

SEPTEMBER 2022

# THE INTERNET BUSINESS SCHOOL



*Her Majesty Queen Elizabeth II*  
*1926-2022*

SEPTEMBER 2022

# THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S HAPPENING ONLINE



## HIGHLIGHTS INSIDE THIS ISSUE:

*How to find popular new keywords before your competition*

*Book of the Month*

*What happened to Amazon drones?*

*Behind the Scenes with Siimon*

*How to turn a blog post into a 7 figure business*

*Podcast Recommendations*

## Hello from Simon Coulson

Welcome to the September newsletter

An end of an era this month.

I know times are tough at the moment but like all things, life goes in waves, hopefully we will be on the up again soon.

If you are looking for ways to create a new business, why not try our free quiz, you can find it [here](#).

With endings, there is always an opportunity for a new start.

Until next month.

Simon





## The End of a Once Mighty Giant

Microsoft is finally retiring the consumer version of Internet Explorer.

It announced the plan last year, making Internet Explorer 11 its final version.

Internet Explorer debuted on Windows desktop computers in 1995 and by 2004, had cornered 95% of the market.

But now, Google Chrome, Apple's Safari and Mozilla Firefox are dominant.

Users wanting to stick with Microsoft are being directed to Microsoft Edge, launched in 2015, alongside Windows 10.

[Read more](#)

## How to Find Popular New Keywords Before Your Competition

How can you do well with SEO if you have a new or even a low authority website, but you don't have months or even years to wait?

You go after up-and-coming keywords.

[Read more](#)



## Tweak Chrome Performance by Enabling Flags

Would you like to try upcoming features or tweak performance of Chrome? Chrome Flags allows you to try out experimental features or disable certain features if you're encountering issues.

[Read more](#)

**Don't wait for opportunity.  
Create it.**

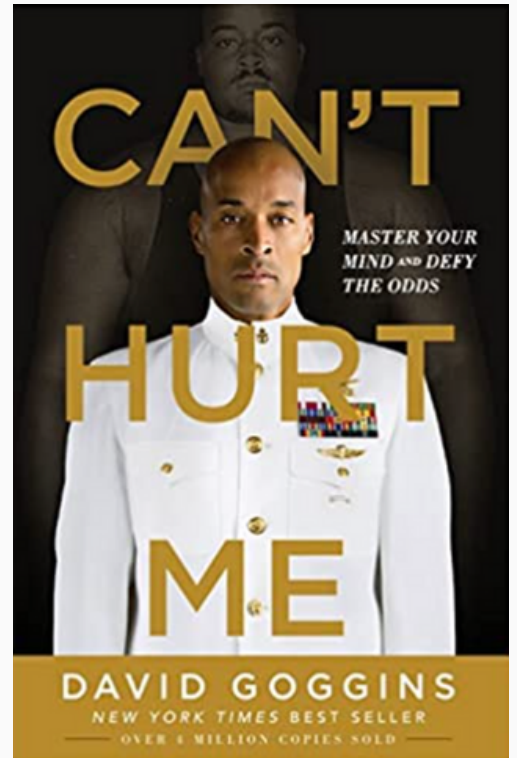


## Can't Hurt Me (Master Your Mind & Defy the Odds) by David Goggins

For David Goggins, childhood was a nightmare -- poverty, prejudice, and physical abuse coloured his days and haunted his nights.

But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring Outside magazine to name him "The Fittest (Real) Man in America."

In Can't Hurt Me, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities. Goggins calls this The 40% Rule, and his story illuminates a path that anyone can follow to push past pain, demolish fear, and reach their full potential.



'I will never quit'

Motivation to reach your goals

★★★★★ **The man, the myth, the legend**

Reviewed in the United Kingdom on 10 August 2022

**Verified Purchase**

A thoroughly inspiring read, not in the typical sappy motivational BS way

★★★★☆ **A great biography**

Reviewed in the United Kingdom on 5 August 2022

**Verified Purchase**

A super narrative of the mindset it takes to overcome adversity. No excuses. No sugar coated platitudes. Do or die mentality with home truths you can't hide from if you want to achieve important goals or change.



## Google Tests New AR Prototypes - Watch Out Google Glass

Google announced it will begin testing new AR, augmented reality, experiences in the public with a limited number of Googlers and trusted testers. These include in-lens displays, microphones, and cameras, that Google will start to test next month in the real world.

Read more [here](#)



## 10+ B2B Influencer Marketing Predictions From Top Experts & Influencers

What does the future of B2B influence look like, and how will top global brands succeed with B2B influencer marketing in the push to 2023 and beyond?

There's no better time to put these questions to some of the top B2B industry influencers, leading B2B marketers from major brands, and influencer marketing technology platform executives.

Read more [here](#)

## Marketers Investing Big In Influencer Marketing

It's a creators market out there and according to SproutSocial, it isn't slowing down any time soon.

Seventy-four percent of marketers plan to spend at least a quarter of their social media budgets on content creator partnerships over the next 3-6 months, according to a new report.

Learn more [here](#)

# WHATEVER HAPPENED TO AMAZON'S DELIVERY DRONES?

In the 1970's we were promised flying cars by the year 2000. Of course that never happened.

We were also promised that every man, woman and child would own a Segway. Odds are you don't even know what a Segway is. Google glasses were going to be hugely popular. They weren't.

Are the Amazon drones just something else that was promised but will never happen? Actually, we might still get delivery drones, but Amazon might not be the first company to achieve success with them.

Amazon learned the hard way that developing and testing delivery drones is more complicated than they thought. Multiple drone crashes, drones setting fire to 25 acres of Oregon land, safety concerns (because, you know, CRASHES) employee turnover and more has delayed Amazon from using drones for years.

Now Amazon is set to test drone delivery again, this time in Lockeford, California. Meanwhile, Google, Walmart and UPS are all working on their own drone delivery projects. Google's Project Wing has completed over 200,000 commercial deliveries. Walmart has been granted a patent for their drone delivery system. And UPS has been granted approval by the FAA to operate drones in rural and suburban areas. I can't help wondering what will stop people from shooting delivery drones out of the sky for sport. No, it's not something I would ever do, but there are a certain faction of folks who would think it a great coup to take down a delivery drone.

And drones are expensive. What's to stop someone from ordering something at an address that isn't their own, waiting on the street and then nabbing the drone when it arrives? I'm guess a big net is all you'd need. Disable the GPS and you're home free, or so I imagine.

And most agree that the cost of drone delivery will increase the cost of goods delivered, too.

While these companies try to work out the bugs, we'll happily settle for packages delivered by real life human beings. Maybe I'm old fashioned, but I'm just fine with that.

One thing you never hear mentioned is the legal ramifications of drone delivery. It's only legal in certain places under certain strict conditions unless you get waivers. For more info on drone delivery legalities and challenges, click [here](#)



# 10 TIPS FOR MAKING MONEY WITH APPS TODAY

Ten or fifteen years ago the ‘get rich’ advice usually included making apps. Remember hearing things like this? “Make an app, sell a million copies for 99 pence each, and you’re practically a millionaire!”

Can you still make money today with apps? Absolutely, which is why Mike Ron, author of the Udemy Course 2022 ASO and app creator with 20 million app downloads, offered a few words of advice for the aspiring app maker.

Mike decided to make apps 10 years when his colleagues were all joining startups, so he does know a thing or two about app development.

**Here’s what he has to share about app building:**

1: It used to be a lot harder to make apps than it is now, thanks to advances in software. This means almost anyone can get into the business today.

2: It used to be easier to rank your app than it is now, thanks to a great deal more competition. That’s why you’ll want to spend time up front deciding exactly who your app is for and how you will reach them before you even build the app. Expect to do more work to get your app seen and downloaded.

3: Release a POC (proof of concept) as soon as you can to get feedback from early adopters. Then use their feedback to refine your app before launching.

4: Learn when to listen to people and when to ignore them. Mike’s first app was a super simple entertainment app to simulate drawing in sand. He received immediate feedback like, “Who is going to use this crap, even for free?” But a short time later his app hit the top ten list in Amazon.



## 10 TIPS FOR MAKING MONEY WITH APPS TODAY

5: Use Firebase + Flutter for app development. Get the initial result as fast as possible to avoid wasting time on something that won't sell. Pivot technologically if "god forbid you succeed too much."

6: Target a niche with a deep need, such as dating for vegans. Get specific. Your market isn't everyone; it's a very specific group of people in a community you can reach. If you are involved in this community, so much the better because you want to promote organically.

7: If you can't get organic users to like your app and pay for it, then don't pay to try to get them. Learn APO (app search optimisation) and optimise like crazy.

8: The best methods to make money today with an app are ad revenue, app purchases and especially selling subscriptions to your app, such as a dating or fitness apps.

9: Apple is a pain, so go for Android first. Optimise your app and then deploy it to the Apple Store.

10: It's a huge advantage to be the programmer. This is an approachable profession you can self-teach yourself and avoid a lot of frustration relying on other programmers.

App development can be an incredibly lucrative hobby. Spend a few weeks learning the basics of programming, keep your eyes open for ideas and then get busy.

It might take you several apps before you create one that is a winner, but as you know it only takes one super popular app to make your million dollars.



# 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

The New Single, " What if?"  
Out Now, Have You Heard it  
Yet?

[Listen here](#)



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**MORE INFO:** Website:

<http://www.siimon.com>

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

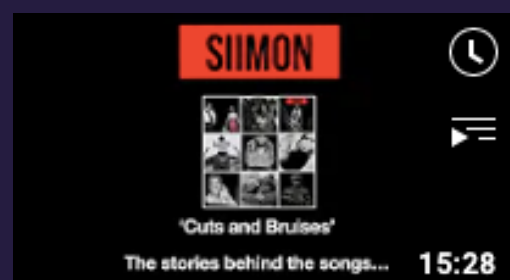
## Releases from Siimon

Learn more when  
you lose



[Listen here](#)

The Stories Behind  
the Songs



[Listen here](#)

## CASE STUDY: HOW TO TURN ONE BLOG POST INTO A 7-FIGURE BUSINESS

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Amy Morin never thought her article would be read by millions of people in just days.

In fact, she initially didn't even write the article for public consumption – she wrote it for herself.

The blog post was titled, 13 Things Mentally Strong People Don't Do, and it was written as a letter to herself during one of the lowest points of her life. When she was 23 her mother suddenly died from a brain aneurysm. 3 years later to the day, her 26-year-old husband died of a heart attack.

If that wasn't enough, her father-in-law was diagnosed with terminal cancer. Overwhelmed at the thought of losing yet another loved one, she reminded herself that indulging in a self-pity party wouldn't help.

That's when she made a list of all the things mentally strong people don't do. She published the list on her blog, hoping it might help someone else. And that's when lightning struck. The post went viral, garnering millions of views within days. Soon Forbes.com picked it up and more than 10 million more readers saw it.

Within a week national radio shows were talking about the article. Major publications wanted to reprint it and news channels wanted interviews.

A literary agent contacted her and within a week of submitting a book proposal to the agent, they had multiple offers from big publishing houses and a new career was born.

# SHORTIES



She took the deal with Harper Collins and spent the next few months writing the book. 13 months after publishing the article her book came out and quickly shot to the top of several major bestseller lists. She also got publishing deals in more than 20 other languages.

She has since written a sequel to the book. She does speaking engagements at corporate events, global conferences and TEDx. She provides webinars to companies on mental strength.

She's created an eCourse for passive income and as an affordable alternative to individual coaching. She writes for magazines and other websites, and she consults with business leaders and executives.

As she says, "One piece of content could change your life." Her monthly income now exceeds what her annual salary as a therapist used to be.

Keep in mind that this was not the first blogpost she ever wrote. Her other posts were not met with anywhere near this kind of enthusiasm, but those posts gave her experience in writing and publishing online.

# A few tips when creating your own content:

**Just keep writing.** Like Amy, you never know when your very next post will be the one that goes viral and is seen by millions.

**Make sure your website is ready** to capture email addresses and social media followers when you get a viral hit.

**Keep a professional headshot handy.** If the media wants to interview you, they'll also want a picture of you.

Update your bio. Media outlets want to know who you are and what you've done.

**Go for quality, not quantity.** It can be tempting to throw as many blogposts into the stratosphere as possible and see what sticks. But unless your posts are well researched and well written, none of them will go viral.

**When lightning does strike, take full advantage of it.** Say yes to interviews, joint venture deals, publishing deals and anything else that comes your way that makes sense for you.

**Ride the wave and make the most of it while you can.** That way even if it doesn't lead to an entire career like it did for Amy, at least you got to have fun and make money while it lasted, and now you'll have a much better idea of how to go viral again.

# 5 WAYS TO TURN BLOG READERS INTO PAYING CUSTOMERS

How do you get a casual reader of your blog to make a purchase?

Really, it's all about giving them plenty of opportunities and encouragement.

Did you know that businesses that blog get more traffic than those who don't?

It just makes sense. If your website is offering great content in the blog, then people will want to read it. But turning those readers into customers can be sometimes be challenging.

Here are 5 tactics that can turn even the most diehard skeptic blog reader into a paying customer.

## 1: Let Others Sing Your Praises

When a business tells you how fantastic they are, I'll bet you're skeptical.

But when a friend tells you, then you believe them, right?

When you place testimonials on your blog, in your blogposts and anyplace that makes sense, it's almost as good as a friend telling your readers how good you really are. You are in essence coming in under their sales radar and giving them the info without activating their sales defenses.

In fact, written testimonials have been shown to increase conversions by as much as 25%, yet most bloggers forget to place testimonials where people will read them – on their blog.

In addition to inserting testimonial quotes, be sure to turn some of them into case studies. You can write a post detailing how a customer solved their problem using your product.

You can also use testimonials to back up your claims. For example, when you say that your product improves results by 50%, use a testimonial that says this exact thing.

Using these techniques allows you to tell your story without making a sales pitch.

# 5 WAYS TO TURN BLOG READERS INTO PAYING CUSTOMERS CONTINUED ...

## 2: Use In-Line Product Links

This one is so simple.

Whenever it makes sense, place links in your posts that go to relevant products and services. It could be to your own products or even affiliate links to other people's products.

Again, you're doing promotion without giving a sales pitch because you're simply offering links to something you're mentioning or recommending.

For example, let's say you have a post about list building. Tell them which autoresponder you personally use, why you love it and give them a link to it.

## 3: End Each Post with a Call to Action

Every single one of your blogposts should encourage the reader to DO something.

It might be to leave a comment, sign up for your newsletter, share on social media or visit a related page on your blog.

It can also be to check out the product you mentioned in the post.

## 5 WAYS TO TURN BLOG READERS INTO PAYING CUSTOMERS CONTINUED...

### 4: Host Limited Time Mega Deals

Hosting deals on your blog is going to do at least three things for you:

- Increase traffic as other product owners send buyers to your site
- Increase your audience as you capture all those email addresses of buyers
- Get sales where there would have been none before

This technique is like pulling money and new email list subscribers out of the air. Simply get together with other product creators and create a package deal that people cannot say no to.

As a random example, you could get 10 product creators each throwing in a \$50 product and the whole package costs just \$97.

Or maybe it's 50 ebooks for \$50, or 5 different membership sites for one monthly fee... you get the idea.

You can split the profits and even the list of buyers with the other marketers participating in the offer.

And you could do one of these as often as you like, using a different theme each time.

### 5: Don't be Pushy

Okay, this is actually something to NOT do. While you do want to present testimonials, links and crazy good offers, you don't want your blog to sound like a sales pitch.

Keep everything in the realm of offering sage advice and people will continue to come back to your blog for more.

Bottom line: Don't be afraid to sell from your blog. Offer great advice and appropriate links. Don't be pushy. Help your reader to get the results they seek. Guaranteed, if you can make an extra few quid from each post, then you're going to post more often and you'll enjoy blogging more, too.



# Podcast Recommendation

## BUILDING A BUSINESS EMPIRE WITHOUT ANY MARKETING: FIVE GUYS CEO: JOHN ECKBERT

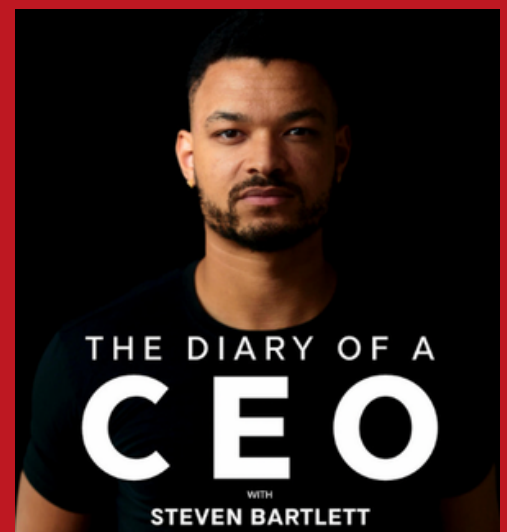
John Eckbert is the CEO of Five Guys in Europe. By far the most successful 'posh burger' chain in Britain, John tells us how he took a classic concept to a whole new content by inventing a unique business model.

Five Guys in Europe is not just a franchise, but John rather started from zero on a joint venture which has so managed to eclipse the dozens of other similar businesses that launched at the same time, and then some.

As well as dishing out profound business and management advice, John walks us through how a sea-change in his personal life left him feeling trapped and alone. But John fought fires at both home and work in order to make Five Guys what it is today. We're so glad he did.

### Topics:

- What shaped your business mentality?
- Five Guy's journey
- Building a successful business without marketing
- How to stop employees becoming compliant
- Installing company values
- Hiring the best people
- Attention to detail
- How do you keep calm?
- Hardest moments & how to handle them
- Critical feedback, standards & customer service
- Business decisions and their impact
- What's the biggest threat to Five Guys?
- What makes you happy?
- Self-awareness
- What's are the foundations of your future?



[Listen](#)  
[here](#)

# News Roundup



## Social Media Marketing: A Checklist for the Last Quarter of 2022

Has your social media strategy been lacking? Want to be more intentional about how you market your business, even with the frequent platform changes?

In this article, you'll get a multi-point social media marketing checklist for developing and executing a plan that works for the last quarter of 2022.

[Read more](#)



## Buzzfeed Says People Are Spending Less Time On Facebook

BuzzFeed points to a continuing theme in tech: Consumers are moving away from Meta's Facebook.

It comes after Meta reported Facebook daily active users were down slightly this past quarter at 1.93 billion, marking its first ever quarterly decline. The decline of about 500,000 could mean that Facebook has saturated its product globally and the ability to add loads of users has peaked.

[Read more](#)



## How The Marketing Industry Is Responding To The Ukraine War

Ad Age tracks how agencies, brands and others are taking action following Russia's invasion of Ukraine.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN OCTOBER!



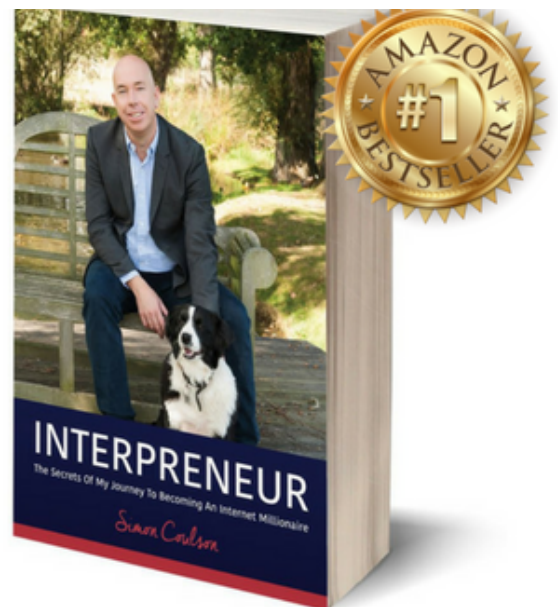
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The Secrets of Simon's Journey to becoming an Internet Millionaire: Free copy here



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