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Make A Killing With Content: Turn Content Into Profits With A Strategy For Blogging And Content Marketing.



Synopsis

As a content marketing specialist, the BIGGEST mistakes I see small business owners making is that they don't have any way that they connect their content to their business metrics – most specifically, sales. If you're spending time creating content and you don't know how it's moving your business forward, you're wasting your time. This book aims to be a roadmap to solve that problem and connect the dots between content and sales. For most small business owners, traffic is not the ultimate goal, more content is not the solution, and more effort is not necessarily going to increase sales! It's about working smarter, not harder, and doing less, better. The goal of this book is to give readers the confidence to put together their own content marketing strategy for their business that starts with a blog and ends with a sale. It's something any business owner can do provided she has the right knowledge and framework to put together a plan and then execute it! Become your own content marketing strategist and start connecting every piece of content ultimately to a sale. "Lacy Boggs is a genius when it comes to all things blogging. If you are ready to actually make money from your blogging efforts, listen to every word she says. Every. Single. Word." - Terra Bohlmann, business strategist, terraboehlmann.com

Book Information

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Customer Reviews

In her book, *Make a Killing with Content*, Lacy Boggs addresses a connection that most bloggers don't think about when they are starting out - your blog isn't just writing, it's part of your sales process. I know when I was starting to blog, it was all I could do to produce content, let alone make it strategic! But Lacy makes it extraordinarily simple to start, with great anecdotes from her own experience, simple (yet effective) strategies to help you start thinking of your writing and your blog posts as tools to get you closer to your goals. And I love her worksheets and checklists. I admit, I see a lot of blogs "selling" really poorly, and it can be a turn-off...but Lacy CARES about your content. She demonstrates that you don't need to sacrifice good content for the sale and in fact, you get MORE sales with good content.

Gives you more food for thought. Worth your time.

Does it ever feel like blogging for blogging sakes? You're not sure if the time, effort, and energy you spend blogging actually pays off? Wonder no more! In this book, Lacy Boggs lays out a strategy that directly ties your content marketing efforts into your sales process. Blogging with this strategy turns readers into clients.

Good information. Thoughtful ideas in a clear format. Now, I just need to apply this advice and get things done.

Well written. A good intro to business blogging. It's actually a pitch to buy her course, but it's a good pitch with enough info to get you going.

The book has made me identify what I was doing right and wrong in my intent to market my workshops. The AIDA concept is now something I use constantly to organize my strategies and feel confident.

Have not tried it yet

as described.

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