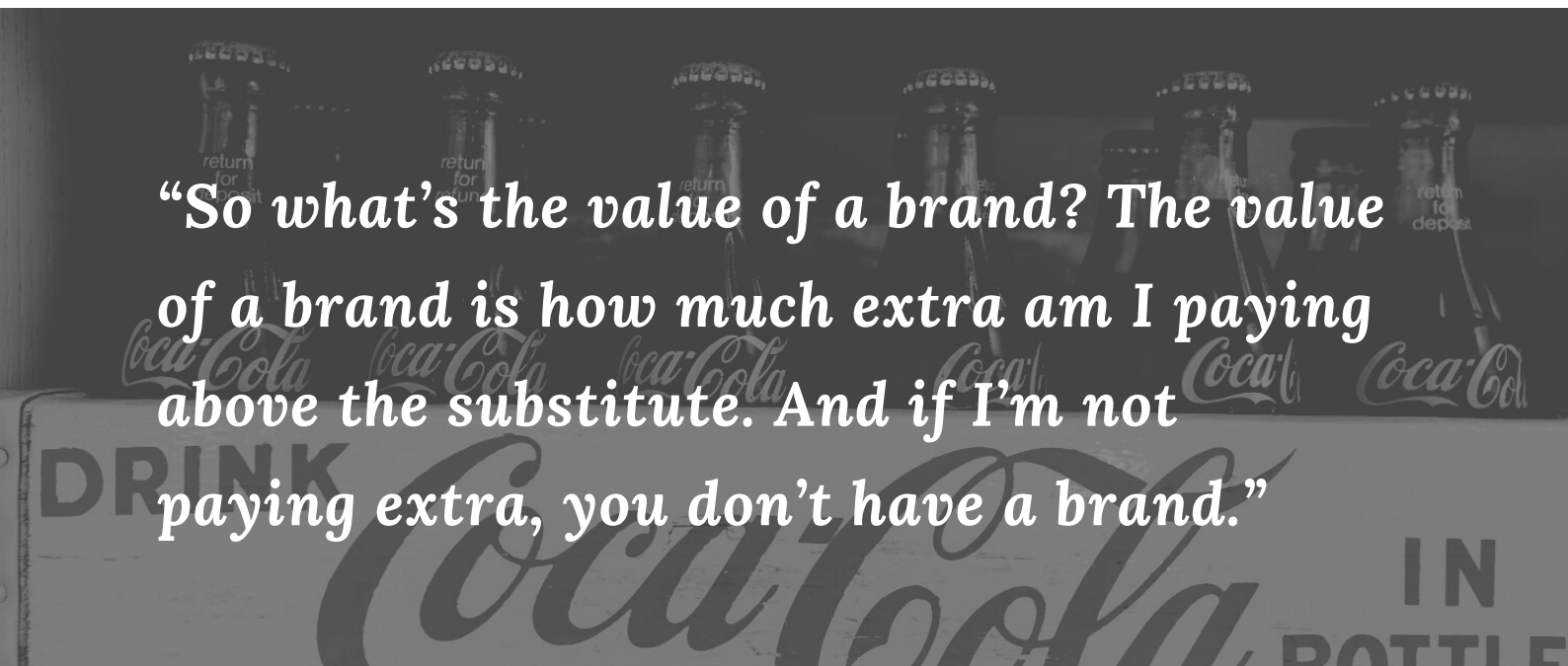
"If I swap the signs on a hotel at that price point, you couldn't tell if you were at a Marriott, if you were at a Hilton or the Hyatt, because there's no brand.

"What it means to have a brand is you've made a promise to people. They have expectations. They know what they should expect the next time. And if that is distinct, you've earned something. If it's not distinct, let's admit you make a commodity and you're trying to charge just a little bit extra for peace of mind.

"The problem that Hyatt and Hilton and Marriott and the rest have is 'sort by price.' When I go online now to find a hotel, I sort by price. Why would I pay \$200 extra to go a block away? I don't.

"So what's the value of a brand? The value of a brand is how much extra am I paying above the substitute. And if I'm not paying extra, you don't have a brand."

Okay, let's break this down. If you go to the store and look at laundry detergents, you'll find a lot of very similar items with very similar prices. Yes, maybe you always grab the Tide with Bleach, but let's be honest: Most any other laundry detergent will work just as well. Those products have logos, not brands. Now let's look at chocolates. You can buy an entire bag of foil wrapped chocolate Easter eggs for about \$3. Taste one of those eggs and you'll realize chocolate is not one of the first ingredients. Who makes this lousy stuff? I couldn't even tell you.



"So what's the value of a brand? The value of a brand is how much extra am I paying above the substitute. And if I'm not paying extra, you don't have a brand."

Then there's products like Hershey's Chocolate Bar ...

While it's certainly much better than those 'chocolate' eggs, it's not much different from many other chocolates available for similar price points. I can go to Amazon and get 3.5 pounds of Hershey Bars for \$39 with Prime shipping. Other candy bars and chocolate bars have similar pricing.

But search for Godiva Chocolates on Amazon and what do you find? Half a pound costs \$40. That means it's more than 7 times more expensive than Hershey.
7 times!!!

Is Godiva 7 times better than Hershey? Frankly, I don't think so. But their brand name is one that people love. Just whisper the name, "Godiva Chocolates" in someone's ear and they'll melt. Try that with, "Hershey Bar" and they'll look at you like you're someone to avoid.

Do you have a logo? Or a brand name?

How can you make your business look, sound and be so different from anything else that don't have any direct competition? Remember, from Godiva's standpoint, Hershey isn't even in the same business.

But Tide, All, Gain, Era, Arm and Hammer and so forth are so similar, if you substituted one for another most people would never notice the difference. They all face stiff competition because they have no clear way of differentiating themselves. Being different is definitely more difficult in some industries. In some cases, you'll need to change how you do business to stand apart, rather than the product itself.

For example (and completely off the top of my head) if I owned a laundry detergent, I'd market myself to moms and dads. Mine would be the laundry soap that not only gets kids clothes clean without chemicals, but also gives away a free book with every box of detergent to help their kids learn to love reading.

If I was starting a chocolate business, I know the cheap end of chocolates is saturated. Organic chocolates still has room to enter. And people love to try new, strange, exotic things. Plus people love pets. That's why my chocolate company would be 100% organic, incorporate interesting flavour combinations (chocolate, banana, walnut, anybody?) and feature adorable, limited edition pet artwork on the labels. Buy the original artwork and all proceeds go to animal shelters. Or something like that.

Again, that's just off the top of my head, so I have no doubt that with some thought you can do even better.

Questions to ask yourself:

How can your product or service be different from anything else out there?
And how will this difference command a higher price than your closest competitors?

**How can your
product or service
be different from
anything else out
there?**



7 Free Traffic Strategies that Convert

Maybe you're just starting out and you don't have money to pay for traffic. What can you do to get eyeballs on your offers and start making sales as quickly as possible without paying money up front?

Here are seven methods that are proven to work. Choose whichever one makes the most sense for you, get started and within days you can begin making sales.

1: Be a Podcast Guest.

You know things that other people want to know, and you can share this information on other people's podcasts.

But here's the rub: While you'd probably make a terrific guest on a podcast, the person running the podcast doesn't know this. Or more to the point, they don't know you.

So instead of saying, "Hey, can I be a guest on your podcast?" You want to approach them for something that is much smaller. Remember that it's easier to get a big favour if you ask for a small one, first.

Here's how to ask for that small favour: Make a list of podcasters in your niche. Choose a pertinent topic (or topics) to write about. Then ask each podcaster for a quote that you can use in your article(s), as we did in the expert roundup above.

Let each podcaster know you'll be linking back to them. Most, if not all, will say yes to this small request because it's flattering to be acknowledged and quoted as an expert, plus they're happy to have the link. Plus, if you're getting a lot of experts, they want to be included and not excluded. These experts will notice they are featured with other experts in their niche. In fact, you'll email them and let them know you've published the article featuring their quote, and tell them to feel free to share it, too. This will get you free traffic.

Then in a few weeks you can go back to each of these podcasters and ask if you can be featured on their podcast. Some will say yes, some will say no, and that's okay. Keep in touch with all of them and sooner or later they'll probably ask you to be on their podcast.

There's another payoff to using this method, too. In the future when you approach someone to do business or be on their podcast, you can reference all the influencers who are featured on your site, and this will make it much easier for them to say yes to your request.



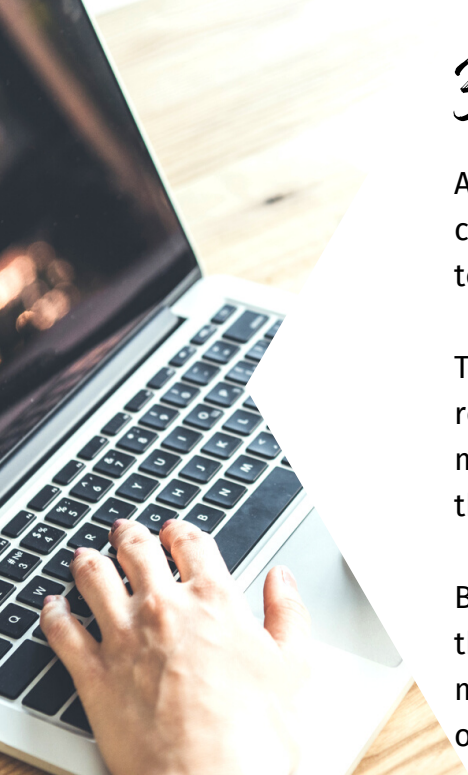
2. Do Expert Roundups.

Ask a bunch of experts the same question and put all of their answers into an expert roundup article. This can be any and all experts in your niche.

You might be asking for their best tip for marketing on Facebook, for example. Once you get the article written, nearly all of the experts will be willing to promote the article, publish it, link to it and so forth, bring you all kinds of new traffic.



3: Create Ultimate Lists



After you've done a few expert roundups, start creating ultimate lists. This could be the ultimate list of travel bloggers, or the top 100 SEO blogs, or the top 100 recipe sites.

Then go to Fiverr and pay someone to create a badge for each of these roundups. For example, 'The Top 100 Keto Websites by Your Name', and make these available for everyone on your ultimate list. People will put these on their sites, providing a link back to your site.

By doing the expert roundups first, you're creating rapport with some of these influential people. Then when you create an ultimate list, they are much more likely to place the badge on their website and share the list with others, too.

4: Post Partial Articles on Medium.

Contrary to popular belief, Google does not penalise you for duplicate content. This means that whatever you post on your own site, you can post on other sites as well.

Here's the strategy for posting on Medium: Take the first few paragraphs of your article and post it to Medium. At the end of those paragraphs, post a link to continue reading that sends them back to your site to finish the article. Then use a pop-up or content upgrade to collect their email address.

The more you do this on Medium, the more new traffic you'll get. And as you continue to collect email addresses, you can send out notifications each time you publish new content which will drive more traffic to your own site. Follow up with offers and you can see how lucrative this can become.



5: Post Full Articles on LinkedIn.

Using the Medium strategy of posting a few paragraphs and linking to your site doesn't seem to work nearly as well on LinkedIn. Maybe this is because LinkedIn is a social media site. But what does work well is posting the entire article on LinkedIn and then offering a 'cheat sheet' that is available on your website.

For example, maybe you write an article about 7 ways to get free traffic and you post it on LinkedIn and on your site, too. Then you create a cheat sheet with all the steps to each of the 7 strategies and you offer that in exchange for their email address.

Offer the cheat sheet, or the step-by-step instructions, or whatever your content upgrade might be to the LinkedIn readers with a link to your site.

This works best if your freebie is a visual graphic, such as an infographic or anything that is more than just plain text. The same information given in a visually appealing infographic is worth more than plain text, and people will click over from LinkedIn to get that.

6: Repurpose Your Content into Video

When people watch your videos, they are more engaged with your content than at any other time.

Take your written content and your podcast content and use it to do live videos on Facebook, YouTube, LinkedIn, Instagram and Twitter. You can do these live videos on all of these platforms at the same time.

Watch to see what topics are super popular that you want to discuss, and do live videos on those as well.

When you're live on these sites, talking about different tactics and strategies, let viewers know that if they want your free cheat sheet / manual / video etc., they just need to go to your site and claim it.

You can get traffic to your site, build your email list and of course pitch your products and services.

And here's the important thing to remember – someone who has just watched your video is far, FAR more engaged in what you have to say and offer than someone who, for example, just read a tweet. That's why the traffic you get from your videos is going to convert at a higher (odds are MUCH higher) rate than most other forms of traffic.

CONTEST

7: Leverage Contests and Giveaways.

Not just any contest or giveaway is going to be effective, but if you build one specifically on a points-based system, it can bring in a good amount of new traffic.

For example, participants get 5 points or contest entries for sharing the contest on Twitter, and 5 more for sharing on Instagram, and 20 points for blogging about the contest and so forth.

You can also provide referral links, so that every person they get to sign up through their link provides them with another 5 entries or points.

Using a point system makes the contest or giveaway go viral. Be sure the prizes make sense for your niche. If you give away iPhones but your niche is gardening, you'll get lots of entries from people who don't garden. But if you give away the top 10 gardening books, then you know that people who are entering are mostly gardeners themselves.

Your winners can be randomly drawn or prizes can go to the people with the most points, or you can do a combination of these two so that some prizes are randomly drawn and some go to the top point earners.

And you can run a new contest every month or even every week for consistent new traffic.

News Roundup



Expanded Text Ads Are Disappearing: Don't Disappear with Them

With a little less than eight months until the change becomes effective, there is plenty of time to make sure that your Google Ads account is in tip-top shape.

[Read more](#)



Phishing Scams in Google Ads Led Searchers to Fake Crypto Wallets

Those who were duped lost over half a million dollars by cryptocurrency scammers.

[Read more](#)



How To Fix 21 Content Creation Mistakes That Impact ROI

How you handle content creation has a serious impact on its ability to rank and convert. Avoid these 21 common errors for the best results.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN
FEBRUARY!

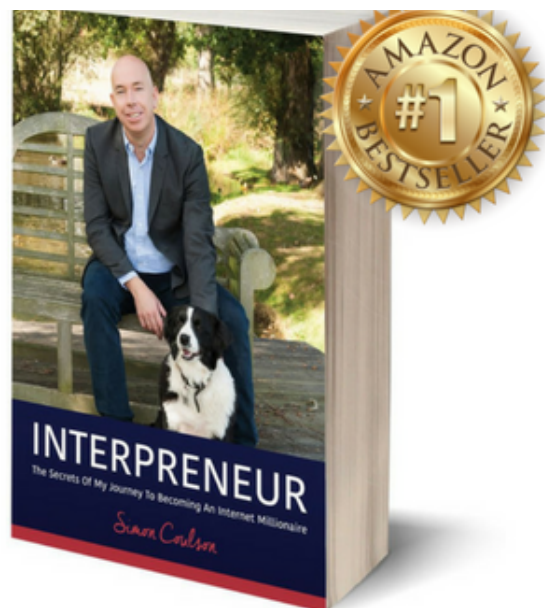
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Simon's Journey to
becoming an Internet
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Free copy here*

www.internetbusinessschool.com



As featured

