

MARCH 2023

THE
Internet Business
SCHOOL

THE NEWSLETTER

Official Newsletter of the Internet Business School

MARKETING

HELLO FROM SIMON COULSON

FOUNDER OF THE INTERNET BUSINESS SCHOOL

Hello, how are you doing?

Artificial Intelligence what do you know about it? I've been having some fun with it as you can see from the picture and I'm off to Vegas to learn more.

Watch this space for an upcoming event :)

Until next month,

Simon



This issue:

Elon Musk Book
Recommendations

Book Recommendation

233 Millionaires - what's the
commonality?

20 Tools for Surveys &
Quizzes

Video Marketing an in
depth guide for business
owners

Behind the scenes with
Simon

Monthly podcast
recommendation

News Roundup



Musk, Bezos, Gates Recommend You Read These

These are the 30 books Elon Musk, Jeff Bezos, and Bill Gates think you should read to get smarter about business and leadership

Some of Bezos' favourite books were instrumental to the creation of products and services like the Kindle and Amazon Web Services.

Elon Musk's must-reads include a number of sci-fi novels and books on artificial intelligence. And Bill Gates is well known for his book recommendations.

[Read more](#)

Subs or Dubs? Now you can have both on YouTube

YouTube rolls out dubbed video feature for creators to upload multi-language audio tracks

YouTube is officially rolling out (Opens in a new tab) its new multi-language audio tracks feature to its global creator user base. This feature, which was previously in its testing phase and only available to select creators, allows

YouTubers to upload multiple different audio tracks to a single video. This provides content creators with the ability to offer dubbed video content, with the uploaded audio tracks providing their viewers' with the option to watch in their primary language.

[Read more](#)

Musk gave engineers one week to make Twitter's ad targeting work like Google

The chaos continues at Twitter with more layoffs, ridiculous deadlines, and uncertainty about the platform's future.

[Read more](#)

Action is the foundational key to all success.

Pablo Picasso



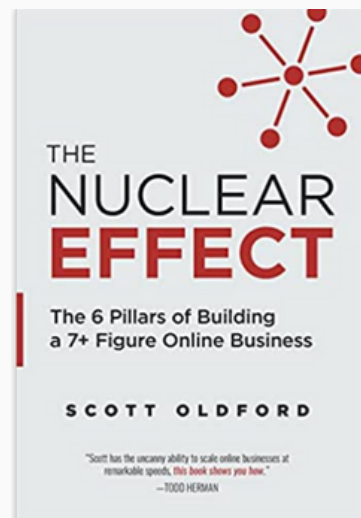
The Nuclear Effect: The 6 Pillars of Building a 7+ Figure Online Business

by Scott Oldford

A nuclear chain reaction is one of the most powerful forces known to mankind. Its energy feeds other reactions, creating endless possibilities for self-sustaining growth. Imagine harnessing this kind of energy in business-what if you could create your own nuclear effect?

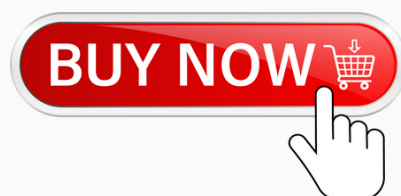
It's easy to feel trapped when you start an online business, stuck in a tug-of-war between success and the requirements for continued growth. The more you progress, the more money you need. Your company's bank account mirrors your own emotions in a rollercoaster of inconsistency and instability-you've left the rat race, only to find yourself on a 6- or 7-figure hamster wheel.

In *The Nuclear Effect*, Scott Oldford shows you how to free yourself from this cycle, scale a profitable, multimillion-dollar business, and keep the money you make. By following Scott's 6 pillars of sustainable growth, you will create the momentum your business needs to become an unstoppable force.



"Scott has the uncanny ability to scale online businesses at remarkable speeds; this book shows how."

Todd Herman



For video ads, longer is better

On average, brands saw up to 50% higher conversions with longer videos compared to shorter ones.

Read the full post [here](#)



How to Build a \$5 Billion Business Around a Single Pain Point

Fivetran has scaled, in part, by narrowing its original focus.

Listening to early customer conversations helped the founders crystallise what was once a much larger vision, whereas Fivetran is built around a single pain point.

Read more [here](#)

5 Years - 233 Millionaires - One Commonality

Tom spent five years studying and interviewing 233 millionaires to learn about their habits and the way they think.

Work was a big topic: 51% were entrepreneurs, 28% had traditional 9-to-5 jobs, and 18% were senior-level executives at large companies. But they all had one thing in common...

Learn more [here](#)

JUNE 1, 2025



20 TOOLS FOR SURVEYS AND QUIZZES

Formstack - A platform for creating online forms, surveys, and quizzes.

Google Forms - A free tool that allows you to create and share surveys and quizzes.

Kahoot! - A game-based learning platform that can be used for quizzes and surveys.

Lime Survey - A free and open-source survey platform for creating and sharing surveys.

Mentimeter - A tool for creating interactive presentations and polls.

Poll Everywhere - A real-time audience response tool that can be used for surveys and quizzes.

ProProfs Survey Maker - A tool for creating custom surveys, quizzes, and polls.

Qualtrics - A comprehensive survey platform for creating and analyzing surveys.

Question Pro - A platform for creating and distributing surveys and analyzing results.

Quizlet - A tool for creating and sharing quizzes and flashcards.

Snap Surveys - A comprehensive survey tool for creating, distributing, and analyzing surveys.

SoGoSurvey - A platform for creating and distributing surveys and analyzing results.

Survey Anyplace - A tool for creating engaging surveys and quizzes with interactive features.

Survey Gizmo - A tool for creating and distributing surveys and analyzing results.

Survey Legend - A tool for creating and sharing mobile-friendly surveys and quizzes.

SurveyMonkey - A popular online survey tool for creating and distributing surveys.

Survey Nuts - A free tool for creating and sharing online surveys.

Survey Planet - A free tool for creating and sharing surveys and quizzes.

Typeform - A user-friendly platform for creating engaging surveys, forms, and quizzes.

Zoho Survey - A platform for creating and analysing surveys.



Video Marketing: An In-Depth Guide For Every Business Owner Today

Video marketing has become a crucial part of the marketing mix for businesses of all sizes. It's an effective way to grab attention, build trust and engage with your audience. In this guide, we'll take an in-depth look at video marketing and explore how it can benefit your business.

What is Video Marketing?

Video marketing is the use of videos to promote your brand, products, or services. It can be used to create a variety of content types, such as product demos, brand stories, customer testimonials, explainer videos, and more.

Video marketing is becoming increasingly popular because it is an engaging and versatile way to communicate with your audience.

Why Use Video Marketing?

There are many benefits to using video marketing as part of your overall marketing strategy:

- 1: Boosts engagement - Video content is more engaging than other types of content, such as text or images. It helps you grab your audience's attention and keep them interested in your brand.
- 2: Evokes emotions – Through impactful storytelling using visuals and audio, videos stir emotions in viewers. And emotions are far better selling tools than facts. Remember that people purchase based upon emotion, and then justify their purchase with facts.
- 3: Builds trust - Video can help build trust with your audience by showing them the human side of your brand. It can help to demonstrate your expertise and authority in your industry.

4: Increases conversions - Video content can increase conversions by providing more information about your product or service and demonstrating its value in clever, memorable ways.

5: Improves SEO - Video content can improve your website's search engine rankings, as it increases the time visitors spend on your site and the number of backlinks.

6: Reaches a wider audience - Video content can be shared on social media platforms, allowing you to reach a wider audience and increase your brand's visibility.

7: People love video - Our brains process visuals faster than words. An MIT study found that we identify images in as little as 13 milliseconds.

8: Better retention. Videos, combined with printed words, improve memory. Studies have shown that visuals or video combined with key words helps people to remember what they've seen and more easily recall it later.



2023 Stats to Put Video Marketing in Perspective

- Consumers watched an average of 19 hours of online video per week – that's an increase of 1 hour per week compared to 2021 and an increase of 8.5 hours per week compared to 4 years ago.
- 87% of marketers say videos have helped them increase traffic.
- 81% of marketers said video has helped them increase sales.
- 86% of businesses used video as part of their marketing strategy.
- 94% of viewers have watched explainer videos to learn more about products or services.

Looking at these numbers, it is clear that video marketing is here to stay. However, I would be remiss if I didn't point out that some people still prefer to read rather than watch. For example, if you're using a video sales letter, it's a good idea to provide a written version for those who prefer that option.

Video Platforms Dominating Marketing Now

If you're about to add or expand your use of videos in your content strategy, you'll want to think about which platforms you'll want to use. There are wide range of formats and platforms to choose from, with some of the more popular being...

- YouTube videos (how-to videos, behind-the-scenes videos, product intro videos, etc.)
- Instagram Reels
- YouTube Shorts
- Animated videos
- Livestreaming videos
- TikTok videos
- Webinars
- And more.

Types of Video Marketing

There are many different types of video content that you can create for your business. Here are some of the most popular:

- 1: Explainer videos** - These videos are used to explain complex products or services in a simple and easy-to-understand way.
- 2: Brand videos** – Build trust with your audience by showcasing your brand and its values.
- 3: Product demos** - Show your products in action and can help demonstrate their value to potential customers.
- 4: Customer testimonials** - These videos feature satisfied customers sharing their experiences with your brand and can be a powerful tool for building trust with potential customers.
- 5: Live videos** – Engage your audience in real time with videos streamed live on social media platforms.
- 6: How-to videos** – These tutorial videos demonstrate how to use your products or services and can be a helpful tool for educating your audience.
- 7: Answers** – Customers send you questions and you create a video to give them answers
- 8: Listicles** – These are lists of just about anything, such as the top 10 sitcoms or the top 5 ways to drive free traffic.
- 9: Behind the scenes** – Take your viewers behind the scenes and show them what's happening.
- 10: Unboxings and reviews** – Show a product being unboxed and used for the first time or give a product review.





QUESTIONS YOU MIGHT ASK BEFORE CREATING A VIDEO MARKETING STRATEGY

1: Does your audience consume video content?

If not, then there is no need to move forward.

2: Do you have or can you create compelling stories to tell your audience? If you don't already have stories, it's time to get some.

It could be the story of how you came to start your business, the stories of customers who have found success with your products, and even the story of how you want to use your company to make a difference in the world.

3: Do you have the time and resources to do video? While it's getting cheaper and easier to create all sorts of different types of videos, it can still be time intensive, especially when you're new to video making.

You might want to begin with small goals of just a couple short videos per month and then work your way up to a more comprehensive strategy.

4: How committed are you to running video campaigns? Are you all in? Or just testing the waters?

5: What do you know about your audience's likes and dislikes? Can you create a customer avatar and use that to target your videos?

6: Can you afford to get help if you need it? Hiring someone who is skilled at making videos can cut your own production time in half or less.

7: Who will write the outlines or scripts for your videos? Rambling is not going to win you any viewers. You'll need tight scripts that are entertaining and to the point.

NOTE: If there were only one rule to video marketing, it would be this: NEVER be boring.

Creating a Video Marketing Strategy

A well-designed video marketing strategy can completely revolutionize your business. You can improve brand awareness, increase website traffic, generate leads and subscribers and of course make more sales.

To create an effective video marketing strategy, follow these steps:

1: Set goals - Determine what you want to achieve with your video marketing, such as increasing brand awareness, building your email list, driving traffic to your blog or landing page, driving conversions or even going viral on social media.

2: Identify your target audience - Determine who your target audience is and what kind of content they are interested in. You want to understand your audience's challenges, content preferences and even demographics.

3: Choose the right types of video content - Choose the types of video content that will be most effective for reaching your goals and engaging your target audience. Short videos or longer videos? Animated, talking head, studio shot, outdoor, event, etc. Are you going to tell stories? Give updates? Talk about the latest developments? Educate and teach?

4: Develop a budget and timeline - Determine how much you can afford to spend on your video marketing and create a timeline for producing and distributing your content. What tools will you choose for creating your videos?

5: Plan your distribution strategy - Determine how and where you will distribute your video content, such as on social media platforms, email marketing campaigns, or on your website.

6: Measure and analyse your results - Monitor the performance of your video content and analyze the results to determine what's working and what's not. Use this information to refine your strategy and improve your results over time.



VIDEO TOOLS TO

Here are some cost-effective and user-friendly options for creating your first videos:

Adobe Spark Video: Adobe Spark Video is a free tool that allows you to create animated videos quickly and easily.

Animoto: Animoto is a free online video maker that allows you to create professional-looking videos using your own images and video clips.

Canva: Canva is a popular design tool that can be used to create eye-catching video thumbnails and graphics.

DaVinci Resolve: DaVinci Resolve is a powerful video editing software that is free to use. It offers a range of advanced features, such as color correction and audio editing.

Google Trends: Google Trends is a free tool that allows you to see what topics are popular and trending, which can help you create video content that is relevant and timely.

InVideo: A video creation platform with handy templates to suit your video content needs.

Loom: Powerful screen recording software for creating educational and promotional videos on the go.

Lumen5: Free online video maker that uses artificial intelligence to help you create engaging social media videos quickly and easily.

OpenShot: A free video editing software that is easy to use and offers a range of features, such as video transitions and special effects.

Speechelo: An easy-to-use tool for creating professional voice-overs for your videos.

StreamYard: A tool that helps you schedule and run live streams and webinars for your business.

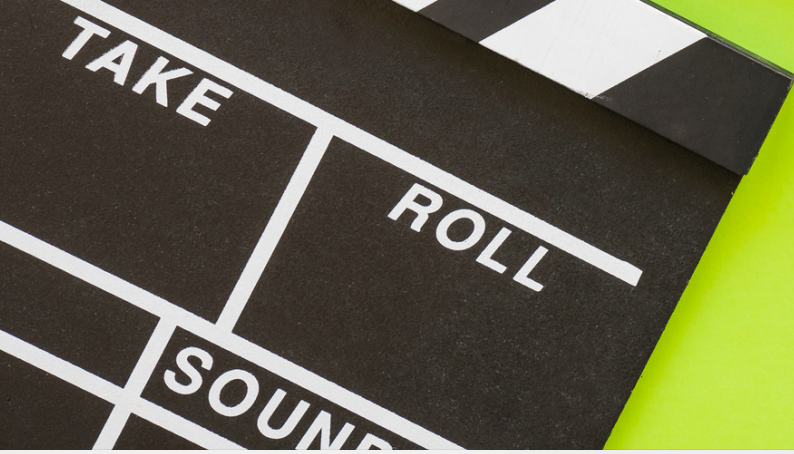
TubeBuddy: Your go-to tool for managing and growing your YouTube video marketing.

Vyond: A video platform for creating impactful animated and whiteboard explainer videos.

YouTube Studio: YouTube Studio is a free tool that allows you to manage your YouTube channel and analyse your video performance.

YouTube: The perfect platform to upload your video content for your target audience.





15 TIPS FOR CREATING GREAT VIDEO CONTENT

1: Start with a clear concept - Before you even pick up the camera, have a clear idea of what you want to communicate through your video. Define your target audience and consider the type of video you want to create - educational, promotional, entertainment, or something else.

2: Write a script - Even if your video is going to be largely visual, a script will help you stay on track and ensure that your message is clear and concise.

3: Start with a strong opening - You only have a few seconds to grab your audience's attention, so make sure your video's opening is engaging and attention-grabbing. Try starting with a surprising fact, a bold statement, or a provocative question.

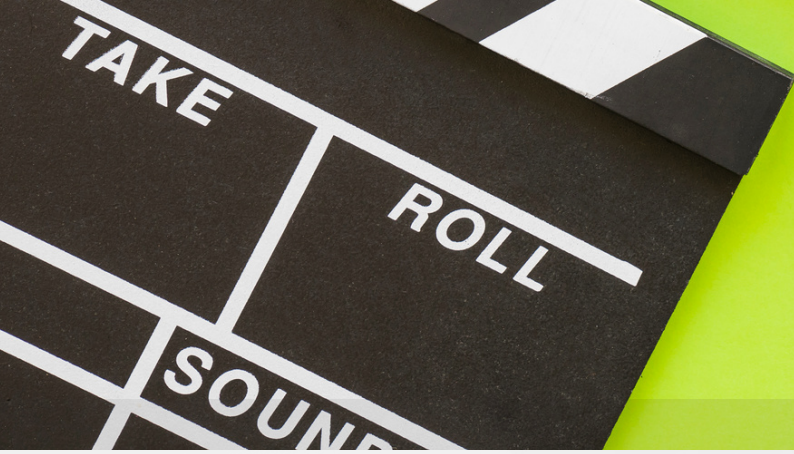
4: Use humour - Humour is a great way to make your video memorable and shareable. However, make sure the humour is appropriate for your target audience and aligns with your brand's voice and tone.

5: Show, don't tell - When possible, rather than telling your audience about your product or service, show it in action. Use visuals to demonstrate how your product works or how it can benefit your audience.

6: Use high-quality equipment - While you don't need to break the bank on equipment, make sure you're using good quality tools that can capture high-resolution video and audio.

7: Pay attention to lighting and sound - Good lighting and audio can make or break a video. Ensure that your shots are well lit, and invest in a good quality microphone for clear audio.

8: Keep it concise - People have short attention spans, so it's important to keep your video concise and to the point. Keep most videos under five minutes if possible, and only go over 10 minutes if you absolutely have to.



15 TIPS FOR CREATING GREAT VIDEO CONTENT

9: Add visual interest - Use different camera angles, cutaway shots, and other visual techniques to add interest and keep viewers engaged.

10: Use storytelling techniques - Storytelling is a powerful way to engage viewers emotionally and help them connect with your message. Consider using a narrative arc to structure your video.

11: Incorporate branding - If you're creating a promotional video, be sure to incorporate your brand into the video in a way that feels natural and unobtrusive.

12: Include a call to action - Every video should have a clear call to action that tells viewers what to do next. This could be visiting a website, making a purchase, or signing up for a newsletter.

13: Consider adding music - The right music can help create a specific mood and evoke emotions in your audience. Choose music that aligns with your brand and the message you want to convey.

14: Be authentic - Consumers are becoming increasingly skeptical of marketing messages, so it's important to be authentic and genuine in your video. Avoid overly salesy or gimmicky content and instead focus on creating a real connection with your audience.

15: Edit carefully - Finally, make sure you edit your video carefully to ensure that it flows smoothly and that there are no mistakes or technical issues. Use transitions, colour grading, and other techniques to make your video look polished and professional.

Behind the scenes

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

[Listen here](#)



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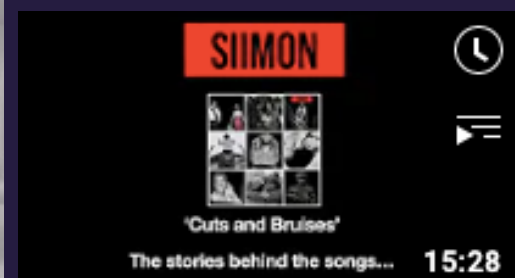
THE NEW
SINGLE



HOPE

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The Stories Behind
the Songs



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10 SOCIAL MEDIA TRENDS MARKETERS SHOULD WATCH IN 2023

- 1.Brands with an engaged social media community will win in 2023.
- 2.Social media is the future of e-commerce.
- 3.Consumers slide into brands' DMs for customer service.
- 4.Search engines lose steam as consumers turn to social search.
- 5.Influencer marketers ditch celebrities for micro-influencers.
- 6.Short-form video is the highest ROI format and will see the most growth of any trend in 2023.
- 7.Funny, trendy, and relatable content will stand out all 2023.
- 8.Instagram is the highest ROI platform and will see the most growth of any social app in 2023.
- 9.Social budgets will be put under the microscope, but marketers are staying optimistic.
- 10.Re-sharing the same content across platforms won't fly in 2023.

Get all the details [here](#)

Social media engagement hits a new low, except for TikTok

Organic engagement and traffic from social networks has been shrinking every year.

5 Takeaways:

1: Organic engagement: falling or flatlining. Engagement rates declined on Instagram for the third straight year but have held pretty steady for Facebook and Twitter.

2: Posting frequency declining. Post frequency was flat on Instagram but took a ~20% dive on Facebook and Twitter.

3: Hot holiday hashtags. Almost every industry earned top engagement rates from holiday-hashtagged posts, while contests and giveaways were less popular than in other years.

4: Reels rule on Instagram. Reels dethroned carousels in multiple industries to become the most engaging post type.

5: TikTok tops the charts. With a median engagement rate of 5.69%, TikTok was every industry's best friend this year.

Read the rest of the story [here](#):



5-Steps to Free Traffic with Powerful Keyword Clusters

Many marketers assume that SEO is simply out of reach for them. After all, how is their new website going to outcompete more established sites to rank at the top of the search engines?

Performing your own search on Google doesn't help, either. When you type in your best keyword and there are a million results, it's easy to get discouraged and figure that SEO is for the 'big guys' and not for you.

But there are ways for newer, small websites to rank at the top of the SERPS.

One is to focus on long tail keywords that don't have a lot of competition. You search for your long tail keyword, notice that the top results aren't focused on that keyword or they simply aren't comprehensive enough, and you create a post that thoroughly covers the topic better than anything else out there.

Another way to rank your new website on the first page of the SERPS and perhaps the only way to rank for prime keywords that seem impossible to get, is to create content on keyword clusters.

Your goal in this case is to create a catalog of articles that form a highly organised hub of authoritative content, thus becoming a top-visited resource in your niche.

You're creating content that will answer your target audience's questions, giving them everything they need to know when they do a search.

Here's how to create powerful keyword clusters:

1: Identify Your Pillar Keywords

Start by identifying 3-5 broad topics that are central to your business or website. These topics should reflect the main areas of expertise or services that you offer.

2: Create Cluster Topics

Once you have identified your pillar topics, create a list of subtopics that are related to each of your pillars. Each subtopic should be a specific area of focus that can be explored in greater depth.

For example, if your pillar topic is "Digital Marketing," your cluster topics might include "SEO," "Content Marketing," "Social Media Marketing," and "Paid Advertising."

3: Conduct Keyword Research

Conduct keyword research to identify the specific keywords and phrases that people are using to search for information related to each of your cluster topics.

You can use a keyword research tool such as Google's Keyword Planner or SEMRush to identify the most relevant and high-volume keywords for each cluster topic.

Break down each of your keywords in Step 2 to identify specific questions being asked. For example, under Social Media Marketing, specific questions might be, "How do I market my product using Instagram?" or "How do I build my list using Facebook?"

4. Create Content

Create content that is focused on each of your cluster topics. Each piece of content should be optimised for the specific keywords and phrases associated with that topic. Use the keywords in the title, meta description, headers, and throughout the content.

And create content for your pillar keywords as well. These articles are going to be more general and all-encompassing and will refer to the cluster topic articles for more information.

5. Interlink Your Content

Finally, link your cluster content to your pillar content and vice versa. This helps to create a clear hierarchy of information and ensures that all of your content is easily accessible to both users and search engines. Interlinking your content also helps to establish your authority and credibility on the topic.

By following these steps, you can create a powerful keyword cluster that can help to improve your SEO and attract more organic traffic to your website.

Podcast Recommendation

A podcast all about
exchanging knowledge &
helping course creators
succeed

Getting to 5 figure months in just 10 months, Believing in Yourself, and Why Kajabi is the Best Platform



[TRY KAJABI FOR 30 DAYS FOR FREE HERE](#)

News Roundup



Elon Musk attempts to debunk reporters but Twitter's own data proves him wrong.

Hahaha. You can't make this stuff up.

[Read more](#)



Twitter is making even less from Twitter Blue than previously known.

Even Tesla unsubscribed. Ha!!

[Read more](#)



Many Advertisers Complaining About Google Ads Account Suspensions

Last week Google Ads campaigns were seeing mass disapproval and suspensions but now there are new reports of Google Ad account suspensions across multiple verticals.

[Read more](#)



THAT'S ALL FOR NOW FOLKS!

SEE YOU
IN APRIL

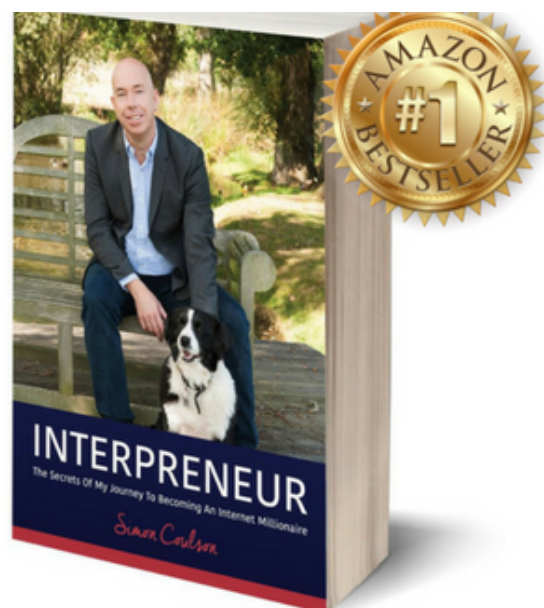
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