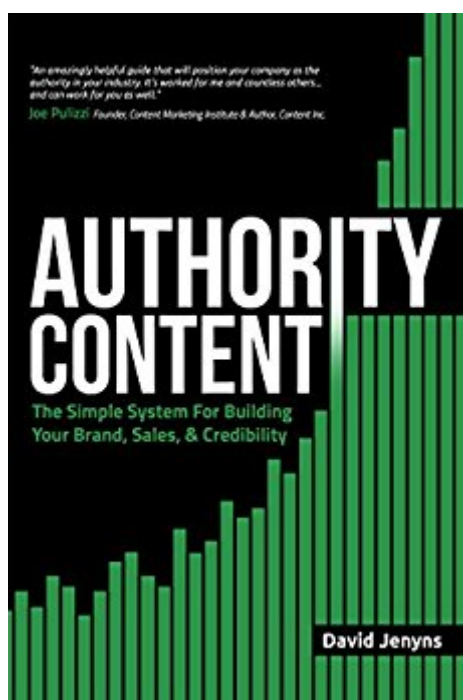


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Authority Content: The Simple System For Building Your Brand, Sales, And Credibility



Synopsis

Looking for a simple, effective and modern approach to market your business? Traditional SEO is dead, SEM costs keep increasing, everyone is overloaded with content and social media is too overcrowded. The fact is, in today's world of constant distractions, most business owners struggle to get their marketing messages heard. Authority Content provides a simple process that any company can use to break through the noise. It doesn't matter whether you're the owner of a retail shop, financial advisor, swimming pool manufacturer or an inventor with an ingenious product - this powerful strategy will work for you. Built on the "3 Ps" framework (Present, Product, Promote) this book teaches you a step-by-step system for building authority within your industry thus sky-rocketing website traffic and sales. You will discover how to: Build maximum Authority, in minimum time Have your prospects, clients and Google fall in love with you Turn one day's work into months of content and share it around the web Write your own book easily and in record time Build your brand, sales and credibility Book website: AuthorityContent.com

Book Information

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Customer Reviews

The best kind of business book, are those in which an author who has achieved success in a particular field sits down and simply describes exactly what they did step-by-step. There is no hype or unrealistic promises, just a clear cut plan for taking action and achieving real-world business results. Authority Content is one of those books... David Jenyns compresses many years of in-the-trenches experience into a simple and achievable plan for building authority, credibility and trust with your audience. Each chapter ends with practical exercises which describe exactly what you need to do to implement the Authority Content system. A great business resource and an enjoyable read!

I was eager to read Authority Content from David Jenyns as I have followed him for some years now. In fact, he contributed to my first financial book about 10 years ago. I wish I'd had access to his latest thoughts then, as it would've provided a clear course for developing my career. The first chapter sets the scene, giving the parameters for what you should aim to achieve. David then goes on to talk about authority, and how you can try to emulate people who have it. While I have some authority in the financial sector, with 15 books completed now, the way David explains authority shows me how many paths I have missed. David goes on to provide challenges which can seem intimidating, but he then immediately dials back and explains them as realizable steps that anyone can undertake. He goes on to talk about adding value, delivering and repurposing awesome content. The book includes website stuff, and as David has built a reputation in SEO this chapter in itself bears close examination. All in all a great read, realizable action steps, and motivation for me to rethink my career progression!

Great book! Right from the start, it is right on target and easy to understand. The author also follows up with great information on his website. I would definitely recommend this book to anybody who wants to be a #1 Authority in his or her industry. Each chapter comes with an action and steps to interact with the content and keep you on track. The recent publishing of this book has everything in line with Google guidelines whitehat SEO.

Google has long mentioned the importance of E.A.T (Expertise, Authoritativeness, and Trustworthiness) and mention their Quality Rater Guidelines, so we know authority matters. The

question I often get from clients is "how do I get ROI on content creation", this book answers that question, with many practical examples on how you can create a robust content strategy. I've seen David speak several times and followed his work online for many years. Authority Content is an excellent book on modern content marketing, showing readers how to go beyond 'just creating content' and establishing yourself (or your clients) as an authority. It's an enjoyable read and I've purchased a copy for all of my team because of its practical nature and hands on approach. I'd recommend this book for anyone working in the digital space.

Not what I expected...in a good way that is! :) If you're looking to becoming an authority in your field of expertise, and want to get there a bit faster than most people, then this book is for you. David basically holds your hand through out the book and guides you on how to this. I also love the fact that he put exercises after each chapter. It's a great book to keep as reference as you get started on your journey as an authority as well.

David Jenyns's *Authority Content* book is a wealth of information. He provides a clear road map on how to position myself as an authority in my market. It's easy to read with actionable advice including how to leverage one piece of content through content repurposing strategies. Highly recommend David's book.

Authority Content is a very important book for the Digital Marketing industry worldwide. In this iconic book David Jenyns has masterfully expressed in detail a success plan based years of industry experience. Content Marketers will include this book in their toolkit as it can be used as a complete system for marketing a business online. The pages of this book will become worn as I apply this knowledge and integrate it into my systems.

This is a fantastic book that has been clearly written and has the authenticity of an author who is telling a story based on personal experience rather than, as many other such books are, being based on theory instead of practice. The exercises that David has included at the end of each chapter offer the reader the opportunity to immediately implement the concepts presented in a staged way, thus ensuring that maximum benefit can be gained from the book. I see this more as a blueprint of how to build your business and personal authority rather than simply as a collection of theories that may or may not be relevant to the reader. I highly recommend this book to any small business person who wishes to apply the most lasting and timeless marketing principles while

making the most of the technologies available today.

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