{NAME}

In Lesson Seven, we found out about the marketer’s book that sold so well. That was a turning point in his business and in his life because all of a sudden he realized that all these people who had been bouncing emails back and forth in the attempt to build a list, not only were they real people, but they had credit cards and they had wallets and they were willing to pull them out if he gave them the right goods.

At that point he began having some conversations with his list and asking them, “Hey, how are you driving your traffic?” He was talking about content marketing at a time when there was very little for which people were using content marketing.

They were only using it to attempt to create background credibility. People were being taught to put content out there and they’d get a bunch of traffic from that content. This is not the case anymore. Content marketing has changed a lot and it had changed a lot even by the time this marketer got into it.

There were a few people teaching how to use content marketing for credibility, but it was usually part of a whole package. You write a book, you create some content, you do some press releases, you do a whole bunch of different things to create credibility.

Then there were other people that weren’t even really teaching content marketing. This was when the opportunity was there for people to basically flip traffic at Google.

In the next lesson, we look at a couple of reasons why this method of content creation has been so appealing.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here: