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# Content Inc.: How Entrepreneurs Use Content To Build Massive Audiences And Create Radically Successful Businesses



HOW ENTREPRENEURS USE CONTENT  
TO BUILD MASSIVE AUDIENCES AND CREATE  
RADICALLY SUCCESSFUL BUSINESSES

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## Synopsis

The proven entrepreneurial model that breaks all the rules Build your audience first. Then create your product. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A pioneer of content marketing, Joe Pulizzi has cracked the code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In Content Inc., he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are: The "Sweet Spot": Identify the intersection of your unique competency and your personal passion Content Tilting: Determine how you can "tilt" your sweet spot to find a place where little or no competition exists Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.) Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers Diversification: Grow your business by expanding into multiple delivery channels Monetization: Now that your expertise is established, you can begin charging money for your products or services This model has worked wonders for Pulizzi and countless other examples detailed in the audiobook. Connect these six pieces like a puzzle, and before you know it you'll be running your own profitable, scalable business. Pulizzi walks you step by step through the process based on his own success (and failures) and real-world multimillion-dollar examples from multiple industries and countries. Whether you're seeking to start a brand-new business or drive innovation in an existing one, Content Inc. provides everything you need to reverse engineer the traditional entrepreneurial model for better, more sustainable success.

## Book Information

Audible Audio Edition

Listening Length: 6 hours 50 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Elephant Audiobooks

Audible.com Release Date: September 17, 2015

Language: English

ASIN: B015HNUS8I

Best Sellers Rank: #34 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #38 in Books > Business & Money > Marketing & Sales > Marketing > Direct #47 in Books > Business & Money > Marketing & Sales > Customer Service

## Customer Reviews

I got the book because of the catchy title. Yes, I want to create more attractive content to be more visible. I liked reading specific examples about what worked and what didn't for online businesses, which focused on delivering content. I knew about Pro Blogger ventures but I didn't know he had a camera selling site. We usually only see and hear about the successful sites so it was a great reminder that Darren did make some mistakes along the way. I appreciated the emphasis on the content tilt, so many sites create content that doesn't resonate and doesn't stick. "Just because you build it, does not mean they will come" was a good reminder as well.

As a content marketer myself I get questioned on the business value of true content marketing. Joe gives actual examples of successes and how to actually get there. Fantastic read. Some of the common characters are all included. Some variety would be nice - a minor and only constructive piece. Great read. Buy it!

Frankly, this was one of the better nonfiction books I've read in the last year, and I read 30-40 books each year. I was somewhat skeptical of the topic, purely because of the number of pages, but Joe totally comes through in Content, Inc. I didn't think a book of this topic could keep my attention, but it did. (Boy, did it!) I read it from cover to cover--in four days. It was that good. I've highlighted so much stuff I plan to implement. If you want to take your business to the next level, read this book. It is the new standard for Content Marketing.

Concise, skimmable, actionable, and surprisingly scholarly look at content marketing and how to apply it to creating value in business - in an ethical way. I've read several books on content marketing - this is the best. On marketing more broadly, I also recommend "Marketing Lessons from the Grateful Dead" and Jonah Berger's "Contagious."

I really liked this book, and will be referring back to it, I'm sure. I've been stuck trying to figure out what my audience needs- is it a book? a course? a membership site? - without a good and consistent way to gather feedback on where they are stuck. I was trying to define what (I think) they NEED, when I should be listening to what they WANT by utilizing a platform to talk about, discuss, and listen to their problems and sticking points.

Great book on the topic. Should be a standard of anyone doing content marketing. easy to absorb

the info and turn it into actionable thought patterns.

As a long-time writer, I've understood content development. What I didn't know was how to build a scalable business around content. Joe's book pulls back the veil, offering candid, real-world stories and actionable tips, which have transformed my thinking about content marketing and spurred me on to pursue (and develop) new revenue possibilities for my own business.

Thoroughly enjoyed this read. Extremely well-written and filled with case studies and rationale behind a mentality, not just an inflexible set of standards that worked for one business. I would highly recommend for anybody interested in content marketing, or digital marketing in general.

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