

The book was found

# 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 â " 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

## Book Information

File Size: 984 KB

Print Length: 67 pages

Simultaneous Device Usage: Unlimited

Publication Date: June 17, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01H92BBVI

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #13,241 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #9 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Web Marketing #12 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Small Business #17 in Kindle Store > Kindle eBooks > Business & Money > Industries >

## 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 blogger's library. Throughout this book, Lacy draws readers in with drama, action and big takeaways that don't disappoint. She isn'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's sake? 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!

[Download to continue reading...](#)

Blogging: Blogging for Beginners: The No-Nonsense Guide in Putting Up Your Own Blog (Blogging - Blogging for Beginners - Blogging Guide - Blogging Tips ... Books - Blogging for Profit and Money) Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing. Blogging: The Ultimate Guide On How To Replace Your Job With A Blog (Blogging, Make Money Blogging, Make Money Online, Blogging For Profit, Blogging For Beginners) (Volume 1) Blogging: The Ultimate Guide On How To Replace Your Job With A Blog (Blogging, Make Money Blogging, Blog, Blogging For Profit, Blogging For Beginners Book 1) Blogging: Blogging Blackbook: Everything You Need To Know About Blogging From Beginner To Expert (Blogging For Beginners, Blogging Empire) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) The Content Marketing Formula: Everything You Need To Know To Provide Real Value To Your Audience (Content strategy, Content SEO, Content Creation, Content Management, Copywriting) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to

make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) WordPress: A Beginner to Intermediate Guide on Successful Blogging and Search Engine Optimization. (Blogging, SEO, Search Engine Optimization, Free Website, WordPress, WordPress for Dummies) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Guest Blogging Goldmine: How I Got More Than 100,000 Visitors a Month on My Blog in 9 Months Using a Free Marketing Strategy Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa How to Follow Up With Your Network Marketing Prospects: Turn Not Now Into Right Now! (MLM & Network Marketing Book 4) Killing Lincoln/Killing Kennedy Boxed Set (Slp) My Mueller Spiral-Ultra Vegetable Spiralizer Cookbook: 101 Recipes to Turn Zucchini into Pasta, Cauliflower into Rice, Potatoes into Lasagna, Beets ... (Vegetable Spiralizer Cookbooks) (Volume 4)

[Dmca](#)