

JUNE 2022

THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S
HAPPENING ONLINE



HIGHLIGHTS INSIDE THIS ISSUE:

*Need a Business Idea? Here
are 55*

*44 Profitable Ideas to Make
Extra Money on the Side*

*30 People Reveal How they
became Millionaires*

*You Tube - Avoid a
Colossal Mistake*

Podcast Recommendations

Hello from Simon Coulson

Welcome to the June newsletter

Extra bank holidays and time off means one thing ... it's time to work on your dream to change your life for one that is on your terms. This month's newsletter has plenty of ideas for you. Which one will you choose?

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

Don't wait another moment, get started today and if you are free on the 2nd and 3rd July, you can come and spend a weekend with me, find out more [here](#).

Until next month.



Simon



Instagram's Chronological Feed Is Back – Here's How To Enable It

The latest update for Instagram finally brings back the beloved chronological feed as well as a new favorites feed. Instagram's chronological feed has been missing for several years now. The company removed it in 2016. However, it began testing a new version of the feed in January.

Now that it's back officially, Instagram users can more easily find the posts from accounts they really care about. It's especially good news for users who might have been driven away by Instagram's continued push of "suggested posts" and even Reels in recent months.

[Read more](#)

Need a Business Idea? Here Are 55.

To start one of these home-based businesses, you don't need a lot of funding -- just energy, passion and the drive to succeed.

[Read more](#)



44 [Additional] Profitable Ideas to Make Extra Money on the Side

You know how to do something people would hire you for, but only if they know you are available.

[Read more](#)

Always bear in mind that your own resolution to succeed is more important than any other.

Abraham Lincoln

DIGITAL BUSINESS BOOTCAMP 2022

THE LATEST DIGITAL MARKETING STRATEGIES
for UK Business Owners And Digital Entrepreneurs...

Join us for 2 PACKED DAYS of the latest strategies to market your business online and keep up to date with the ever changing internet landscape...

The Digital Business Bootcamp gives you a range of strategies to earn online strategies that are working right now. In our first LIVE IN PERSON EVENT since COVID lockdowns we have assembled an expert team to teach you how to make an additional income in 2022.

WHAT YOU WILL LEARN:

- The Digital Business Bootcamp gives you the insider secrets of what's working right now online in 2022
- Little known online marketing secrets (that are working right now) for jumpstarting the sales of any existing online or offline business... and securing the long term future of the business.
- Insider TIPS for creating a successful digital business straight from the mouth of those who are doing it right now. (many strategies have NEVER been shared before in public)
- Access to my hand-picked team of experienced digital marketing coaches and trainers who have all created businesses with no previous experience.
- A "Success Action Plan" which allows you to start implementing what you learn at the Digital Business Bootcamp the minute you step back into the office on Monday morning. You will get a step by step process to follow to success:



YES -I WANT TO GO

RESERVE MY SEAT NOW





Four Thousand Weeks: Embrace your limits and change your life

What if you tried to stop doing everything, so you could finally get round to what counts?

Rejecting the futile modern obsession with 'getting everything done,' Four Thousand Weeks introduces readers to tools for constructing a meaningful life by embracing rather than denying their limitations.

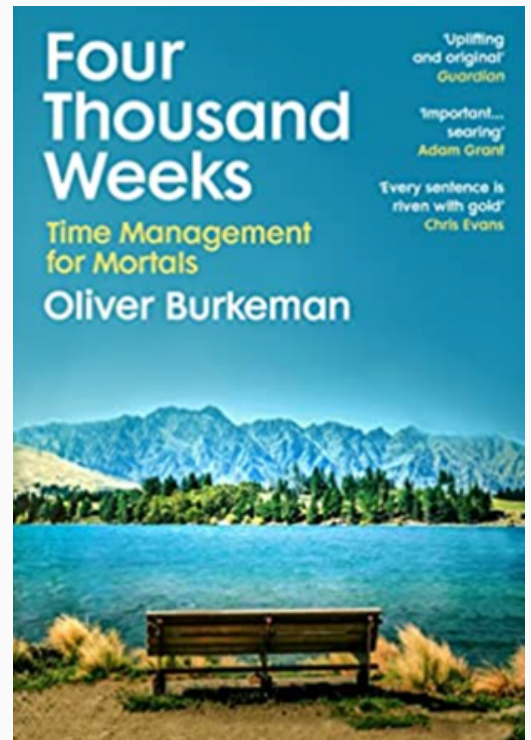
Drawing on the insights of both ancient and contemporary philosophers, psychologists, and spiritual teachers, Oliver Burkeman sets out to realign our relationship with time - and in doing so, to liberate us from its tyranny.

Embrace your limits. Change your life. Make your four thousand weeks count.

'Life is finite. You don't have to fit everything in... Read this book and wake up to a new way of thinking and living' Emma Gannon

'Every sentence is riven with gold' Chris Evans

'Comforting, fascinating, engaging, inspiring and useful' Marian Keyes



Will
challenge &
amuse ...
may even
spur you to
change your
life



P. Rosser

★★★★★ **Fabulous book**

Reviewed in the United Kingdom on 30 August 2021

Verified Purchase

A brilliant book about how common methods of Time Management are a flawed concept and how we really should use the very small amount of time available to us.

30 People Reveal How They Became Millionaires

Millions of millionaires out there overcame all odds or simply found themselves in a bit of luck. So when Redditor 'Goddammit_Vennie' reached out to the Ask Reddit community and asked millionaires to reveal how they became so wealthy, they were eager to give everyone a glimpse into their journey. Read more [here](#)



iPod: The End of An Era

Spanning just over two decades, the history of the iPod (Idiots Price Our Devices ;-)) introduced us to numerous models and changed the world's relationship to music. Where were you when you got your first iPod?

Read more [here](#)

Report: How The Metaverse May Evolve

"It is possible that, like many other previously "hyped" technological innovations, the metaverse never comes to fruition as it is currently envisioned?"

Meta shares new insights into the coming metaverse shift. What is the metaverse? And is it going to be everything people say, or perhaps something even better?

"As with the Internet and other technologies, the form and shape of the metaverse will materialize slowly at first, and only after a critical mass of adoption is achieved, will its full potential begin to take more concrete shape."

Here's the new whitepaper from Analysis Group, in partnership with Meta. Learn more [here](#)



YOUTUBE COLOSSAL MISTAKE: NEVER BUY SUBS OR WATCH HOURS

(And it's not for the reason you think, either)

When you read the headline you probably thought, "Yeah, you'll get caught and YouTube will shut down your channel."

And yes, that is a possibility. But I want to share the story of someone who actually got away with purchasing subscribers and watch hours in order to monetise her channel and what happened next.

Mary's idea (not her real name) was to build a 'faceless' channel filled with great content and monetise it as quickly as possible.

A faceless channel is simply one of those channels that offers content without attaching a certain host to it. Maybe it's a top ten channel (The Top Ten Robert Redford Movie Romances) or a 'how to' channel (How to Bake Delicious Chocolate Bread).

The point is to let the content carry the day rather than the host.

When Mary started one of these channels in 2020 she wanted it to be monetised with advertising as fast as possible because she needed the money asap.

YouTube requires 1000 subscribers and 4,000 watch hours within the last 12 months to secure monetisation status.

A person could get to this level by posting great content and driving traffic to those videos or...
By purchasing subscribers and watch hours.

Mary chose the second option and less than three weeks later YouTube invited her to the YouTube partner program.

So far so good, right?

But here's what happened next:

A person could get to this level
by posting great content and
driving traffic to those videos
or...
By purchasing subscribers and
watch hours.

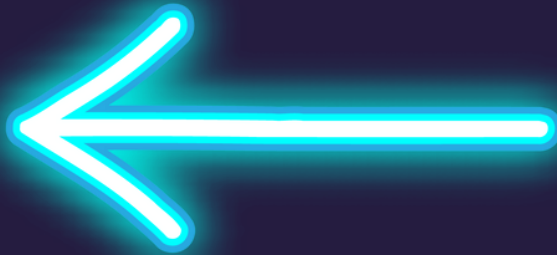


MARY CONTINUED TO POST GREAT CONTENT BUT HER VIDEOS NEVER WENT VIRAL...

In fact, they never generated more than a few dozen views, and certainly didn't generate any income.

Mary posted over 100 videos. Just imagine the time it took her to make those 100 plus videos which resulted in very few views and no income at all.

Here's why:



When you start out on YouTube, the channel doesn't know anything about your content or who will want to watch your content. That's why YouTube wants 1000 subscribers, so that it can figure out who your audience is.

And when you have 1000 real fans who actively engage with your content, YouTube will show your content to other people with similar interests as your original 1000 subscribers.

You post a video, your subscribers watch it and YouTube then sends you more views from similar viewers and your channel grows.

But when your 1000 subscribers are people who don't care about your content, then they won't watch it. And when they don't watch it, YouTube doesn't push your content any further.

Why would it? As far as the YouTube algorithm is concerned, even your own subscribers don't like your content, so they certainly aren't going to show it to anyone else.

After 100 plus videos created and the money she spent on buying subscribers and hours viewed, Mary learned this lesson the hard way.

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**

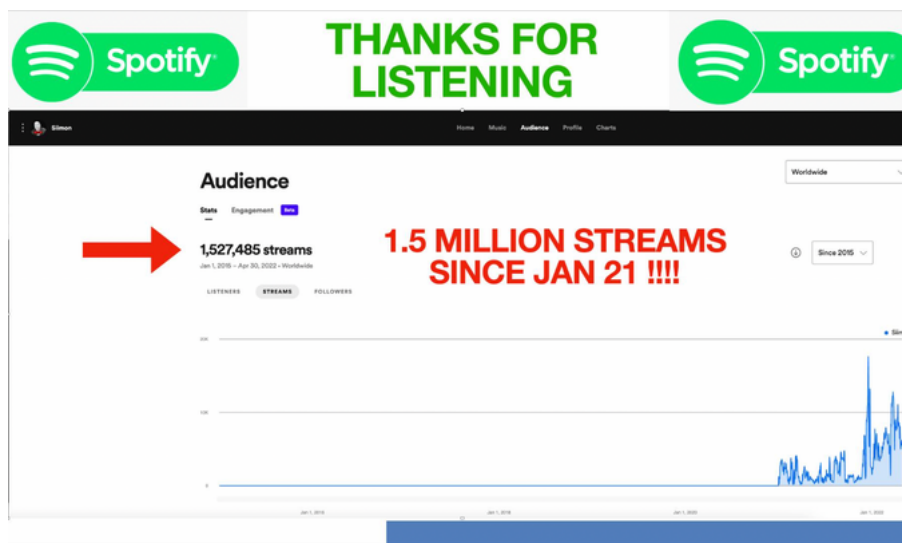
**LATEST
MONEY
MAKING
STRATEGIES**

**FREE TIPS &
ADVICE**

Behind the scenes

1.5 Million Streams of
Siimon's songs on Spotify!
Have you listened yet ?

[Listen here](#)



Latest Releases from Siimon

Everybody Wants to
Rule the World
(Acoustic String Quartet
version)



[Listen here](#)

Mr Brightside
(String Quartet)



[Listen here](#)

Which is your favourite?

SPOTIFY:

APPLE MUSIC:

DEEZER:

MORE INFO: Website:

<http://www.siimon.com>

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



SHORTIES

15 SUCCESS NUGGETS FROM PEOPLE WHO HAVE STRUCK IT RICH:

First, maybe we should ask what success looks like for you:
Is it a mansion and a dozen expensive cars?

Enough money to fund your local charity for the next 20 years?
The ability to retire in 10 years with complete security?

Or maybe, like the movie “It’s a Wonderful Life,” success for you is having many, many friends who love you.

Success isn’t about pleasing others. If it was, everyone would become a doctor or lawyer just like their parents wanted.

Success is what you consider to be success, whatever that might be.

Now let’s take a look at what super successful people can teach you...

Decide to be/do/have more. Decide here and now that you are going to have more success than average in everything you care about. Make this decision, and then make the commitment to see it through.

“Nothing is impossible. The word itself says, “I’m possible.” – Audrey Hepburn

Create a dream that is so big, it will keep you excited. Imagine a dream so electrifying that it gets you out of bed like a 5-year-old on Christmas morning. Think big and go big.

“The problem human beings face is not that we aim too high and fail, but that we aim too low and succeed.” - Michelangelo



Make a plan to achieve your goal. I don't mean make a few mental notes. I mean sit down and write out your plan in black and white on paper. Make goals for today, this week, this month and this year. Then re-read or re-write these goals and your plan daily. And I mean DAILY. The very first few minutes after waking is the best time to do this, as well as just before you fall asleep at night.

"A goal without a plan is just a wish." – Antoine de Saint-Exupery

Don't sit on your dream... starting moving. Dreaming is great but without action it's just that – a dream. Take courage and get moving.

"Everything you want is on the other side of fear." – Jack Canfield

Learn first and do second. You could reinvent the wheel or the business you want to build, or you could learn how it's already being done and save yourself a whole lot of time and aggravation.

Decide you're going to learn as much as you can and never stop.

"The fixed mindset makes you concerned with how you'll be judged; the growth mindset makes you concerned with improving." – Carol S Dweck

Ask for help along the way. There are people who have already accomplished what you hope to do. Ask them for help.

"The only mistake you can make is not asking for help." – Sandeep Jauhar

Be at least 1% better than mediocre. We live in a mediocre world. Everyone wants the easy way, the fast way, the method with the least amount of effort. They want to do just enough to get by. This is good news for you, because it means that if you are just 1% better than mediocre, then you have a distinct advantage in whatever you choose to do.

"It never gets easier, you just get better." – Jordan Hoechlin

Work outside your comfort zone. Scary, right? “I’ve never done this!” “What if they don’t like me or my product?” “What if I totally screw this up?” Make friends with fear, plan on making mistakes and enemies and... Just. Do. It.

“Coming out of your comfort zone is tough in the beginning, chaotic in the middle, and awesome in the end... because in the end, it shows you a whole new world.” – Manoj Arora

“The hardest thing about getting started, is getting started.” – Guy Kawasaki

Don’t give up. You’re going to have setbacks and lousy days and times when nothing appears to be going right. It is at those times that you are closer than ever to success if you’ll just keep going.

“Being challenged in life is inevitable, being defeated is optional.” – Roger Crawford

Focus on ONE goal at a time. Imagine you are a cyborg programmed to get this goal accomplished to the exclusion of everything else. Real life will get in the way sometimes, but if you can imagine this type of laser focus, you can get back to the work at hand that much easier.

“What you stay focused on will grow.” – Roy T. Bennett

Leave yourself a note. When a writer pauses writing in the middle of a project, they purposely don’t finish their last sentence. This way when they come back to it, they can immediately start writing without hesitation.

You can do something similar by leaving yourself a note that tells you the very next thing you need to accomplish, thereby getting you moving rather than dawdling, gaining momentum from the first moment.



Mindset is (almost) everything. If you think you'll lose, then you will lose. If you think you are outclassed, you are. If you think you can't do this, then you can't. You've got to believe in your infinite potential because your only limitations are those you set upon yourself.

"The single most important factor influencing a person's success – whether personal or professional – is mindset." – Karima Mariama-Arthur

Leap over levels. You just figured out how long it will take to reach your goal. But paradoxically, there are sometimes shortcuts that make sense for you to take.

For example, if you wanted to rise through the ranks of someone else's business to become the manager, it could take you years to do it. But if you started the business yourself, you can be the manager and boss from Day 1. That said, you better know how to manage your business, or else hire someone who does.

"It's kind of fun to do the impossible." – Walt Disney

See it already completed. Whatever your goal is, see it already completed in your mind's eye. Visualise how it will look, feel and sound. Live the moment of realising your goal time and time again. Neville Goddard is a great teacher on this method, and it works.

"The mind is everything. What you think, you become." - Buddha

And never, ever, ever give up.

"Great works are performed, not by strength, but by perseverance." – Samuel Johnson

Podcast Recommendation

How to Turn Your Audience Into Hot Sales Leads - with Daniel Priestley

Sometimes if there is not an evident path to take toward our goals, we have to be creative and forge an unconventional path of our own. Today's guest on Lead Sell Grow: The Human Experience podcast is an exceptional example of just that. Starting with nothing, Daniel Priestley has built valuable and scalable businesses in Australia, UK, US/Canada and Singapore. Daniel is the founder of Dent Global and co-founder of ScoreApp, he was named Entrepreneur of the year for 2022, he is a 4 time best-selling author, investor, and leading authority in funding, scaling, and selling businesses. Daniel's Mission is to support entrepreneurs in standing out, scaling, and making a positive impact in the world.

In this episode, Daniel shares his story of starting his first company at just 21 years old, and how it went from zero to 10.7 million in 3 years. Daniel has a very unique story of tenacity when he invited several strangers to a dinner party to sell the idea of his first company, Dent Global. Daniel is so passionate about helping entrepreneurs solve problems, that his second company was designed to do just that.

Recognizing the popularity of personality quizzes and the fact that so many people love to learn more about themselves, ScoreApp was created to use this natural curiosity and affinity to help entrepreneurs solve a pain point: lead generation. In owning and operating a company, there are many things that can be done wrong, and a narrow path of how to do it right. The ScoreApp aims to help you as a business owner, do things right, but make doing those things much easier and faster to do.

ScoreApp not only assists with lead generation, but also customer trust and retention, and highlighting your worth to your customers.



The word 'LEADS' is written in large, bold, white capital letters. The background of the graphic features a close-up of two hands shaking, symbolizing a deal or agreement. To the right of the hands is a magnifying glass icon, suggesting a focus on leads or a search process. The overall color scheme is warm, with orange and yellow tones.

Listen [here](#)



Two Words that Increased the Selling Price by 10,000% Or... How One Weird eBay Listing Proved the Power of Influencer Marketing

Imagine an eBay listing for an ugly necklace of wooden acorns and leaves that has seen better days.

The wood is dried out and cracked, the finish is faded and the chain is nothing to get excited about. If you found this necklace at a flea market or jumble sale, you'd pay about 50 cents for it.

And yet this listing had 26 people watching it and fetched a price of nearly \$50, thanks to three bidders slugging it out in the last moments of the auction.

How did this happen?

By using the power of a name.

In this case, the seller wrote that while there was no maker's mark on the necklace, she thought it looked like a certain designer that people search for on eBay.

And while I am no expert, I don't think anyone would mistake this necklace for one created by the designer she named.

Yet, it didn't matter.

Because she used the designer's name, this auction came up in the search results for that designer. This got a LOT of eyes on the auction (power of keywords!)

And because some people thought the necklace did look like it came from this designer, or at least looked like it might, they were interested.

This is the power of name dropping or in a roundabout way, influencer marketing.

And when you get someone who is already in touch with your market to endorse your product, you and your product are suddenly elevated to the expert's level in the eyes of your prospects.

It's that easy.

There is a flip side, though. You might want to be careful who you attach your name to. I once knew a promising up and coming marketer who attached his name to a well known 'expert' who turned out to be a major con artist. When things blew up for the 'expert,' they also blew up for my friend. He now has a 10 to 6 job selling carpeting, if that gives you an idea of how things turned out for him.

Fortunately, most influencers aren't going to get busted for anything any time soon. The next time you write a post, see if you can drop in a few names of influencers. It's as easy as using a quote from them.

This simple tactic can sometimes make your post go viral, or at the very least garner a lot more attention than it would have otherwise.



News Roundup



It's Official. We've All Been Saying "GIF" Wrong

Stephen Wilhite, the inventor of the GIF, passed away from COVID at the age of 74. It was left out of his obituary but made abundantly clear in the majority of the write-ups pertaining to his passing that we've all been saying GIF wrong.

[Read more](#)



NFTs Aren't Art — They're Just The Cult Of Crypto's Latest Scam

Dan Olson of Foldable Human explains how NFTs are a scam to trick you into buying cryptocurrency.

[Read more](#)



30 “Crazy” People Who Were Right

The next time someone tries to tell you that you're crazy for wanting to work for yourself, crazy for wanting more, crazy for building financial independence rather than working a job, and crazy because they don't understand your product idea, just visit this page and realise you are in good company indeed.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN
JULY!

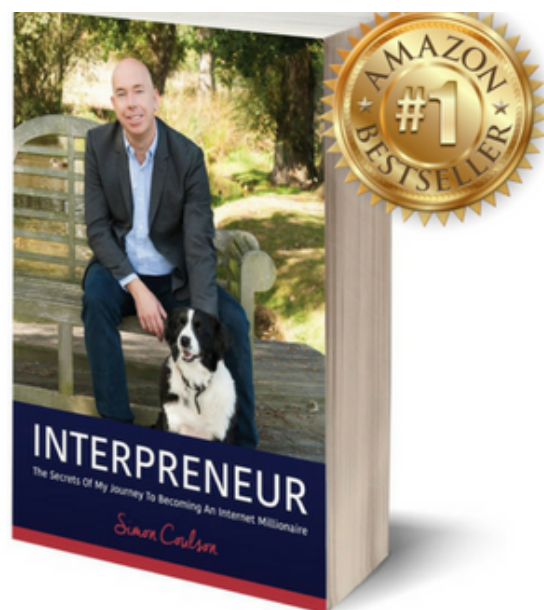
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As featured

