

OCTOBER 2022

THE INTERNET BUSINESS SCHOOL

OUR MONTHLY ROUND UP OF WHAT'S HAPPENING ONLINE



HIGHLIGHTS INSIDE THIS ISSUE:

How to plan your Instagram posts

Book of the Month

6 Steps to Create a Facebook Funnel that converts

Behind the Scenes with Siimon

How to get more word of mouth marketing

Podcast Recommendations

Hello from Simon Coulson

Welcome to the October newsletter

It's been a busy month for me so far full of business masterminds and songwriting. The perfect combination for me!

If you generated more income each month, what would you spend your days doing?

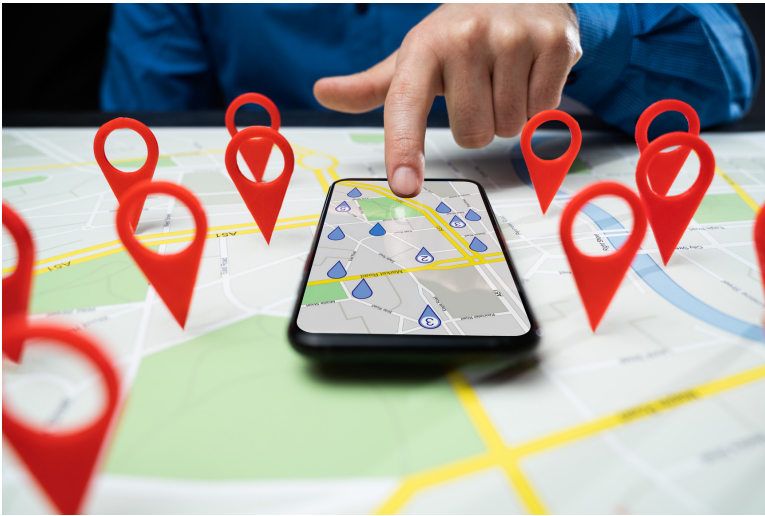
If you are looking for ways to create a new business, why not try our free quiz, you can find it [here](#).

You never know, doing this quiz could change your life.

Until next month.

Simon





New Searchable Instagram Map Gives Visibility To Local Businesses

Instagram is making it easier for users to discover restaurants, cafes, hotels and other local businesses.

[Read more](#)

How to Plan Your Instagram Posts [+22 Free Instagram Planning Templates]

90% of people on Instagram follow at least one business nowadays. To compete with other companies in your industry, you must have a solid Instagram strategy, especially if your intended audience uses the app.

[Read more](#)



How to Make YouTube Clips

Are you looking for creative ways to use video across social channels? Want to promote your own YouTube content or share snippets of other creators' content?

[Read more](#)

Without knowledge action is useless and knowledge without action is futile. Inaction breeds doubt and fear. Action breeds confidence and courage.



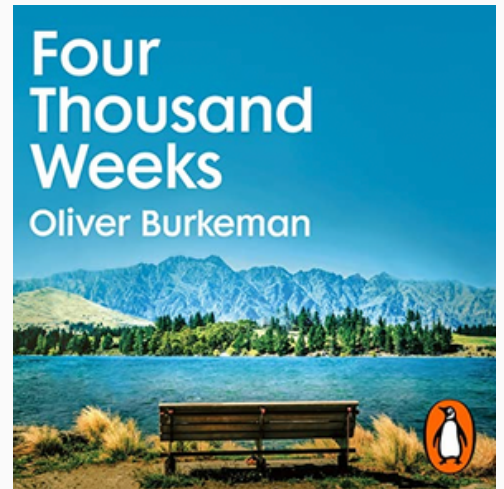
Four Thousand Weeks: Embrace Your Limits. Change Your Life

What if you stopped trying to do everything, so that you could finally get round to what counts?

We're obsessed with our lengthening to-do lists, our overfilled inboxes, the struggle against distraction and the sense that our attention spans are shrivelling. Still, we rarely make the connection between our daily struggles with time and the ultimate time management problem: the question of how best to use our ridiculously brief time on the planet, which amounts on average to about 4,000 weeks.

Four Thousand Weeks is an uplifting, engrossing and deeply realistic exploration of the challenge. Rejecting the futile modern obsession with 'getting everything done,' it introduces listeners 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 4,000 weeks count.



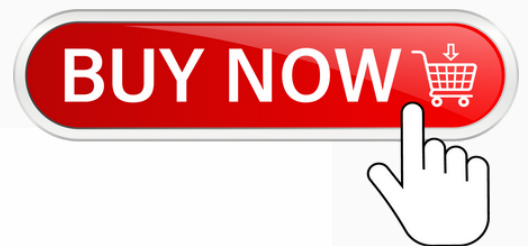
Profoundly
thought
provoking
book

★★★★★ **Brilliant, moving and useful.**

Reviewed in Canada on 14 October 2021

Verified Purchase

I don't usually read full non-fiction books but I did with this one. And re-read my highlighted notes. Superb, original and gave me peace of mind about my life, my goals and my expectations.



Seth's Blog: The likeable brand (or person)

...we're drawn to status. To like something as a way of certifying our insight or rank.

But there's a different path, one that's far easier to maintain and travel. It's simple: Like your customers and they're more likely to like you back.

This is one reason that the Beatles switched their focus after their first US tour...

Read the full post [here](#)



NAME ALL THE COLOURS!

A collaborative effort to name every color in the RGB/web space.

WHY DOES IT MATTER?

Humans benefit from a nomenclature for animals, plants, insects, etc so why not colours? Describing the world around us is what we do.

HOW DOES IT WORK?

Anyone can propose a new name for a particular colour. So long as the name is descriptive and non-offensive, it becomes associated with that colour. If multiple names are proposed for the same colour, it is then a matter of which name has the most votes from the community.

Read more [here](#)



6 Steps to Create a Facebook Funnel That Converts

Want to improve your Facebook lead generation and conversions? Wondering what types of content will make a Facebook marketing funnel work better?

Learn more [here](#)

THE 10 CATCHIEST SLOGANS OF THE LAST 70 YEARS

I'm going to reveal the slogans and taglines that have stood the test of time. Odds are you're familiar with every single one of them, and as you read this I'd like to issue you a challenge:

See if you can use these as inspiration for creating a slogan for your own business. No copying, of course, but maybe one of these will be the spark that creates your own million-dollar slogan.

"Just Do It"

Okay, I know you must have guessed Nike's 1988 marketing slogan would be on this list. But did you know it was inspired by a murderer? Utah Gary Gilmore's last words when facing a firing squad were, "Let's do this."

Inspiration can come from anywhere when you're open to it.

"Got Milk?"

This slogan almost didn't make the cut in 1993 at the Goodby Silverstein agency. It was deemed lazy and grammatically incorrect. But after a series of ads featuring people struggling uncomfortably after having dry or sticky treats without any milk to wash it down, it was an instant success. Even celebrities joined the campaign, being featured proudly wearing a milk moustache.

If you're stuck for a slogan, consider using a question instead of a statement.

"We Try Harder"

In 1962 Avis embraced its position as the second largest car rental company with this slogan. The following year, the campaign helped the company go from losing \$3.2 million to turning a profit of \$1.2 million.

After five decades the company retired the slogan in favour of, "It's Your Space." Whatever that means.

THE 10 CATCHIEST SLOGANS OF THE LAST 70 YEARS

“Gimme a Break”

Originally worded as, “Have a break, have a Kit Kat,” this slogan was coined to sell chocolate to working people in 1958.

The word “break” was used to signify both break time at work and breaking a finger off the Kit Kat bar.

This is another slogan with poor grammar, but it’s how people speak which is one reason why it works. The double meaning of the word break is clever and memorable. If you can do something similar with your own slogan, it’s almost certainly going to be a winner.

“A Diamond is Forever”

To me this is the corniest slogan of all and makes me cringe every time I hear it. And yet, this 1947 slogan from the N.W. Ayer Agency increased sales of diamonds by 55% in two years and made diamond engagement rings a cultural mainstay.

The slogan itself was coined in a moment of sheer panic after Frances Gerety realised she’d forgotten to include a signature line in her series of advertisements for DeBeers. Just think, if given more time to work on it, she might not have chosen this slogan. Sometimes the pressure of a deadline can truly work wonders. In fact, in 1999 Advertising Age named this the, “Slogan of the Century” just two weeks before Frances passed away.

“What Happens Here, Stays Here”

Las Vegas launched a major marketing campaign back in the 90’s that promoted the city as a family vacation spot. Apparently, it didn’t work as well as hoped, because in 2002 they commissioned R&R Partners to begin researching what it was that people wanted out of Las Vegas. A year later they had the answer: Freedom. People liked the freedom to do what they couldn’t do at home, and thus, “What Happens in Los Vegas Stay in Los Vegas” was born.

Was it successful? Judge for yourself: Every \$1 spent on the advertising campaign with this slogan generates \$26 in returns for the city.



THE 10 CATCHIEST SLOGANS OF THE LAST 70 YEARS

“The Best a Man Can Get”

After nearly a century of bad branding, Gillette finally hit upon the slogan that would revitalize the brand and allow them to dominate the shaving industry.

“The Best a Man Can Get” has been used in 14 different languages. Notice the double meaning: It can be interpreted as both the best shave a man can get and the best a man can be, offering product quality and self-empowerment in one simple phrase.

“Breakfast of Champions”

In an early version of influencer marketing, beginning in 1933 Wheaties has featured famous athletes on its cereal boxes with the slogan, Breakfast of Champions.

What athlete doesn't want to be identified as a champion? This tagline has made countless athletes agree to be on the cereal box and endorse the product.

“Because You're Worth It”

Imagine the year 1973 when women in the U.S. and U.K. were campaigning for equal rights. L'Oreal's slogan was the first ever written from a woman's perspective and broke new ground for equal rights.

It's interesting to note that the original line was, “Because I'm Worth It.” Women may not have felt empowered enough at the time because a survey found the original line, “too boastful” for their tastes. L'Oreal quickly changed it to “Because You're Worth It” and then in 2009 they changed it again to, “Because We're Worth It” in an effort to brand L'Oreal as a lifestyle and philosophy for empowered women.

“Melts in Your Mouth, Not in Your Hands”

This M&M's slogan debuted in 1954 as a way of setting this candy apart from others that left an unpleasant sticky mess on consumers' fingers.

And according to a survey from Texas Tech University, this is the most well-liked slogan in the history of advertising.



HOW TO GET MORE WORD OF MOUTH MARKETING

Frank was just unlocking the door to his shop when he heard the phone ringing. Grabbing it off the cradle while he laid down his things, he answered with his customary, “Good morning, Frank here, how can I help you?”

“Hi Frank, this is Gloria. I was talking to a mutual acquaintance this weekend, and she recommended I hire you for our next big job. When can you send the contracts over?”

Not a bad way to start your week, is it?

Frank used to work like a madman to sell even a single person on his services. But since he started using more testimonials and word of mouth marketing, he’s making 4 times his previous income with less than half the work.

Let’s talk about how to get and use testimonials first, since a testimonial is a form of word of mouth marketing. Then we’ll cover how to get others talking about your business and telling others about what you do.

Steps to getting and using more testimonials:

Ask for them. As soon as you render a service or sell a product, either ask for the testimonial or let the customer know you will call on them or email them in a day or two to see how things are progressing.

If all is well, ask for the testimonial.

If there is a problem fix it and then ask for the testimonial.

Use testimonials every where, not just on your sales page. Use them on your blog, social media, in emails and on your podcast.

Keep testimonials short. Few buyers are going to read or listen to a 1000 word testimonial. That said, on more expensive products it’s good to provide the short testimonial with a link to the full version if there is one, just in case someone wants to read it.



If appropriate, turn some of your testimonials into case studies. Ask your customer if you can interview them. Get all the details on their problem before the product or service, and then how the product or service has made all the difference for them.

Offer your case studies as PDF's. Use a title such as, "How Blue Bunny Publishing Increased Profits by 1294% in 30 Days" or "How the Puppy from Hell Became a Good Boy in 7 Days."

Steps to Getting More Word of Mouth Marketing

Do remarkable things for your customers. Surprise them in a way that makes them want to tell others.

When iPhone debuted it could do things no other phone could do, which made it immensely newsworthy.

Lily has gained immense word of mouth before ever being released because it's the first drone that will automatically follow you and film you – sort of a flying stalker for sports people.

Run contests where people get more entries by sharing the contest with others.

Offer a reward to customers who refer others. This could be an affiliate program for customers, or you could offer gifts or free products for referrals. When Dropbox was new it offered additional free storage space for each referral.



Ask your very best customers to become advocates for your business on social media. Give them a discount or even free access in exchange for being your evangelists. Tesla gives \$1,000 to advocates and to referred friends, and it works. Tesla vowed from the beginning to run a \$0 marketing budget with no advertising, no ad agency, no chief marketing officer and no dealer network. And yet Tesla is now a trillion-dollar company.

Give away your product to those who have an audience. UA's founder Kevin Plank made an initial run of 500 moisture wicking sweatshirts and gave them to his former NFL teammates. Today, UA has overtaken Adidas and is the second highest grossing sports brand in the world.

Start a movement. GoldieBlox wasn't marketed as just another toy for girls. Instead, it's sold as a movement, a way of improving the world by correcting the gender inequality in engineering. That is how they raised \$285,000 on Kickstarter, smashing their \$150,000 goal.

Do it for charity. TOMS shoes give away a pair of shoes for every pair you buy, and they've given away well over 100 million pairs of shoes to charity.

Nomad List started donating 5% of revenue to remove CO2 from the atmosphere and conversions increased 200%.

As you can see, a little creativity can garner you immense worth of mouth business and a bevy of glowing testimonials.

Behind the scenes

The New Single, " Time to Go?" Out Now, Have You Heard it Yet?

[Listen here](#)



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Releases from Siimon

Learn more when you lose



[Listen here](#)

The Stories Behind the Songs



[Listen here](#)

CASE STUDY - \$200,000 FIRST YEAR DIGITAL MARKETING AGENCY

No real names allowed (we'll call him Gary) and I'm not allowed to tell you his niche, but I can reveal pretty much everything else.

As you know a digital marketing agency is simply a business that works for other businesses, performing one or more needed services.

SEO is a classic example, but the work could be anything a business needs to have an online presence and get leads and sales including email marketing, content creation, advertising, paid search, social media marketing, video marketing, mobile marketing and so forth.

This agency is essentially a one-man operation. Gary does outsource a lot of the actual work* but he acquires all new accounts himself and is the one who deals directly with the businesses.

In other words, you can do this yourself by focusing exclusively on gaining new clients and keeping current clients happy while the actual work is performed by outsources.

Gary just launched his niche digital marketing agency 6 months ago, and he's just passed \$100k in total sales.

I'll outline how you can follow in his footsteps, and keep in mind this will work for you whether you're building an agency offering SEO, PPC, content, social media, web design, copywriting or all of the above.

Step 1 - Solve One Problem

You already know that a successful business solves problems, but what you might not realise is that a highly successful business goes all in on solving one problem extremely well.

For example, let's say that you're craving ice cream.

There are two places in town that offer great ice cream.

One of them is a restaurant that serves all kinds of food including sandwiches, meals and ice cream. The ice cream is really good and the place is always packed.

The second place offers only one thing: Home made ice cream. Really great, awesome ice cream. They have every flavour you can think of and some flavours that are out-of-this-world unique. They use all fresh, local ingredients. They support local farmers and they're owned by a local family. You feel welcomed like you're one of the family the moment you get to the door, and every bite tastes like heaven. No one does ice cream like this place.

So where do you go when you want ice cream? It's not even a close contest, is it? You want to be the ice cream place, because when people want ice cream, they will come to you and to you only.

Your agency should do one thing, and it should do that thing better than anyone else. Then when people want that exact one thing, they're not even going to think about going anywhere else.

Step 2 - Copywriting

Your website design doesn't need to be drop dead gorgeous. In fact, if it looks okay then that's good enough for now. You can use WordPress if you like, or a service such as Squarespace. Just get a decent theme or page builder and don't sweat it.

Later you can use profits from the business to design a fancier looking website, but for right now just focus on getting your site up as quickly as possible. This is not the time to win awards for website design.

While appearance isn't all that important in the beginning, what you say on your website is.

On your homepage, you're going to create copy that converts on the spot.

Here's the formula I use for writing that copy:

A.I.D.P.G.A.

Attention. Interest. Desire. Proof. Guarantee. Action.

Attention: Quickly grab your reader with the problem and the solution (you). Your goal here is to get them reading the page.

Interest: Get your reader thinking hard about the problem they're facing and how it's negatively impacting them. Make them want to solve the problem as fast as possible, preferably right NOW.

Desire: You have the solution they want. You are going to make their life far better. Everything is going to be great if they work with you.

Proof: Prove it. Use testimonials and link to case studies if you have them.

Guarantee: Show them why it's 100% safe for them and how they are taking zero risk.

Action: This is where you issue the call to action. They need to (insert action here) right now to get this solution and make their life better. The action you want them to take might be contacting you or it might be signing up right then and there. For most services, you'll be wanting them to get in touch with you and then you'll sell them via email or Zoom.

This formula works no matter what you are selling.

If you can't write this yourself, then get a copywriter to write it for you.

Step 3 - Make Sales

Let me say right off that you're not a salesperson; you're a problem solver. They have a problem. You want to solve it for them. So don't think you need to sound slick or use some trick to get them to hire you, because you don't. You don't need to manipulate, you don't need to be pushy and you don't need to do or say anything cringeworthy.

Let's say you're getting inbound leads via email, since that's exactly how Gary does it.

When Gary gets a lead, he wastes NO time in responding, and he never sends a boilerplate response.

He does send a highly personal response that is short in length, friendly and professional, like this:

Hey Greg,

Thanks for getting in touch. We'd love to (insert service) for your business. I love what you've done with your (homepage copy, testimonials, blog content – whatever it is that you can compliment and that shows you've spent time on their site.

We can jump on a zoom call if you like (no worries if not), or I can just send you pricing and details if you prefer.

What would work best for you?

Thanks Greg,

(Name)

The main goal is to get a conversation started. People buy from people they like and are already engaged with. Your competitors are going to send a template response. You're going to stand out by being down to earth, engaging, accessible, and actually interested in THEM and THEIR BUSINESS, not just talking about yourself and yours.

Step 4 - Communication

Once you've made the sale, you're going to regularly check in and make sure they're happy. Have a system in place where you track client communications and ensure they feel looked after.

The key is to build relationships, get referrals and get to know them as a person. This will ensure they keep buying from you and no one else.

Step 5 - Testimonials

Testimonials are your digital salespeople, creating interest, trust and sales for you. Ask for testimonials when they are loving working with you and when you've achieved success for them.

Hey Greg – I'm wondering if I can ask a favour of you.
I'm updating the website to feature a few of my very best clients as testimonials. Would you be open to writing a few lines for me?
If it's easier, I can write something based on your campaign so far. And if you're happy with it, you can just approve it to go on the site.
Thanks Greg,
(Name)

This works tremendously because everyone says yes. This costs them nothing and you'll do the work for them.

Write a testimonial that exactly hits the pain point and solution that you offer, then feature their real name, business and photo alongside it.

How easy is that?

Gary gets his leads from SEO, Adwords, LinkedIn and Facebook. Where you get your leads will depend on your niche and your target market, but if you're performing any kind of service for businesses, be sure to get on LinkedIn, since that's where the bulk of Gary's business comes from.

Whatever service you offer, you can either perform the work yourself or outsource it. If you outsource, then you can focus your full efforts on bringing in more clients. And that's about all there is to it. Do these things right and you will never struggle to convert clients.

Podcast Recommendation

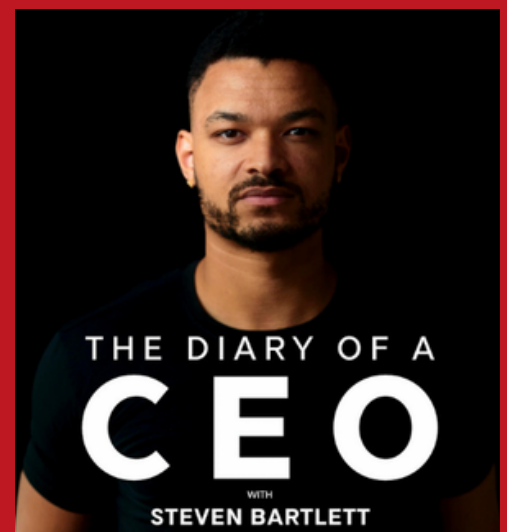
THE HAPPINESS EXPERT THAT MADE 51 MILLION PEOPLE HAPPIER: MO GAWDAT

It's hard to know where to begin describing such an incredible person as Mo Gawdat. He's co-founded over 20 businesses, he's the author of the ground-breaking "Solve for Happy" and he was chief business officer of the pioneering wing of Google, Google X, the 'moonshot factory' where they work on all the latest technologies like self-driving cars and robots.

But most importantly, Mo has learnt perspective about life. When his son died, this sent him on an incredible journey to look within himself and find the 'happiness equation', a simple technique that can help us all reduce our unhappiness and appreciate life and ourselves, more.

Topics:

- Why did you write a book about happiness?
- The passing of his son.
- What is the cause of unhappiness?
- Is happiness a choice?
- Why my brain is not me?
- Time: - The importance of being present.
- No one would rewrite their story.
- How do I know which ambitions to follow.
- Gratitude
- Conditional love vs unconditional love
- Romantic love
- The greatest pandemic of our time



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

News Roundup



8 Tools That Innovate Digital Marketing in 2022 and Beyond

These days we have a huge selection of smart marketing technology to choose from, so the below list is in no way exhaustive! But these are the tools I personally use and find absolutely unique and amazing:

[Read more](#)



NFT Project Launch Success: Crypto Tech Women

Here's how to plan and execute a full NFT launch from brand alignment and establishing pre-mint community value to setting up a social media and website presence.

[Read more](#)



10 Best Plugins To Speed Up WordPress In 2022

Now you can stop losing traffic, subscribers, and customers because of slow page load times.

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THAT'S ALL FOR NOW FOLKS!

SEE YOU IN NOVEMBER!



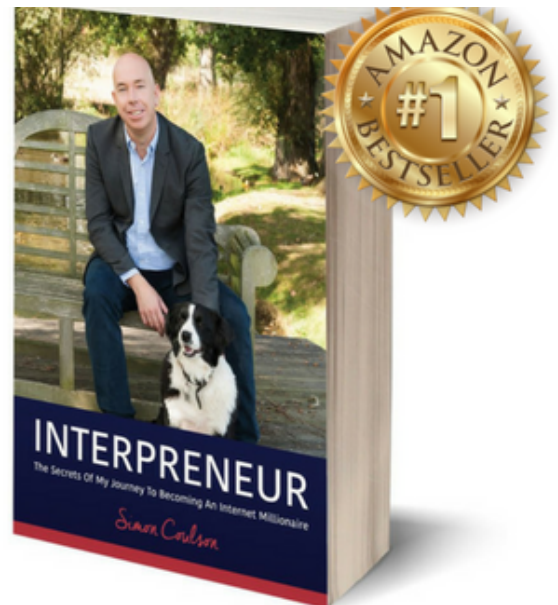
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The Secrets of Simon's Journey to becoming an Internet Millionaire: Free copy here



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