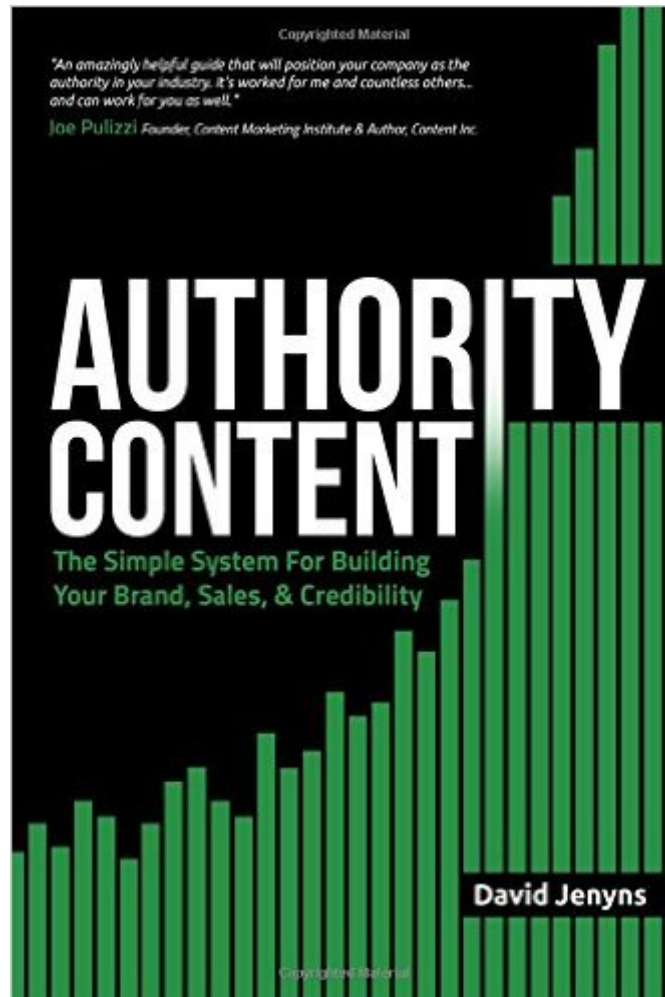


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Authority Content: The Simple System For Building Your Brand, Sales, And Credibility



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

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!

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.

Overall this book was ok, but seemed to assume the reader had a head start already on content creation and their business roadmap. There was quite a lot of promotion of the authors SEO services throughout the book which was kind of off putting. A handful of helpful nuggets, but wouldn't read or recommend to anyone

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!

David Jenyns has created a very straightforward guide to generating authority content that can be published across your own website and multiple online platforms. He has shared the information in a practical and friendly manner with a good understanding of people's natural tendencies to either take action or resist taking action. I was particularly impressed with his comments in relation to supporting existing clients and his reinforcement of the marathon nature of business rather than popular culture's view which is simply a sprint. For his sake, I do hope that people will still find

his book of interest in 2100! Well done David for putting a user-friendly video and content marketing resource together!

Authority Content has exceeded my expectations! I have been in digital marketing for 5 years and I thought I had seen it at, but David's approach is unique and presented not only in an easy to understand manner, but an easy to implement manner too. I highly recommend this book to anyone who wants to jumpstart their marketing efforts!!

A great book David - and a pleasure to write a testimonial for you for it. Seriously, folks, David really knows his stuff, far more than most in this space. Buy his book, read it cover to cover and then read it again - then action everything he says and you will get solid results. It's not just a book of hype or the terrible make a "million dollars overnight" crap that we are so tired of. Job well done David - an impressive book filled with practical advice that I know works. Cheers - Andrew

This is a must read for any business owner! Authority Content outlines in a clear and concise way, a step by step process to create content that serves your audience - content that can then be used to position yourself as an authority in your field, help your customers, build your audience and generate more leads for your business. David writes in an easy to read and engaging manner and has structured the book so that the reader can take action at the end of each chapter, thus beginning their journey to becoming an Authority. The book focuses on the structure and system rather than any current tools and as such will be a timeless guide to a marketing principle that has always worked and will continue to be successful in the future. Highly recommended!

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