



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

Dan Norris , Neil Patel (Foreword)

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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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Héctor Iván Patricio Moreno says

I don't believe how much value this book has added to me. It is incredibly thoughtful, practical and actionable. If you really want to know about content marketing I would recommend you read this book as soon as possible.

It looks like the author really wanted to give you everything you need to start right away and he didn't keep something to himself.

This book also teaches me that there are people in the world is so generous you wouldn't believe it.

The author applies his own advise: give, give, give and when you think you've given enough, give more.

Marilyn Wo says

This book gives you the exact steps you need to keep producing valuable content that matters.

Dan used to think quantity matters, I do too. But when he stressed that we should do content that people are looking for, content that's trending, that really woke me up. There's obviously more to this in the book. Not here to spoil it.

Point is, there are so many things we know about writing content or blogging, yet not doing it right not because we are not reading enough or doing enough. It's because a certain part of our brain needs to be triggered. It could be an event or a process. It could also be how you can relate to what you read. Dan makes it easy for you to relate to his experiences and make things better for you.

As usual Dan is so matter-of-fact and firm with the values he believes in. You don't see salesy nonsense in this book, but genuine actions to take to bring your content marketing to the next level.

Heather Erickson says

Great resources

This is a very good book on the basics of content marketing. What makes this book stand out is the resources you get along with it to help grow your business. I would recommend this to anyone who discontent in their business, whether it's in a blog or social media.

Nathan Sudds says

I think everyone should read this book, why? Because in this 'choose yourself' world we now live in, everyone should know something about creating good content and having a system to do that. Like Seth Godin says we're all artists our product is our art, or our business and without marketing it's not going to be seen or heard. Better yet, purchased!

Dan doesn't hold back sharing his own secret sauce for his success over the years and provides everything you need to start your own content machine. What I love about Dan's books is how practical it all is, the title might have you thinking you'll come out the other side a one woman writing machine (and maybe you will), but Dan shares how he also involves contractors, guest writers and even influencers in powering that perpetual content machine.

I found the section on different approaches interesting as well, some marketing techniques can you feeling less than proud to be considered a marketer but it doesn't have to be that way.

The greatest aspect of the book is often the examples of the techniques in action either within his own company WPCurve an innovative approach with flat rate monthly pricing on small WordPress jobs, or those of other businesses doing well in their respective markets.

I've often recommended Dan's first book 'The 7 Day Start Up' as a practical way to start thinking about starting your own business and now I'd quickly follow that up with Content Machine to build and grow an audience for your new products and services. The go hand in hand, from the day you know what your are going to launch you should probably start working on your content machine!

Don't forget to check out the downloadable resources, with recommended tools, templates, frameworks and step by step guides on useful things every business will eventually need.

Rachel says

Dan Norris (from “The 7 Day Startup”) has a bias for action, and enough years getting it wrong to have worked out how to get it right. He’s become famous by giving away great material in his blogs, his downloads, his transparency in opening his accounts in a monthly post.

This book is aimed squarely at the bootstrappers and online businesses with high-growth ideas but no advertising budget. Dan wants this “to be the most actionable book on content marketing in the world”, and I think he’s delivered on that. The problem many people find with the phrase “Content Marketing” is that they concentrate on the word “Content” and forget about the “Marketing”.

Dan provides a simple 3-piece framework, with plenty of downloadable material to help you build your own content marketing strategy. I thought the 1st chapter gave me enough seriously good insights to be worth buying in its own right.

Summary: this book is great. Buy this book.

Disclosure: I was given a review copy

Mel Kettle says

Dan generously gave away a few copies of the kindle version of this book via Amazon some time back, so I made sure to grab one. As I am in the midst of re-evaluating what I want from my blog, podcast and business in general, I decided it was time to read it. Dan has very generously packed his book full of practical advice on how to effectively use content to grow your business. More impressive however, is the long list of free resources and templates he has made available via his website www.contentmachine.com. This book was so much better than I expected it to be.

Verdict: Highly recommended for business owners who are creating content.

Jordan Gagne says

I wish I read this book years ago

This is the book I've been needing. It teaches you everything you need to know about content marketing and makes you want to start writing!

David says

This one was another reading assignment from my job, but I enjoyed it. It's full of actionable advice on how to set up and run a content marketing operation. I'm actually already applying some of the guidelines and templates provided here to my content-related tasks.

A true must-read for anyone into content marketing.

Leah Good says

Great book for getting a foundational understanding of content marketing and a good springboard for generating content ideas.

Heamanathan says

Excellent book for content marketers. This book is full of ideas and guides for every marketing person.

Ramona Rice says

Great blueprint for successful content marketing.

I read a lot about content marketing but this book was fantastic because Dan actually opens up his playbook to show you specific ways you can increase your content marketing value.

Aine says

I think this has lots of good information. I'd recommend the printed copy, not the audiobook as it was incredibly hard to follow. Which is a shame. If you're new to content marketing, this has lots of ideas and things to get you started.

R. Hill says

A Plus - A really good summary of what actually works in content marketing. The thing I like the most was that he stayed in business for 7 years doing massive amounts of content marketing and failed the whole time. He stuck with it til he got it right and shares a lot of his failures as well as his successes. Tons of links and tools included to get you going in the right direction. Norris also has out another book called 7 Day Startup which I need to get and read. Not a bad deal for a free Amazon download.

Ron Rodgers says

Plain English - Relatable

I am entrepreneur (or "funtrepreneur" as I call it) and I enjoy spending time working on my business. I have been trying to put together a content marketing strategy, but consistently coming up short. Dan's words demystify the social media platforms and provide a clear blueprint from which your empire can be built.

He details strategies that make sense and provides countless other resources to help you get the ball rolling. The only thing he doesn't do is work for you... but he does let you know that you need to work for you!

I would recommend this book to anyone who is trying to lift the fog and understand content marketing.

www.iknowron.com

Lara says

More reviews on my blog

Actual Rating: 2.5 Stars

This book would have worked way better as a collection of blog posts. There are some very interesting and,

more importantly, informative parts in this book. Dan Norris puts together a useful list of resources and strategies for content marketing. Most of them are in chapter 4, Differentiation and 5, Building the Machine.

The problem is the writing connecting these useful lists. It is very repetitive and very self-promoting. The beginning of the book, in particular, suffers from it. The term content marketing is used to exhaustion, as is the name of his business.

A blogger is someone who creates content on a blog. As I've mentioned already, your job is not primarily about creating content. Your job first and foremost is about marketing a business with content. That's why I prefer the term "content marketer," and the focus for content marketers is, therefore, the business.

Conclusion

A short book with some very useful information if you can get past the self-promotion. Though overall, it didn't feel very cohesive, it is a quick read and I learned some things.
