



Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising

Dan Norris

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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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