

JULY 2022

# THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S  
HAPPENING ONLINE



## HIGHLIGHTS INSIDE THIS ISSUE:

*How to Estimate Earnings  
on any You Tube Channel*

*Method to Earn \$1000 per  
email*

*Behind the Scenes with  
Siimon*

*The Skittles Guide to Free  
Publicity*

*The Money is Not in the  
List*

*Podcast Recommendations*

## Hello from Simon Coulson

Welcome to the July newsletter

When I was 33 I took up playing the piano and singing and today I've launched 3 albums. I share this because I want you to remember you are not stuck and you can learn new skills if you set your mind on doing it.

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](#).

Until next month.



Simon



## How IBM, Ford, DuPont, and Sony Passed on Windows, the Cadillac, Gore-Tex, and the iPod

Sometimes opportunity knocks but no one answers the door. This article details how some ultimately great business ideas were initially ignored.

Fortunately, these inventors kept knocking on doors until they found someone who said yes.

[Read more](#)

## Earnings Estimate for Any YouTube Channel

Want to know if a particular YouTube niche or channel is profitable? Use this calculator to find out.

[Read more](#)



## There Are Just Three Explanations for Elon Musk's Unhinged Behaviour Right Now

Is he needling Twitter because he still wants to buy it, or because he doesn't?

Pick One:

Theory 1: Musk Wants to Buy Twitter at a Lower Price

Theory 2: Musk Is a Troll and He Is Mostly Trolling

Theory 3: Musk Doesn't Want the Deal at

All and He's Trying to Nuke It  
And the answer is...

[Read more](#)

**A little progress everyday adds  
up to big results.**

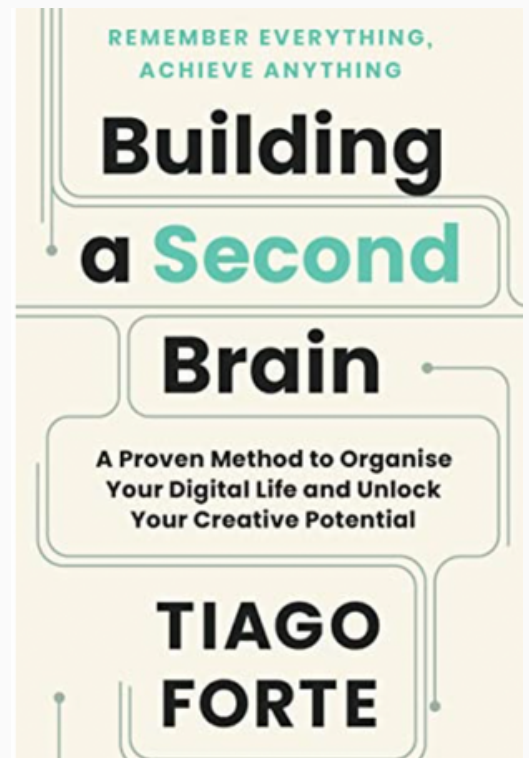


# Building a Second Brain: A Proven Method to Organise Your Digital Life and Unlock Your Creative Potential

Discover the full potential of your ideas and make powerful, meaningful improvements in your work and life by *Building a Second Brain*.

For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to create and to improve ourselves. Yet, rather than being empowered by this information, we're often overwhelmed, paralysed by believing we'll never know or remember enough.

This eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management, otherwise known as a Second Brain. A trusted and organised digital repository of your most valued ideas, notes and creative work, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. From identifying good ideas, to organising your thoughts, to retrieving everything swiftly and easily, it puts you back in control of your life and information.



Discover  
how to use  
digital tools  
to get in  
control of  
your life

In a world of so much information and more coming - we need a process for organising and accessing that information. Luckily, Tiago has done all the hard work and gives tactical ways to make it happen.

Noah Kagan, Founder of AppSumo



# Five Winning Plays for the Cookieless Era

In brief:

- In a world without cookies, marketers urgently need new ways to drive customer acquisition and retention.
- In light of new data privacy rules, major web browsers are set to ban third-party cookies by 2023. But right now, 82% of digital ads use cookies.
- Marketers must find ways to entice customers with hyper personalized experiences while protecting their privacy.

Accenture and Adobe have identified the top five plays to jumpstart the journey to privacy-first personalisation.

Read more [here](#)

## TikTok Launches 'TikTok Tactics' Online Course to Help Marketers Level-Up their Platform Approach

TikTok has launched a new, video-aligned platform training course for marketers, designed to provide tips and insights on how to make best use of the platform for brand promotion and development.

The new 'TikTok Tactics' course is an 'easy to follow, best-practice guide to advertising on TikTok', which provides a range of lessons on attribution, targeting, creative best practices and more.

Read more [here](#)

## Is This Another Tech Bubble Bursting?

“And should you care?”

That screaming sound you hear? That's the stock market tumbling, led by a collapse in tech stocks: The overall market is down 18 percent this year, and tech shares are down about 30 percent.

That sound is also a chorus of “I told you so” from people who've been comparing the bull market investors have enjoyed for many years to the dot-com bubble of the late 1990s — and who say things are going to get worse. In the dot-com bust that kicked off in March 2000, tech stocks eventually dropped nearly 80 percent. That's the kind of collapse that could affect everyone, even if they don't work in tech and don't bet on stocks (or, more accurately, they don't think they bet on stocks). Learn more [here](#)





# DAN KENNEDY METHOD TO EARNING \$1000 PER EMAIL

(According to Dan Kennedy, the easiest way to increase your income is to offer premium versions of all of your products. And from my experience, he is dead on right.

Do you have an ebook? Turn it into a video course and charge 10 times the price. Do you have a video course? Add personal coaching and triple the price.

If you already have products and a responsive email list of your own, I can just about guarantee you can make \$1000 or more by sending an email in the next 24 hours.

Just choose one of your products, add personal coaching to it, and send out an email with that offer.

**Even if you just do this once a month and earn just \$1000 an email, that's an extra \$12,000 a year.**

You might call your new product the "Premium Version" of your original product. Add something like personal one on one coaching for maximum value.

What if you don't have any products of your own but you do have a list? No problem. You can either...

1: Offer personal one on one coaching to everyone who buys a certain affiliate product through you. Just make sure you know the product well. You might meet for coaching after they finish each module of the course, for example.

2: Offer personal one on one coaching in your specialty. What is it that you know best? What can you teach?

**Hint:** You can always brush up on your topic by taking courses in it yourself and then applying what you learn. It's not unheard of for someone to do a deep dive into a quality course, apply each lesson, and be ready to teach the material as your own in a few weeks. Just make sure you don't plagiarise any of the copy and you can show your own results.

**Advanced Tip:** Limit how many personal coaching slots you offer. If you will only do 3 per month, for example, then the value is much greater because of the perceived scarcity.

By limiting how many you offer it becomes easier to charge, say, \$1000 per person and coach 3 people rather than charging \$500 and coaching as many as will sign up. You wind up doing less work for more money when you place a limit on coaching slots.

And make your highest priced and most valuable offers available to buyers only as a perk for being in your inner circle of customers.



# 21 META/FACEBOOK STATS FOR 2022

In 2021, Facebook rebranded to Meta, which now acts as Facebook's parent company and oversees Instagram, WhatsApp, and Messenger. These four apps are known as Meta's Family of Apps.

How are Facebook and Meta doing? Here's some insight into what the company is earning and who is using the platform.

- Meta's total revenue is \$117.9 billion
- Meta's revenue has increased by 3086% since 2011
- In Q4 2021, \$15 billion of Meta's ad revenue came from the US and Canada
- 2.82 billion people log into Meta's Family of Apps daily
- Asia-Pacific has the highest number of Facebook daily active users (DAUs)
- The worldwide average revenue per user on Facebook is \$11.57
- If you're using Facebook, you're more than likely to use the other apps in Meta's Family.
  - 74.7% of Facebook users also use YouTube
  - 72.2% of Facebook users also use WhatsApp
  - 78.1% of Facebook users also use Instagram
- Facebook users are least likely to also use TikTok and Snapchat, two platforms that generally attract a younger audience.
- Facebook is the most popular social media network for men and women aged 35-44
- Facebook is least popular with women aged 16-24, with only 7.3% of women surveyed listing the social media platform as their favourite.
- 56.6% of Facebook's ad audience are men
- 70% of US adults use Facebook
- Men aged 25-34 hold the biggest share of advertising reach on Facebook
- India is the country with the most extensive advertising reach
- The Facebook app was downloaded 47 million times in America throughout 2021
- Over 1 billion people use Facebook Marketplace
- There are over 250 million stores on Facebook Shops
- Facebook removed 6.5 billion fake accounts in 2021
- Facebook reports that bullying and harassment on the platform are in decline

# 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

Quite possibly, Siimon's best single so far, what do you think?

[Listen here](#)



Which is your favourite?

SPOTIFY:

APPLE MUSIC:

DEEZER:

**MORE INFO:** Website:

<http://www.siimon.com>

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



## Releases from Siimon

Mr Brightside  
(featuring Sola Strings)



[Listen here](#)

Dance Monkey



[Listen here](#)

## THE SKITTLES GUIDE TO FREE PUBLICITY

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To make this work you need a beloved product or service, free or paid. It doesn't need to be a household name, but it must have an ardent, loyal following in your particular niche.

Here's what Skittles Candy did to garner millions of dollars in free publicity:

Skittles launched in 1979 with a candy that comes in little pieces of several flavors. You might know them for their, "Taste the Rainbow" slogan.

In 2013, Skittle 'broke' their product by replacing the lime flavor with green apple.

130,880 disgruntled, lime-loving fans took to social media to voice their outrage over the change, and Skittles received plenty of free publicity with the change and ensuing outrage. Sales increased.

In 2021, Skittles announced the, "Restore the Rainbow" campaign to once again include lime Skittles in the product pack. Again, Skittles received free press for this decision. And this year Skittles is doing an "Apology Tour" to make amends for taking away the lime flavor. Again, they are receiving massive free press for this marketing campaign (I wanted to write "stunt" instead of campaign, but my MS Word autofill insists that I shouldn't do that.)

Do you have a popular product? You might want to 'break' it for free publicity, and then 'fix' it to get even more free press. It certainly seems to be working for Skittles.

# Product Creators and Affiliates: This is The Blogpost You Need to Write, Right Now

I'm scrolling around Food52.com when I happen upon this gem:

"12 Under-The-Radar Trader Joe's Products You Need To Try Immediately"

Trader Joe's is a U.S. grocery store chain that is known for its own product line of interesting, tasty and not necessarily healthy products such as appetisers, desserts, pastas and a whole lot more. But that's not important here.

What is important is that this 'article' isn't really an article at all, but a free Trader Joe's advertisement.

The article starts by espousing how shopping at Trader Joe's is a never-ending hunt to find your new favourite product, how there are hundreds to choose from and how there are real gems people are overlooking.

If this isn't an advertisement I'll eat my shorts, but it reads like an article.

Why not use this post as a template to write your own articles?

"5 Under-the-Radar Traffic Generating Products You Need to Try Immediately"

"7 Under-the-Radar IM Products Under \$20 You Need to Try Immediately"

"10 Under-the-Radar Social Media Apps You Need to Try Immediately"

## Get the picture?

Each link leads either directly to a sales page or better yet, to a short page that introduces the product, pre-selling it to the reader.

The Food52 article appears on multiple websites. Can you get other sites to pick up your own version of this article? Maybe. If you make a good case that your recommendations deliver awesome benefits, it's entirely possible.

And even if your article only appears on your site, it's also possible to gain links and free search engine traffic, too...

...along with some product sales.

You might even make this a weekly roundup of the best products in the niches you service.

Get enough traffic and you'll be able to negotiate discounts on affiliate products, too.

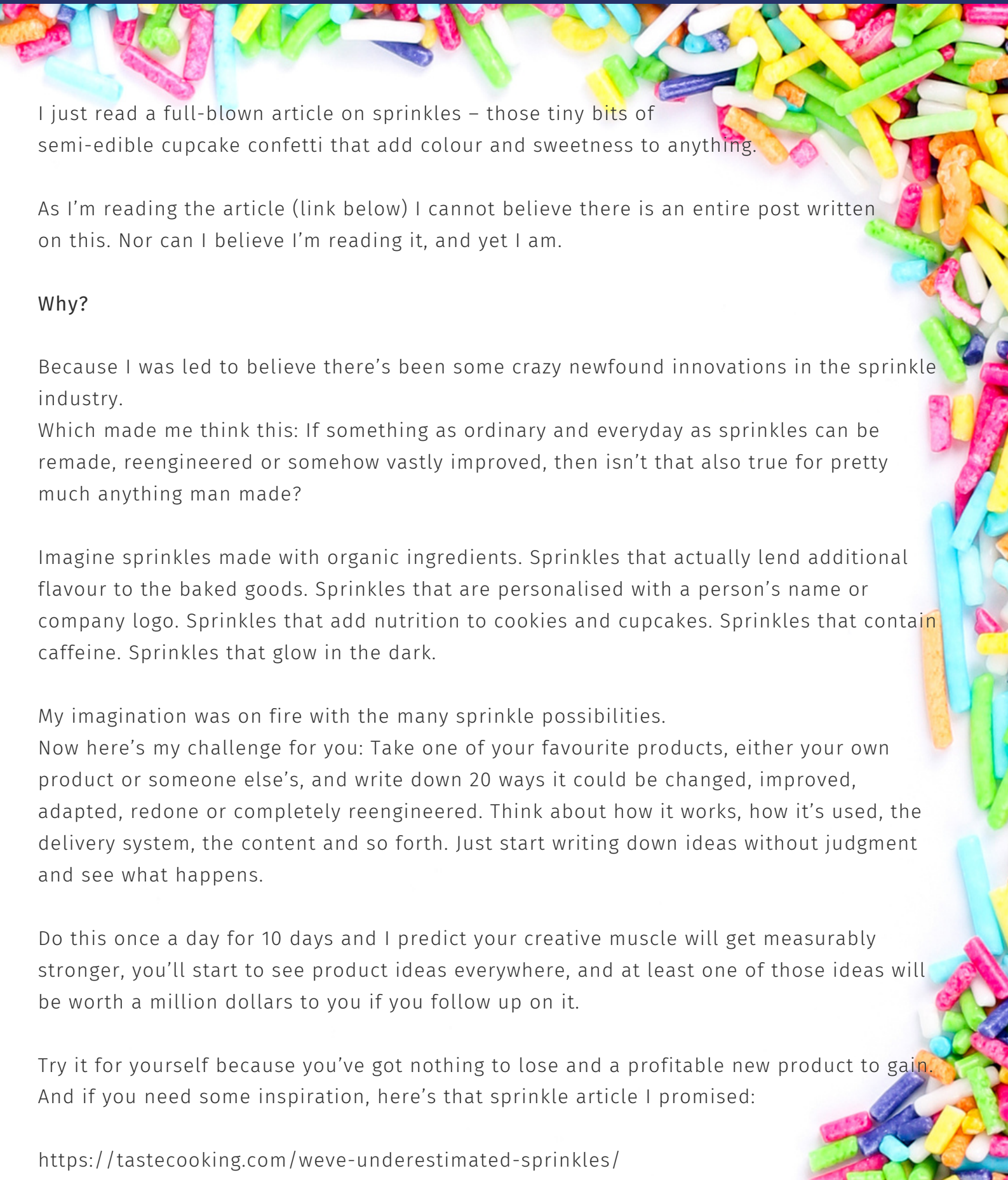
Heck, this could become an entire business all on its own.

First step? Write your first "X Under-the-Radar XYX Products You Need to Try Immediately" and get it on your own website.

Click [here](#) for the Food52 article for reference.



# Are Sprinkle Glasses the Key to Great Ideas?



I just read a full-blown article on sprinkles – those tiny bits of semi-edible cupcake confetti that add colour and sweetness to anything.

As I'm reading the article (link below) I cannot believe there is an entire post written on this. Nor can I believe I'm reading it, and yet I am.

## Why?

Because I was led to believe there's been some crazy newfound innovations in the sprinkle industry.

Which made me think this: If something as ordinary and everyday as sprinkles can be remade, reengineered or somehow vastly improved, then isn't that also true for pretty much anything man made?

Imagine sprinkles made with organic ingredients. Sprinkles that actually lend additional flavour to the baked goods. Sprinkles that are personalised with a person's name or company logo. Sprinkles that add nutrition to cookies and cupcakes. Sprinkles that contain caffeine. Sprinkles that glow in the dark.

My imagination was on fire with the many sprinkle possibilities.

Now here's my challenge for you: Take one of your favourite products, either your own product or someone else's, and write down 20 ways it could be changed, improved, adapted, redone or completely reengineered. Think about how it works, how it's used, the delivery system, the content and so forth. Just start writing down ideas without judgment and see what happens.

Do this once a day for 10 days and I predict your creative muscle will get measurably stronger, you'll start to see product ideas everywhere, and at least one of those ideas will be worth a million dollars to you if you follow up on it.

Try it for yourself because you've got nothing to lose and a profitable new product to gain. And if you need some inspiration, here's that sprinkle article I promised:

<https://tastecooking.com/weve-underestimated-sprinkles/>

# The Money is NOT in The List

They say that if you build an email list, you'll make money.  
That's baloney.

It's like saying if you buy a set of encyclopaedias (books full of info, for you youngsters) that you'll be smart.

But you've got to READ the books, right?

And you've got to EMAIL your list, too.

If you don't send emails, you won't make money from your list.

I know, duh. But some how folks neglect this stuff. They focus all their energy on building that list bigger and bigger and bigger and...  
...Whoops! No emails = no sales.

And lousy emails = no sales, too.

So instead of spending all your time building your list, I might suggest you spend at least half that time learning how to write compelling, entertaining emails that persuade readers to click your links.

Because THAT is where the REAL money lies.

# Podcast Recommendation

## Geeking Out on Funnels & High Ticket Pricing with Rick Mulready

How do people go from first discovering our businesses to investing thousands of dollars with us? You might think that's impossible, but today we talk about the funnels that can get you there. Rick Mulready, from The Art of Online Business Podcast, returns to the show and we go deep on creating relationships with your audience. We start at the moment people first come across your content and go all the way to the ultimate level: high-ticket items your superfans would go nuts for! You're likely serving your audience through courses, but what about the students who want to go deeper with you? You need to go beyond the norm and come up with unique experiences they'd love. We geek out on funnels and pricing and come up with exercises you can use to move your business forward at any level.

Show notes and more at [smartpassiveincome.com/session591](https://smartpassiveincome.com/session591)



Listen  
[here](#)



# Customer Review

## Affiliate Product Reviewers. Beware

If you're writing product reviews, there's something you really should know, and that is...

...We know.

We know if you've read, watched or used the product.

Daily I see affiliate product reviews...

"This sounds like a great product, buy it here!"

...that come from people who copy and paste tidbits from other product reviewers who copied and pasted bits from the sales letter and so forth.

This isn't fooling readers, but it sure is annoying them.

If you want to review products, the process is super simple:

1: USE the product

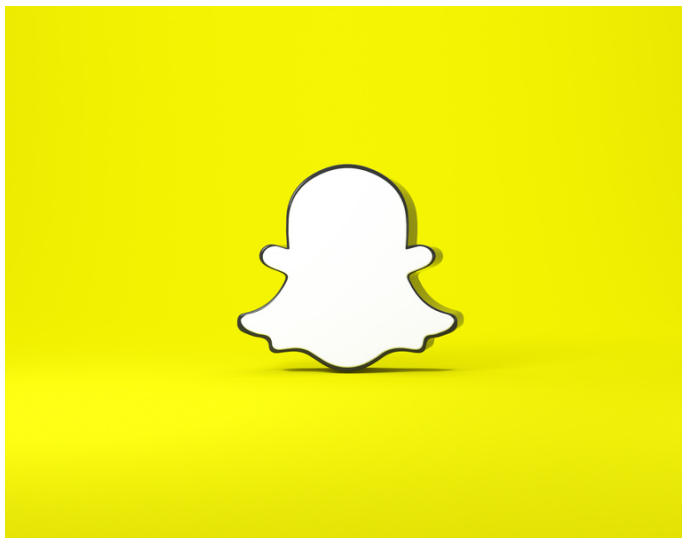
2: Then and only then should you review it.

Your review will sound far more honest and real, and you'll be more likely to make sales, even if you're not 100% sold on the product yourself.

I cannot tell you how many times I've purchased a product after reading a bad review. Sometimes what a reviewer is looking for is the opposite of what I want. But by reading the review written by someone who genuinely KNOWS the product, I can find out if it's for me, regardless of what the reviewer thinks of it.

Bottom line: Just be your honest self and you'll make the affiliate sales.

# News Roundup



## Snapchat Adds 'Catalog-Powered Shopping Lenses' to Simplify AR Product Displays

Snapchat's looking to take its AR tools to next level for eCommerce, with the addition of new 'Catalog-Powered Shopping Lenses', which will enable brands to showcase a range of products within a single Lens, providing more virtual try-on options for users.

[Read more](#)



## Twitter Adds New Data Tracking Options to Ad Manager, New Overview of Tag Events

Twitter has announced some new updates to its ad platform which are designed to streamline ad targeting, while also providing more insights on campaign performance.

[Read more](#)



## How to Elevate Your Social Media ROI

This is an overview of how to establish your social media marketing goals, including which metrics to focus on, how to increase engagement, and the importance of adapting as things progress.

It could help to spark some new thinking in your approach.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN  
AUGUST!

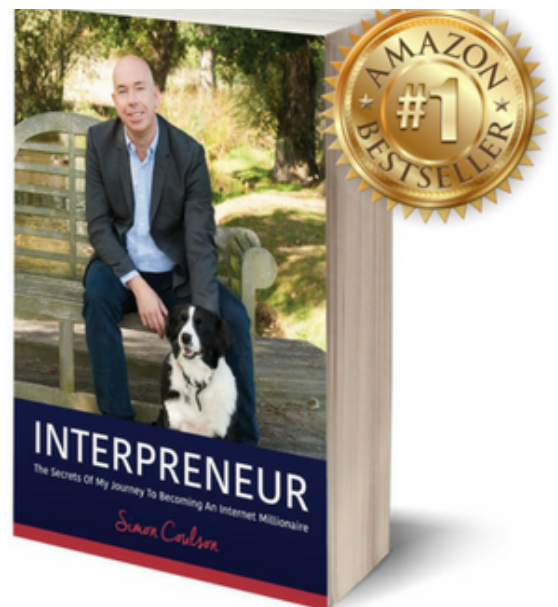


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WITH MY HELP**

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FOR THE LATEST  
COURSES & OFFERS**

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Simon's Journey to  
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As featured

