



Connect and Grow: Build Your Business with Content Creation, Book I - Planning Your Content

Dani Klahr

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As a business owner, you work hard to build relationships with your potential and current customers. You provide excellent products and services, and you create a customer experience that is second to none. Yet, you want to find new ways to connect with your target market and expand your customer base. Content creation is just the tool you've been looking for!

In *Connect and Grow: Build Your Business with Content Creation, Book I – Planning Your Content*, you will learn all the basics of creating valuable content that will help you to build lasting relationships with your ideal customers. By building these relationships, your audience will grow to know, like, and trust you, converting them into loyal customers who not only purchase from you, but provide referrals to you as well. The best part? While many traditional marketing efforts (such as purchasing ad space) can cost thousands of dollars, many content marketing platforms are free!

In this first book in the *Connect and Grow* series, professional content creator Dani Klahr walks you through the process of planning your content. Creating a content strategy will enable you to reach your ideal clients and grow your business. You will learn how to:

- Determine your target audience
- Select the content marketing platforms that will work best for your audience
- Strike the perfect balance in your content creation plan
- Choose topics that will provide value to your audience
- Create a blueprint for successful content creation
- How to stick to your plan and successfully complete your content

Your ideal clients need you! What are you waiting for? Grab your copy today!

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Jennifer Williams:

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