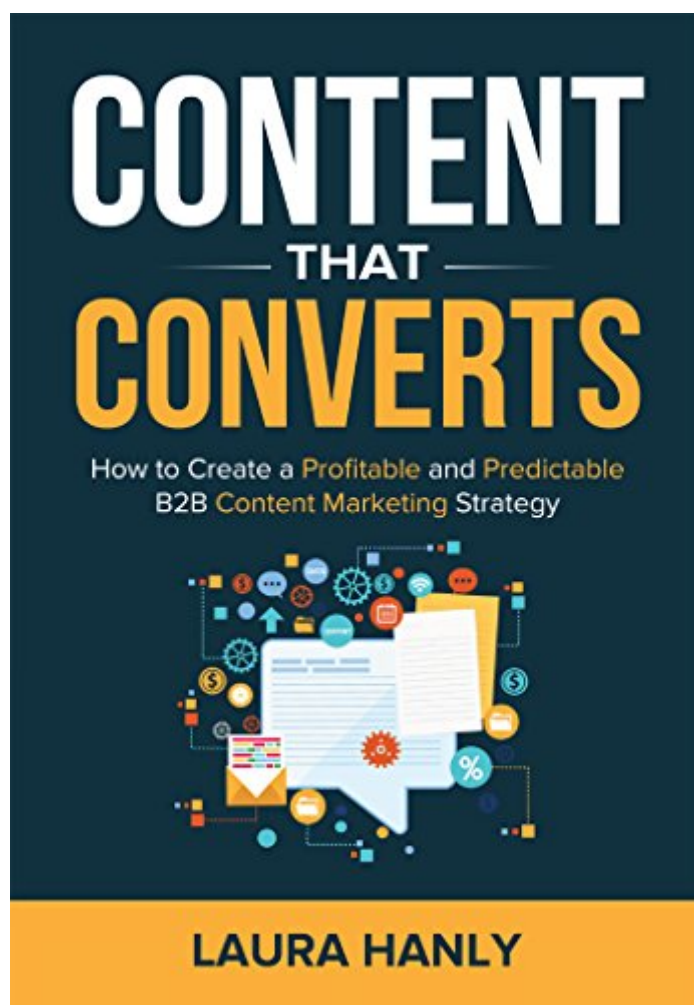


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# Content That Converts: How To Build A Profitable And Predictable B2B Content Marketing Strategy



## Synopsis

This book is for entrepreneurs and the leaders of B2B businesses who want to use content marketing to bring a predictable stream of qualified leads into their sales cycles, and need a replicable system to make it happen. This book provides that system – a step-by-step process that can be executed in any business to generate qualified leads and more conversions with content marketing. In *Content That Converts*, you'll learn:- How to get clear on your audience, offers and messaging (and why those three elements are so important)- How to develop a recurring content system, and how to create long-form content assets (such as books and courses) that establish you as an industry leader- How to distribute your content effectively with email and SEO, to expand your reach and create conversion opportunities that translate to sales- How to hone your conversion potential over time with the principles of influence and market sophistication, and how to write powerful sales copy as a result

•Laura is a content machine that pumps out excellence onto paper.

•Jeff Root, *SellTermLife* and #1 Bestseller "Using your strategies, we're getting more sales and people are much more engaged. Good work!"

•Scott Desgrosseilliers, *Wicked Reports*"Laura has a great ability to draw out the nuances of how things are done in any business. Her writing is fantastic and the delivery is spot on."

Tristan King, owner of Blackbelt Commerce, top-rated Shopify agency in the world

## Book Information

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## Customer Reviews

It's hard to find good, fresh information out there about content marketing. Laura's book gives a simple and actionable take on what you need to do to create content that actually gets results. A must read for any marketer who is using content to build their brand.

This book cuts through all the clutter. While there is so much garbage being peddled out as "marketing advice" -- this book is a breath of fresh air. It will provide you with simple and actionable advice you can implement today, and see immediate results. Laura is the real deal when it comes to content marketing, and she has quickly become my "go to" when I need content marketing advice. This book is valuable for any entrepreneur or marketer.

Laura Hanly is a content creating machine and has helped me with a content strategy for my business as well. So I know from personal experience how effective her work is. This book is no exception. She gives amazing strategies, examples, and ideas that will definitely help you create the content your audience loves and grows your business at the same time.

Wow! This book is jam packed with incredible information. Yes, they are speaking most directly to B2B (Business to Business) companies, but there is plenty of useful information for anyone looking to make money online. It's so packed with good information, that I made notes on my Kindle to go back over stuff. I'll be reviewing those soon, and reinforcing what I've learned to maximize the benefits of the knowledge I gleaned. There's just no other way to do it. I'm very excited to put this stuff to use and watch my businesses grow.

Everything you need to develop a personal content marketing strategy. Simple to do lists on how you can implement a strategy, with many real life examples from entrepreneurs who had all the same challenges I have been facing myself. Included: practical summaries and action steps after each chapter. Quality writing, editing and proofreading compared to other material out there. Highly recommend it to everyone looking for a better, more professional content marketing strategy.

Excellent and comprehensive outline to develop an effective Content Marketing strategy for B2B. The action steps at the end of each chapter serve as a great step-by-step guide to making thoughtful and impactful progress each day. Thanks, Laura! I learned so much and already seeing results in making better business decision for my content marketing.

There is so much advice thrown around in the internet marketing world. The author does an amazing job of filtering out all the noise and giving you the most important bits of information to start your online content strategy today. This book offers step-by-step instructions on what content you should write for your particular industry and why. It is the manual for creating a lead generating engine for your business. 5 stars. Must read.

I would expect to pay \$\$\$\$ for this info if it was in a course format. Really thorough and right on.

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