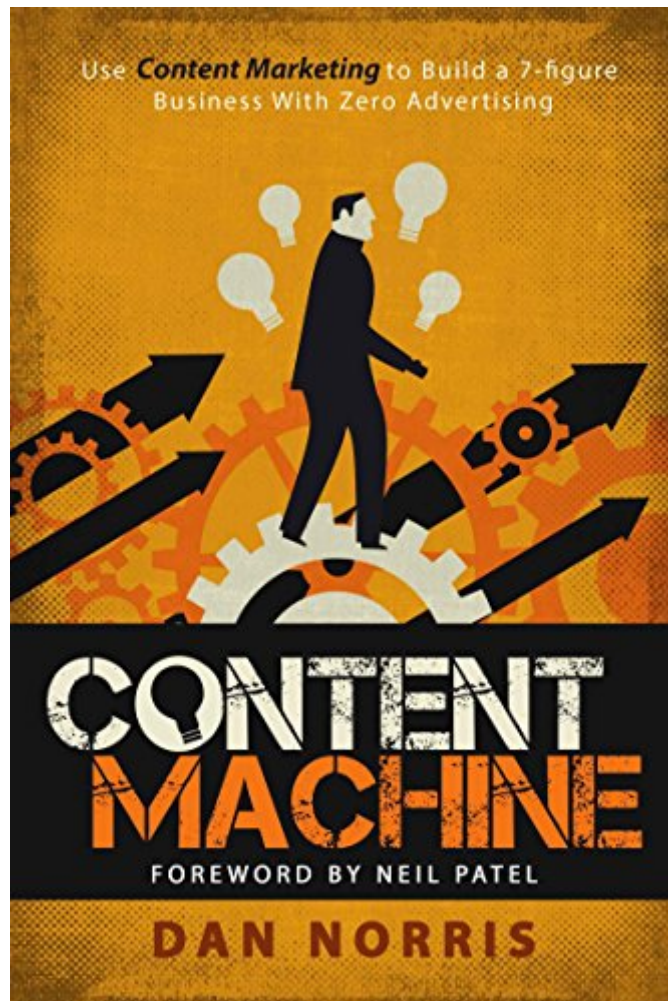


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Content Machine: Use Content Marketing To Build A 7-figure Business With Zero Advertising



Synopsis

Content Machine outlines a strategy for using content marketing to build a 7 figure business with zero advertising. By teaching the fundamentals of content marketing, how to create great content and how to stand out from the crowd, it simplifies the otherwise challenging process of creating content with impact. Since the purpose of content marketing is to build a great business, Content Machine focuses heavily on how to create a high growth business off the back of your content. Author Dan Norris shares his story about how he grew his WordPress support business from scratch to over \$1m AUD annual run rate in 2 years, spending only \$181.23 on advertising. The lessons learned form a framework for building businesses and scaling content marketing, that are documented throughout Content Machine in terms any entrepreneur can understand. The book outlines the #1 biggest mistake that kills content marketing efforts and how the best content marketers in the world have built their audience, their content and their business. It provides downloads and frameworks to help the reader with every aspect of content marketing, from idea generation, to writing guidelines, to hiring and scaling a content team. Whether you are a blogger, content marketer, entrepreneur or marketing manager, Content Machine will help you see the return you deserve from your content marketing efforts.

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Customer Reviews

I'm only a few chapters into the book and this is already worth 5 stars. His 9 extra resources are a gold mine. His blunt "10 Characteristics of a high growth business" regarding content marketing being correctly linked up to a business are must reads for any entrepreneur...and his challenge of the typical marketing avatar makes so much sense that I can't believe I haven't thought of content marketing in that way before (and I'm going to abandon what everyone else teaches about niched content...). I'm still reading...but I've already got 5 stars worth out of it by the 3rd chapter. Will update my review later to reflect the rest of the book. :)

While Dan's Success as a business man and a marketer is undeniable this book, will not help you build a content machine. It will give you some great best practices for blogging for business purposes that someone with no knowledge will find very helpful. The book is more a story of how he built WPCurve using blogging/content marketing and less of a this how you develop and execute an effective content marketing strategy.

This book is a weird hybrid between the bare basics of content marketing and very specific (but not backed by data) advice. The overviews make it too simple for experienced digital marketers, but the scary-sounding warnings about design make it too complicated for beginning marketers. He spends the first half of the book telling you why content is important and encouraging you to get started, and then follows it up with warnings like "one pixel out could mean visitors 'not feeling right' about your design" and "if you can't afford a good logo, don't have one at all". The final chapter has pages and pages of very specific advice about formatting images for Wordpress. He also advises content marketers to build whole (paid) teams, even warning that solo entrepreneurs can't be successful. (But one of his top examples is Neil Patel, a blogger who writes all of his own content.) Maybe he feels this way because his own analytics graphs show that his site was not successful for 10 years (!!) of blogging. And it sort of defeats the purpose of marketing without a huge investment if you have to hire people to do it. He also claims that it's difficult-to-impossible to determine the ROI on online advertising leading to your content. If that's true for him, he's using those ads incorrectly, and you could argue that he probably can't determine the ROI on his content either. A lot of the book consists of explanations of his free resources listed on his website for anyone to use. I'd go look at those before investing in this book.

This book is great. So great I had to leave my first review, ever. I wish this book existed ten years ago when I started out. This book is perfect for 3 types of people:

1. People starting out with content marketing. You'll discover the subtle "but extremely powerful" difference between "creating content" and "marketing your business with content." You'll also understand the different types of content available to you, and see real-life examples of entrepreneurs who are using them to build six and seven-figure businesses.
2. People looking to choose a business model. Dan breaks down an ideal business model in a simple framework. This alone could save you from going down the wrong path, wasting years of your life "and thousands of dollars" working on something that doesn't have growth in its DNA.
3. People looking for simple, actionable advice to scale their content marketing. There's no fluff in this book. Every page contains examples, frameworks, and step-by-step advice to scale your content. From researching topics and outreach, to content production and promotion, "Content Machine" gives you everything you need to grow your business.

Who this book is NOT for:

1. People looking for a quick fix. As Dan points out, content marketing is a long-term play, not a quick fix.
2. People looking for theory. This book is for doers, and Dan repeatedly asks you to put the book down and get stuff done.
3. People who aren't looking to teach, entertain, or inspire others. If you don't have the drive to help others, your content will fail. Dan drives this point home throughout the book: give, give, and give some more, and watch your business skyrocket.

Thank god someone has finally written this book. I've been trying to explain the ins and outs of Content Marketing to my clients for years and now I don't have to any more. I can just point them to this book. Dan's put together a great and practical summary of not just the why ... but the how.

Content marketing has been around for a long time. Depending on how broadly defined it, the early stories of Gilgamesh probably qualify as content marketing. Of course these days that content is a lot easier to find online and many people are deliberately looking for it. By having a good game plan for turning what you know and love into material that other people will seek out, is a cornerstone of good content marketing. A lot of people though don't understand how to go about systematically creating a large footprint of online content to make themselves better known, or to establish themselves as an authority in their field. This book provides easy-to-follow guidance on how to do that. It's not too long and it's not too short either, making it the kind of guide they give you something to do and makes you feel that you spend your money wisely.

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