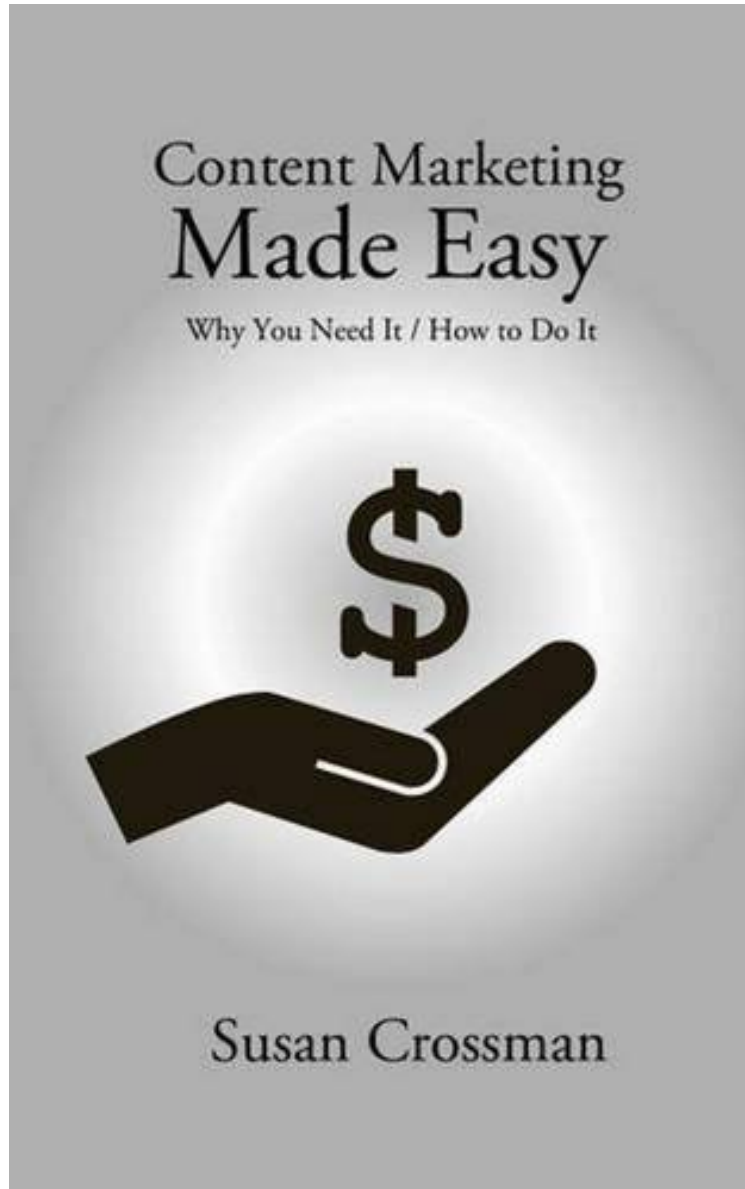


# Content Marketing Made Easy

*Susan Crossman*

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best part is at the end of each chapter is a section called "Actions You Can Take Today". Excellent way to utilize the information you read in the chapter! If you want a book to learn about this topic, this is the book for you!

"Susan Crossman, marketing expert and author of several critically acclaimed books, offers clear, easy-to-follow advice to make anyone - even a complete novice - a content-marketing pro in no time... great tips and techniques to give you the edge you need." - Michael Davie, author, *Winning Ways* We are moving towards a world where a huge percentage of business is done online and if you are not playing in that field, eventually you aren't going to have a business... the revolution has only just begun... the only constant in our world is change itself... Pretending these changes aren't happening won't make them go away. I believe that developing and polishing our online content is the key to the kingdom... it is a process that can be taught, learned and duplicated. Once you have a program up and running, it's a straightforward way to generate more business... Online marketing can be intimidating, no doubt about it, and I spend my days simplifying it for business people so they can generate more revenue as a result of their online activities. We focus on a subset of online marketing that currently flies under the label of content marketing." By the end of this book I aim to help you figure out what that is, why it's important and how it works, and hopefully I'll be able to crack open a door to the future for you and your business that is filled with possibility." - Susan Crossman, author, *Content Marketing Made Easy - Why You Need It / How To Do It* Susan Crossman is a veteran writer who has spent decades wielding the power tool of language to benefit businesses and individuals in search of greater success and consistent results. Via her content marketing company, Crossman Communications ([www.crossmancommunications.com](http://www.crossmancommunications.com)), Susan and her team create high quality online content that helps businesses connect with their target audience, explain their business proposition, differentiate them in a competitive market and motivate their ideal customers to take action. An enthusiastic supporter of writing with clarity, she is the traditionally published author of four books: a novel (*Shades of Teale*), a collection of short stories (*Passages to Epiphany*), a writer's companion to help people write with more impact (*The Write Way*), and a book that explains the mysteries of content marketing (*Content Marketing Made Easy - Why You Need It / How To Do It*).

"Susan Crossman, marketing expert and author of several critically acclaimed books, offers clear, easytofollow advice to make anyone - even a complete novice - a contentmarketing pro in no time great tips and techniques to give you the edge you need." -- Michael Davie, author, *Winning Ways* (2017-06-18)From the AuthorWe are moving towards a world where a huge percentage of business is done online and if you are not playing in that field, eventually you aren't going to have a business the revolution has only just begun the only constant in our world is change itself Pretending these changes aren't happening won't make them go away. I believe that developing and polishing our online content is the key to the kingdom it is a process that can be taught, learned and duplicated. Once you have a program up and running, it's a straightforward way to generate more business Online marketing can be intimidating, no doubt about it, and I spend my days simplifying it for business people so they can generate more revenue as a result of their online activities. We focus on a subset of online marketing that currently flies under the label of content marketing." By the end of this book I aim to help you figure out what that is, why it's important and how it works, and hopefully I'll be able to crack open a door to the future for you and your business that is filled with possibility." Susan Crossman, author, *Content Marketing Made Easy Why You Need It / How To Do It* (2017-06-18)About the AuthorSusan Crossman is a freelance writer with several decades of experience in the fields of journalism, government communications, PR and marketing and her focus these days lies in the creation of business documents that build reputations and inspire commitment. Although the work is intriguing and satisfying, she's found that inside the heart of her professional approach to words beats the jungle drum of a creative writer. Susan currently juggles her freelance writing work with the care of two young children and in the rare moments when she is sure no-one is looking, she sneaks off to wrestle with the untidy task of writing for fun. The result has been the publication in 2011 of several essays in the *Globe and Mail*. The fall of 2011 marked the release of *Shades of Teale*, her novel about a woman's journey through marriage to divorce. And the fall of 2012 marked the release of her non-fiction book *Passages to Epiphany*. Susan is a Master Practitioner of Neurolinguistic Programming (NLP), an expert in social media marketing and search engine optimization, and an awfully strong supporter of the value of chocolate as a medicinal agent. She is fluent in French and Spanish, completely comfortable with possibility and imperfection and absolutely useless with a vacuum.