

[Free pdf] Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You (Business Books)

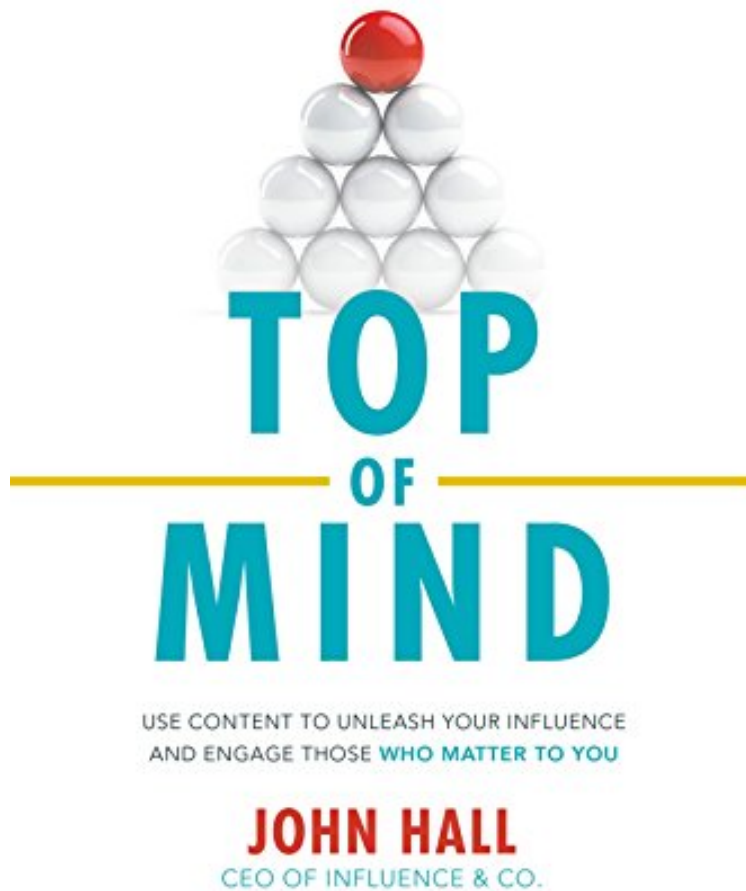
Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You (Business Books)

John Hall

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"Start the conversation with your customers today by diving into this book. I promise you it will change your stars forever."

—from the foreword by JOE PULIZZI, founder of the Content Marketing Institute and bestselling author of *Epic Content Marketing* and *Content Inc.*



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John Hall : Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You (Business Books):

5 of 5 people found the following review helpful. Great read and valuable information! By Britt This is a great read for anyone looking to learn more about content marketing; or any kind of sales and marketing, for that matter! The

author's stories are great and he backs all the recommendations up with solid research. A quick but compelling read with lots of good homework for marketers and entrepreneurs. 3 of 3 people found the following review helpful. Essential resource for companies looking to build influence. By Customer Top of Mind provides actionable tips and strategies like a business book - without the typical preachiness and narcissism of many others in this category. Well-researched, relatable, and practical, this is the best playbook for establishing a content-powered brand that is top of mind for your company's most important customers. 1 of 1 people found the following review helpful. Helpful across all industries. By L. Scheer Even though content marketing isn't the first thing I think of when describing my job, there were so many aspects of the book that I found to be applicable to my industry (employee benefits). The author's point of "what can I do for you," and how to be more personal in business was spot on, giving me a good challenge to implement in my professional and personal life. I think any entrepreneur or anyone in a marketing role will find this book even more helpful because of the action items outlined in the book for content writing and staying top of mind, as well as a dedicated resource section in the back of the book.

A game-changing framework for staying top of mind with your audience from the No. 1 company dominating content marketing. What do many successful businesses and leaders have in common? They're the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It's the winning approach John Hall used to build Influence Co. into one of America's Most Promising Companies, according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals: • how consumer needs and expectations have changed and what this shift means for you • how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you • proven methods for using digital content to enrich your target audience's lives in ways that build real, lasting trust Whether you're a marketing leader engaging an audience of potential customers, a business leader looking to humanize your company brand, or an industry up-and-comer seeking to build influence, maintaining a prominent spot in your audience's minds will increase the likelihood that the moment they need to make a choice, you'll be the first one they call. There's no better way to drive opportunities that result in increased revenue and growth. Business is never "just" business. It's always about relationships. It's always about a human connection. When you're viewed as a valuable, trustworthy partner, the opportunities are endless. Position yourself for success by establishing and developing content-driven relationships that keep you and your brand Top of Mind.

From the Back Cover: "John's got his finger on something here, something important. Anyone interested in communicating effectively through content would do well to embrace the audience-centric approach outlined in Top of Mind." Eric Hellweg, managing director at Harvard Business School: "Top of Mind is a critical and powerful tool to catapult yourself into relevance in a noisy, competitive world. Get it now, and leverage your content like never before." Jeff Hoffman, cofounder of Priceline and ColorJar: "With Top of Mind, John breaks down the last barriers between executives and content marketing. We accept that business is about relationships, and it's time we embrace the fact that the right content at the right time can make those relationships (and your company) stronger." Evan Greene, CMO of The Recording Academy (The GRAMMYS): "John Hall says that success ultimately comes down to creating meaningful relationships in business and in life. I couldn't agree more. Buy this book to get his prescription for exactly how to do it." Ann Handley, chief content officer of MarketingProfs and author of Everybody Writes: "This is the playbook for how to make yourself memorable online. Top of Mind is useful, practical, and vital. Highly recommended!" Jay Baer, president of Convince & Convert and author of Hug Your Haters: "An absolute must-read for any professional or company seeking to build influence and lead their industry." Forbes: "Potential customers can't do business with you if they don't even know who you are. John Hall's essential new book shows you how to powerfully connect with your audience, even in today's crowded marketplace, so the right business opportunities come to you." Dorie Clark, author of Reinventing You and Stand Out: "I am a longtime admirer of John's knack for connecting people in meaningful, sometimes life- and career-changing ways. The idea of 'shifting from self to the people who matter' is something he practices personally and professionally, so all ideas in the book are authentic and tested. Top of Mind contains John's simple, yet powerful, secret to success. Readers will be grateful he shared it!" Gina McDuffie, CMO of VER: "Here it is, a business guide to engineering serendipity! Top of Mind is a relationship guide for the digital age. Whether you're building a business or accelerating your career, John Hall's clever concept and smart insight will transform the way you communicate. Move over, Mr. Carnegie, John Hall teaches anyone how to win friends and influence people at massive scale." Andrew M. Davis, founder of Monumental Shift and author of Brandscaping: "Top of Mind is a must-read for any business professional who wants to understand how to break through the noisy and competitive landscape of today's digital, social, and

mobile world. As an innovative and successful entrepreneur, John Hall shows us how anyone in any type of business can use their existing knowledge and expertise to become top of mind, reach potential customers, and grow their business." Michael Brenner, CEO of Marketing Insider Group and author of *The Content Formula*

About the Author John Hall is the cofounder and CEO of Influence Co., a firm that helps brands and individuals leverage their expertise to create, publish, and distribute content to gain influence, visibility, and credibility with their key audiences. He has been recognized as a "must-see" keynote speaker in Forbes.com and has been called "one of the most powerful people in media who you've never met" in Inc.com. In 2016, John was one of the recipients of the EY Entrepreneur of the Year Award.