

CONTENT INC.: HOW ENTREPRENEURS USE CONTENT TO BUILD MASSIVE AUDIENCES AND CREATE RADICALLY SUCCESSFUL BUSINESSES BY JOE PULIZZI

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Bestselling Author of

EPIC CONTENT MARKETING



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

JOE PULIZZI

Founder and CEO
Content Marketing Institute

FOREWORD BY BRIAN CLARK, FOUNDER, COPYBLOGGER MEDIA

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The NEW Rulebook for Entrepreneurial Success

What's the surest way to startup failure? Follow old, outdated rules.

In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience.

Notice a shift?

Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds.

The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It's a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine's list of fastest growing private companies for three years straight. It's also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you'll be able to sell pretty much anything you want.

Today's markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It's the best way to build a solid, long-lasting business positioned for today's content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds.

A pioneer of content marketing, 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 book. 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 multi-million 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.

Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by Inc. Magazine in 2014. CMI produces Content Marketing World, the world's largest content marketing event, and publishes the leading content marketing magazine, Chief Content Officer. Pulizzi's book Epic Content Marketing was named one of Fortune magazine's Five Must Read Business Books of the Year.

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Most helpful customer reviews

21 of 22 people found the following review helpful.

Discover the new marketing model for entrepreneurial success!

By Douglas N. Burdett

[[VIDEOID:519bc31ef55254de5653fdc69e8125ff]] Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about "Content Inc." by Joe Pulizzi.

First off, this book is very different from Joe's last book, "Epic Content Marketing," which is one of the very best "soup-to-nuts, how-to" books about content marketing.

"Content Inc." explores the strategies of successful companies who built their audiences before they launched their products. The book includes many examples of companies who have very successfully followed this approach.

The book walks you through the six-part Content Inc. model which shows you how to uncover a content area sweet spot that your business model will be based around, how to differentiate your content, how to pick the initial platform foundation for your content, how to turn your readers into subscribers, how to then diversify your initial platform and finally, and most importantly, how to monetize it.

If you're familiar with the Copyblogger brand, the Content Inc. model is exactly how Copyblogger built their business into a multimillion dollar venture with no investors and no debt. Not surprisingly, Copyblogger founder Brian Clark wrote the foreword to Content Inc.

This book is ideal for startups, a startup inside a large organization and a stalled business.

Build your audience first. Then create your product. This is the new, proven entrepreneurial model explained in "Content Inc." which challenges conventional wisdom. And works.

And, to listen to an interview with Joe Pulizzi about "Content Inc.," visit [...]

20 of 21 people found the following review helpful.

So-so

By Autamme_dot_com

Content is king is an old mantra, or it just feels as for more years than one cares to remember content has been an over-used and often under-appreciated term. To an old journalist who trained on manual typewriters and had no Internet access, content is, well, just what we used to call copy. Different copy for different purposes, audiences and goals.

This book tries to push its way into a fairly crowded area, aiming to show entrepreneurs how content may be used to build “massive audiences” and create “radically successful” businesses. Littering the book with examples such as Huffington Post and KraftRecipes is one thing, yet it can also be setting up unrealistic expectations. Small can be beautiful and a firm of architects can still utilise great content for a very small audience. Bigger is not always better, despite the inferences and hoopla from this book.

One remains sceptical, probably due to the book’s whole being or its execution. The author is a content marketing expert and the advice is generally quite good, embracing and actionable; yet the book just did not grab this reviewer. It should have. Even an old dog can learn a few new tricks from another wise old dog. It just felt as if you could not warm to this book and thus it was too easy to become disengaged and put it down. That is a shame. Both the author and the publisher knows their business, so what went wrong here? Is it more than good content in average or poor packaging?

When it is far from being the only content marketing resource available, why rush to this book? Why indeed. It is frustrating, as one knows that the author produces interesting and engaging material and this reviewer is a regular reader of his online service/blog. The self-same feeling that the author manages to create there is missing here. It just feels a night and day difference. It is not even a dumbing down/different audience argument either.

If you can get on with the book then it is likely to deliver a lot. The typical reader for this book is going to benefit from a sequential read and forming a connection to the author; being sold on the concept, the need and the execution. If you feel it falls at the first step, maybe you won’t hang in there to see if things change. Definitely a “if you need this type of book, look at it first in a bookstore” thing.

8 of 8 people found the following review helpful.

A review of Joe Pulizzi’s new Book “Content Inc” ... by one who thinks we all needed this the most!

By SHOBHA PONNAPPA

Having already read Joe Pulizzi’s earlier book “Epic Content Marketing” and being an avid reader of his blog posts and articles, I was waiting for the new book “Content Inc.” to be released. I had already seen the short previews of what the book would contain on the Content Marketing Institute site, from where I got the feeling I knew what the book would be about – more or less.

But I must admit that when the actual book was published, the revelation was in the number of actual real-life examples illustrating each of the six steps of the journey that a content marketer needs to make, and as I read on the whole concept came alive. I especially liked the nuanced advice accompanying each of the six stages of the roadmap that Joe Pulizzi has set out for young brands to follow as they get their bearings in the Content Marketing space.

Having myself been a Digital Marketing Consultant with a 35 year track record handling small and large businesses globally, I have personally seen the six-step process outlined by Joe Pulizzi happen time and again with almost every large and small brand that I have handled.

Invariably, the brands that succeed – and sustain momentum – are those who start with a focused and deliberately limited vision of what they want to achieve and then gradually widen their scope. They also conserve resources best and allow expenses to grow at the pace of market success. Joe’s six-step roadmap has systematized what we have all seen happen but never codified into a followable principle for young

brands.

On the contrary, we have also seen that brands that are tempted to do too much at the start and do not have a plan to limit their content marketing to some set channels at first before widening out gradually to a plan. They get into a state of early disarray, overblowing expenses on all the wrong things - and soon the wasted effort and the dent in the cash flow reduces momentum to a virtual standstill.

Joe has spelt out his six step plan with a lot of thought and a lot of study into real businesses that succeed. He has overturned the notion that businesses have to start with a product, find a market and then communicate via content to sell. He instead illustrates “the new model” that content marketing practitioners – and especially inbound content marketing practitioners – must rely on. This new model requires you to “soar with your own strengths” (even if you haven’t a clue what you are going to sell). You create content of quality and authority and house it on your site, purveying what comes naturally to you and for which you have a unique talent above others. You start with a few modes of communication that work for you, and then widen out to include more forms of digital communication, social channels and so on.

I know that this whole business idea is counter-intuitive to how the Western world traditionally plans business (which now is called the business plan!) which many other professionals across the world now follow as the ideal model. But being an Indian who has observed many traditional artisans and fine craftsmen market their wares, I would call this the “very old and very enduring model of business”. I once spoke to a potter on the roadside who was creating delightful objects of his own free will and placing them on the pavement as he created them. “What do you make? What is your main product?” I asked him. “Anything that the customer likes from what I have here!” he said. He too hadn’t a clue about what he would sell. All he knew was to give expression to his unique talents and let the market find its “sweet spot” from among the things he would eventually be able to monetize!

Those of us, consultants, who have been trying to evangelize this model of business with our clients and customers now have Joe’s book to hand out and say “Please read that, because this is your business plan hereafter!” That’s why I have already made my clients get Joe’s new book and for my key clients I have bought and gifted the book myself.

A last word ... Joe’s writing is as always so simple, direct and so authentic (and so packed with action points and examples) that you feel like you are reading your own mind’s new clarity as you are reading Joe’s words. That’s the gift of a very great writer, and I am not surprised that someone with these skills is heading one of the biggest Content Marketing initiatives online.

Thanks, Joe, for this really awesome book, and for showing young brands and marketers that the way to prioritize and grow is with focus ... instead of floundering meaninglessly in the vast layers and labyrinths of the confusing digital space, with a product in hand and no customers on the horizon.

See all 73 customer reviews...

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