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Rules of Engagement for Content Marketing

- 1. Optimize Your Website:** Whether you do it yourself or hire some help, make sure that search engine optimization (SEO) is a priority for your business.
- 2. Embrace Blogging:** Commit to blogging a minimum of two times per week (more is better) and watch the magic unfold (Website traffic! Media attention! New clients!).
- 3. Distribute Content with Gusto:** Write and post articles with sites like ezinearticles.com and ideamarketers.com. Take the same article and distribute it to industry-specific websites and print publications (trade association newsletters, small newspapers and magazines, etc.).
- 4. Harness the Power of New Media:** Use video to add depth to your site, increase traffic and improve visitor engagement. Also set up a YouTube channel for added exposure.
- 5. Write a Book:** Nothing establishes your authority in your field like authoring a book. A book increases credibility, gives you leverage to increase fees, and works better than any brochure. It can also open doors to speaking engagements, media coverage, new clients, and much more.
- 6. Take Advantage of Internet Media:** Internet radio programs and podcasts always need guests. Find opportunities at wsradio.com, blogtalkradio.com, alltalkradio.com, and the archives on iTunes.
- 7. Leverage Social Media:** Like it or not, social media is a powerful way to reach customers, peers and alliance partners. Learn which site(s) make the most sense for your business (Twitter, Facebook, LinkedIn) and participate daily.
- 8. Attend the Virtual Cocktail Party:** Get engaged in social media forums by sharing information, answering questions and serving as a resource for your peers and potential customers.

Stephanie Chandler is an author of several books including *LEAP! 101 Ways to Grow Your Business, From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products* and *The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books*. Stephanie is also founder and CEO of AuthorityPublishing.com, which specializes in custom book publishing for non-fiction books, and BusinessInfoGuide.com, a directory of resources for entrepreneurs. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Wired* magazine, Inc.com and many other media outlets.

