

# CONTENT MARKETING MADE EASY

## The Top 10 Content Marketing Skills to Take Your Online Business Idea from Dream to Reality. . .

*You've heard that content is king. But how do you create and use content to work for you – and make you money with your unique idea, product, or service?*

*These 10 video lessons will show you how, and give you the skills you need to start connecting with those who already want what you have to offer.*

### **1. How to Write Even if You Don't See Yourself as a Writer**

Written content is what drives any online business. That means you – or someone – will be writing content for your blog or web site. We'll show you how to get the job done easily. For many, just the thought of having to write keeps their internet business idea from ever getting any traction. But, if you can talk about what you are interested in, we can show you how to write about it. Without any anxiety.

### **2. How to Connect with The Perfect Customer**

To make your content get results, it needs to connect with those who have an interest in what you have to contribute – and view you as a trusted authority. For this to happen, your content can't be generic. It needs to be targeted to reach a specific audience – or who you might call your perfect customer. With this module, we'll show you how to define your market and craft your content so those you want to get your message most will receive it.

### **3. How to Write Titles and Subject Lines that Keep People Reading**

You may work for a long time to get a piece of content just right. But it will be all for naught if your title or subject line does not compel anyone to read any further. Fortunately, with some basic tips and a little practice, you'll know how to write a header that gets attention, and causes your reader to keep on going. . . all the way to your offer.

### **4. How to Create Content that Your Audience Is Glad to Receive**

It's one thing to get a prospective customer to read your content once. But it's an entirely different thing for her to want to read every new piece of material that you publish. The only way to get in this position is to reward your reader with something of value every time she opens what you've sent her. As she becomes accustomed to you as one who delivers quality content, she will naturally trust

that what you offer is right for her.

## **5. How to Persuade People to Subscribe to Your Ongoing Communications**

It's harder today than it used to be to get people to fill in your subscription box. There's only so much time – and so much material available online. But there is a way to get new subscribers regularly. This is important because it keeps your message – and your product – continually before a growing number of prospects. In this module we'll show you how to get visitors to subscribe – and be pleased that they did..

## **6. How to Add Value and Solidify Relationships with an Autoresponder**

One of the beauties of an online business is that you can bring every one of your new subscribers up to speed quickly – and automatically – with an autoresponder. By using an autoresponder, you can build a sequence of messages that will help your audience know what you're all about. By using an autoresponder effectively, you can establish yourself as an authority, position yourself as one who can meet the needs of your reader, and motivate her to take action. We'll show you how here.

## **7. How to Write Content That Sells**

Most people don't like to be sold. . . but they do like to buy. And buy they will when your readers see you as a friend who knows what he's talking about – and has provided consistent, worthwhile information about your shared area of interest. In this module, we'll present the difference between straight content, and content that sells. We'll also teach you how to strike just the right balance. It's here, too, that we'll help you find the right voice. . . which is something you'll especially appreciate if you have any reluctance to selling

## **8. How to Make an Offer**

In taking a business online, you want to keep the objective in mind. You want people to buy from you. . .after all, it is a business. This means you need to make offers. So, you'll need to learn things like: how to present an offer, when and how often to make an offer, how to create a landing page, and how to use deadlines. None of these are all that hard to apply – once you know what you're doing. And it's in this module we'll show you how.

## **9. How to Get People to Buy**

We know that people get offers to buy all the time. But many offers are ineffective, and as a result, many very ripe prospects are lost forever. So, why is it that some offers haul in the orders while others just go ignored. Well, there's a little secret. Miss this element in your offers, and they'll fail almost always. But include it, and it will improve your response rate significantly. We'll share this

secret here, and give you enough examples so you know exactly how to apply it.

## **10. How to Use Content Marketing to Generate New Leads**

People who share your interests and can benefit from your products are already online looking for what you have to offer. But they need to find you. In this final module, we'll share some of the online ways to “get your name out there.” When this is done with the same kind of quality that you give through the content on your blog or website, it can reap big dividends as more and more people are exposed to your presence on the web.

All of these “how tos” are skills that you can learn.

The most important thing that you have going for you is *you* – *and your knowledge and passion*. It is these that put you in a position of influence with others.

But in order to make this influence profitable for yourself, you need the skills it takes to connect with others if you are going to operate a business online.

This video series has been designed to help you acquire the skills you need quickly. It will cut *hours* off your learning curve – hours that can be spent in other aspects of developing your business.