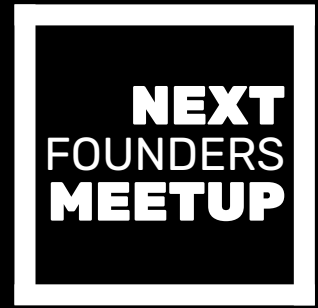


# Content Marketing Guide



Create, Curate & Distribute Content that

Sucks in Leads like a Vacuum

# Introduction

“Every single company out there, whether they know it or not, is a media company in addition to the business or product that they specialize in.”

- Gary Vaynerchuk, VaynerMedia Founder, Investor to Uber, Facebook, Twitter, Snapchat.

If you want to quickly validate a product or concept, and you have the budget to spend on paid channels for rapid growth then you should use the above Push tactics with paid ads.

But, if you are ready to scale and want to build your traffic channels and brand for the long term... then you need to advance to some of the following Pull Marketing tactics, which can otherwise be referred to as ‘Content Marketing’.

Every business needs to grab the attention of the consumer. In today’s world, the consumer’s attention is on a media channel. From Facebook, Youtube, Instagram, Medium, or on your own blog, and on the podcast platforms... You have to create content that captures that attention consistently. Essentially your content will work like ads, and can even be used for ads. It should be an integrated piece of the overall sales funnel and growth strategy.

From videos, podcasts and blogging, Pull tactics are how you build your own audience to generate traffic and sales through content that you are creating. You are ‘pulling’ visitors into your world. You are enticing them. Entertaining them. Educating and Informing them. You’re winning them over and Influencing them. All for free.

---

It's the organic way to build traffic into the top of your sales funnel and into your world. And it's your own audience. It's your own tribe. It isn't somebody else's on another platform. It's yours!

Building a tribe and organic following through content marketing is a huge asset that you should own as a business.

It's long term and sustainable growth strategy and can drive exponential growth for your business. Especially when you combine this with a high converting sales funnel and paid ads.

So in summary... You need to create content which will serve as a way to:

- »Inform and educate users
- »Build trust and credibility
- »Retain current customers and converts new customers
- »Build brand awareness
- »Build backlinks, domain authority and search traffic
- »Create the opportunity to rank for focused keywords
- »Be a basis to build a social following and sales channel
- »Be a long term sustainable traffic source and sales channel

Of course, with this, more work is required to get results and traction...

These are the strategies to build a content marketing machine...

---

# Gary Vee Content Pyramid

Before we start simply listing the various content strategies you should set up such as blogging, vlogging, social media, podcasting, guest posting, guest podcasting, eBooks, Webinars, etc... We are going to show you a content model and infrastructure you should use to be efficient in the creation and distribution of all the above content.

You should use the content model shared by Gary Vaynerchuk to fuel your content marketing machine and growth.

For those of you that don't know, Gary Vaynerchuk is an American Entrepreneur who runs his own \$100million Marketing Agency in NYC, in addition to investing in Facebook, Twitter, Snapchat and Uber. He's on the cusp of marketing trends and strategies, and a thought leader across the marketing industry.

He's been using this model to 'document' his journey as a CEO of a Manhattan marketing agency for the last 5 years... which has resulted in millions of worldwide followers and has generated hundreds of millions of dollars in revenue for his businesses.

Here is how he does it, and how you should try to create your own content machine...

---

## GaryVee Content Model



As shared previously, if you can create a piece of 'Pillar Content' which is long-form video or audio... then that piece of content can ultimately get repurposed into multiple forms to fuel the fire of your content strategy across multiple channels.

If you have a Vlog, a Q&A or other show... you can record that for audio, film it for Video, and transcribe it to create articles. Conversely, if you have a Podcast, you can also film that as a video and have transcribed into articles.

From one piece of content that might take you 15-30-60 minutes to record... you now have a months worth of content that you can send to each platform to build your brand.

You can then repurpose it and syndicate to other channels in different forms, for example...

- 1 Lead Magnet
- 1 Content Upgrade
- 5 Blog Posts
- 1 Infographics
- 5 Video Micro Videos (Youtube, IGTV, Facebook)
- 15 Video Micro Micro Videos (Snapchat, Instagram) 5 Video Ads
- 5 Nurture Automation Emails
- 10 Facebook Posts
- 20 Tweets

This is much easier than having to create content from scratch for each of your marketing channels. It also reduces your costs dramatically in content creation and production, while increasing your reach across all channels exponentially.

Examples of Pillar Content You Can Create:

- Podcast
  - Vlog
  - Q&A's
  - Explainers
  - How To's
-

## **Why Video?**

85% of all internet users in the United States watched online video content monthly on any of their devices (Statista, 2018)

54% of consumers want to see more video content from a brand or business they support (HubSpot, 2018).

2019 report shows that 87% of marketing professionals use video as a marketing tool (Wyzowl, 2019).

Videos are a consumers' favorite type of content to see from a brand on social media (Animoto, 2018).

88% of video marketers are satisfied with the ROI of their video marketing efforts on social media (Animoto, 2018)

We could go on showing the power of video but... we think you get it! For brands to get more of the audience's attention video is 'the' way to go.

For more video stats: <https://www.oberlo.com/blog/video-marketing-statistics>

## **Why Audio?**

76.8% of people listen to podcasts for more than 7 hours each week.

61.2% of respondents spend more time listening to podcasts than watching TV.

48.8% of respondents said they purchased an item after hearing it advertised on a podcast.

---

## **Where do people listen to podcasts**

Home (82%), in the car/truck (58%), and walking around/on foot (41%) were reported as the most popular podcast listening areas. (Edison Research, 2018)

Commuting (78.5%), doing housework (65.4%), and free time (55.2%) were the most reported activities when people listen to podcasts. (The Podcast Trends Report, 2018)

It's no surprise that you should be creating video and audio content. You know yourself that these marketing channels are ubiquitous in our everyday lives. So it's where you need to be.

Let's now look at some tips for creating a Podcast or Video Show...

---



# Video Content

If you are comfortable with being on camera then there are numerous ways you can start creating video content.

If you don't feel comfortable on camera (most people don't), maybe a business partner or employee is a better fit? Influencers and brand ambassadors can also take this role on if you can work with somebody you feel is fit enough to represent your business.

Here are the types of video content you can start to create

## **Types of Video Content: Choose your**

### **Format:**

- Daily/ Weekly Lifestyle Vlog

Vlogging is pretty much where you document your day into a camera to show a sequence of events in your life. The Vlogger will usually speak to the camera to engage the audience and communicate with them on a personal level... mixed with behind the scenes / fly on the wall footage that lets people into their world.

Stick with the mantra 'Document' instead of create. You don't need to be an actor so don't let that put you off. Authenticity is what builds a connection with an audience. A vlog is an easy way to document anything you are doing.

From a day in the office to meetings, photoshoots, arguments, trips, insights, learnings, and teachings. It can be educational, entertaining, instructional... it can be anything... People just like to watch real footage.

---

You'll still need a Storytelling story framework to engage the audience. So make sure you have the core foundations of a well-told story in each vlog:

'Beginning, Middle and End'... Or 'Set up, Conflict and Resolution'.

### **Casey Neistat...**

Casey is one of the most successful creative and entrepreneurial vloggers in the world, explains the framework and tips in how to create a vlog:

<https://www.youtube.com/watch?v=Q980C74SdYQ&feature=youtu.be>



## **Gary Vaynerchuk...**

GaryVee, vlog is high in quality (because he's invested in a production team) and is full of his straight talking business advice from his day to day life as a CEO. You get a behind the scenes look at his talks, his meetings, his wisdom and insights.

<https://youtu.be/pS5b67ZTiB4>



The key to content success, is you gotta start documenting instead of creating. Let me tell you how: just start!"

- Question and Answer Show:

Sticking with Gary Vaynerchuk, he built his following up with his 'Ask Gary Vee' show. People would call in and ask him questions about business. It built his credibility and authority up.

It would take 20 minutes to record and multiple pieces of content would be born out of each show.

<https://www.youtube.com/watch?v=9O8haH2tHWY&t=30s>

You can do this for any industry that you are in. You can answer questions on fitness, business, e-commerce, fashion, design... whatever niche you are in, you can engage with the community by sharing your expertise.



You can invite guests from your industry onto the show too to switch up the content and theme and to leverage their audience.

\*Note: You don't have to be a celebrity or know a celebrity to start making content. Start small!

Other types of Video Content that you can do include:

- How to Shows

Another hugely popular and effective format is the classic 'How to' videos. You can teach people how to put on make-up, how to work out if you are in the fitness space, how to create Facebook ads, etc... no matter what your niche is, this is a great way to provide a solution to your customer's problems and pain points.

If you have any blogs then you can use them as scripts to generate how-to videos.

You can talk into the camera (you can use a teleprompter if you need to), you can share your screen to demonstrate demos, and you can use graphics and images to make it more engaging. You can even use animation if you really don't want to get on camera, though this will be more costly and time-consuming.

---



Sunny Lenarduzzi has a great show to educate her customers on how to build a Youtube channel and personal brand...

<https://www.youtube.com/watch?v=kOrcsUBRxjg>



GymShark:

You might be thinking that these are all personal brands and individual people, but Gary Vaynerchuk, Sunny Lenarduzzi, and every other vlogger and content creator is ultimately selling products on the back end. Whether that's agency services, info products, or merchandise, they use video content to deliver value and engagement.

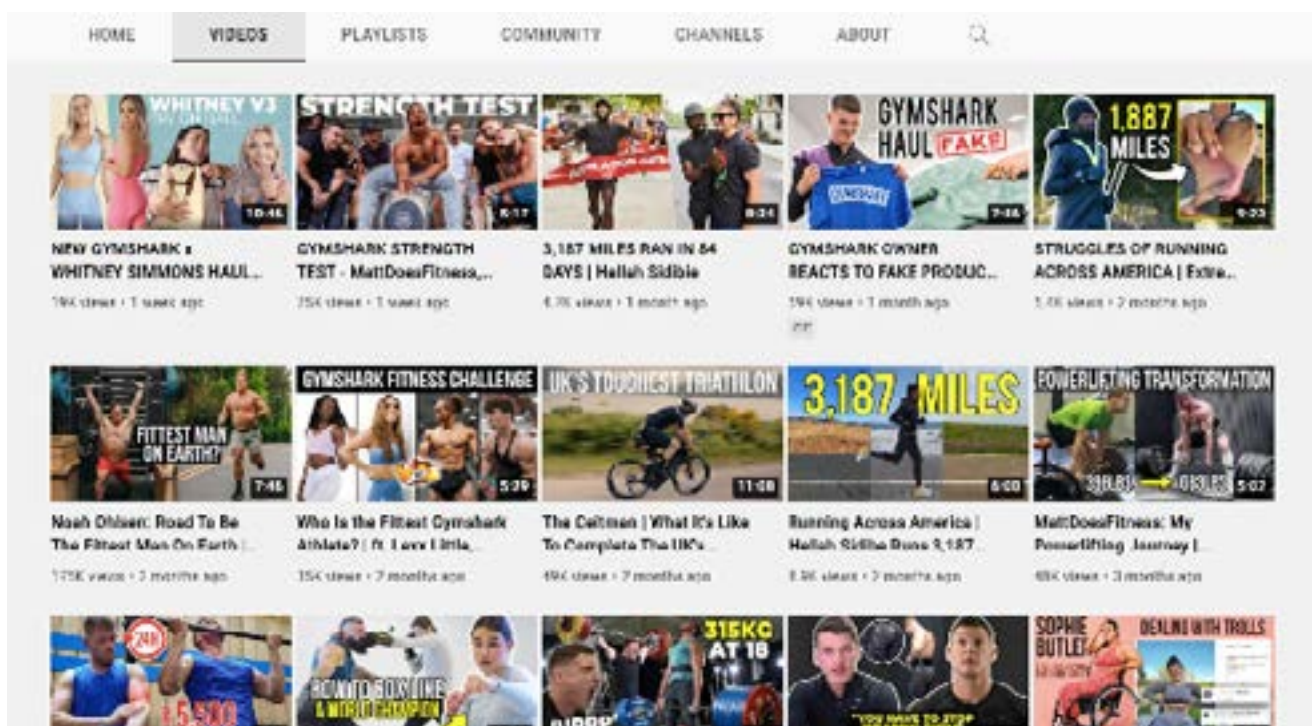
E-commerce fitness clothing brand Gymshark have used video marketing to explode their business into the fastest-growing UK business over the last 5 years. They grew 200% year on year by creating content around their business and influencer ambassadors.

---

Their YouTube channel has millions of subscribers and views because of the various show formats they have...

A 'GymShark All Access' video showing the company's founder talking about their new offices or line of clothing, will be followed by a fly-on-the-wall video showing their latest photo shoot, which is then followed by a 'How to work out your Chest' video.

They cover all formats and types. They do everything they can to build engagement. And they use ambassadors to create much of the content.



## Getting Started:

If you are just getting started and are on a low budget then you can use your mobile phone to start filming. You don't have to overproduce and overthink things.

If you do have a budget and want higher quality, then you can invest in better cameras, lighting, and editing software or even outsource production completely.

We would need to create an entirely different course to dive into all elements of a video strategy, but here are some guides and resources on how to get started...

## Tips:

- » Be Authentic
- » Be consistent, persistent, and patient
- » Batch your content days to save time (unless you're shooting a vlog)
- » Script your videos. Have a plan
- » Edit your videos - Video success can largely be down to awesome editing

## Action Points:

- » Choose a video format (Lifestyle vlog, Q&A, Reviews, How To's)
- » Create a content strategy and program
- » Set Up a YouTube Channel
- » Invest in a quality camera and lighting
- » Invest in editing software or recruit a videographer and editor

## » Resources:

- » [Casey Neistat - How to Vlog Like Casey Neistat](#)
  - » [Peter McKinnon - How to Vlog](#)
  - » <https://neilpatel.com/blog/vlog-successfully/>
  - » <http://vloglikepro.com/10-different-popular-types-vlogs>
  - » <https://www.digitaltrends.com/photography/how-to-shoot-edit-your-own-video-blogs-vlogs/3/>
  - » [Gary Vee - Why You Should Vlog](#)
-



# Podcast

As we showed with the above podcast stats, audio content is where people are putting their attention. You'll likely listen to a Podcast yourself and feel like you know the podcast hosts personally. You should create the same connection with your customers.

Through Q&As or classic conversation style with guests, Podcasts are powerful in engaging the listener and 'pulling' them into your brand. It's intimate. It's personal. You find out what the person likes and dislikes. You hear their personality, their cadence, and tone of voice. That's way more powerful than simply reading a blog post.

Podcasts can be any length too. You want them to be at least 30 minutes so you can get into some detail. If you want to go long-form to really go into depth, the likes of Tim Ferris and Joe Rogan often chat with their guests for 2 or 3 hours. That likely isn't practical for your niche but still possible.

So... create a podcast to attract customers into the top of your funnel. Because the listeners feel connected to you and the relationship is warm... it's easier to close them as paying customers with a trustworthy call to action. It's a natural and non-aggressive way to close them.

Here are some simple tips to create a podcast:

---

**Set Up:**

Invite a guest for each new episode to keep conversations new, fresh and interesting rather than repeating the same conversations. It's new ideas. New personality. New content and more 'hooks' to attract more customers.

Create eye-catching cover art for your podcast to stand out in the app stores and podcast platforms. Use Canva or get a designer to create something for you. Sure it doesn't matter, but we all judge a book by a cover. So make it stand out and try and get them hooked.

Buy a high-quality mic! Don't have your audio sounds like you are in a tin can. People won't listen to that.

**Interviewing Tips:**

- » Have an idea of what you want to ask your guest and what you'd like to talk about
  - » Ask open-ended questions
  - » Follow up with new questions based on what they say
  - » Be a good listener
  - » Learn Something
  - » Talk about what excites you or what you are passionate about
  - » Ensure your production is simple and prepared so you can focus on your conversation
  - » Press the 'Record' button!
  - » All you're doing is having a conversation with a really smart person (the "record" button just happens to be on)
  - » Create 'staple' questions that you can ask all guests... Tim Ferris asks his guests "What Books would you gift" or "What would you put on a billboard"
-

**Example Podcasts:**

- » [James Altucher Show](#)
- » [Tim Ferris Show](#)
- » [How to start a startup](#)
- » [Rich Roll](#)
- » [Smart Passive Income](#)
- » [16 Best Podcasts for Busy Entrepreneurs](#)

Each of these podcasts is at a point where they can monetize their readership, so in itself, a podcast can be an additional revenue stream, but... James Altucher sold 45,000 self-published books in his first month on the back of his Podcast following. Tim Ferris also uses his Podcast to sell his Books.

You can get your ideas flowing with the following questions...

---

List 5 Podcast topic/theme ideas...

---

---

---

---

---

---

---

---

List 5 Podcast Name Ideas...

---

---

---

---

---

---

---

---

List 10 Dream Podcast Guests in your Niche...

---

---

---

---

---

---

---

---

**Action Points:**

- Brainstorm podcast theme/topic ideas (this can be aligned with your other content ideas)
- Create a list of potential guests
- Create a podcast name
- Buy a mic!

**Resources & Links:**

[How to start a podcast in 2019](#)

[How to start a podcast - every single step](#)

[The Best Podcast Microphones on the Market, for All Budgets & Levels](#)

# Blog

If you are using Video or Audio as one of your Content Pillars, then you are likely going to have a lot of content that you can have transcribed and published onto your blog.

But... if you're not in a position to create a podcast or video content, or you simply don't want to, then blogging is the easiest way to start generating visitors into the top of the funnel.

Blogs can still be considered and used as Pillar Content! They can also serve as scripts for Video content, social posts, lead magnets, emails, etc.

They likely won't drive the same engagement as Video and Audio, but they will still engage your audience.

Note\* - If you have old blog posts, use them as scripts to repurpose them into videos too.

## **Why Blog**

Blogging will position you as a thought leader. You're leaving an online trail of expertise that boosts your credibility and trust with potential customers.

Helps your SEO ranking... rank for those keywords and eventually increase your organic traffic without having to pay for ads.

---

## **Tips**

- » Create valuable content for the reader. Use your customer research document to hone in on pain points. (See next section for more)
- » Spend a lot of time creating your titles. You have to hook people into reading your article. This can often be the most important part of any blog
- » Be consistent in how often you publish a blog so people get into the habit of visiting your site

Success Stories: “Mint launched in 2007 and sold in 2009 for \$170M, ... by the time of their launch, they had more traffic than all other personal finance sites combined. This was because of their blogging efforts.”

Buffer.com went from \$0-\$5million in revenue between 2012 and 2015 on the back of their blogging strategy.

And while these are older success stories due to the recent focus on Video and Audio... blogging is still alive. And will still pull people into your funnel. If you can add a video to your blogs in addition to the long form text, then you can double down on engagement.

## **Action Items**

Set up a blog on your website. Wordpress is the frontrunner in blogs due to its robustness, flexibility with plugins, etc. Squarespace is much simpler to set up and manage and easier on the eye in terms of design. And if you're on Shopify, they also have a blog CMS that is easy to use.

Brainstorm 10-20 blog posts titles that capture people's attention & provide value. Use your customer pain points, and your competitive intelligence to see what your competitors content is looking like. (see the 'Content Idea' section for more info)

Write the blog posts yourself, have a team member write them, or outsource them to a freelancer on Upwork or People Per Hour

---

## Guest Post Blog Targets

## Resources

- » [Outreach Template](#)
- » [The Ultimate Guide to Guest Blogging](#)
- » [Yesware Email Open Tracking for Gmail](#)
- » [blog.kissmetrics.com/guide-to-guest-blogging/](http://blog.kissmetrics.com/guide-to-guest-blogging/)
- » [www.awaionline.com/2013/11/5-rules-when-asking-to-be-a-guest-blogger/](http://www.awaionline.com/2013/11/5-rules-when-asking-to-be-a-guest-blogger/)
- » <http://www.iwillteachyoutoberich.com/write-a-guest-post-for-i-will-teach-you-to-be-rich/> » [www.eofire.com/request-to-guest-post/](http://www.eofire.com/request-to-guest-post/)
- » <http://www.makealivingwriting.com/guest-post-pitches-that-got-the-gig/>



# Guest Blogs

Leveraging other people's established audiences is one of the biggest growth hacks for any business. So while you should use the previous content strategies to create your own audience, you should now leverage other people's audiences by guest blogging.

This will allow you to build your audience and ensure that people actually see your content.

As we mentioned Buffer as a success story, they built their business on Guest Blogging, and so do thousands of other businesses. Here's why it works:

- » You are giving other Blogs valuable content that they need for their big audiences
- » It's mutually beneficial
- » It increases your backlinks
- » Improves your SEO and organic traffic
- » Gives you credibility
- » Drives traffic to your site
- » Increases your brand awareness to a new audience

You should pitch publications with original content, to begin with, and then once you have built up a reputation with them, an efficient way to Guest Blog is to repurpose content you have already written.

If you have already taken the time to write a great article that you know your reader's value, then you can use that to sync on another platform.

---

You should edit it so that it fits the tone and style of the blog you want to guest publish on, and you can use a canonical link to ensure the host blog doesn't get penalized for duplicate content. You can link to your site and add an 'originally published on \_\_\_\_' note to ensure viewers this is repurposed content rather than stolen content.

If you do repurpose content then you should ensure:

- » Write a different headline - Customize the headline to the publication you want to guest post on.
- » Edit 20-30% of the content. - You need to edit the content so it fits in with the editorial guidelines and audience of wherever you want to guest post
- » Wait for 3-5 weeks before republishing - This gives Google enough time to index your content as the original on your own website.
- » Create a Canonical Link for the article. This tells Google which article to rank as the original in search results... which is why you need to create a canonical tag.

\*Creating Canonical Tags:

<https://moz.com/learn/seo/canonicalization>

The most important aspect of Guest Blogging is your outreach to the blog you want to feature on. You have to capture their attention and drive value. Here are some tips:

---

## Guest Blogging Tips

- » Use your competitive intelligence to find out your competitor's backlinks to see where they have guest-posted.
  - » Use SEMrush, or MOZ.com to find your competitor's backlinks if they allowed your competitor to guest post then they will likely let you too.
  - » Visit the publication's website and read the publication editorial and guest blogging guidelines usually found in their 'write for us' or 'contribute' pages.
  - » Match the style, tone, format, and content type of the publication to get the best reception when you reach out to them.
  - » Send the owner or editor of the blog an email with ideas of articles you'd like to write for them, or articles you can repurpose for them. Introduce yourself and your business, and why you like them. Use this guest blogging outreach template.
  - » Pitch the right editor. You'll often find this on the contact page of publications. Also, send it to the site's generic email just in case. And... try to connect with them on LinkedIn.
  - » Create a catchy headline. Publishers get sent lots of pitches, so you need to stand out.
  - » Suggest the types of articles you can send them.
  - » Follow up with them if you don't get a reply. Send 3 or 4 emails to make sure you give them a chance to get back to you.
  - » If you get a 'Yes', make the article awesome. Spend time to ensure that your content meets the editorial guidelines of the site.
  - » Give value to their audience. Don't just pitch your business! Once you write it.
  - » for them, include links to your website, but don't overdo it. One or two is fine. Make sure your links are tracked with UTM codes so you can measure any traffic from that link.
  - » Add clear all to actions if you want readers to take a specific action (i.e. email sign up or page visit etc.)
  - » Add a Bio at the bottom of the article and inform the editor you have included it. Ask if it can stay in the article so readers can see who you are.
  - » Be grateful to the publisher so you can build the relationship.
-

## **Guest Blogging Pitch Email Structure**

- » Be real, personable and authentic
- » Address the editor by name
- » Keep it short and sweet and to the point
- » Include social proof or some form of credibility
- » Show that you've read their blog and know who they are » Include 3 ideas for blog post titles
- » Use this guest blogging outreach template to help

## **Action Points**

- » Write your email using the template here
  - » Make a "hit list" of 30 blogs by using your competitor intelligence and blogs you follow and like
  - » Start your outreach!
  - » Use an email open tracking app such as Yesware to measure if your prospect has opened their email
-

# Guest Podcasting

You should guest podcast for the same reasons as guest blogging. You are giving value to somebody else's audience and increasing your brand awareness and following yourself.

## **Why Should you Guest Post?**

- » It's a win-win... the podcast host gets content, you gain an audience.
- » It builds your credibility and authority
- » It's much easier and less time consuming than blogging. You can talk for an hour without the need to really prepare, draft, write and edit an article.

## **Guest Podcasting Tips**

- » Find the top Podcasts in your niche to make a list to reach out to
- » Keep your outreach emails personable and to the point
- » Share your experience and credibility to explain why you can bring value to their audience. Share examples if you have them
- » If you have any call to action and want to track the impact of the podcast,
- » you can create a unique promo code for your product to share with viewers

Author Ryan Haliday is known to hack his growth by simply guest podcasting. He doesn't even have his own podcast but is well known in the podcast world because he features on hundreds of the top podcasts.

---



# Content Ideas

So if you are building a content machine, whether that's video, audio, blogs, or hopefully all three, then you need a bank of ideas so you can be consistent in publishing timely and valuable content for your audience.

Here are some tips and hacks on how to create content that your audience will engage with...

## **Content Idea Bank**

Write down the pain points, challenges, typical questions, information, benefits, features, and dreams your target customers have about your service, product or industry. You'll likely have these from your customer research phase.

Use Buzzsumo.com to look up popular articles in your topic and subtopic categories. You can search by keywords, by publication/domain and find out which articles got the most shares, likes, and views, etc. Take note of the titles and types of content



Signup for Google Alerts for each of your subcategories so you can keep on top of the latest content.

- » Set up a Feedly account and track thought leaders in your industry
- » Sign up for competitor emails to see what they're up to
- » Read industry-specific publications, reports, and books

When you find an article that you like. That has traction. Add it to a spreadsheet or your content calendar. This can fuel your content for your blogs, video, and podcasts. This kind of search can keep us on the pulse of the content that is working well in our space and will provide us with lots of ideas to create our own content to get in front of an audience.



# Webinar

Webinars will work great for those of you that have a higher priced info product. You are basically creating an environment of very qualified leads who have committed time in their schedule to see if they want to buy from you. They have so far liked what you have shared with them and are using the webinar to go deeper.

Because of this, webinars can be hugely effective in generating sales. And, like most tactics in this strategy, a well-recorded webinar means you can generate sales in your sleep with an optimized funnel. Used as a lead magnet, you can run ads to the webinar before sending access to the customer for a specific time.

It's a sales environment where people can listen to your story, learn from you and then listen to your offer. You can apply the same principles in your sales copy and structure to address the customer's pain points and solution to their problems. To address how your solution can get them to their dream state while sharing your offer stack, scarcity and anything else that will entice the customer to buy from you.

## **Here are some tips to get started with a webinar:**

- » Use [GoToWebinar](#) . It's the 'goto' for webinar software
- » Give value to your viewers. They are here to learn.
- » Keep them engaged with stories rather than stats
- » Run a live webinar so it's authentic and real, and so the audience can engage with you through questions
- » Close the webinar with your offer and urgency
- » Follow up with an email sequence to close the deal

[You can use the following script by Neil Patel to create your webinar](#)

---

Or you can use Russell Brunson's '[The Perfect Webinar](#)' to generate your webinar and all of your sales scripts in a matter of minutes.

**Resources:**

» [The Perfect Webinar](#)

» Microphone: Snowball USB Microphone

» Screen Recorder: [Screenflow](#) (for Mac) or [Camtasia](#) (for PC)

» Slides: [Keynote](#) (for Mac) or [Powerpoint](#) (both Mac and PC) or Google Slides (available with Google Drive account)

» Video Conversion: to get the file you need for uploading onto your video hosting service you can use [AnyVideoConverterPro](#) (or [just hire someone on Upwork](#) to do this for you)

» Hosting Your Video: important that you choose a service that will encrypt the video for you, such as [AmazonS3](#), or [Wistia](#) (also, many of the automated tools listed below, can serve your video directly)

# Ebook

An Ebook is another popular tactic in content marketing and a great Lead Magnet to capture email addresses.

Using your content ideas and your customer's pain points, you can write a short eBook to build your email list.

## **Why Ebooks are Effective**

- » They are perceived as a higher value. Even though you can simply turn a blog post into an ebook, people will feel there is more value to it.
- » It builds your email list. It captures new customers into your funnel.
- » It serves as an action point for your customer. It will likely be solving a problem that the customer wants to solve, so they will connect with the content and your brand more.

## **Ebook Tips**

- » Make sure your eBook looks the part with a good front cover and design. You can use Canva and their range of templates and photos. Or hire somebody on Upwork or Fiverr.
- » You don't have to write 300 pages! People don't want to commit to so much time. 5-10 pages can be the sweet spot. Just provide value!

## **Action Points**

- » Find similar eBooks in your Niche that you think could engage your audience
  - » Create a list of 5 topics for your eBook
  - » Start Writing
  - » Design the book in Canva
-

Your eBook should solve a pain point that your customer has. You can create multiple books as lead magnets to apply to your various customer demographics. Go back to the customer intelligence for ideas.

Create a list of 5 topics for your eBook

---

---

---

---

---

---

---

---

---

---

## **Resources**

Cover Design Tools & Marketplaces for designers

- » Canva
- » Fiverr
- » Upwork
- » 99Designs

## **Articles & Misc. Resources**

- » [How to Create an Ebook From Start to Finish \[Free Ebook Templates\]](#)
- » [Beacon - a tool that automatically turns blog articles into ebooks](#)