



# Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

By Ann Handley, C. C. Chapman

Download now

Read Online →

**Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business** By Ann Handley, C. C. Chapman

**The guide to creating engaging web content and building a loyal following, revised and updated**

Blogs, YouTube, Facebook, Twitter, Google+, and other platforms are giving everyone a "voice," including organizations and their customers. So how do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business? *Content Rules* equips you for online success as a one-stop source on the art and science of developing content that people care about. This coverage is interwoven with case studies of companies successfully spreading their ideas online—and using them to establish credibility and build a loyal customer base.

- Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others
- Leverage social media and social tools to get your content and ideas distributed as widely as possible
- Understand why you are generating content—getting to the meat of your message in practical, commonsense language, and defining the goals of your content strategy
- Write in a way that powerfully communicates your service, product, or message across various Web mediums
- Boost your online presence and engage with customers and prospects like never before with *Content Rules*.

↓ [Download Content Rules: How to Create Killer Blogs, Podcast ...pdf](#)

 [Read Online Content Rules: How to Create Killer Blogs, Podca ...pdf](#)

# Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

By Ann Handley, C. C. Chapman

**Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business** By Ann Handley, C. C. Chapman

**The guide to creating engaging web content and building a loyal following, revised and updated**

Blogs, YouTube, Facebook, Twitter, Google+, and other platforms are giving everyone a "voice," including organizations and their customers. So how do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business? *Content Rules* equips you for online success as a one-stop source on the art and science of developing content that people care about. This coverage is interwoven with case studies of companies successfully spreading their ideas online—and using them to establish credibility and build a loyal customer base.

- Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others
- Leverage social media and social tools to get your content and ideas distributed as widely as possible
- Understand why you are generating content—getting to the meat of your message in practical, commonsense language, and defining the goals of your content strategy
- Write in a way that powerfully communicates your service, product, or message across various Web mediums
- Boost your online presence and engage with customers and prospects like never before with *Content Rules*.

**Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business** By Ann Handley, C. C. Chapman Bibliography

- Sales Rank: #161777 in Books
- Brand: imusti
- Published on: 2012-05-22
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .92" w x 6.00" l, .85 pounds
- Binding: Paperback
- 320 pages

 [Download Content Rules: How to Create Killer Blogs, Podcast ...pdf](#)

 [Read Online Content Rules: How to Create Killer Blogs, Podca ...pdf](#)



## Download and Read Free Online Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman

---

### Editorial Review

Amazon.com Review

---

### "What To Talk About When There's Nothing to Say," from the authors of *Content Rules*

How do you create content when you don't have breaking news to share regularly? If you want to remain relevant, you need to find a way to converse much more frequently than when you have big news. Consider these 10 approaches:

- 1. Chat with customers.**  
Ask customers a single question, such as "What's your biggest marketing challenge?" or "What's a strategy you used to grow your business this year?"
- 2. Interview luminaries.**  
Q & A interviews with thought leaders, strategic partners, or flat-out interesting creative thinkers make for compelling text, audio, or video content.
- 3. Share real-time photos.**  
Upload photos from industry events, meetups, or other gatherings. Fresh content matters here, and the faster you can get your photos up, the more likely they will be shared.
- 4. Monitor search keywords.**  
What keywords are people using to find your blog or website? Those keywords can inform your content stories and suggest new opportunities based on what customers are already interested in.
- 5. Trawl industry news.**  
Share an opinion about a recent news story that's affecting your industry or audience. Be timely; you could benefit from the extra boost of being one of the first to comment on the topic.
- 6. Go behind the scenes.**  
Show things that your readers or followers don't usually get to see. Share photos that give an insider's view of your company, or tease some new, compelling content, product or event that you'll be launching soon.
- 7. Go to an event.**  
Take session notes, conduct interviews, or take photos. Real-time blog or tweet the sessions that offer value to your community, and share with your audience what you learned, enjoyed, or were surprised at.
- 8. Share best practices or productivity tips.**  
People are always looking for efficiencies, and this type of content is always highly useful and shareable.
- 9. Invite guest posts.**  
Give your readers or employees or an expert in the industry the chance to guest post for your blog. Don't limit yourself to written content.
- 10. Create a regular content series.**  
A themed series is a great way to help you create regular content. Pick a day of the week and post the same type of content on that day.

---

From the Back Cover

**The one-stop resource for creating irresistible content and building a loyal following, revised and updated**

How do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products and services, and ignite your brand? *Content Rules* equips you for online success as a go-to guide to the art and science of developing content that people care about. Case studies show how companies have successfully spread their ideas through blogs, YouTube, Facebook, Twitter, Google+, and other platforms—and used them to establish credibility and build a loyal customer base.

This revised and updated edition shows you how to:

- Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others
- Use social media to get your content and ideas distributed as widely as possible
- Get to the meat of your message in practical, commonsense language, and define the goals of your content strategy
- Powerfully communicate your service, product, or message across various web media and mobile platforms

Boost your online presence and engage with customers like never before with *Content Rules*. Find out more at [ContentRulesBook.com](http://ContentRulesBook.com).

About the Author

**Ann Handley** is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category, and co-founded ClickZ.com. She is a monthly columnist for *Entrepreneur* magazine, a contributor to LinkedIn's Influencer program, and Amex's OPEN Forum. There's nothing more fun than following her on Twitter, where she has 170,000 followers, or subscribing to her own site at [AnnHandley.com](http://AnnHandley.com).

**C.C. Chapman** is a media creator, entrepreneur, keynote speaker, and online marketing consultant. He is the founder of [DigitalDads.com](http://DigitalDads.com) and the host of [PassionHit.tv](http://PassionHit.tv). For more information, please visit [cc-chapman.com](http://cc-chapman.com).

**Users Review**

**From reader reviews:**

**Sonya Ewing:**

Here thing why this particular *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* are different and trusted to be yours. First of all reading through a book is good but it depends in the content of the usb ports which is the content is as scrumptious as food or not. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* giving you information deeper and

in different ways, you can find any book out there but there is no reserve that similar with Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business. It gives you thrill looking at journey, its open up your own personal eyes about the thing this happened in the world which is might be can be happened around you. It is easy to bring everywhere like in playground, café, or even in your way home by train. Should you be having difficulties in bringing the imprinted book maybe the form of Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business in e-book can be your choice.

### **Bradley Harshbarger:**

Do you one among people who can't read gratifying if the sentence chained from the straightway, hold on guys this aren't like that. This Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business book is readable simply by you who hate those perfect word style. You will find the details here are arrange for enjoyable reading experience without leaving even decrease the knowledge that want to offer to you. The writer of Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business content conveys thinking easily to understand by most people. The printed and e-book are not different in the content material but it just different such as it. So , do you continue to thinking Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business is not loveable to be your top listing reading book?

### **Chad Davis:**

A lot of book has printed but it differs from the others. You can get it by web on social media. You can choose the most effective book for you, science, witty, novel, or whatever simply by searching from it. It is called of book Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business. Contain your knowledge by it. Without leaving the printed book, it could possibly add your knowledge and make anyone happier to read. It is most essential that, you must aware about publication. It can bring you from one destination to other place.

### **Dorcas Rogers:**

Reserve is one of source of expertise. We can add our know-how from it. Not only for students and also native or citizen will need book to know the change information of year to help year. As we know those ebooks have many advantages. Beside many of us add our knowledge, can bring us to around the world. By the book Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business we can have more advantage. Don't you to be creative people? For being creative person must like to read a book. Only choose the best book that suited with your aim. Don't be doubt to change your life at this time book Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business. You can more inviting than now.

**Download and Read Online Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman #5JSADT1HLGB**



# **Read Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman for online ebook**

Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman books to read online.

## **Online Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman ebook PDF download**

**Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman Doc**

**Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman Mobipocket**

**Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman EPub**

**5JSADT1HLGB: Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business By Ann Handley, C. C. Chapman**