

FEBRUARY 2023

THE
Internet Business
SCHOOL

THE NEWSLETTER

Official Newsletter of the Internet Business School

HELLO FROM SIMON COULSON

FOUNDER OF THE INTERNET BUSINESS SCHOOL

Hello, how are you doing?

I've had a busy month with my next album release now live and a new single release. Which always reminds me about the benefits of creating an online business which frees me up to spend time doing the things I love.

What would you be doing if you had more free time?

Until next month,



This issue:

The millionaire who lost it all and became a castaway

Book Recommendation

Webinar Secrets of Million Dollar Earners

17 Website Copywriting Techniques

\$299 for a "free newsletter"

The email that creates \$1000 buyers

Behind the scenes with Simon

Monthly podcast recommendation

News wrapup



The Millionaire Who Lost It All and Became a Castaway

What happens when you strike it rich and then lose everything? When David Glasheen lost his fortune in the 1980s stock crash, he packed a small suitcase and moved to a remote island. He's been there ever since.

[Read more](#)

Can You Make Money by Giving Compliments?

German teens went crazy for this 'compliments' app, and now VCs are backing its next phase. When's the last time you complimented your customers?

[Read more](#)



Microsoft is Sunsetting Social VR Pioneer AltspaceVR

AltspaceVR has had a few close calls over the years, but the company that built virtual social spaces well before “metaverse” was a household word is shuttering for good this time.

[Read more](#)

**Look for what you
notice and no one
else sees**



Dotcom Secrets: The Underground Playbook for Growing Your Company Online with Sales Funnels

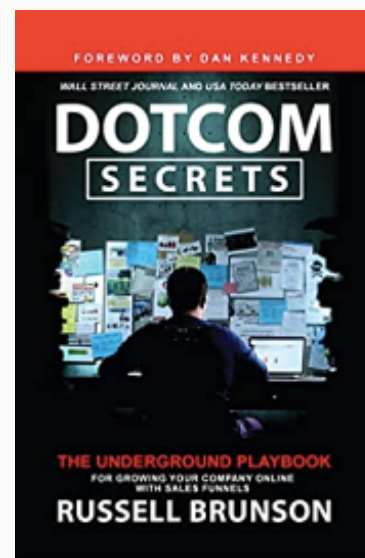
by Russell Brunson

Master the science of funnel building to grow your company online with sales funnels in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels.

This book is *not* about increasing your conversions--yet these secrets will increase your conversions more than any headline tweak or split test you could ever hope to make.

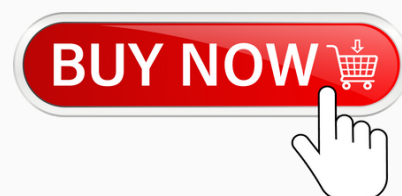
Low traffic or low conversion rates are symptoms of a much greater problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news).

What most businesses really have is a "funnel" problem. Your funnel is the online process that you take your potential customers through to turn them into actual customers. Everyone has a funnel (even if they don't realize it), and yours is either bringing more customers to you, or repelling them.



A simple process that any company can use to geometrically improve their traffic, conversion, and sales online'

Tony Robbins



Wikipedia's First Update in 10 Years

For the first time in over ten years, Wikipedia is getting a new look. A series of improvements to Wikipedia's desktop interface will make the site easier to use and more welcoming for readers and contributors alike.

Read the full post [here](#)



Podcast Stats: How Many Podcasts Are There?

The number of new podcasts is trending downward at a surprising rate, a possible sign the industry is maturing. In 2020 there were over a million new podcasts started, while only 219,805 new podcasts started in 2022. What does this mean if you are starting a podcast this year? Perhaps that you'll have an easier time being found and gaining new listeners.

And check out the number of podcasts vs the number of movies - interesting data [here](#).

Read more [here](#)

Calm Calendar

Here's how to strike a work/life balance for your calendars without the hassle of using both a personal and professional calendar.

Calm Calendar synchronizes your events between calendars, while excluding private details. Let your colleagues know that you're busy without revealing why. The result: Fewer meeting conflicts and better separation between work and life.

You get a 31-day free trial and it costs \$3 a month after that.

Learn more [here](#)

JUNE 1, 2025

9 WEBINAR SECRETS OF MILLION DOLLAR EARNERS

Webinars are an awesome way to quickly build email lists and sell expensive products. In fact, many marketers use webinars almost exclusively to build their businesses.

Here's how they do it:

1: Host with a partner

Collaborate on a live webinar with someone else to maximize your reach. By hosting with another marketer, you can double and triple your reach thanks to their mailing list and social media contacts.

Find a partner with a similar audience as yours. Maybe you both teach marketing, but you specialise in SEO and they specialise in driving traffic through social media.

2: Create a promotional schedule

Make sure your marketing strategies are in sync with each other. You want to coordinate schedules, decide how the promotion will look and choose one voice throughout all of your marketing to remain consistent.

3: Do a dry run

This is a practice session in which you make sure everything for the webinar is running smoothly prior to the event.

4: Decide on your post webinar strategy

The point of getting this traffic is turning it into leads and sales, so how are you going to do that? Decide in advance.



5: Focus on email marketing

Email is the best promotional channel for webinars, with 55% of registrants coming from email. Those leads also convert higher than leads from any other source, often times as much as 25-30% higher.

6: Promote via social media

Let everyone on your social media channels know about the webinar and give them a chance to attend.

7: Broadcast via social media

Use a tool such as Restream to go live on all of your social channels. This way you'll get more of your followers to listen to your webinar when it's live. Be sure to do this with your partner's followers, too.

8: When the webinar is over, send follow ups to all the people who didn't join your webinar so they can watch the recording. These are the folks who signed up but didn't attend as well as those who didn't sign up at all.

9: While on the webinar, give a ton of value and build lots of goodwill before pitching your product or service.



Case Study: \$90,000 Lost by Using Fiverr – Here's What Happened

Reddit user ShogunSpirit4 (we'll call them SS4) reports they lost \$90,000 because of a developer they found on Fiverr.

SS4 hired a developer to create a website that could accept payments via QR code or by entering their credit card number.

As far as SS4 knew, everything was fine and dandy. That is, until they did an audit and realized funds were missing.

It seems the developer swapped out the QR code for his own. Customers who used a QR code were paying the developer, not the site owner. And the developer was savvy enough to install a backdoor through which he sent payment confirmation and access codes to the customers, making everything appear legitimate.

The total amount of money lost was \$90,000 and the developer is nowhere to be found.

How might you prevent this from happening to you?

Your first answer might be to never hire strangers, but you can quickly see the problem with this. Everyone is a stranger until you get to know them, and if you never get to know anyone new then you're going to be quite limited in business and in life.

A few suggestions ...

.

Look for people who have plenty of substantiated testimonials from happy clients.

If they are new, don't let them near your financials.

·Audit your site often. A quick check could have told this entrepreneur that they had X number of subscribers which meant they should have Y amount of money.

This isn't complicated and would only take a couple of minutes to get the totals and do the math. How it was allowed to progress to a whopping \$90,000 is a mystery, unless perhaps they were doing this amount of business in an extremely short period of time.

·Change all passcodes often and keep tabs on when your site is accessed and by whom.

·Run test purchases often to make sure everything is working properly.

Being just a little bit paranoid at all times is a good thing. This is your mode of income we're talking about, the very money that allows you to have a roof over your head and food on your table.

Be vigilant and keep tabs on the numbers like your livelihood depends upon it, because frankly, it does.



\$299 for a 'Free' Newsletter?

I was in the middle of reading an article titled, "The Millionaire Who Lost it All and Became a Castaway" when a pop-up asks if I would like to subscribe to Trends, a newsletter that highlights trends in business.

Okay, why not? I'm a little annoyed that this pop-up came in the middle of the article, but the newsletter sounds good so I enter my email address and hit subscribe.

I'm then taken to another page that is asking me to prove I'm not a robot. Okay, fine. I click the "I'm not a robot" box and enter my email address a second time. I click the button and now I'm taken to a form that wants my credit card number. For a free newsletter??

I realize they never said it was free, I just assumed it was since they never ever mentioned a subscription fee. (Silly me).

They want to charge me \$1 for a 7 day trial membership, and there is a countdown timer that says I better fork over my info within 7 minutes or else.

I'm scrolling all over the page trying to figure out how much it costs after the \$1 trial and I finally locate the fine print that says it costs \$299 per year.

Ouch.

How many people enter their email address thinking this is free?

And how many more people pay the \$1, not realizing they're going to pay \$299 in seven days?

I did not enter my information but instead came here to write this to you.

What do you think? Is this a good way to do business? Assuming this isn't just a test, then they're making money by doing this. But I have to think they're getting a lot of irate people on Day 8 who want to know what the \$299 is for.

And in case you're curious, their entire sales pitch is a funny looking picture of Jeff Bezos (he looks like he's made from clay) and this sales copy...

Psst

How'd Bezos build a billion dollar empire?

In 1994, Jeff Bezos discovered a shocking stat: Internet usage grew 2,300% per year. Data shows where markets are headed.

And that's why we built Trends – to show you up and coming market opportunities about to explode. Interested?

BUTTON: YES, I WANT IN ->





THE EMAIL THAT CREATES \$1,000 BUYERS

I just received an email from someone who does webinars and it reads something like this...

Subject Line: A bribe inside for <name>

All you have to do <name> is reply back and you're eligible to get \$100 for your answers.

It will take you less than a minute when you hit reply and answer these 3 questions:

1: Did you see last week's webinar with Joe Smith and his surprising no cost training <name>?

2: Did you sign up to work with Joe?

3: Why or why not?

That's it <name>!

Hit reply to this email and let me know your answers.

One person will be randomly chosen from the replies and if it's you, you'll get \$100!
I look forward to seeing your reply.

P.S. Besides a chance to win \$100, your answers will help me to serve you better.

Why is this marketer sending this email?

Because once a person replies back, no matter what her answers might be, a dialogue is started. A back-and-forth exchange can happen, objections can be overcome and sales can be made.

I don't know what this 'no cost' program costs, but I'm going to guess it's a \$1000 or more.

Even if this strategy only results in another sale or two, it's worth it. And if it makes 5 or 10 or 100 additional sales, then so much the better.

Plus, it gives the list owner the chance to customise an offer to each individual person who responds. If their objection is price, then offer something more basic at a lower price. If time is their objection, offer something easier with a lower time investment. If lack of confidence is the problem, offer something more at a beginner's level.

It takes time, effort and money to put leads into your webinar funnel. If you can convert more of those leads simply by offering \$100 to get several dozen dialogues going, why not try it? Even if you don't want to engage in salesmanship, you could always send them the following reply back:

"While you didn't win the \$100, you did win second prize of \$500 off of the program."

Selling a few dozen copies of your program at half price can be an awesome payday for you, and it costs you nothing.



HOW TO GET MULTIPLE GOOGLE FEATURED SNIPPETS FOR A BIG TRAFFIC BOOST

Your prospect does a Google search and sees that highlighted piece of text, partial list, image or video that shows up at the top of the search. When they click on it they're taken to your website where they read your stuff, maybe join your list and even buy your product.

Sounds great, right?

If your website shows up in multiple featured snippets for your best keywords, it's possible to get an avalanche of super targeted traffic to your website that never stops.

And it costs you nothing but time to do it, too.

What's the easiest way to get Google Featured Snippets?

Here are the 4 steps, and one note: I was truly surprised at how easily this can be done.

Ready? Let's get started...

1: Find low competition keywords you can easily rank for.

To find these low competition keywords, you can use Google Autocomplete. Start typing in a keyword and Google will suggest related keywords which are usually low competition.

Another way is to use Google Trends. You can see how popular a topic is, as well as comparing multiple topics to see which ones are less competitive.

Or you can use a keyword research tool like SEMRush to see the search volume and competition for a keyword.



2: Determine which of the keywords from Step 1 already have existing Featured Snippets.

If your goal is Featured Snippets, then you want to target keywords that already have a Featured Snippet. Then if you outrank the existing article, you will virtually guarantee yourself a Featured Snippet.

You can find keywords with Featured Snippets by manually searching through your keywords or using a keyword tool such as Ahrefs that filters by Featured Snippets.

3: Study the article for the Featured Snippet that you want to beat. What's good about it? What's missing? And what can be improved?

4: Write a better article for that keyword.

It might be a longer article, a more comprehensive or up to date article, or simply higher quality content.

Do all 4 steps repeatedly and you can get several featured snippets on Google.

You'll find you have the most success when you target Featured Snippets from articles that barely mention the snippet topic. If Google doesn't have a lot of content to choose from, it will sometimes choose weak articles that are super easy for you to beat.

Simply write an entire article just on that keyword and you'll likely get the snippet.

Of course, you can also rank for keywords that don't have a Featured Snippet. If you do, once that keyword does eventually get a snippet, you'll greatly increase your odds that your article will be the one that is featured if it's already getting Google traffic.



MINI-CASE STUDY PLUS HIDDEN BUSINESS OPPORTUNITY

Victorine Lieske reveals she made \$17,000 from her audiobooks on YouTube. Frankly it never even occurred to me that people would listen to audiobooks on YouTube, but apparently it's a growing trend.

Book publishing in general deals with spikes and dips in income. You publish a book and get a spike of sales, then the sales dip over the months unless you continue to market the book heavily.

Victorine has 10,000 followers on her YouTube channel and it provides a more stable, predictable income for her.

Plus, it also gives her more exposure which results in more book sales, too. While Victorine writes romance books, this could work for non-fiction as well. Now here's the hidden business opportunity in all this: Of course you can publish your own books on YouTube, but why not act as an agent, publishing all sorts of other people's books on YouTube?

Choose an author, offer to handle all the details for them and get them online. Send some traffic, be sure to include links to their books on Amazon and share the YouTube income with them.

The author gets their books on YouTube without having to do anything. They get a cut of the income as well as traffic to their books on Amazon and more sales there.

You handle the details and get paid for it. You then add more authors in the same niche and build up your audience and your stable of writers.

The trick to this will be choosing one niche and sticking to it. This way subscribers know just what to expect from your channel and it's much easier for you to bring in new traffic, too.

How much can you earn? Impossible to say, but if you get ten authors like Victorine and divide the profits in half, the profits are pretty easy to calculate.

Behind the scenes

The New Album "Life on Fire"
Out Now, Have You Heard it
Yet?

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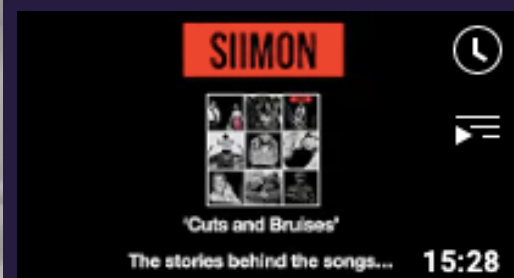
BBC Radio
Interview



Life on Fire

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The Stories Behind
the Songs



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DO YOU KNOW THE MARKETING RULE OF ONE?

Three words describe this rule of one: Simple, Mighty and Effective.

Simple because it actually makes your marketing much easier, rather than harder.

Mighty because this one small change produces massive results.

And effective because when applied correctly, the conversions are typically nothing short of phenomenal. In fact, I've seen this rule turn a losing campaign into healthy profit and a profitable campaign into an empire.

The Rule of One states: Your marketing should focus on ONE big idea, ONE prospect, ONE main benefit, ONE core emotion and ONE call to action.

One big idea presented in a clear and convincing manner is more powerful than a string of mediocre ideas. And it's far more memorable, too.

If you offer reason after reason on why your prospect should buy, they will often end up confused and the sale will be lost. A multitude of points weakens each point in turn because it seems none of them are strong enough to stand on their own.

Your one idea must be something your prospect can immediately understand and believe. It's got to be powerful to invoke action.

You might have a list of 7 benefits that your product provides. Choose just one for your headline, your introduction and as the driving force of your copy. You may touch on the other six later in the copy and even bring attention to them through testimonials.

Here's how to put the marketing rule of one into practice:

ARTICLE

One Big Idea

As you might guess, finding your one big idea is harder than it sounds. Few marketers are going to know their one big idea from the start, no matter how well they know their market and their product.

Here's how to find the one big idea:

List all of your benefits. Not the features; just the benefits.

If you don't know your benefits, write down your features and then ask yourself, "So what?" for each one. Keep digging.

"My product helps middle aged women lose weight."

So what?

"They feel better about themselves and look better, too."

So what?

"They have more energy, feel better, think better, have better sex and relationships, get more done, get more promotions, make more money."

So what?

"They have a much higher quality of life with fewer regrets and far better experiences."

Now you're on the right track. You only get one life and no one wants that life to suck.

ARTICLE

One Prospect

New marketers want to speak to everyone. What they don't realise is that they are speaking to no one because they are focused on no one person.

Place your ideal prospect across from you at your kitchen table. Use your imagination if your ideal prospect won't come to your house. Now have a conversation with them as though they are your friend.

Don't know who your idea prospect is? Then it's time to do research. Just who is it that you want to target? How old are they? What gender? What are their hobbies and interests? Where do they live and what kind of work do they do?

Most of all, where do you find them online?

Create a buyer persona that is ONE person. Give them a name. Then write your material as though you are speaking just to this one person

One Main Benefit

Copy is best when it focuses on one main benefit, and I'll be the first to admit that the "big idea" and the "big benefit" can sometimes blur together.

In our previous example, the feature is weight loss, the big benefit is feeling better and the big idea is a much better life.

Whatever your choice and however you decipher this, your biggest and strongest benefit of your product or service is the one to use for most of your copy. You can also use the other benefits later in the copy, but they will be in small supporting roles and your big benefit will be the headlining star of the show.

ARTICLE

One Core Emotion

Think about a time when you were suffering from the exact same problem for which your product is a solution. What was the main emotion you felt? Fear? Embarrassment? Frustration? Anger?

This is the emotion to focus on in your copy, not just to get your prospect to feel that emotion, but also how they will feel when they are finally rid of it, too.

One Call to Action

Everything – your landing page, webpage, advertisement, sales page and so forth should have just one call to action. This is one clear and easy action for the prospect to take.

For example, your squeeze page has one call to action to join your list. The follow-up page has one call to action to get your low-priced product. If there is an upsell, then that page has one call to action to buy the big product.

No matter what type of page you are creating, it will have only one call to action on it to make it direct, clear and actionable.

And yes, that call to action can be repeated multiple times on the same page, but it will be the same call to action each time.

Time to Take Action of Your Own

Choose a piece of your own copy and go through it, removing extraneous stuff and sharpening it to focus on just one big idea, prospect, benefit, emotion and call to action.

You'll be making your copy stronger, clearer and far more effective when you do this.

Use the Rule of One in all of your future marketing to remove confusion and make your messages clear, and you'll likely see a significant increase in conversions as well as happier customers who become repeat buyers.

Podcast Recommendation

Behind the scenes of the world's greatest superstars, thinkers & entrepreneurs

Deconstructing their success from mindset to daily habits so that we can apply it to our lives.



News Roundup



Be Careful What You Tweet

Can your fortunes turn on a single tweet? Elon Musk stands to lose billions in trial over his 'funding secured' tweet.

[Read more](#)



TikTok Launches Talent Manager Portal So Managers Can Negotiate Brand Deals For Clients

TikTok is making it easier for brands to work with its "megastar" creators with an update to its Creator Marketplace that now invites talent managers to oversee, execute and analyze the brand opportunities and campaigns being presented to their clients.

[Read more](#)



RIP, AmazonSmile

Amazon shuts its AmazonSmile program due to 'lack of impact', despite small charities saying it helped. Just a few days after announcing a significant round of layoffs that will impact 18,000 employees, Amazon is trying to find money wherever it can.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU
IN MARCH

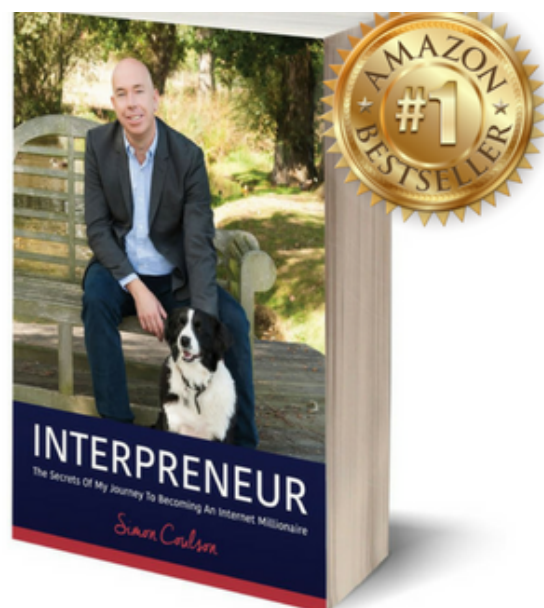
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