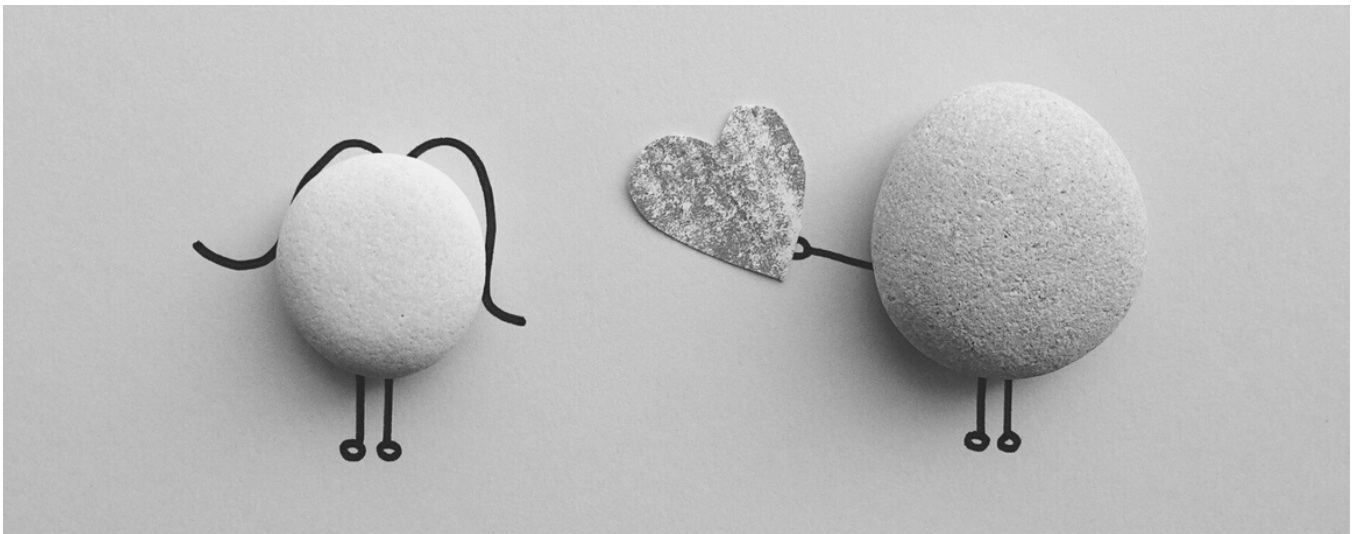
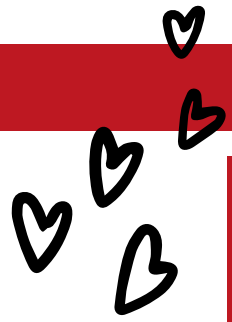


FEBRUARY 2022

# THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S  
HAPPENING ONLINE



## HIGHLIGHTS INSIDE THIS ISSUE:

*7 Benefits of Content  
Creation*

*Sign Up for Weekly Free  
Online Training*

*Behind the Scenes with  
Simon*

*What 5 Mistakes are you  
making on You Tube?*

*10 Free Tools to Get you to  
10k Followers on Social  
media*



## What do you love?

*Hello from Simon Coulson*



Welcome to our February newsletter!

February is traditionally the month of love and so there is no better time to think about what you love and hate about your working life.

Do you want more freedom? Do you want to leave the rat race like I did and build a life on your terms?

At the **Internet Business School** we can help you with this transition. We have a quiz that can help you decide the best online business for you.

You can find it [here](#).

Until next month.

Simon 😊



## 10 Content Marketing Trends To Watch In 2022

Check out these content marketing trends you'll want to have on your radar as you strategize for a successful 2022.

Read more [here](#)



## Twitter Tests Video Reactions to Tweets

Twitter is testing a new 'Quote Tweet with reaction' option that would enable users to capture a response to a tweet via the full-screen camera mode.

Read more [here](#)

## 7 Benefits of Content Curation

Content curation can play a key role in boosting your digital marketing performance by helping you establish links with relevant brands and influencers, boosting awareness through connections and activity, showcasing industry expertise, establishing thought leadership and more.

It can be a great way to help maintain social posting activity while also reinforcing your professional knowledge and awareness.

Read more [here](#)

**A salary is a drug they give you to forget about chasing your dreams. In life, you can either steer the ship or be a passenger of the ship. The choice is yours.**

**Thought of the month**

## Book of the Month

### THE COLD START PROBLEM: USING NETWORK EFFECTS TO SCALE YOUR PRODUCT BY ANDREW CHEN

You've got a new product or service you want to introduce to the world.



The problem is, no one knows about you or your product. How do you get those first users onboard? And how do you leverage those first users into a larger market share? Those are the questions Andrew Chen answers in his new book, “The Cold Start Problem,” which promises to explain how to start, grow and defend successful businesses. It’s difficult to get momentum when there are no existing users, just as it’s harder to start a car engine when it’s cold.

And if you don’t overcome this cold start problem quickly, your new product will likely die. “A network effect describes what happens when products become more valuable as more people use them,” Chen writes. Think of a dating website – it’s worthless if there are only a handful of members. But as the membership grows, the site become more valuable to both users and the site’s owner.

Many dominant businesses got their early start by serving niche markets, what Chen calls “atomic networks.” For example, Bank of America launched their first credit card just in Fresno, California in 1958 to 60,000 residents. Tinder and Facebook each started in a single college community before branching out. Conversely, Google tried to launch its failed Google+ social network with a large-scale launch targeting everyone rather than first establishing a successful atomic launch.

“Your product’s first atomic network is probably smaller and more specific than you think,” Chen advises.

Determine who you are targeting as the first users of your product and service and then find a way to get them on board. Tinder initially threw big parties for college fraternity and sorority members to get them to use the app. Uber offered extensive bonuses and financial incentives for its first drivers, which were targeted in very specific locations.

Says Chen, “The product idea itself should be as simple as possible – easily understandable by anyone as soon as they encounter it. At the same time, it should simultaneously bring together a rich, complex, infinite network of users that is impossible to copy by competitors.” An example is Zoom, with its simple interface and freemium model that encourages new users.

Once a product has succeeded in its atomic market, then its creators can extend it to adjacent markets, such as other demographics or locations, until a tipping is reached and the product is a success.

Buy it now [here](#)





# Amazon Live Video: Getting Started

Want to get more visibility for your products on Amazon? Wondering if live video could help? In this article, you'll discover a complete guide to getting started with Amazon Live including why you should use it, what you can do with it, and tips for delivering an effective show.

Find out more [here](#)

## How to Make YouTube Videos More Advertiser Friendly

YouTube answers common questions about its advertiser guidelines and shares tips for achieving full monetisation status.

Learn more [here](#)

## Influencer Marketing Trends and the Outlook for Marketers

Are you looking for a better way to promote your products? According to our research, 65% of marketers want to leverage influencers. In this analysis, you'll discover the latest trends focused on influencers.

Read more [here](#)





# HOW TO TRANSFORM YOUR BLOG INTO A SALES MACHINE

Most business blogs are terrible.

They're used for things like announcements and fluffy content that does nothing to capture leads and make sales.

And if all you want is a place to jot down your thoughts, then skip this article.

But if you want a blog that gets you more leads and more sales with every single piece of content you write, then read on.

Forget about blogging as you know it and instead think of your blog as a learning centre. This learning centre will be a hub for all of your website's most important content. Visitors will be able to find answers to their problems and find information on what they want to know.

You're going to create content that resonates with your target audience and influences them to make a buying decision. Your goal should be to educate your prospects into becoming customers, and your customers into making repeat sales.

And you're going to do this without advertisements for your offerings. The problem with ads is they are biased and present only one solution to a customer's problem. This makes prospects skeptical and loses you the sale.

But when you fill your blog with the honest help your prospects are looking for, then you move from being a sales person to becoming a trusted authority. And that gets you readers, subscribers and sales.

Your website should be your best salesperson, working for you 24/7 to make sales.

I remember years ago when I needed to buy kitchen appliances. I went to a local store and got lucky enough to be waited on by a man who had been in the appliance business all of his life. He didn't own the store, he just sold appliances, and he knew everything there was to know about every model there on the floor as well as models sold in other stores.

He told me point blank which models to avoid and what sort of problems they had. He steered me away from an overpriced model with good reviews because the nearest service person for that model was two hours away, and if it broke, getting it fixed would be a nightmare.

He told me what was available at the other stores and how much they were on sale for that day.

He knew the factories where each were built, their overall reputations and which brands and models needed the most service calls over their lifetimes. Keep in mind, this was in the mid 90's before the reliable online reviews were prevalent.

It was the only time in my whole life that I truly trusted the sales person. He wasn't trying to sell me anything; he was trying to educate me on what would be best for my needs.

Forget blogging  
as you know it  
& instead think  
of your blog as  
a learning  
centre, housing  
your most  
important  
content



# HOW TO TRANSFORM YOUR BLOG INTO A SALES MACHINE CONTINUED ...

I wound up buying three appliances from him and one that he highly recommended from his competitor. And I was so pleased, over the next few years I sent him enough business to sell another 2 dozen appliances.

Now imagine your website could be like that sales person. Your content is educational and easy to access, just like asking that sales person questions. A visitor comes to your site via organic search and lands on an article giving general information about your niche.

Let's use roof repair and replacement as an example. They search for, "Do I need to replace my roof?" and land on your article, "How to know if you need a new roof." Inside the article you have links to any terms they might not understand, so they can get immediate clarity.

You talk about the reasons a roof might need to be repaired, with a link to another article covering each reason indepth. You also offer information on how to know if replacement is a better option, the different types of roofs available, a cost calculator and so forth.

Everything they need to know about roof repair and replacement is right there. And woven throughout your content you give anecdotes of roofs you've repaired and replaced.

Here's what's happening on the visitor's end:

They're finding the information they're looking for, and they find it easily on their own and at their own pace.

This content isn't selling them, it's instructing them, which goes a long way to creating trust in your company. Every piece of content offers multiple paths forward, including more specific content and a call to action so they can reach out to you when they are ready.

Imagine someone spends thirty minutes or an hour on your website. When they're ready to call an expert, whether it's right then or in a month, who are they going to call? You.

The key to making this work is to find out what customers are asking, and then answering those questions for them while organising the content in a way that feels natural and intuitive. You are educating your user through the buyer's journey.

Homeowners seldom begin with, "I need a new roof." Instead, they start out on the journey wondering IF they need a new roof, if they can get the current roof repaired, how do they know if there is a problem, who can they trust, how much will it cost, what type of roof should they get... It's complicated.

Imagine your website is a sales person. Your content is educational & easy to access



And while the majority of websites are telling them “We are the best roofers in town so call now!” you are giving them what they desperately want and need before the buying decision ever happens – information.

You are building massive trust when you give your prospects a learning centre.

You are also positioning yourself as the authority in the business.

Even if they eventually buy from someone else - just as I purchased that one appliance from a competing store - they will still recommend their friends start on YOUR site to learn everything they can before making their purchase.

You simply have nothing to lose and everything to gain by converting your website’s newsy blog into a learning centre. Or if you like, keep the blog on the side and add the learning centre as your main site.

## HERE ARE A FEW TIPS FOR YOUR LEARNING CENTER AKA BLOG:

- Your number one goal is to build trust through helpful, unbiased, honest content. If people don’t trust you then they won’t buy from you. If they do trust you and you have the product they need, they won’t buy from anyone else but you.
- Your trust-building content must be honest, unbiased and transparent. Think of yourself as a teacher and a reviewer, not a sales person.
- Speak in your customer’s language. If your industry uses jargon that customers might not understand, then either don’t use it or be sure to clearly explain it.
- Your learning centre can be frequently updated as needed. Explain new solutions, answer new questions, cover new trends and so forth.
- Done right, your learning centre will greatly reduce bounce rates and increase user’s time on your website. And because your articles are answering the questions people ask Google, it should also help to bring in organic traffic, too.
- Offer lead magnets that make sense for the content being consumed. The roofing website might offer a lead magnet on the different types and costs of roofs, for example. Or you might even tailor a lead magnet for each page of your learning centre
- Continue to educate your list as well as using anecdotes from your current clients as case studies.
- Use Google Analytics to understand how traffic is getting to and moving through your learning centre and use this information to improve your site.

An educated customer is a better customer. They have fewer questions and a much better idea of what.

Even if your business is one where you close the sales in person or over the phone, you’ll discover that much of your work is already done if your prospect has spent time in your learning centre.

An educated customer is a better customer. They have fewer questions and a much better idea of what.



# 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](#)

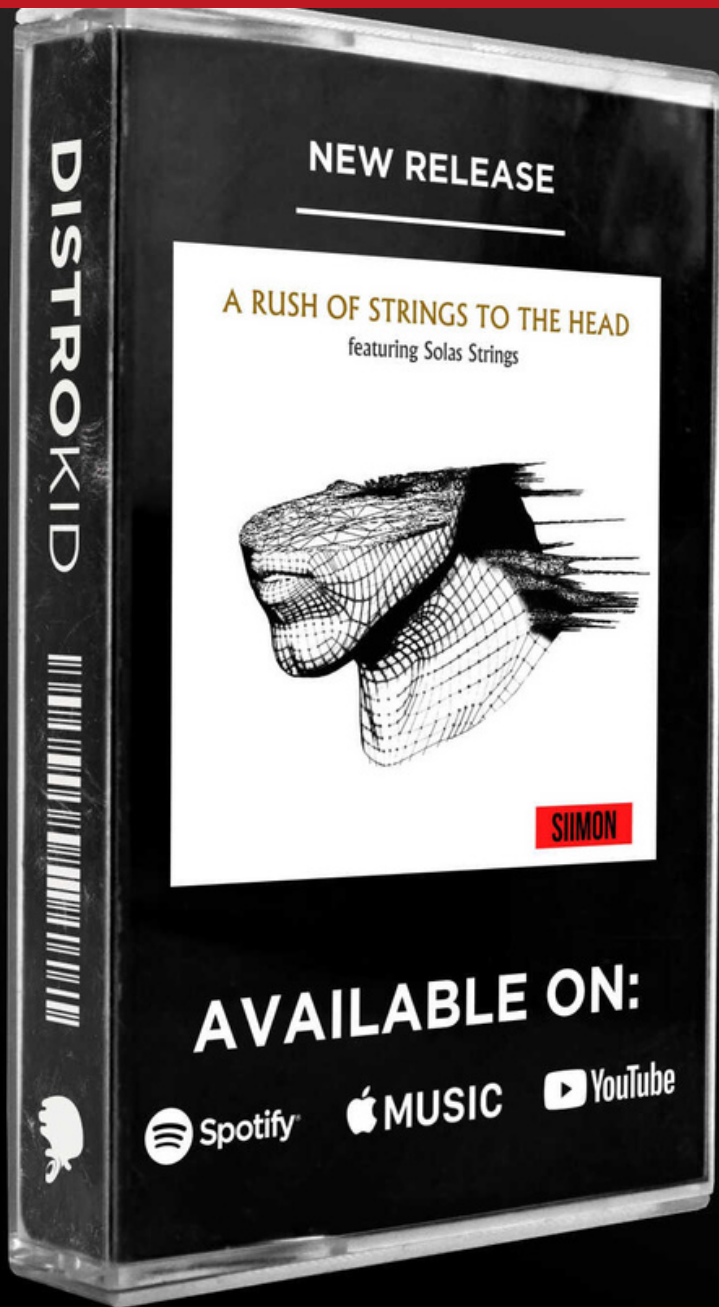
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SPEAKERS**

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MONEY  
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STRATEGIES**

**FREE TIPS &  
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# Behind the scenes

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WHATEVER IT TAKES

Listen to his own  
songs on the  
Whatever it Takes  
Album





# WHAT CAN ALL MARKETERS LEARN FROM THE ACTOR ROBIN WILLIAMS?

---

**In the beginning of his career the comedian Robin Williams couldn't hang on to money and he made lousy business decisions.**

In fact, he didn't want to be bothered with the business end of anything. He didn't even want to hear contract details, didn't know how to publicise himself and despite growing fame he still took every job that came his way – even birthday parties.

Can you image having Robin Williams perform at your birthday party? Holy cow.

He was continually borrowing from friends and there were days when he wouldn't have eaten if not for some kind soul inviting him to dinner.



As his fame began to grow he partied until the sun came up and did copious amounts of recreational drugs; yet he is considered one of the greatest performers of all time. How did he do it?

Two things:

First, while people think his performances were spontaneous and off the cuff, most of it was not. He practiced. He worked and honed his craft like a madman. He came up with new bits, tested and tweaked them, and then tested them some more. If it worked, he reused it over and over again. If it didn't work, he either fixed it or threw it out.

Second, he surrounded himself with people who handled the business side of everything. All he had to do was be the world-class performer he was building himself into.

**What the heck does any of this have to do with marketing?**

I'm so very glad you asked.

To make your business look as easy as Robin Williams spontaneously throwing out the perfect line, you've got to work as hard as he did. Whatever your specialty is, you've got to perfect it until you are one of the very best in your field. Once you do that, you can be a star in your niche and sell your products or services for enormous fees and enjoy the love and adulation of your followers. But first, you've got to do the work.

Second, you don't need to be an expert on every facet of your business. Instead, you simply need to bring in people to handle things for you. Robin had an entertainment lawyer, managers, publicity agents and a host of other people who did their jobs in order to allow Robin to do his job. If your specialty is creating information products but you're terrible at writing sales letters, recruiting affiliates and doing social media, then hire those things out to experts who can do it for you.

Focus on what you do well. Become the best at it. And build a team to handle the rest of it for you.



***“Focus on what you do well. Become the best at it and build a team to handle the rest of it for you”***

# NEW

## This Star Wars Method for Creating Huge Demand for Old(er) Products

Before the Star Wars prequel of 1999 even hit theaters, people lined up around the block to buy tickets for movies – any other movies – that were showing the Star Wars TRAILER.

How weird is that?

Imagine you owned one of those other movies. Would you take the extra ticket sales, knowing the people were motivated by someone else's trailer rather than your movie?

Heck yeah. After all, money is money.

How do we use this in marketing?

Supposed a hot new trend comes out – maybe everybody wants to know how to use a duck to clean their car (I'm making this up, in case you had any doubt).

You've got a product on car maintenance, or on how to buy cars, or sell cars, or use cars as building materials – whatever.

Your product has been selling well for sometime, but that's the problem. Your product is OLD NEWS.  
The duck is NEW NEWS.

So, here's what you do: Create a bonus for your product that's all about the hot new trend; in this case, car cleaning ducks.

Advertise the BONUS. Not the product, but the bonus. Let people know you are giving it away for FREE when they buy your related product.

Then see what happens.

Here's a real world example: You have a course on social media marketing. Some billionaire astronaut starts an entirely new social media site. It's so new, there's not enough there to create an entire course yet. But you can certainly create a bonus in about a day.

Then offer the bonus for free when people sign up for your social media marketing course.

And watch the sales soar.

Create a bonus  
for your  
product



# Which of These 5 YouTube Mistakes are You Making?

If you're a seasoned YouTube marketer, odds are you've already learned not to do these 5 things.

But if you're new to YouTube, take heart – these are the same mistakes almost everyone makes in the beginning, and they're easy to correct.

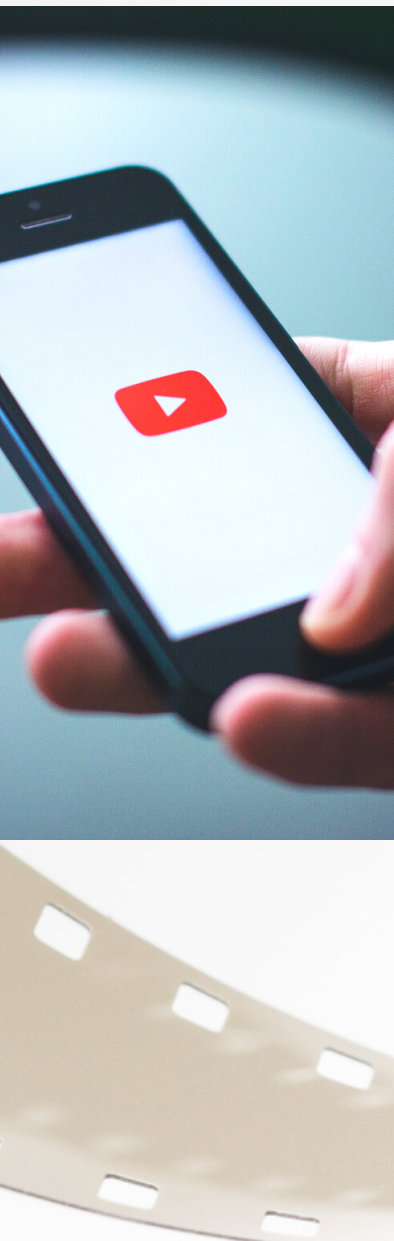
## 1: Creating Videos on Anything and Everything

It's tempting to create several videos a week or even every day just to get loads of content onto YouTube. But unless one of those videos happens to go viral, all that work isn't going to do you much good.

Instead, focus exclusively on the content that positions you as a trusted resource.

Once your growing audience realises that every single one of your videos is helping them to make money or become successful, they'll keep watching.

Your goal is to become THE go-to resource for your narrow niche, product or service.





## 2: Posting a Gazillion Promotional Videos

AOokay, a gazillion is a big number, but darned if there aren't channels out there with video after video that all say the same thing – "BUY MY STUFF!"

Big mistake. If you're going to make your channel a valuable destination that people WANT to view, you're going to want to tamp down the self-promotion and focus on creating value (think 'education') and rapport with your audience.

## 3: Getting Your Titles Wrong. Wrong. Wrong

You're the expert, so you give your video a title from YOUR point of view.

But guess what? Your audience is searching for answers from THEIR point of view, not yours.

Maybe you've got the perfect video for them, but if they can't find it, then they'll never see it.

Poll your YouTube subscribers via the Community Tab and ASK them what they're looking for. Or do a keyword search for what people are looking for. Or find relevant YouTube channels and dig into the comments to discover the language your audience is using.

Not sure what your next video will be? Go to the Google search bar, type in a relevant phrase and see what comes up. Then use this exact phrase as the title of your next video.

## 4: Not Being Consistent

If someone clicks on your video for marketing on Facebook, they're going to expect the rest of your videos will be something similar. But if they find videos on dog tricks or your family vacation, it just gets weird and confusing, and they'll leave.

When you create a video, ask yourself what the next logical question is that your viewer might be asking and then create a video on that.

This way you can make entire series of videos on, say, Facebook Marketing, Instagram Marketing and so forth, and your viewers will continue to come back for more.

## 5: Using Lousy Thumbnails

Your YouTube video thumbnails should help to sell the click, which is why using a random shot of you talking usually isn't going to work.

Instead, place a headline on your thumbnail that speaks to what the visitor is looking for. If someone is searching for "How to Make Chocolate Chip Cookies" and your thumbnail text is, "Voted World's Best Chocolate Chip Cookie" then you're likely to get the click.

### Bonus Tips for Marketing On YouTube

1: The key to successfully marketing on YouTube is simple if you can imagine two circles...

...One circle is all the content you can create that serves your business.

...The other circle is all the content you can create that serves your audience.

Now figure out which content does BOTH simultaneously (where the two circles overlap) and create that.

Every time you think about making new content, ask if it serves your business AND your audience. If it doesn't, rethink it.

2: Here's a formula for getting email subscribers from YouTube:

Create a video on how to do something relevant to your business.

Maybe there are 20 ways to do it, and in the video you give them three of those methods. Then plug your freebie throughout the video.

You finish tip #1 and you say, "This is just a small portion of what I cover in depth in this free guide. You can grab it by following the link in the description.

Then you finish tip #2 and you offhandedly (no hard sell) mention you cover that more extensively in the guide.

Then when you finish the third tip, remind them that they've only gotten just a little bit of what you offer, and they can access more in the free guide.

Doing this lets the viewer know early on that the video is valuable and the report is even more valuable. It also sets you up as the expert they need to pay attention to.



# News Roundup



## Top 20 Self-Made Richest Women in America

Scroll down this page to find the self-made richest women, right after the overall richest, oldest and youngest. Take note of their sources of wealth, and you might be surprised. Roofing? Trucking? Pizza? I had no idea. But I do notice that about half of them are using the internet in one form or another to build their wealth.

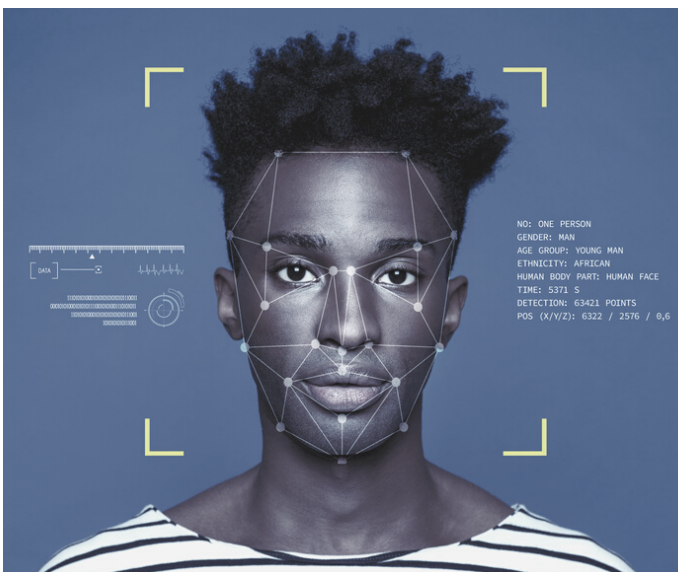
[Read more](#)



## 10 Free Tools That'll Help You Get Your First 10,000 Social Media Followers

Video by Neil Patel: Did you know that there's an easy way to get 10,000 social media followers? Best of all, you can do it all with just a few simple tools. Here's the breakdown on 10 free tools that will help you get your first 10,000 social media followers.

[Watch 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](#)





THAT'S ALL FOR NOW FOLKS!

SEE YOU IN  
MARCH!

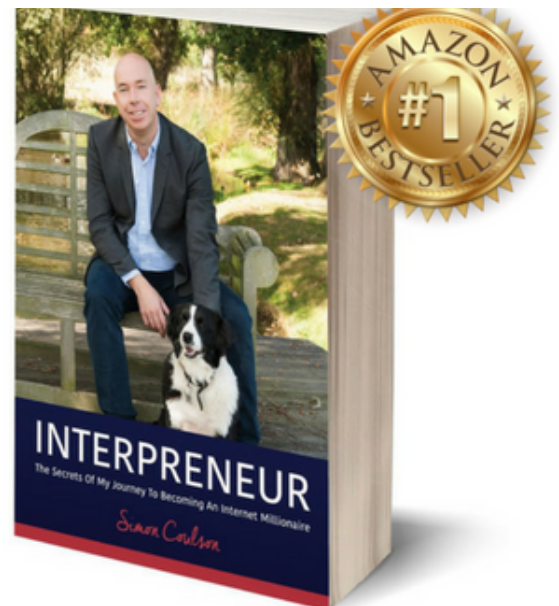
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