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Make A Killing With Content: Turn Content Into Profits With A Strategy For Blogging And Content Marketing.



Synopsis

As a content marketing specialist, the BIGGEST mistakes I see small business owners making is that they don't have any way that they connect their content to their business metrics – most specifically, sales. If you're spending time creating content and you don't know how it's moving your business forward, you're wasting your time. This book aims to be a roadmap to solve that problem and connect the dots between content and sales. For most small business owners, traffic is not the ultimate goal, more content is not the solution, and more effort is not necessarily going to increase sales! It's about working smarter, not harder, and doing less, better. The goal of this book is to give readers the confidence to put together their own content marketing strategy for their business that starts with a blog and ends with a sale. It's something any business owner can do provided she has the right knowledge and framework to put together a plan and then execute it! Become your own content marketing strategist and start connecting every piece of content ultimately to a sale. "Lacy Boggs is a genius when it comes to all things blogging. If you are ready to actually make money from your blogging efforts, listen to every word she says. Every. Single. Word." - Terra Bohlmann, business strategist, terrabohlmann.com

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Customer Reviews

In her book, *Make a Killing with Content*, Lacy Boggs addresses a connection that most bloggers don't think about when they are starting out - your blog isn't just writing, it's part of your sales process. I know when I was starting to blog, it was all I could do to produce content, let alone make it strategic! But Lacy makes it extraordinarily simple to start, with great anecdotes from her own experience, simple (yet effective) strategies to help you start thinking of your writing and your blog posts as tools to get you closer to your goals. And I love her worksheets and checklists. I admit, I see a lot of blogs "selling" really poorly, and it can be a turn-off...but Lacy CARES about your content. She demonstrates that you don't need to sacrifice good content for the sale and in fact, you get MORE sales with good content.

Writing a bunch of articles can be easy. But creating content that has focus, strategy and the ability to help your business make money â€“ a lot harder! Lacy Boggs has cracked the code for business-boosting content marketing and shared it with *Make a Killing with Content*. This is a book that definitely belongs in any bloggerâ€™s library. Throughout this book, Lacy draws readers in with drama, action and big takeaways that donâ€™t disappoint. She isnâ€™t afraid to share her secrets, shatter myths, and get down to the nitty-gritty when it comes to creating content that makes a statement and â€“ best of all â€“ makes money! From strategic blogging and product launches to creating loyal fans, Lacy has hit the bullseye with ideas readers can immediately put to use in the real world.

This handbook is a great guide for writers and bloggers especially if you feel your content and writing is missing something and you want to move to the next level. This book will help you focus your writing to your target audience so you can be effective and a profitable writer. A fun book to read with easy to follow concepts. Once you start reading this book, you will see many ways you can start making improvements to your writing today. Disclosure: I was provided a copy of this book for review, however, all opinions in here are my own.

If you've been blogging for a while but aren't sure what to write & feel your blog isn't actually working, this is the handbook to get you back on track. Lacy lays out a plan for developing content that is valuable to your audience & strategizing ways to bring your reader along a path to being a

loyal and raving customer. Plus, it's actually fun to read! Lacy's vintage detective brand is carried through the copy (including a section titled "The bloody handprint, lead pipe, and denouement in the parlor"). She uses analogies that will help you remember the lessons. And? If you just don't have time to dig into the full book (which I recommend, because it's packed with goodness), every chapter comes with a tl;dr.

Does it ever feel like blogging for blogging sakes? You're not sure if the time, effort, and energy you spend blogging actually pays off? Wonder no more! In this book, Lacy Boggs lays out a strategy that directly ties your content marketing efforts into your sales process. Blogging with this strategy turns readers into clients.

Lacy Boggs shares her magic potion to creating content that sells. She debunks the myths of just providing monstrous free content and the sales will follow. Now I've got a sequence to follow to help me attract the right people and get them to follow through with the sale. Thanks Lacy!

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