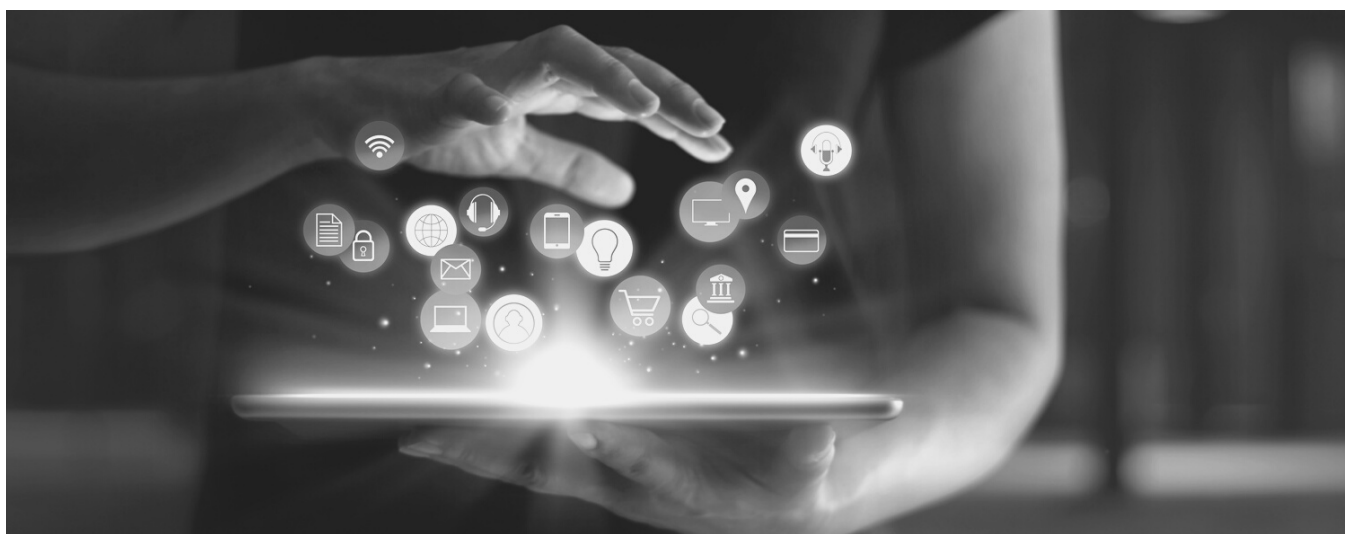


APRIL 2022

THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S HAPPENING ONLINE



HIGHLIGHTS INSIDE THIS ISSUE:

100+ Free Tools for Bloggers

Tik Tok: What's Next?

Behind the Scenes with Simon

Our 7 Favourite Paid Stock Image Websites

News Roundup

Hello from Simon Coulson

Welcome to the April newsletter

As the clocks have jumped forward, the evenings are longer and it always reminds me of the days where I couldn't enjoy the summer because I was stuck in the office.

This is the beauty of online. I now have so much freedom and I can do what I like, including enjoying the Summer. Now it's your turn.

If you'd like to see what type of business you could start online, why not try out our free quiz, you can find it [here](#).

I hope you too can create the life of your dreams.

Until next month.



Simon



Epic List of 100+ Best FREE Tools for Bloggers

The best free blogging tools for beginners and pros alike! WordPress plugins, web apps, browser extensions and more to help with all of your biz blogging goals.

[Read more](#)

Twitter Campaign and Creative Changes Marketers Need to Know

Since early 2021, Twitter Ads has been rolling out significant changes to the platform's campaign objectives and creative workflow. Here are those changes along with everything you need to know to achieve more with Twitter ads.

[Read more](#)



Publisher Rocket

Sell more books on Amazon by getting your book in front of more shoppers so you can spend less time marketing and more time writing.

[Read more](#)

"Behind every tweet, share and purchase, there is a person. Care more about the person and less about the share."

– Shafqat Islam



Book of the Month

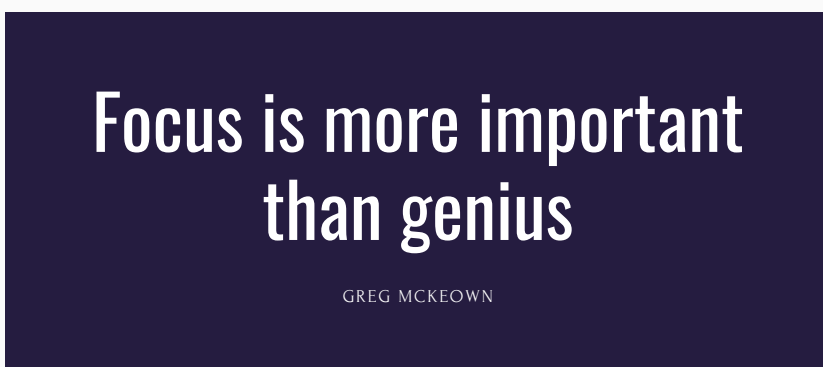
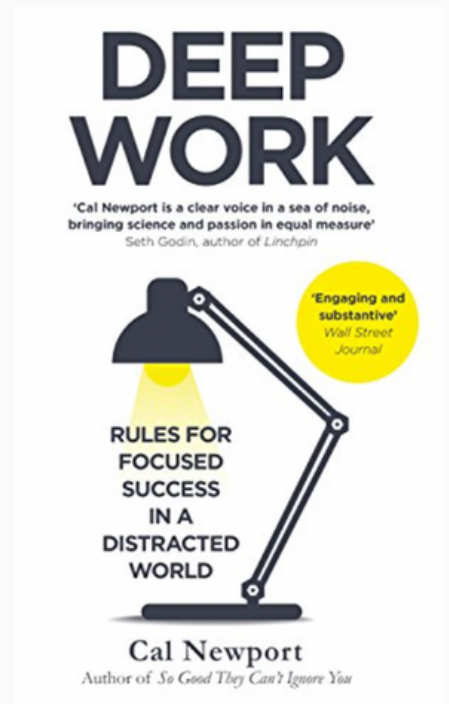
DEEP WORK: RULES FOR FOCUSED SUCCESS IN A DISTRACTED WORLD

Deep work' is the ability to focus without distraction on a cognitively demanding task. Coined by author and professor Cal Newport on his popular blog Study Hacks, deep work will make you better at what you do, let you achieve more in less time and provide the sense of true fulfilment that comes from the mastery of a skill.

In short, deep work is like a superpower in our increasingly competitive economy.

And yet most people, whether knowledge workers in noisy open-plan offices or creatives struggling to sharpen their vision, have lost the ability to go deep - spending their days instead in a frantic blur of email and social media, not even realising there's a better way.

Put simply: developing and cultivating a deep work practice is one of the best decisions you can make in an increasingly distracted world and this book will point the way.



★★★★★ most of them useless. This however is a true gem
Reviewed in the United Kingdom on 8 October 2017

Verified Purchase
I have read a lot of books on personal development and self help, most of them useless. This however is a true gem. I put it in the top 5 most useful books I have ever read. It is a great treatise on how to produce high quality work, and is becoming more relevant by the day (with our increasingly distracted world). I feel sorry for kids you are already addicted to their smartphones by age 10.

Highly recommend to anyone, and it has wide relevance across many fields. Also very readable and entertaining. It is a joy to read and has plenty of interesting tales and case studies to make the book flow perfectly, whilst imparting the necessary wisdom.

Almost All Consumers Expect To Shop Via Social This Year

Email marketers and ecommerce brands should watch out for a growing phenomenon: That 98% of consumers plan to make at least one purchase through social media this year, and that 68% have already bought via social, according to a study by Sprout Social, a provider of social media management software.

Find out more [here](#).

TikTok What's Next Report 2022

TikTok released the TikTok What's Next Report 2022, using its learnings from 2021 to predict how this year will play out. Over 1 billion people turned to TikTok in 2021, and here's what's coming next.

Read more [here](#)

Forbes: Four Ways Business Owners Can Get Out Of A Funk

It's easy to feel frustrated and alone when day-to-day life seems out of control.

- Remember your vision
- Use the power of words
- Take action
- Put authenticity first

Learn more [here](#)





ZUCKERBERG HAS BURNED \$500 BILLION TURNING FACEBOOK TO META

We may be witnessing the early days of the fall of Zuckustus. Facebook's once unbeatable ad-tracking system — the engine that made it a more than \$1 trillion company — has effectively been neutralized by the likes of Apple, which allows users to block the company's trackers. (Google is set to start phasing in similar protections to its users over the next two years.)

Facebook's user base has started to shrink after revelations by whistleblowers and leaks that showed how harmful social media could be to teen users, who are flocking to less toxic competitors like TikTok anyway.

And Zuckerberg — clearly bored with the company he founded 18 years ago — has shifted his vision into an immersive version of the internet, complete with headsets and digital avatars, that he calls the metaverse, an ambition that sets up Facebook's competition not with another Silicon Valley company but with reality itself.

Read more [here](#).

HOW ADVERTISERS ARE ADAPTING TO A MORE NUANCED SOCIAL LANDSCAPE

"It's not a peanut butter approach."

The days of the one-size-fits all social media approach are seemingly over. Advertisers say the way people use social media is changing, pressuring brands to abandon broad campaigns and instead create content for each individual platform.

Read more [here](#).

Facebook's user
base has started
to shrink

SATURDAY SCHOOL 2022

Free Training from 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**

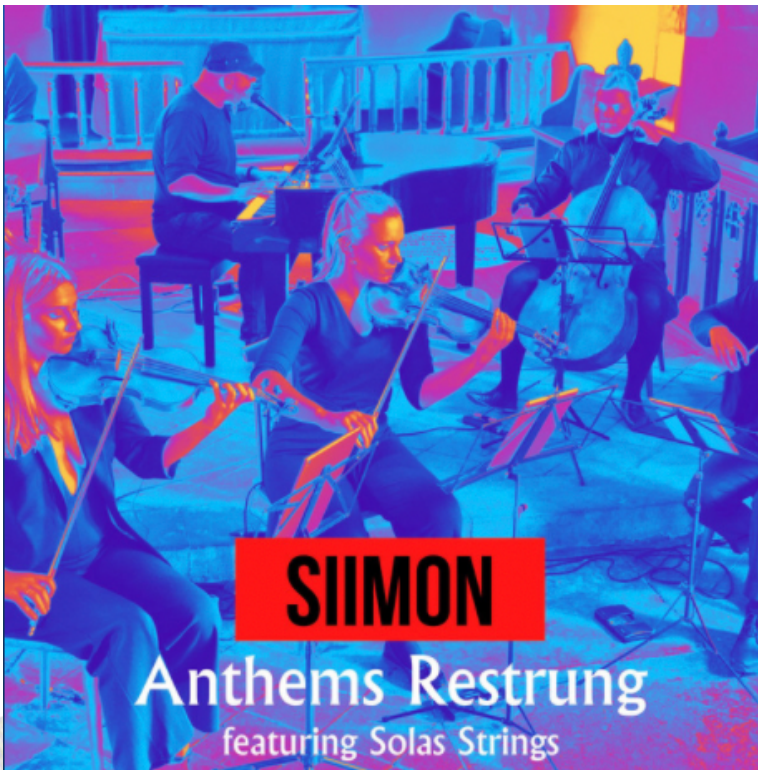
**LATEST
MONEY
MAKING
STRATEGIES**

**FREE TIPS &
ADVICE**

Behind the scenes

Another New Album is Out!
Congratulations to Siimon!

Listen to the new album [here](#)



Which is your favourite?

SPOTIFY:

APPLE MUSIC:

DEEZER:

MORE INFO: Website:

<http://www.siimon.com>

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



Latest Releases from Siimon

Times Like These -
Acoustic Version (Foo
Fighters)
(feat SIIMON and Solas
Strings)



[Listen here](#)

Mr Brightside - The
Killers(Acoustic String
Quartet Version)



[Listen here](#)

UPWORTHY'S “RUBBISH” EDITORIAL PROCESS

I just had to share this with you. While researching how to better arouse a reader's curiosity, I came upon a post that referenced UpWorthy's editorial process for headlines. This is the exact wording of what they tell their writers and it humorously illustrates just how important headlines are:

Upworthy's Editorial Process

1. You **HAVE** to crank out 25 headlines for every piece of content.
2. You **WILL** write some really stinky headlines.
3. Once you start getting desperate, you start thinking outside the box.
4. So you **HAVE TO WRITE 25 HEADLINES**.
5. #24 will suck. Then #25 will be a gift from the headline gods and will make you a legend.
6. Accept that not every headline will be perfect.
7. Then write 25 headlines.
8. With practice, you'll be writing 25 in 15 minutes. Then I will give you permission to lower your limit.

SO PLEASE WRITE 25 HEADLINES

Why so much focus on writing 25 headlines?

Because the more headlines you write, the better the odds you'll discover the headline that is almost literally irresistible because of the curiosity it inspires.

The Personal Leverage Trick that Sells More Stuff

Not all upsells are automated.

Some of them are born out of a genuine desire to help your customers.

Let's say you notice that Judy purchased your program on how to write sales letters that convert, along with your program on sending high converting traffic to an offer.

But Judy hasn't purchased your program on creating info products that sell like gangbusters. So, you drop Judy a personal note and mention how most of your customers who buy those first two programs also buy the third one, too.

You can let her know that while all three programs work well on their own, your customers have found that combining the three provides the greatest success.

Then you give her a link to the sales page and let her know that the product is still currently available.

You close by saying something like, "Judy, please let me know if I can be of further help to you." And that's all there is to it.

The conversion rate on this is higher than almost anything I've experienced before. And you're not even selling. Instead, you're simply being helpful and making sure your loyal customers have everything they need to succeed.

If you can automate this, then that's great. But if not, it's still worth it to do it by hand. There is something about the personal touch that works wonders, too, because the next time you send out an offer to the entire list, you'll find the ones you contacted personally are more likely to open your emails and respond to your offers.

And once your customers are used to getting personal emails from you, your future recommendations will carry more weight, too.

In this automated world of ours, customers place a high value on your personal contact and help.

U P S E L L I N G

My 7 Favourite Paid Stock Photography Sites

You already know how important images are for your marketing efforts. People pay attention to images, read image captions and are more likely to read your content if it contains compelling pictures.

Images make your content look more professional and help to improve your communication with your audience.

While there are numerous free stock photography sites you can use, here are a few reasons to consider paying a small fee to license the images you want:

- Your rights on free images are sometimes confusing and sketchy. Can you use it on for-profit material? Do you need to credit the site or photographer? Have the rights changed since you downloaded it?
- Paid photo websites give you clear terms of use on copyright laws, restrictions, and licenses.
- Free images are overused and make your site look like everyone else's. Cheesy, overused and poorly shot images are NOT helping your brand.
- With paid photos, you can get professional and sometimes even unique photos. You can get them in bulk, if you so choose, and there are new photos uploaded all the time to choose from.
- Paid images are high-quality and not blurry when enlarged or cropped. They help you to build a polished, cohesive online presence.
- Paid image subscription sites often offer vector art, illustrations and graphics.
- Free image sites are a time-suck. You can search endlessly for that one decent image.

On a whole, paid images just look better than free, and you've got so many more to choose from, too.

Are you just starting out and on a strict budget? Then maybe free images are for you. But do consider upgrading to paid images just as soon as you can for that polished, professional look people trust. Here are my favourite paid stock photo websites:



1: Creative Market

Creative Market is an online marketplace offering photos, graphics, templates, themes, fonts, and more.

All stock photos are created by independent photographers and cover just about anything and everything you can imagine, including animals, architecture, beauty & fashion, business, health, food & drink, nature, sports, etc.

Prices start at \$5. <https://creativemarket.com/>

2: Deposit Photos

This stock photography website offers high-quality photos, graphics, vectors, music & SFX, and video.

There over 229 million royalty-free assets with thousands added weekly by photographers and musicians. And their stock videos are all HD including 4K videos.

Price: \$9.99/month.

<https://depositphotos.com/>



3: Envato Elements

This is an unlimited creative subscription service best for students, agencies, marketers, etc., boasting unlimited downloads of 57+ million creative assets with lifetime commercial licenses.

Their monthly subscription includes stock photos, themes, plugins, videos, music, graphics, fonts along with 1,200+ courses and tutorials.

Price: \$16.50 per month paid yearly or \$33 for a single month on the monthly plan, and a discount for students.

<https://elements.envato.com/>



4: Ivory Mix

Ivory Mix stock images cater to every brand with their myriad of categories including business, parenting, and wellness, to name a few. Best for entrepreneurs or content creators who constantly need fresh content.

What's included: over 5,000 stock images with 100+ new photos being added each month, monthly Canva templates, Caption templates, workshops & training, and more.

Price: \$67 paid quarterly or \$167 paid yearly. Be sure to get their freebie package just for joining their list.

<https://ivorymix.com/>



5: Pixi stock

This stock photo subscription site is geared for women, offering beautiful feminine stock photos, social media graphics, templates and content planners.

Pixi stock membership gives you access to Over 7,000+ stock photos, customizable Canva graphics, 365-day Social Media Content Planner, DFY hashtag strategy, research in over 30 niches, and more.

Price: Monthly plan \$47 with a \$375 Annual plan.

<https://pixistock.com/>

6: Social Squares

Beautiful images combined with monthly expert marketing education and high-engagement new content delivered monthly.

Over 6,000 lifestyle, mockup and flat lay images, 30 monthly customizable caption templates, custom curation of images in your brand color palette, keywords, digital marketing courses, mastermind calls with guest experts, monthly social holiday posting ideas and more.

\$39 a month, \$109 paid quarterly, \$420 paid annually.

<https://www.socialsquares.com/>

7. Stock Unlimited

Stock unlimited membership offers over 1 million downloads of high-quality photos, vectors, clipart, and more.

You can find any photo based on your niche as they offer over 25 categories with thousands of extra images added to their portfolio every week.

Price: \$19 monthly subscription, \$79 annual subscription or \$169 for 3 years.

<https://www.stockunlimited.com/>

News Roundup



Not Making This Up...

Eric Clapton claims YouTube is using subliminal advertising to keep the masses subservient – in an interview posted to YouTube.

[Read more](#)



Attention Content Marketers

Your comma's can save lives.
“Let's eat Grandma!”
“Let's eat, Grandma!”

Eeekk ;))



Getting Started in International SEO: A Quick Reference Guide

Here's a quick guide that covers everything you need to know when executing an international SEO strategy.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN
MAY!



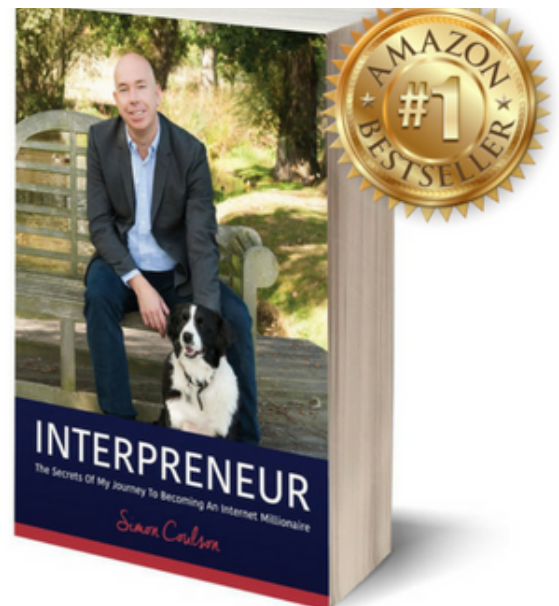
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WITH MY HELP**

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



www.internetbusinessschool.com

*The Secrets of
Simon's Journey to
becoming an Internet
Millionaire:
Free copy here*



As featured

