

NOVEMBER 2022

THE
Internet Business
SCHOOL

THE NEWSLETTER

Official Newsletter of the Internet Business School

HELLO FROM SIMON COULSON

FOUNDER OF THE INTERNET BUSINESS SCHOOL

Welcome to the Internet Business School Newsletter.

The words in these pages have the potential to make you thousands of pounds.

What you need to do, is take some action from the words written within these pages. Let me know how you get on!

Until next month,



This issue:

New from You Tube

Instagram tips

Rebranding to make and
kill sales

Maximise & kill sales

Repurposing podcast
content

Behind the scenes with
Simon

How to get traffic from
bloggers

Email Cheat Sheet

Improve your life in 10
minutes

News roundup



Edit Your Tweets Up To 5 Times

Twitter announced it's implementing a feature that will give users the ability to edit tweets.

Once the feature is available users will be able to edit their tweets for up to 30 minutes from posting. Users can only edit their tweets five times within this period.

The "edit tweet" feature will be first available to users who pay for the Twitter Blue subscription, but it won't be rolling out to all paid users initially.

New Zealand-based subscribers will first get the feature and it will be later pushed to Twitter Blue users in Australia, Canada, and the U.S.

[Read more](#)

TikTok Is Releasing Comment Dislike Button To All Users Worldwide

TikTok is rolling out its comment dislike button globally to all users. The short-form video app started testing the dislike button in April as a way for users to identify comments they believe to be irrelevant or inappropriate.

If you click the dislike button on a comment, the dislike won't be public and commenters won't be notified that their comment has been disliked. Commenters and other users also won't be able to see how many times a comment has been disliked. You can also take back your dislike by tapping the button again.

“Social media is the ultimate equaliser. It gives a voice and a platform to anyone willing to engage.”

Amy Jo Martin, Founder and CEO of Digital Royalty

YouTube Publishes New Guide to Utilising YouTube Shorts

With over 1.5 billion YouTube users now engaging with Shorts content every month – equivalent to 75% of the platform's entire user base – it's worth considering whether Short video clips may be of benefit in your YouTube strategy, and how you can use the format to best effect.

Which is where this new guide comes in – YouTube has published a new, 31-page overview of YouTube Shorts, covering everything from creating your video clips, to editing, to trend tips, analytics and more.

[Read more](#)



[Read more](#)



Who Moved My Cheese?: An Amazing Way to Deal with Change in Work & in Your Life

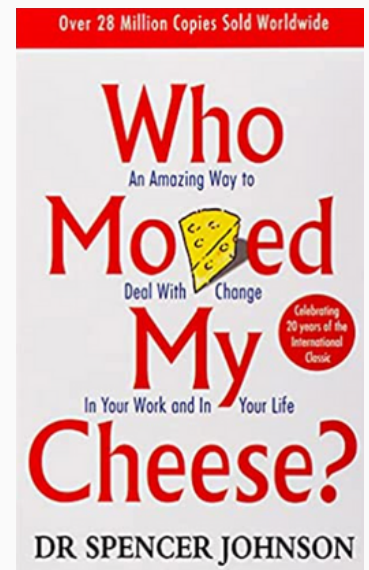
by Dr Spencer Johnson

One of the most successful business books ever - Daily Telegraph

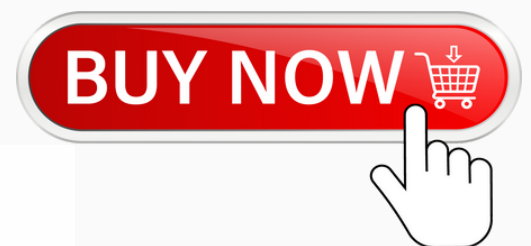
Change can be a blessing or a curse, depending on your perspective. The message of *Who Moved My Cheese?* is that all can come to see it as a blessing, if they understand the nature of cheese and the role it plays in their lives.

Who Moved My Cheese? is a parable that takes place in a maze. Four beings live in that maze: Sniff and Scurry are mice, non-analytical and non-judgmental; they just want cheese and are willing to do whatever it takes to get it.

Things change. They always have changed and always will change. And while there's no single way to deal with change, the consequence of pretending change won't happen is always the same: the cheese runs out



A short parable with an unforgettable message



★★★★★ **Brilliant book.**

Reviewed in the United Kingdom on 8 October 2022

Verified Purchase

One of the best books I've ever read

How the Elon Musk / Twitter Takeover Went Wrong [Infographic]

The Twitter/Elon Musk saga has certainly gotten messy.

This saga began with such promise; the electric car, space travel revolutionary Musk pledged to buy Twitter for \$44 billion to, 'save the platform and free speech.' Then negotiations quickly crumbled with Musk eventually accusing Twitter executives of withholding information, lying to the public, misleading investors and a lot more. The case is now headed to court, with Twitter looking to hold Elon to his original offer, while Musk tries to wriggle out of the deal, claiming that the platform is so riddled with bots that it's not worth what he originally thought.

Read the full post [here](#)



Instagram Publishes Three New Guides to Help Brands Maximise their Holiday Marketing Efforts

From Instagram: "Our Business of Instagram series of how-to guides will help you reach your business goals with tactical guidance on how to set your shop up on Instagram up for success, make effective Reels video ads and build connections with new communities through creator partnerships."

Read more [here](#)

Privacy Permissions on Google

Google's making it easier for website developers to manage their privacy permissions and data collection, with some new updates to its Consent Mode in Google Ads which automatically adjusts the data collected from each page in line with visitor permissions.

Consent Mode is Google's management console for cookie tracking, which aligns with the permissions that users agree to (or not) when they visit your site. The new management tools will provide more capacity to adjust your Consent Mode settings to ensure you're operating in line with each user.

Learn more [here](#)

JUNE 1, 2025

VOLUME 12

REBRANDING TO MAKE AND KILL SALES

In the course of stumbling through the internet I happened upon this gem from The Guardian:

Read it [here](#)

In a nutshell, in 1979 someone got the 'brilliant' (note the sarcasm) idea of blowing up disco records between baseball games in Chicago.

It seems the people who made and sold rock and roll records weren't happy about the competition they were facing from the disco artists.

And for that matter, straight white people weren't happy that non-white people and gay people were making and selling music, either.

But that's not why I mention this.

If you read the article, you'll notice there were two competitors in the marketplace: Rock and Disco.

Rock had been around for a while and Disco was the market disrupter. The rock industry and rock disc jockeys were mad and wondered, 'How do we kill off the competition?'

Simple: Make it 'un-cool' to like, buy or be affiliated with Disco.

They did this in part by staging the gimmicky event of literally blowing up disco records. DJ's told people to attend the game and bring a disco record from home. Many, many people brought non-disco records made by black artists, too.



The entire premise of the event was to demonstrate that disco sucks, and it was effective. They even created a riot to bring home that message. Yes, a riot after the explosion to show just how supposedly mad people were that disco even existed. And it worked, too, because by 1980 there were no longer any disco records being made.

Or were there?

As the article points out, Madonna and Michael Jackson were indeed disco. They simply did not call it disco.

In fact, many recording artists from the 1980's and right through to today use a disco beat.

And therein lies the rub.

If your competitor has a product you want to wipe out, you might stage a symbolic event to 'kill' it. Lay the groundwork via social media and if you get the groundswell of support, go ahead and hold the event online, in person or better still, both.

And if your competitor succeeds in trashing your product or product category, then you simply need to rename it and keep going.

Think of two identical books with two very different titles. One title sells a hundred copies. The other title sells ten million copies. The only difference? The title.

What power does a name have? Everything. Madonna and Michael Jackson were two of the biggest recording artists of all time.

But if you had tried to sell their music under the label of "disco", then odds were almost no one would have bought it.

Disco never died. It just got rebranded.

5.5 STEPS TO MAXIMISING PAID SOCIAL MEDIA

If there ever was an easy way to lose money, it's by advertising on social media.

Conversely, if there ever was an easy way to make a fortune, it's also by advertising on social media.

That's why before launching your first social media campaign, it might be wise to review the basics of how to get the most out of your social media advertising campaign.

1: Figure out what you want.

Determine your advertising objectives: Do you want to increase reach? Boost traffic? Create awareness? Build a list of interested people? Build a buyer's list? Get them into your sales funnel?

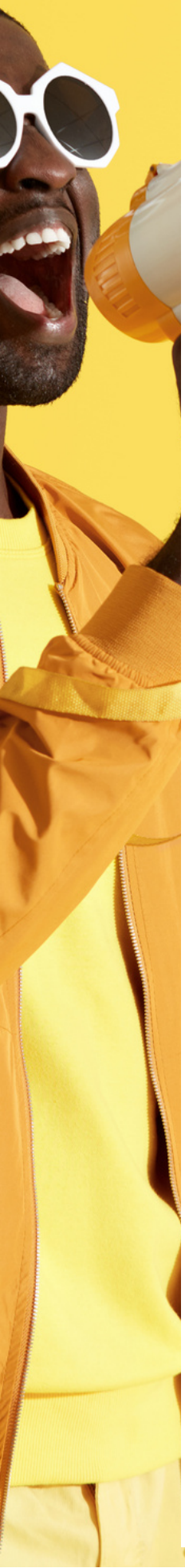
Determine exactly where you want your new prospects to go and exactly what you want them to do.

2: Choose your social media platforms.

If you had all the time and all the money in the world, you could advertise on all the social media platforms. Of course, if you already had all the money, then you wouldn't need to advertise anything to anybody unless it was to brag about your good fortune.

For the rest of us, we need to pick just one or two platforms and then get really, really good at advertising on those platforms.

Find out where your ideal prospects are hanging out. If your advertising can reach them where they already are then you're halfway home to getting your ad seen by your future customers.



5.5 STEPS TO MAXIMISING PAID SOCIAL MEDIA

3: Define your message.

You know your audience, you know where they hang out and you know what you want them to do. Now decide what you're going to say to influence them to take the action you seek.

Create multiple variations of your message and test to find the one that converts the best.

Note: When talking about conversions, it's not just the percentage of people who click your link that you want to monitor. You also want to keep track of the percentage of those people who take the action you seek, as well as how much those people spend with you over the course of 2 to 6 months.

4: Decide which options you will use on your ads.

All of the social media platforms give you multiple options for how to reach your audience. Initially you'll want to choose the method most likely to engage with your target audience. And later you might want to test other options as well, just in case they out convert your first choice.

5: Set a budget.

It's easier to spend more than you intend to when you start advertising. Instead, set aside a budget for your paid social media marketing. You can always increase it later if the results merit it.

5.5: Leverage organic posts.

Take note of the analytics on the content you post to see what's getting the most traction. Do more of what's working. And use this information to improve your paid ads, too.



10 WAYS TO REPURPOSE YOUR PODCAST CONTENT

When it comes to creating content, one of the best things you can do is repurpose your existing material. This not only saves you time, but also allows you to reach a wider audience. And if you have a podcast, there are plenty of ways to repurpose your episodes.

Here are 10.5 ways to repurpose your podcast:

1. Create a Blog Post

If you have a blog, then you can easily turn your podcast episodes into blog posts. Simply have each episode transcribed or write a summary of the main points, and then add a link to the episode so people can listen. This is a great way to reach people who prefer to read rather than listen.

I use Rev.com to transcribe my Podcast into text.

2. Create an Infographic

If your podcast episode contains a lot of data or information, then you can turn it into an infographic. This is a great way to visually represent your data and make it more shareable. You can hire a designer (fiverr.com) to create an infographic for you or use a free online tool like Canva.

Link this infographic back to your podcast page to get more listeners.

3. Create a Video

You can also turn your podcast episodes into videos. This is especially useful if your target audience is on YouTube or if you want to create more engaging content. You can simply record yourself speaking the episode or add visuals and images to accompany your audio.

YouTube and Instagram won't allow you to upload audio files but you can use Veed.io to take an MP3 of a podcast and add images, animation and captions. This video can then be uploaded to YouTube.com or split up into 'chunks' and used on Instagram.

I then link back to my podcast page where I also capture email addresses for my list.



10 WAYS TO REPURPOSE YOUR PODCAST CONTENT

4. Create an eBook

If you have a series of podcast episodes on the same topic, then you can turn them into an ebook. This is a great way to share your knowledge on a particular topic and reach people who prefer to read books over listen to podcasts.

You can either use a service such as Rev.com to transcribe the episodes or write new chapters based on the topics covered.

5. Create AudioGrams

According to the New York Public Radio WNYC, the average engagement for an audiogram posted on Twitter is 8 times higher than a non-audiogram tweet. And Facebook posts with audiograms outperform posts with photos by a whopping 83%.

Descript.com a great audio recorder / editor and way of making shorter AudioGrams, which is simply a short video version of an audio file. A section of your podcast audio is paired with an interesting image and the animation of a soundwave that's triggered when someone hits play.

Link back to your podcast so they can hear the entire episode and subscribe to your email list.

6. Create Show Notes

You can have someone on Fiverr.com take notes from your show, and then post those notes with your podcast as well as on social media and your blog to entice people to listen to the entire episode.



10 WAYS TO REPURPOSE YOUR PODCAST CONTENT

7. Social Media Images

You can pull out the best quotes from the podcast and create images for social media. This works even better if you have a guest on the show. Take a few of their wise thoughts and create a quote graphic.

To start a conversation on social media, frame the quotes as questions. People love to give their opinion and the more you get them engaged, the more likely they will become a podcast listener.

8. Create a Newsletter

If you're already getting the transcripts of your shows, you could also take the highlights of each show and turn it into a newsletter.

This newsletter will be one more reason for people to join your email list, as well as an incentive for them to go back and listen to the entire podcast.

9. Mine Content from Older Shows

If you've been podcasting for a long time, you might have hundreds of shows in your vault that are seldom being listened to anymore.

You could have your virtual assistant go through the shows and pull out clips that are still relevant. Let's say you have 100 old shows and your VA pulls out 10 clips from each one. These clips might be tips, tricks, insider info and so forth. They're valuable and your audience would love to hear them again.



10 WAYS TO REPURPOSE YOUR PODCAST CONTENT

100 shows and 10 clips a show is 1,000 clips. Now what will you do with these?

You can use them as email content or blog content. You could package them into a book or course. You could have a new segment on your podcast where you play one or two of these clips. You can make audio grams and social media images. Or you could build an entirely new show around the older clips.

Really, anything you can do with your current podcast, you can also do with the old ones as long as they're not outdated.

Do you have a few dozen or more shows you've already done? Then you're probably sitting on a goldmine if you're willing to put in the effort to get that gold.

10. Don't Do Any of This Yourself

If all of this sounds great but it also sounds like too much work, you can always hire a company such as [repurpose.com](https://www.repurpose.com) to do it for you.

They'll turn your podcasts into written blog articles and viral social media clips for a price. They have 'real humans writing real articles from your podcast' and they 'look for the most viral-worthy parts and make clips for social media.'

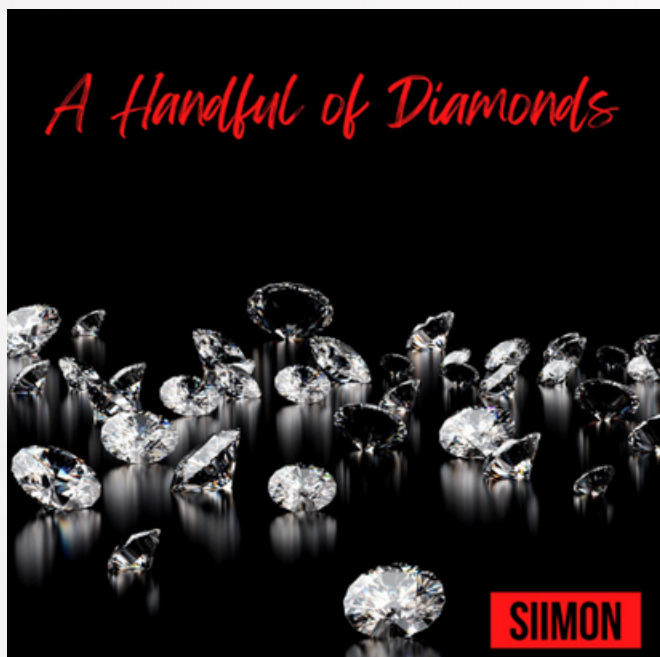
And there you have it, 10.5 ways to repurpose your podcast.

Which ones will you try?

Behind the scenes

The New Single, "A Handful of Diamonds" Out Now, Have You Heard it Yet?

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7 WAYS OTHER BLOGGERS WILL SEND YOU TRAFFIC

No real names allowed (we'll call him Gary) and I'm not allowed to tell you his niche, There's no shortage of advice out there on how to grow your blog. But if you're looking for concrete, actionable ways to get more traffic from other bloggers, you're in luck.

Here are seven surefire strategies to get other bloggers to send you some of their hard-earned traffic:

1. Find and connect with other bloggers in your niche

This one should be a no-brainer. If you want other bloggers in your niche to give you a boost, you need to connect with them and let them know you exist.

The best way to do this is to comment on their blog posts, share their articles on social media, and generally engage with their content.

But don't stop there. You should also reach out to them directly and let them know you're a fan of their work. A quick email or social media message can go a long way here.

2. Write guest posts for other blogs

If you want to get your name and your blog in front of a new audience, guest posting is a great way to do it.

When you write a guest post, you're essentially getting free advertising on another blog. And if you do it right, you can send a lot of traffic back to your own site.

Just be sure to choose blogs that are relevant to your niche and that have a sizeable audience. Otherwise, you're just wasting your time.

3. Leverage social media

Social media is a powerful tool that can help you reach a whole new audience. And it's not just about promoting your own content.

When you share other people's content, they're more likely to return the favor. So make sure you're actively sharing other bloggers' stuff on social media, as well as your own.

7 WAYS OTHER BLOGGERS WILL SEND YOU TRAFFIC

4. Participate in link roundups

Link roundups are posts where bloggers curate a list of interesting articles or resources on a specific topic.

If you can get your article featured in one of these roundups, you'll get a nice boost of traffic from all the other bloggers who feature it.

To find these opportunities, just Google "[your niche] link roundup" and see what comes up. You can also search for specific bloggers who do regular roundups and pitch them your article.

5. Give shoutouts and testimonials

If you've been helped by another blogger's work, don't be afraid to let them know about it. A quick shoutout or testimonial can go a long way.

And as an added bonus, these types of messages are often reciprocated. So if you give one, there's a good chance you'll get one back.

6. Collaborate on projects

Collaborating with other bloggers is a great way to get exposure to their audience while also building relationships with other influencers in your niche.

There are a few different ways you can collaborate with other bloggers. You could guest post on each other's sites, co-host a webinar or podcast, or even write a joint ebook.

7. Sponsored posts and giveaways

This is probably the most direct way to get other bloggers to send you traffic. If you're willing to pay for it, you can usually get pretty good placement on popular blogs in your niche.

And if you're looking for an even bigger boost, you could always try running a sponsored giveaway on another blog. This can be a great way to get a ton of exposure and traffic in a short period of time.

So there you have it: seven foolproof ways to get more traffic from other bloggers. Just implement one or two of these strategies and you should see a nice uptick in traffic in no time.

Videos are Magic for Social Media Advertising



I recently read a stat that says video ads on social media have a 23x higher view rate than standard ads. I'm not sure if that's true, but I do know that videos on social media...

- Increase Traffic
- Increase Dwell Time
- Convey A Clearer Picture Of Your Products And Services
- Generate Leads
- Reduce Customer Support Calls

What's not to love about video advertising on social media? Okay, I admit there is still plenty of room for image ads on social media because image ads are...

- Easier To Make
- Cheaper To Produce Than Videos
- More Concise And Get To The Point Faster

I think a healthy mix of image ads and videos ads is the way to go because they both have their strong points.

And frankly if you're not using video yet on social media, then maybe you're missing out on a lot of really awesome benefits including more customers and more sales.

The Three Main Advantages of Video Ads Over Image Ads

Engagement

Video content is far better at engaging your audience than an image ad. Think of a photo of a person next to written copy compared to a 15 second video of that person talking. Which one will give you a warmer feel and a better idea of what that person is like?

Video allows you to connect with your audience in a way that image ads cannot. On Instagram, sponsored video posts generate three times as much user engagement as image posts (3 times!). And on Facebook video ads reach 10-30% more people than the other ad formats.

Building Consumer Trust

People are more likely to purchase from companies they like and trust. You can show your product in action, demonstrate the benefits, use emotion and highlight how you're solving people's problems.

People come to feel they know, like and trust your products and your brand much faster through video than through image ads.

Clearer Message

You can convey far more information in a video than in an image. In fact, you can convey even a detailed message in a video as long as you keep it interesting. Try to convey detailed info in an image ad and most of your audience will move on before they finish reading.

7

Methods For Using Video Advertising To Grow Your Business On Social Media

1. Use Video to Tell Your Story

One of the best ways to use video advertising on social media is to tell your story. Use video to share who you are as a business, what you stand for and what makes you unique. This will help viewers connect with your brand on a personal level and understand what you're all about.

2. Highlight Your Products or Services

Another great way to use video advertising on social media is to highlight your products or services. Showcase your products in action and demonstrate their features and benefits. This will give viewers a better understanding of what you have to offer and why they should consider using your products or services.

VIDEO

3. Customer Reviews

Super quick case studies and enthusiastic customer reviews can do amazing things for your business. Ask your best customers to answer a few questions on video, and then edit it down to their best answer. Or do a few super short case studies of how your product dramatically helped customers achieve their goals.

4. How-to Videos

You can show the entire process done by hand of what your product does automatically. Or you can show how easy it is to use your product to achieve the desired result.

5. Sneak Peeks of New Products

Sneak peek video ads tend to be super popular and effective. You can start running these ads prior to product launch and create a waiting list of people who want first dibs on your product. It's a great way to have a stellar first day of sales when you launch your product.

6. Announce Major Company News

Do you have a fantastic annual sale coming up? Or are you expanding your services? Anytime you have major news, consider running video ads to spread the word.

7. Announce Contests

If you're running a contest to increase awareness and build your email list, you might announce the contest via video. Show the prizes and let them know they get multiple entries for sharing the contest with others.



CHEAT SHEET

14 INGREDIENTS FOR EFFECTIVE MARKETING EMAILS

Want to know what the best marketing emails have in common?

It all comes down to these 14 ingredients.

- 1: Subject:** The subject line is key. It's the first thing your recipient will see, so make it clear, concise and attention grabbing.
- 2: Sender:** Your sender name is important, too. Make sure it's something recognisable that will leave a good impression.
- 3: Preview:** The preview text is your chance to make a great first impression, so don't waste it.
- 4: Personalisation:** Leverage the power of personalisation to segment your lists and send them more personalised emails.
- 5: Content:** Your email content should be well-written, informative, and interesting.
- 6: Images:** Break up the text with an image that matches your content.
- 7: CTA:** Include a clear call-to-action, so your recipients know what you want them to do.
- 8: Value:** Clearly demonstrate the value your readers will get from taking the action you seek. Bullet points are a great way to do this and they break up the text, too.



CHEAT SHEET

14 INGREDIENTS FOR EFFECTIVE MARKETING EMAILS

9: Mobile: Make your email is mobile-friendly and it will look great on any device.

10: Social: Include social media links, so your recipients can share your email with their networks.

11: P.S.: If your email is info based rather than sales based, consider adding a related product offer in the P.S. If your email is sales based, reiterate the big benefit and repost the link in the P.S.

12: Privacy: Give subscribers peace of mind by linking to your privacy policy at the bottom of the email.

13: Unsubscribe: Include an unsubscribe link, so recipients can opt out of your emails if they want.

14: Test: And finally, always test your emails on a small segment of your list before you send them to your entire list.

That's it! Follow these 14 tips and you'll be crafting marketing emails that get results in no time.

Podcast Recommendation

1% Better

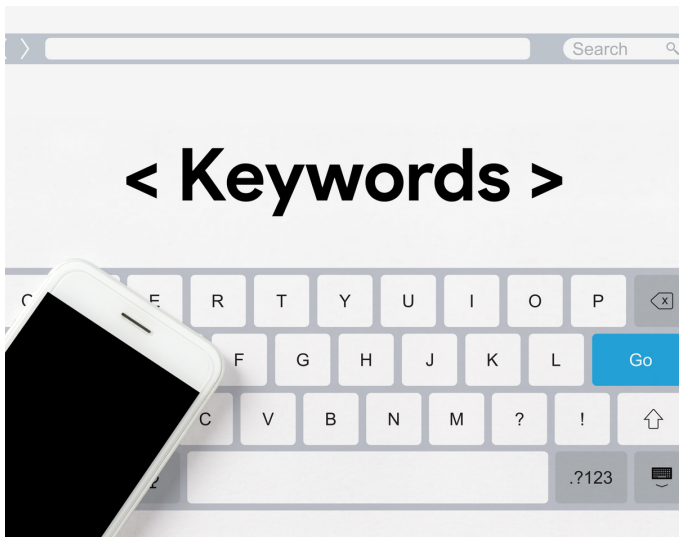
How do we take action without getting overwhelmed?

How about if you can apply one tactic which will move you closer to your goals and achieve more than you ever have before?

If you have 10 minutes listen to this podcast now, it could change your life!



News Roundup



How to Use Keywords to Combine the Power of SEO and Google Ads [Case Study]

When approached correctly, using SEO and PPC together can unlock significant opportunities for your brand.

[Read more](#)



13 Ways To Make Money From A Website

Favourite monetisation strategies that you can use to make money online from your site.

[Read more](#)



SEO Tips That Work (Even for Beginners)

In this video, you'll learn some SEO tips that work and are easy and fast to implement.

[Watch here](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU IN
DECEMBER!



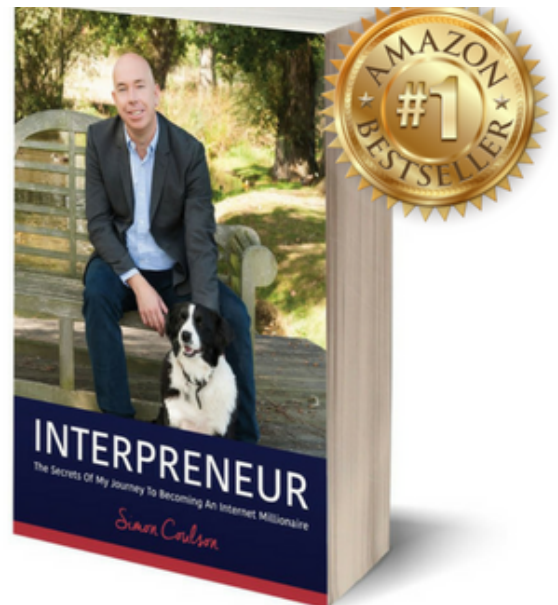
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