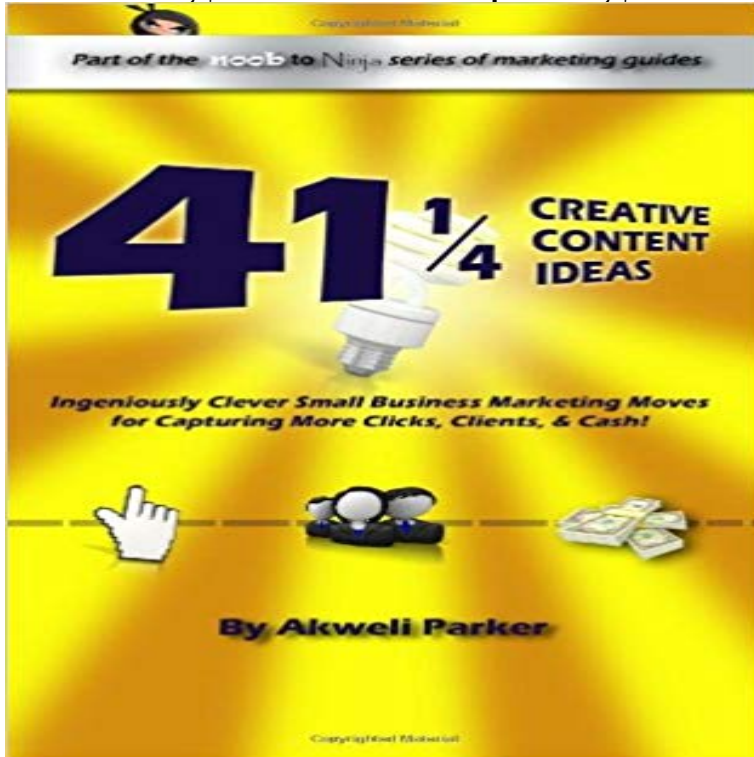


41 1/4 Creative Content Ideas: Ingeniously Clever Small Business Marketing Moves for Capturing More Clicks, Clients, and Cash



Great. You've hung out a shingle for your new business, but the customers aren't exactly beating down your door. Or maybe you own or manage an existing business and revenue has stalled. And your competition is only growing more fierce. Now what? News flash: in today's economy, mere competence doesn't inspire customer confidence. Expertise does. And you're about to make it your most effective ally. How? Through becoming a publisher of lots of high-quality content. When you can articulate and prove your expertise in print, online, and in person by giving away content, you win. But just what is content? Where do you get it and how do you distribute it? Veteran journalist, marketer, multimedia expert, and Web adventurer Akweli Parker provides easy-to-understand answers in this content-packed guide of tools and tips. Competence is commonplace. Expertise is exceptional. Be an expert.

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