

Authentic Content Marketing: Build an Engaged Audience for Your Personal Brand Through Integrity & Generosity (Paperback)



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AUTHENTIC CONTENT MARKETING: BUILD AN ENGAGED AUDIENCE FOR YOUR PERSONAL BRAND THROUGH INTEGRITY & GENEROSITY (PAPERBACK)



Independently Published, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. What if you could love marketing, by finding a way to do it that aligns with your higher purpose and values. and have more of your ideal clients as a result? This is what you'll learn by reading this book."George Kao simplifies the art of marketing for solopreneurs and small businesses. He has a deep understanding of how to reach out and engage clients in the spirit of caring and generosity. This book, Authentic Content Marketing, is more than a marketing guide -- it's an evolutionary approach to serving in the world with integrity, love and truth." Fiona Moore, Transformative Mentor and Healer" So many marketing programs simply extract value. They are short campaigns that add no value to customers in any way. Authentic Content Marketing presents the exact opposite approach, delivering real value to customers, which create real relationships with customers over time. The concept is simple, straightforward. and the best news is that it works!" Joe Pulizzi, Founder of The Content Marketing Institute; Author of four best-selling books about Content Marketing In this book, you will learn: ? Four Principles of Authentic Business? Three Stages of Content Creation? How to get clear on your purpose for creating content.? How to choose which content format (writing, video, audio, etc.) is right for you?? What to say in your content?? Writing your Client Stories / Case Studies? Getting comfortable with making videos? Keyword Research? How I overcame 30 years of writer's block? Creating your Transformational Framework? Which content should be Free versus Paid?? The Path To Awesome Content? Practical Tips for Making Your Content Great? How To Spread Your Content? Keeping Track of Your Best Content? Creating a rhythm of content sharing that works for you By applying what you learn...



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