



# CONTENT MARKETING **ROOKIE**

**THE ONLINE BUSINESS OWNER'S BLUEPRINT  
FOR LONG-TERM SUCCESS**



# Introduction

Are you frustrated because you're still not making the kind of money you would like to – even after you've spent hundreds of dollars and countless hours marketing your business the way everyone else told you to?

You're not alone!

We've all wasted time and money on things that don't work. In fact, statistics show that the average new Internet marketer will lose \$1500 to \$2500 during the first year of business on worthless products and programs.

I'm not going to lie and tell you that you don't have to spend money to get your business off the ground and keep it going, because you do, but once you're up and running it *shouldn't* be costing you money.

Now I'm not talking about your everyday business expenses. You do have to fork out money for website hosting, a shopping cart service, autoresponder account, and things like that. But when you start spending more money than you make driving traffic to your website, you need step back and take a serious look at your current marketing strategies.

So isn't it time to leave behind those high ticket products and old-fashioned advertising methods and learn the real deal to building a solid, long-term business?

Because that's what you want don't you? A business with a foundation meant for longevity and growth.

Of course it is. And that's what this guide is all about. I won't be sharing some overnight success secret, or telling you how to skip all the bull and go right to the finish line.

But what this guide *does* give you; is insight into one of the most effective and valuable marketing techniques available to you – and it doesn't have to cost you a dime. Honest!

So what am I talking about?

Content marketing. Yup, you've probably heard about it. But what is it really?

Well, basically, it's a way to gain exposure for your business by creating high quality content and distributing it on the Internet. As a direct result, your market finds you *and* your products or services with minimal time and effort on your part to make it happen.

## **Why Is Content An Important Part Of Your Marketing Strategy?**

Content is and should always be the driving force behind your business. Essentially, it's what directs traffic to you – meaning, you don't have to go out and hunt down customers; instead they come to you.

If you've been online for any amount of time, you've likely heard that "Content is King", a phrase that is especially true when it comes to marketing your business.