

The book was found

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, terrabohlmann.com

Book Information

File Size: 984 KB

Print Length: 67 pages

Simultaneous Device Usage: Unlimited

Publication Date: June 17, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01H92BBVI

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #21,208 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #17

in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Small Business #22 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Web Marketing #25 in Kindle Store > Kindle eBooks > Computers & Technology

> Business

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.

[Download to continue reading...](#)

Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing. Blogging: The Ultimate Guide On How To Replace Your Job With A Blog (Blogging, Make Money Blogging, Blog, Blogging For Profit, Blogging For Beginners Book 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Blogging: The Ultimate Beginner's Guide to Make Money Blogging Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Blogging: The Best Little Darn Guide To Starting A Profitable Blog (Blogging For Profit Book 1) Blogging: Getting To \$2,000 A Month In 90 Days (Blogging For Profit) Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit My Mueller Spiral-Ultra Vegetable Spiralizer Cookbook: 101 Recipes to Turn Zucchini into Pasta, Cauliflower into Rice, Potatoes into Lasagna, Beets into ... Slicer! (Vegetable Spiralizer Cookbooks) Content That Converts: How to Build a Profitable and Predictable B2B Content Marketing Strategy Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) How to Follow Up With Your Network Marketing Prospects: Turn Not Now Into Right Now! (MLM & Network Marketing Book 4) BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing My Mueller Spiral-Ultra Vegetable Spiralizer Cookbook: 101 Recipes to Turn Zucchini into Pasta, Cauliflower into Rice, Potatoes into Lasagna, Beets ... (Vegetable Spiralizer Cookbooks) (Volume 4)

[Contact Us](#)

DMCA

[Privacy](#)

[FAQ & Help](#)