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Content Inc.: How Entrepreneurs Use Content To Build Massive Audiences And Create Radically Successful Businesses



CONTENT INC.

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

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Synopsis

The proven entrepreneurial model that breaks all the rules Build your audience first. Then create your product. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A pioneer of content marketing, Joe 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 audiobook. 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 multimillion-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.

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Customer Reviews

Content is king is an old mantra, or it just feels as if 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 a massive audience and create radically successful businesses. Littering the book with examples such as Huffington Post and Kraft Recipes 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.

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.

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