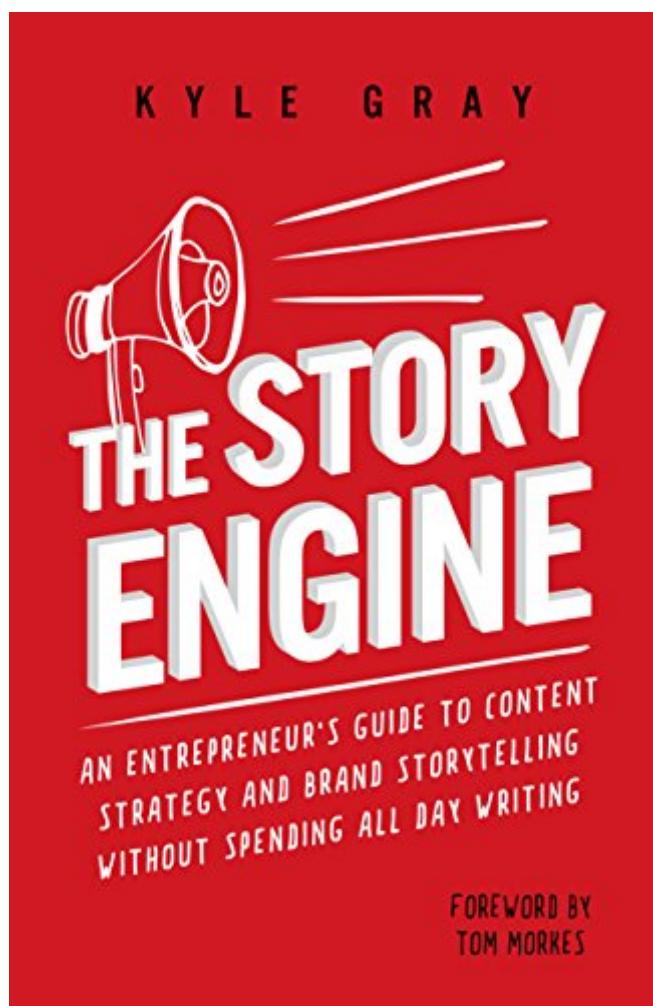


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# The Story Engine: An Entrepreneur's Guide To Content Strategy And Brand Storytelling Without Spending All Day Writing



## Synopsis

Every entrepreneur has a story to tell, whether they're running seven-figure startups or small personal brands. Your story is the most powerful asset you have at your disposal. It can cut through the noise and connect you with your customers. Content marketing is one of the most affordable and powerful digital marketing tools available to tell your story at scale. Maybe you've considered content marketing to tell your story, but instead of opportunity, you see setbacks. Creating content takes a lot of time and energy. How is it that some entrepreneurs can produce tons of content, run a business, and still have time to relax with their kids at the end of the day? The Story Engine provides you with a clear, concise, and actionable strategy to reap the benefits of inbound marketing. Inside you'll learn:

- How to set yourself up for content marketing success early, and how to avoid common pitfalls
- Content strategy for both B2B and B2C businesses
- How to use content as an influencer marketing and relationship building tool
- Simple metrics to understand how your content is performing
- How to use brand storytelling and transparency to drive growth for your business
- Simple guides to use SEO, email automation, and paid traffic to support your content strategy and convert visitors into customers
- How to automate and delegate time-consuming parts of creation, and still feel secure knowing that your content fits your unique brand. All without breaking your budget.

This book also includes easy-to-use content marketing templates to help you take action right away and to get the results you want. Available free at [thestoryengine.co/resources](http://thestoryengine.co/resources).

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## **Customer Reviews**

As an entrepreneur, there are so many people trying to steal your attention and scam you out of your money. Kyle is not one of those people. He's walked the walk. This book makes capturing your message and voice so easy, something that is SO ESSENTIAL is you're selling anything. From sales copy to blog copy to simply being able to re-frame myself and my company, this book has been a Godsend. Would definitely recommend.

This is such a great book. As I'm struggling to create weekly content for my blog, this little gem couldn't have come at a better time. I truly believe that this book's guidelines will enable me to create content that will connect me with my customers.

Kyle Gray wrote THE book on "content marketing" and this is it! If you have not yet used content marketing (or used it successfully) then you owe it to your business to READ THIS BOOK. Gray cuts through the "content marketing" jargon to thoroughly and clearly explain what you should be doing (and why). He covers how to use the system efficiently to get the best results with the least effort and expense. For a fraction of the cost of online courses or high-priced masterminds he lays out for you the simple steps to put content marketing to work for you. An incredible bargain and a reference you're sure to keep handy and refer to often.

How to organize your content creation. Whether it is just you or if you have a team of VA creating content this book will help you create better content faster. The author worked in the trenches, managing content creation for an online brand. Behind on number of quality articles published per month he came up with some very clever ways to get more blog posts written by his writers. Also how to hire quality writers and editors.

Boy did this book have some A-ha moments for me. It helped to bring together bits and pieces regarding content marketing that I have tried to wrap my head around over the last few months. This book will become a continual reference book for me and my team. As QA consultants we never would have thought to apply our own principles of SOPs to writers (DUH), but just goes to show the importance of getting what's in the expert's head out, onto paper, into a system, so that a team can be consistent in their approach and represent the business more effectively. Kyle has set this out in a simple and practical format. I appreciate the layout of the chapters that you can just head to a specific area that you are wanting to work with. It flows really well. This book will definitely make the task of content marketing more manageable for us and instead of saying, "we should be writing this, we should be writing that", we are going to be able to plan better, more consistent, effective content for our business.

Sales and marketing are fantastically variable beasts to tackle. Entrepreneurs frequently overlook the fact that it is possible to be very talented in some aspects of them and utterly ignorant in some others. I'm a great example of this phenomenon. Put me in a closed room with one other person, and I will deduce exactly what I need to say to them in order to get them to do what I want, such as buying a product from me. I know how to construct an effective narrative for almost any situation. However, what I am absolutely terrible with is spreading a narrative far and wide. To me, that's the difference between sales and marketing. Sales is about action. Marketing is about awareness. While sales is more or less a timeless, principled process, marketing is constantly changing with modern cultural and technological standards. That's where this book comes in. The Story Engine will give you a useful approach to immediately implementing the marketing methods of today to get your effective narrative out to the audience where it will create action.

As someone who has used content marketing to grow their business, I feel like I have a pretty good handle on the basics of content marketing. But when it came time to hire someone to take the heavy lifting off my hands, I knew that it would be difficult and time consuming to get them started. Now I can hand them Kyles book which provides the perfect roadmap for scaling a content marketing operation. This book is perfect for the novice content marketer who's eager to leverage content to grow their business. It's also perfect for business owners who want a robust toolkit to hand to their apprentice content marketers. So happy to have found this resource. Thanks Kyle.

I have found "The story Engine" to be an easy to follow system that looks as if it will produce the

result I am looking for. The book makes it clear that this will not produce instant results but is tuned to a roughly 10 - 12 month time. Nice thing is that by then you will have it down and it will not suck up 3 or so hours per article. My reco is get it, read it a couple of times, the 2nd time will be fast - you will not need the personal details part. Then download and follow the templates. PATIENCE! TRY IT.

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