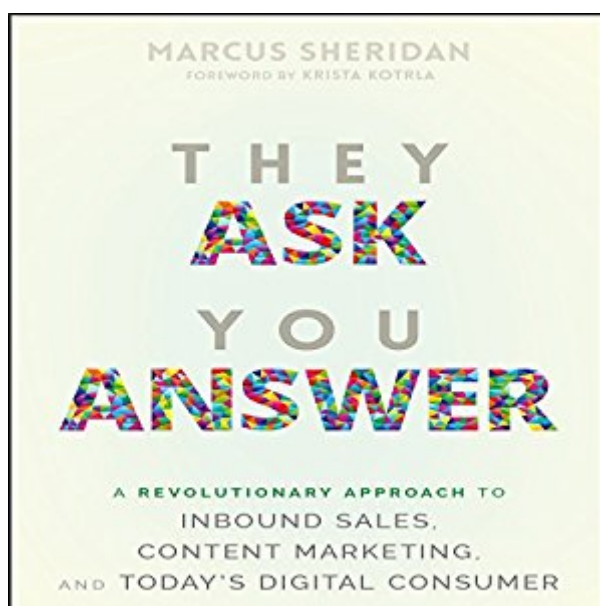


The book was found

They Ask You Answer: A Revolutionary Approach To Inbound Sales, Content Marketing, And Today's Digital Consumer



Synopsis

A revolutionary marketing strategy proven to drive sales and growth. They Ask You Answer is a straightforward guide to fixing your current marketing strategy. Regardless of your budget, you are almost certainly overspending on television, radio, and print ads, yet neglecting the number-one resource you have at your disposal: the Internet. Content marketing is no longer about key word-stuffing and link-building; in fact, using those tactics today gets your webpage shuffled to the bottom of the heap. Quality content is the key to success, and you already have the ingredients in-house. This book shows you how to structure an effective content strategy using the same proven principles that have revolutionized marketing for all types of businesses, across industries. Author Marcus Sheridan's pool company struggled after the housing collapse; today, they're one of the largest pool installers in the US, turning away millions of dollars in business they simply cannot accommodate every year. How did he manage it? He answered questions. This audiobook shows you how Marcus's strategy can work for your business, and how to use your keyboard to bring customers through the door. Boost your company's web presence with methods that work Build a level of trust that generates customer evangelism Leverage your in-house resources to produce winning content Utilize tactics that work, regardless of industry or sector When people have questions, they ask a search engine. If you have answers, the right content strategy will get them to the top of the search results and seen by millions of eyes every day. Drop the marketing-speak, stop "selling", and start answering. Be seen as an authority, not just another advertisement. They Ask You Answer describes a fresh approach to marketing and the beginning of big things for your business.

Book Information

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#168 inÂ Books > Business & Money > Processes & Infrastructure > E-Commerce

Customer Reviews

I'm about half way through "They Ask, You Answer" and am loving it! Author Marcus Sheridan starts out by telling his story, and how he discovered the They Ask, You Answer principle. He then takes the reader through the steps of implementing TAYA beginning with the 5 types of articles/videos that best fit the TAYA principle. The concepts presented are simple and provide effective measures for creating quality content for your website.

Okay so this review is biased, but I am known for being a truthful person. My wife says to truthful at times. This book rocks and as I always knew Marcus Sheridan would make an impact on the marketing world one day. He is not just a great writer but he is an absolute marketing genius. I have had the opportunity to work with him as a business partner and as family and he is passionate about everything he does. This passion shines through in all aspects of his life and in this book. This is the first of many books I am sure and if you take the time to read They Ask You Answer you will find the answers you are looking for in your business, now implement them. Great Book

If you are a business owner who has the passion for what you do and why you do it, this book is a must-read! Please read from cover to cover and every page contains gold. I know this business philosophy is not for everyone, especially if you don't care about your customer, or if you are happy with mediocre results, or you have bureaucracy in the company, then this is not for you. But if you want real success, this book shows you how.

They don't call Marcus Sheridan "The Sales Lion" for nothing. The single greatest public speaker I've ever had the pleasure of hearing, Marcus has unmatched energy and passion for content marketing (not to mention SUCCESS!) and he brings all of it to this book. It's practical, easy to digest, and will leave you excited to walk into work the next day and begin fundamental change. I bought copies for my whole team!

I met Marcus almost 6 years ago. We immediately formed a bond and we both believe in the very same content marketing principles. Our company offers content marketing workshops and we have taught more than 7,000 people over the last several years. Many of the concepts explained in this

book are taught in every single one of this workshops. Why? Because they work. And Marcus shows you case study after case study to prove it. You don't have to spend thousands to travel and attend a workshop, buy this book instead and actually follow the lessons learned. That's how you will find your way into successful content marketing.

Know your audience. I have heard this for years as I built my business. Yet, I spent most of the time developing my website, colors, voice, social media...until there came a day where I said "I am done". Now, I need to connect with others and sell. Boy was I wrong. I could have saved me lots of money and time had I just started asking more questions of my audience. This book hit me hard yet I am so grateful I read it because for the first time since I stated my business, I feel calm and confident. I CAN ask questions and be successful in answering them because I have the experience and wisdom to know how to help my audience.

I work as a creative professional in video marketing and this book was actually recommended to me by one of my clients. Wow, this has really been a home run and very relevant to my career! After giving our CEO my copy of the book he loved it so much he's going to buy a copy for everyone at our company. Really amazing book, very straightforward and real use case examples.

Marcus has finally compiled many of his speeches and points from his public speaking circuit into a book that encapsulates his entire business philosophy. Content marketing sounds like a good idea, and everyone knows they should do it but few succeed. Why? Businesses do not completely commit to a culture about teaching and answering questions in the most honest and transparent way possible. Following the steps in this book has revolutionized our business by leading to full pipelines and more closed sales, and it can for you too. It's not easy (they call it work for a reason), but committing to Marcus' steps will ensure success.

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