

MAY 2022

THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S
HAPPENING ONLINE



HIGHLIGHTS INSIDE THIS ISSUE:

*5 Foundational Pillars for
a Successful Entrepreneur
Lifestyle*

Leveraging Instagram

*How to Lose a Customer for
Life*

*Behind the Scenes with
Simon*

Creating High Ticket Sales

Hello from Simon Coulson

Welcome to the May newsletter

This month I'm off to Spain to the Songwriting Academy retreat. Sun and songwriting is a perfect combination for me.

The best bit is that I can still earn money from my online sources while having a great time in Spain.

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



Facebook, Twitter, YouTube Crack Down on Ads During Ukraine Crisis

Facebook parent Meta and social media giant Twitter reacted to Russia's invasion of Ukraine with pronouncements Friday about ads on their respective platforms.

Meta said Russian state media would no longer be allowed to run ads, and Twitter said that it's halting ads in Ukraine and Russia for now.

On Saturday, Google-owned YouTube reportedly made its own move, prohibiting Russian state-owned media outlet RT and other Russian channels from making money off of ads.

[Read more](#)

Don't fall for these fake cryptocurrency ads all over Facebook

Scammers are using social media to spread ads for fraudulent cryptocurrencies.

[Read more](#)



5 Foundational Pillars for a Successful Entrepreneur Lifestyle

These are the foundational pillars for a successful life as an entrepreneur. Before you make your first sale or seal your first deal, you should give some thought to each of these factors, because they will determine not only the level of success you achieve, but also the quality of your life.

[Read more](#)

For every action, there is an equal and opposite reaction, plus a social media overreaction.



Humour, Seriously: Why Humour Is A Superpower At Work And In Life

HUMOUR IS A SUPERPOWER. IF YOU'RE NOT USING IT, THE JOKE'S ON YOU.

Humour is a superpower. If you're not using it, the joke's on you.

When we're kids we laugh all the time. The average four year-old laughs as many as 300 times a day, while the average forty year-old laughs 300 times every two and a half months! We grow up, start working and suddenly become "serious and important people", trading laughter for bottom lines and mind-dumbing zoom calls.

But the benefits of humour for our work and life are huge. Studies have shown that humour makes us appear more competent and confident, strengthens our relationships, unlocks creativity and boosts resilience during difficult times.

Dr. Jennifer Aaker and Naomi Bagdonas are on a mission to help everyone discover the power of humour. Based on the popular Stanford Business course, this book will show you how to mine your life for material, explore the Four Deadly Humour Myths and help you figure out which style of humour you fall into - The Magnet, The Sweetheart, The Sniper or the Stand Up.

Drawing on behavioural science, advice from world-class comedians and stories from top leaders, Humour, Seriously will show you how to harness the power of humour every day.

★★★★★ **Love this book!**

Reviewed in the United Kingdom on 28 October 2020

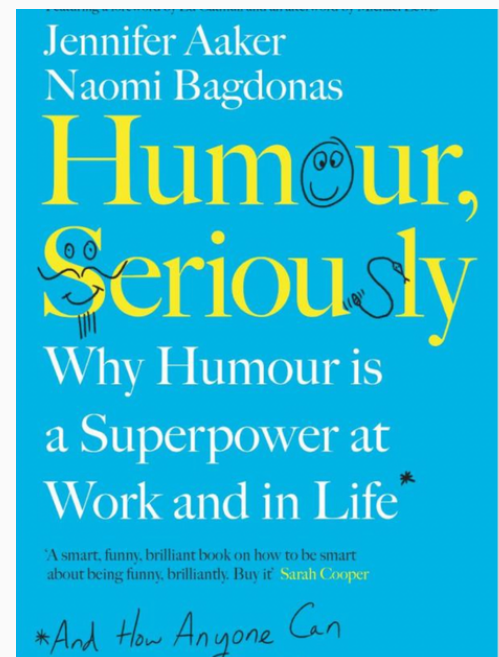
Verified Purchase

There's a lot to learn from this book. Simply having more fun, being a bit funnier, and introducing more joy into your life can reap huge rewards.

One person found this helpful

Helpful

Report abuse



Eye-
opening,
hilarious,
and
absolutely
original

TikTok Wants Longer Videos—Whether You Like It or Not

The company knows that clips over 60 seconds in length stress users out. That won't stop it from chasing the lucrative long-video market. Find out more [here](#)



Take Content Beyond the Buyer's Journey by Playing Nice [11 Expert Tips]

Buyer engagement today requires a circular approach to content as your journey with the audience isn't linear and shouldn't end with the purchase. And that holistic view requires a different approach to content marketing.

Read more [here](#)



How 500 Marketers are Leveraging Instagram Shopping Tools [Data]

The platform has evolved from a simple image-sharing social platform to a money-making content curation one.

With the addition of Instagram's shopping tools, it's steering more toward ecommerce and less on the social aspect.

Learn more [here](#)



HOW TO LOSE A CUSTOMER FOR LIFE

Years ago I subscribed to a paid newsletter in the internet marketing niche.

To access the newsletter, you had to log into a membership site and download the PDF for that month.

If you forgot to download it each month (which I sometimes did) then there was no way to access the newsletter you paid for because it was gone and the new one was in its place.

What to do?

Email customer service and ask for the darn newsletter that you already paid for.

It was aggravating for me because it took all these extra steps of find the customer service email (hidden) writing the email, watching for the response, being told I'd emailed the wrong person and so forth.

Now imagine how annoying it had to be for the virtual assistant who continuously dealt with these requests.

Then one day after being a paid subscriber for years, I realised that I hadn't downloaded the newsletter in months, so I sent off my email requesting my missing copies.

No reply.

I sent a second email.

No reply.

"People will forget what you said, people will forget what you did but people will never forget how they made you feel." -

Maya Angelou

Mind you, I was paying for the newsletter monthly. Yes, it was my fault that I hadn't downloaded each newsletter each month, but so what?

It was a crummy system that made things difficult for paying subscribers and created more work for his assistants.

I never did hear back despite repeated attempts on my part to get those newsletters.

By the way, the newsletters were good and I learned something from just about every issue.

Good quality but a lousy system for downloading issues.

Now here's my point... this happened many years ago, and yet I still think about it every time I see a new offer from this marketer.

I still like the guy and I still want to buy his stuff but I don't, because I've never gotten over the poor service I received.

Here's the kicker: I just read an article he authored that stresses how important customer service is and how you need to respond to customers and help them when they have a problem.

If only he followed his own advice.

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**

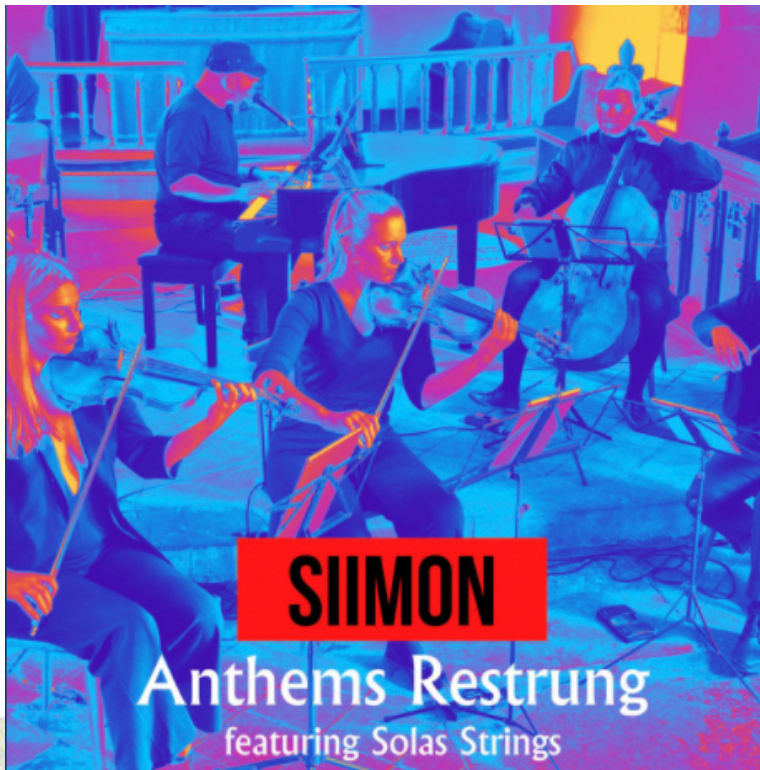
**LATEST
MONEY
MAKING
STRATEGIES**

**FREE TIPS &
ADVICE**

Behind the scenes

Anthems Restrung Have you listened yet ?

Listen to the new album [here](#)



Which is your favourite?

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Latest Releases from Siimon

Use Somebody - Kings
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Quartet version)



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The Power Of Love
(String Quartet)



[Listen here](#)

ARE YOU MAKING THESE 2 MARKETING MISTAKES?



When new marketers are wondering why they're having trouble selling their offers, it's usually because of one or both of these mistakes.

Conversely, highly paid online marketers never make these mistakes, which is why they are so successful.

Mistake #1: Focusing on selling the product.

You might think this one sounds pretty stupid. Why wouldn't you focus on selling products? How are you going to make any money if you don't sell products?

Guys, let me ask you this: When you want to build a long-term relationship with a lady, what's the first thing you do? It's not asking her to sleep with you or proposing you move in together. Rather, the first step is to ask her out on a date. If that first date goes well, you try for a second date and so forth.

Marketing is like that. Sure, you can try to sell your product cold. "Psst, hey buddy, wanna buy my product?" You'll even occasionally get a yes to that question, but it won't be enough yes's to build a business.

Even if you can offer the most wonderful products in the world, you've got to first build a relationship with your prospects before you can expect most of them to become customers.

That is why you want to place your energy and focus on selling your visitors to join your email list rather than purchasing the product.

Concentrate on increasing the conversion rate of your opt-in pages. Split test the headlines, the free offers, the calls to action and so forth.

Once they join your list, you can work on selling them on not just one product, but many different products over time.

Now here's the second place where new marketers slip up:

Mistake #2: Not continually following up from day 1.

Here's what happens to the average new list builder: They start building their list (yah!) but there's only a few subscribers right now so they wait to follow up.

Weeks go by and the marketer finally has a hundred or a thousand subscribers and now they decide the time is right to start creating and sending emails.

But here's the problem with that: Most everyone on their list already forgot who they are. No relationship is built. No products are sold. Is it any wonder the new marketer gives up and goes back to his 9 to 5 job?

Here's what you've got to do instead, no matter how silly this might seem: Start following up with your first subscriber from Day 1.

Create a series of pre-written emails that go out automatically to your list and create these emails before you even get the first subscriber.

This gives you the freedom to focus on list building without having to worry about creating those automated emails because it's already done. Everybody gets an email the day they sign up and every day after that like clockwork. They quickly become accustomed to hearing from you and in fact expect to hear from you. And when you send an email to the entire list with your latest offer, they remember you and they're more receptive to what you have to say.

Recap:

1: Focus on getting the sign up.

2: Start following up with the very first subscriber the day they join.

This is what every successful marketer does to build a real business. If it sounds too simple, all I can suggest is that you give it a whirl and see for yourself that it flat out works.

How to Turn Customer Service Requests into High Ticket Sales

Wouldn't it be great if you could completely, totally automate customer service? This way every time a customer had a question, it would be handled automatically without you or a virtual assistant having to do a thing.

Well, maybe not.

What many marketers don't realize is that a customer service request is the PERFECT time to sell an additional product.

When you answer a customer's question, it's usually going to be about a product they purchased. Maybe they're having trouble opening it, or need a new download link, or they're having trouble with Step #4 of your course.

Now imagine if, when you write back, you not only answer their question but also point out a helpful product that will aid them in reaching their goal.

Yes, this takes time. But these customer service replies often convert like gangbusters because you're making the customer an offer when they are actively engaged in your product or website.

Think of it as making the perfect offer to the perfect person at the perfect time. They see that you are a real person who replies to their questions. They see you want to help them achieve their goals. And they've already proven they're ready to spend money to get the solutions they seek.

And don't be shy about offering high priced products or services, either. They're having trouble getting traffic? "This ABC Traffic Course is the absolute best resource I've seen for getting traffic." Are they having trouble getting started, or are they stuck halfway through the course they already purchased? Maybe it's time to offer them some personal one on one coaching. At the very, VERY least, be sure to place an offer at the bottom of every customer service reply email you send out.



3D Ads Come To Facebook, Instagram In Step Toward The Metaverse

Meta Platforms Inc will make it easier for brands to run three-dimensional ads on Facebook and Instagram through a new partnership with an ecommerce technology firm.

The integration with VNTANA will allow brands to upload the 3D models of their products to the social media platforms and easily convert them into ads. The move is a stepping stone into advertising in the metaverse, the futuristic idea of a collection of virtual worlds that can be accessed through different devices such as headsets.

Read more [here](#)

How To Figure Out Where You'll Be In 10 Years

An interesting method to envisioning your future and working towards that vision.

Read more [here](#)



News Roundup



How To Create A Successful Presence On The Metaverse

The metaverse is coming – but first there are seven hurdles that must be overcome before it reaches widespread adoption, Anvil Media's Kent Lewis writes.

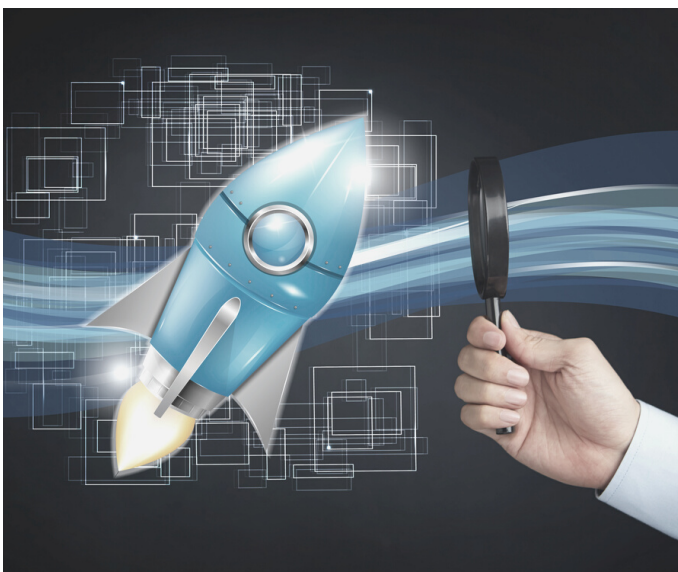
[Read more](#)



5 Mistakes Derailing Startup Founders

The top 5 mistakes founders make right before burning their startup to the ground:

[Read more](#)



8 Steps for the Perfect Product Launch

You've created the killer product that will change the world. Now you need people to buy it. Top entrepreneurs and members of The Oracles share their tried-and-tested ways to build buzz so people buy from you and passionately spread the word for mega profits.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN
JUNE!

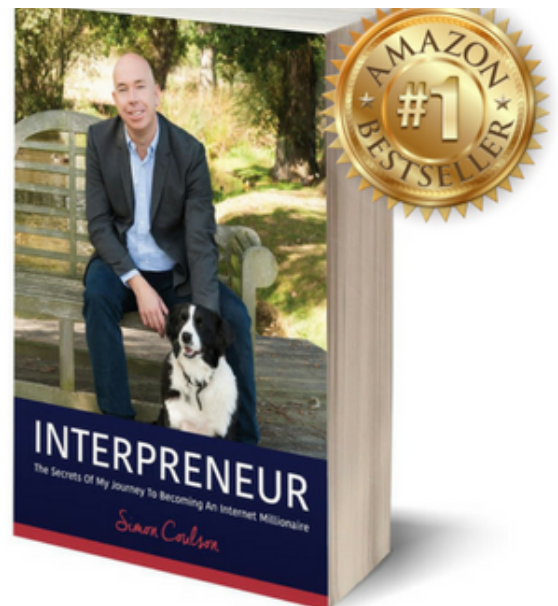


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Simon's Journey to
becoming an Internet
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As featured

