

**CONTENT  
MARKETING  
SECRETS**

By

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# CONTENT MARKETING SECRETS

**How To Create, Promote, and Optimize  
Your Content For Growth And Revenue**



**Marc Guberti**

PART 1:

**CONTENT CREATION**

Every piece of content you will ever see on the web is nothing more than one idea seen to completion. The passion-fueled ideas made their way to their respective audiences in forms such as blog posts, videos, and podcast episodes.

Some of these forms of content take several hours to craft. Most of your visitors will go through them in a few minutes. By creating a legendary experience for your visitors during those few minutes, they'll come back for more. Content provides a legendary experience when it entertains, empowers, or educates. Some pieces of content leverage two or even three of those criterion, but every successful piece of content is primarily focused on at least one of the three criteria.

While this paints a lovely picture for content creation, there's plenty of work involved. In this part of the book, we will explore some secrets to crafting higher value content in a shorter period of time. The reason we begin with content creation in a content marketing book is because you can't promote the content unless you can consistently create new content. Content creation is the lifeblood of content marketing. Without the content, there's no content marketing.

# Chapter 1:

## IDENTIFYING & IMPLEMENTING IDEAS

Ideas are the seeds for published content, and with enough nurturing, those seeds grow into mighty trees. Consistently publishing valuable content requires us to continuously cultivate the content ideas that will eventually become published content. The importance of idea generation has resulted three distinct groups of content creators.

**Group #1:** Content creators who struggle to think of new ideas

**Group #2:** Content creators with many ideas but a lack of clarity of where to start

**Group #3:** Content creators with many ideas and total clarity of where to start

Of the groups, Group #1 is the worst and Group #3 is the best. The reason Group #1 is worse than Group #2 is because it's better to struggle over which ideas to tackle first than it is to have no ideas at all.

However, content creators typically shift from group to group. Once a content creator in Group #2 has finally turned all of the ideas into published content, that same person may fall back into Group #1 as the temporarily struggle to think of new ideas begins.

Every content creator wants to be in Group #3. You'll learn how to get there with an unlimited fountain of ideas and clarity of where to start.

### **Get Inspired By Your Pre-Existing Line Of Content**

“Come up with a content idea.” It's amazing how this one request can lead to a big blank. This big blank occurs as the mind tries to conjure different content ideas. While conjuring up ideas, the mind is trying to decipher which ideas you haven't covered yet.

For instance, I just thought of writing a blog post containing five tips to grow your Twitter audience. However, I have covered this topic so many times that I am in the need of a new idea. So the challenge isn't coming up with an idea. The challenge is coming up with an entirely new idea from your pre-existing line of content.

Since you are looking for an entirely new idea from your pre-existing line of content, it makes sense that you use your old content as a compass. When I feel stuck, I read through some of my blog posts with these questions:

- What did I miss?
- What could I have elaborated on?
- Which blog post, podcast episode, or video can I turn into a series or a Part Two?
- Can I talk about this same topic in a different way?

Asking these four questions as you go through your older content will open the door to a fountain of new content ideas inspired by your older content.

## **The Best System For Getting Inspiration From Others**

If you don't have much of your own content to go by, seeking inspiration from others will grant you more content ideas. This is also a solid approach for people who have published thousands of blog posts, videos, and podcast episodes.

The next time you find yourself on a blog in your niche, look at the headlines of the blog posts. Some of the blog post headlines you encounter will instantly give you ideas for your own content. For the blog posts you want to read, don't read with learning as the exclusive purpose. Read with the mindset of finding a content idea. Sometimes I re-read other people's individual blog posts just with the mindset of coming up with more ideas.



Use their headlines and their best content as your inspiration as you read through the content. While the blog post themselves can ignite your idea generation efforts, there's one more source of content ideas. It's the most valuable, but also the most forgotten.

At the end of most blog posts is a comments section. You'll see some grateful comments from people who enjoyed the blog post, thus reaffirming the idea that the content was valuable. You'll also see discussions happen where people share additional insights. Those additional insights can inspire content ideas.

The best comments for content idea inspiration are the questions. Questions indicated a topic that needed more coverage to form a more complete blog post. No matter how well you write the blog post, readers will always have questions. If you know the answers, post your answers in the comments section of that blog, even if it isn't your blog. Your posted answer then becomes the outline for your next blog post and give you some extra exposure.

You can take the commenting method further by searching for questions in your niche on Quora. I regularly hunt for questions on Quora and answer them while including a relevant link to one of my pieces of content. Not only do I get more traffic, but I can go back to the questions and my answers. I can then choose the best topics and use my answers to form a blog post outline. Writing detailed answers will help you with crafting your content for a blog post, video, or podcast episode. As of writing, I prefer to turn my answers into blog posts.

## **Getting Inspiration From Other's Videos and Podcasts**

I prefer getting inspiration by reading blog posts and their headlines because it is easier to skim through a blog post than it is to skim through a video or podcast. However, videos and podcasts are both viable forms of content to find inspiration. My initial approach for these two content production mediums would be the same for a blog—skim the headlines.

You won't watch every video or podcast episode, but by skimming the headlines, you'll surround yourself with more content ideas that can inspire some of your own. Once you decide to watch a video or podcast episode, listen to what the person is saying while thinking of the topic as a whole. Write notes based on what you learn AND based on content ideas you think of while engaging with the content. This open-minded approach geared towards idea acquisition will help you come up with more content ideas.

Lately, I've become more attracted to podcast episodes. While I'd prefer a blog post (better yet, a paperback or hardcover book) any day, the listening mechanic creates more possibilities. For instance, I can listen to a podcast while walking the dog. I've never seen someone master the art of walking a dog while reading a book without looking up and down many times. Driving is another activity where you can't read but you can listen to a podcast episode. However, if I'm in the car for the long haul, I prefer an audiobook.

## **Choosing The Right Content Ideas**

Not all content ideas are created equal. Some content ideas are naturally better than others, but here's the important question: What makes one content idea better than another?

A content idea is either worthless or pure gold depending on its context. Some of my spare time goes towards analyzing the stock market. I can write a blog post about stocks, but while it would be valuable in some contexts, it wouldn't be valuable in the context of my content brand.

People don't think about me when they think of the stock market. People think about me when they think of digital marketing, entrepreneurship, and productivity. This is a basic example of avoiding topics that extend beyond your niche. If you write about too many topics, your readers won't know

what topic you focus on. If they don't know what topic you focus on, they will neither remember you nor stick around.

But what if you are in the social media marketing space, and you've got to decide between writing a blog post about YouTube or a blog post about Facebook?

Here's my seemingly unrelated but completely related question: When would the blog post get published?

When I hosted the Content Marketing Success Summit, it was *very easy* for me to choose which content ideas I focused on. I exclusively focused on the content marketing pieces. That meant writing blog posts focused on content marketing several weeks before the summit. It meant strategically choosing and interviewing the right podcast guests at the right time. Two months before my virtual summit, I searched for more guests with a focus on content marketing. I even invited some of those guests to speak at the Content Marketing Success Summit.

When I hosted the Productivity Virtual Summit, it was the same story with a different cast. Leading up to the summit, I exclusively focused on publishing new content on productivity. By leveraging this strategy, I warmed my audience up to productivity related articles, episodes, and videos. That warm up perfectly led into the Productivity Virtual Summit. I had conditioned my audience to be ready for the summit.

To answer your question about the YouTube blog post VS the Facebook blog post, it depends on your overall strategy. If you are launching a Facebook ads course in two months, write the blog post about Facebook. Hold off on the YouTube blog post until you're done launching the Facebook ads course. Your focus leading into the course promotion is warming your audience up to desire the benefits that you'll offer in your product.

## **Putting This On Paper**

If you ask me what products I'm creating and promoting within the next year, I can tell you. The Content Marketing Success Summit's promotion started in the beginning of May 2017. The moment that initial promotion began, I had my promotional calendar planned out past March 2018.

By planning out the promotion and creation of products that far out, I could readily and strategically plan out my content ideas as well. I knew what type of content I needed to publish on my blog, YouTube channel, and podcast during this timeframe. By theming each of my cycles based on what I was promoting, it was easier for me to come up with the ideas.

You may be wondering, "Marc, this is great, but how do I actually put this on paper?"

A quick Google search will lead you to victory. You can search for an image of a calendar containing a specific month and the days of the month. You can find calendars for this year, the following year, and many others. You can go very far in the future with this approach. For instance, I know that, as long as I make it to my 100th birthday, it will be celebrated on a Friday. You don't have to plan several decades into the future. To start, you only need to plan at least three months in the future. Get involved with someone else's product launch or create your own product. That way, you can follow a content theme that warms your audience and results in more sales.

Most of the content you create won't result in direct revenue, but content indirectly contributes to your revenue by warming up your visitors to certain products and turning visitors into subscribers (and eventually customers).

Write content ideas on different days of the month you decided to print out. That way, you'll have deadlines for your content ideas

under your content theme for a particular cycle. Once you have the content ideas in place, it's time to create the actual content.

## **Outlining Your Idea With The Socratic Method**

The more time you spend outlining your idea, the less time it will take for you to complete that idea. One of my favorite ways to outline an idea is to start by listing all of the possible key points I can cover within the content.

For instance, an article on three ways to get more retweets might look like this. Notice how I don't number them in case I want to cover them in a different order.

### **3 Ways To Get More Retweets On Twitter**

Tweet more frequently

Grow a targeted audience

Tweet more of what your audience wants

With this basic outline, I can easily produce valuable content, but to take your value to the next level, you can use the Socratic Method to expand on your topic. You can anticipate gaps in your content and fill them up. For instance, I can say, "Tweet more frequently and get more retweets," but you might not know how to tweet more frequently without spending several hours on Twitter each day.

I ask myself at least three questions about each key point as if I knew nothing about the topic. Here's what the same outline looks like with the Socratic Method.

### **3 Ways To Get More Retweets On Twitter**

Tweet more frequently

- What tools should I use to tweet more frequently?
- How much is too much? Is there a limit?
- How can I tweet more frequently without spending countless hours on Twitter?
- Why is this even important?

Grow a targeted audience

- How can I tell if I have a targeted audience?
- What are some tools I can use to speed up the process?
- How can I grow my audience without a big time investment

Tweet more of what your audience wants

- How do I determine what my audience wants?
- What do I tweet before I know what my audience wants?
- What am I supposed to do with this knowledge?

I can rattle off the answers to all of those questions, but the more advanced you are in your niche, the less you think about the beginner and even intermediate who sees some of this as jargon. Don't assume everyone knows the same things as you do.

The Socratic Method creates deeper content and ultimately turns 500-800 word blog posts into the 2,000-3,000 word blog posts (or turns 2 minute videos into 8-10 minute videos) that perform better on search engines. Most importantly, you are producing a more valuable piece of content that adds more value to your audience and your niche's community.

## Chapter 2:

# CREATING VALUABLE CONTENT...FAST

**C**rafting valuable content that grabs the reader's attention is critical to getting returning readers, subscribers, and sales. At the same time, you need to complete the content creation stage so you can quickly move onto the content marketing stage—the critical stage for building a profitable content brand. This chapter will show you how to create valuable content faster so you have more time to promote the content that you create.

### **Have A Bias Towards Action**

Creating valuable content at a faster rate starts with a mindset shift. In my Breakthrough Success interview with EOFire host John Lee Dumas, we touched upon taking action part in a conversation focused on building a podcasting empire. It was at this moment that JLD emphasized having a bias towards action.

During our interview, he explained having a bias towards action by saying, “So many people trick themselves into thinking that they need to wait for the perfect moment to happen...You need to have a bias towards action...not be afraid to make mistakes...just do things that scare you, and get you out of the comfort zone...and see where the chips will fall from there. That, to me, is the key to successful entrepreneurs.”

The same individual who makes six figures every *month* from podcasting believes that a bias towards action is the key to successful entrepreneurs. You will make mistakes along the journey. Everyone does. With that said, if you are willing to go out of your comfort zone

and turn action into your default choice, crafting valuable content will become an easier task that evolves into a fun activity.

## **Batch Your Content Production**

During the same interview with JLD, he discussed how he batches his content production. Basically, he does all 30 interviews for his podcast over a 2-day period and gets interviewed on 20 podcasts on one day. This approach gives him 27 days to focus on other tasks for his content brand.

Ever since JLD mentioned the content batching method, I've noticed more and more people mention it. This is similar to when you buy a new car model and suddenly notice many of those car models on the road (there's even a name for this phenomena. It's called the Baader-Meinhof Phenomenon in case you're in the mood for a new trivia question).

All you may know about content batching is that JLD does it, but it's the secret to consistently creating valuable content with ease. Notice how JLD only spends two days each month interviewing people for his EoFire episodes. He also only spends one day getting interviewed for other podcasts.

While he takes on the herculean mission to consistently publishing one new episode every day, he's only working towards this herculean mission for two days each month. If you could grind for two days and then have all of your content completed and scheduled for that month, would you do it? And since most people don't publish daily podcast episodes, the content batching process is much easier for most of us.

If you write one blog post every other week and choose two days of the month to write 10 blog posts per day, you've got content scheduled for almost the entire year (I only recommend this approach if you have a solid promotional calendar in place, and even then you should leave some holes so you can insert new blog posts in case there's breaking news in your industry. For some niches, every day presents big news).



To get started with your content batching plan, choose a day of the week you'll conduct your content batching. For instance, you can choose Tuesdays to batch your content. You can also choose to exclusively batch your content on the first Tuesday of the month. The options available for your content batching are dependent on your schedule and the time you can commit to crafting valuable content. Since you'll have the ideas written in advance based on what you learned from Chapter 1, you won't get held back by a lack of ideas.

## **How To Craft Spectacular Content...FASTER**

Crafting spectacular content comes down to providing a legendary experience for your targeted audience. Every time someone reads through a blog post, listens to a podcast episode, or watches a video, they have an experience. You want to make it legendary.

Spectacular blog posts, podcasts, and videos follow a similar recipe, but those recipes are slightly different due to the differences the distribution methods share. First, let's start with the core elements that all spectacular content (regardless of form) have in common.

**#1: Attractive Headline:** The headline determines how many of your readers will engage with your content from start to finish. If people don't like the headline, they will skip over your content. It is normal for me to write 10 headlines for a single piece of content before I decide on the winning headline. I need to get the bad ideas out of my system so I can find the headlines that will get the most attention and engagement for my content.

**#2: Hooks The Reader:** Your first sentence, regardless of whether that sentence is verbally or textually communicated, must hook the content consumer (i.e. reader, listener, viewer, etc.). Interesting questions, statistics, facts, and statements hook the consumer. That first sentence

hooks them to read the rest of the paragraph, and it's that paragraph's job to hook the content consumer to engage with the rest of the content.

**#3: The Body:** This is where you share your insights or conduct the interview. In addition to sharing insights, you'll want to mention research and past content you've published. For instance, I had Trevor Oldham on Episode 40 my Breakthrough Success Podcast to discuss how we can ignite our motivation and productivity. During the episode, we got into a brief conversation about webinars, and I used that as a plug to mention the previous episode in which I talked with Jon Schumacher about using webinars to generate a massive profit. Don't only share great info within the body, but give your audience more ways to come in contact with your ideas and ideas from authority sites as well (both also help with SEO).

**#3A: Make Your Body Skimmable:** Most people will spend less than two minutes engaging with your content. They want to move onto the next task and get a sufficient amount of value from your content. If you give them this type of value, they'll come back for more. You must make it easy for your visitors to leave with all of the main points from your blog post in under two minutes. You do that with **bold text**, underlined text, and even *italicized text*. You can also accomplish the challenge with different sized text for names of tactics and/or colored text.

The only true way to make videos and podcast episodes skimmable is to time stamp the important parts of the video/episode. You can indicate the exact minute and second that you discuss a new topic or question. This allows your viewers and listeners to skip to their favorite parts of your videos/episodes.

**#4: Ending With A Call-To-Action:** At the end of your content, you need to summarize the content while providing a clear call-to-action. The CTA I use for my blog posts result in more comments and shares. For my podcast, my CTAs result in reviews, subscribers, and training course sales. My YouTube video CTAs result in more likes, comments, and subscribers.

## **The Stand Alone Factor**

Those are the four basic elements of spectacular content regardless of the distribution method. The other critical element is to incorporate other media into your content. I include this element as a stand alone factor because the media you add to your content depends on the type of content you're utilizing.

For instance, blog posts can host a variety of medias including pictures and videos. It is advised to use one form of media for every 300 words. That way, your audience won't get bored by a wall of text and skim through the blog post from start to finish. With that said, the 300 word rule is just a benchmark that you can slightly exceed or fall short on depending on what you determine as the right call.

While pictures are the most popular form of media for blog posts, you should also incorporate YouTube videos, podcast episodes, and SlideShares whenever you can. Some people may skip over these forms of media, but when you get someone to watch the embedded video, podcast episode, or SlideShare, you are increasing the amount of time people spend on your site. In the long-term, search engines will greatly award you for your care towards this statistic.

When it comes to incorporating other forms of media, the best you can do with a podcast is to utilize the show notes where you can still follow the 300 word rule. During the episode, you can incorporate audio segments and your analysis of the interview afterwards. I rarely use this approach for my podcasts, but one approach I commonly use is mentioning other episodes. That way, I get listeners to engage with more of my episodes.

I will also reference videos and articles (whether written by me or not) and create short links that I mention during the episode. That way, people can use those links to access other media. It's the best way to incorporate the 300 word rule during the episodes, but I don't pay attention to it while

conducting the interview. My focus is to deliver a legendary experience in the interview. I don't think about which episodes, videos, and articles I can mention, but if I think of them on the fly, I will mention them.

## **Create A Rubric Based On These Elements**

Creating a rubric for your content creation will speed up the creation process. Not only will ideas flow more easily, but you also won't have to go back to these pages to figure out how to craft spectacular content.

I no longer need this list of elements in front of me when writing a blog post (or any form of content). That's because all of my blog posts follow a similar structure. They all have the hook, the body, and the conclusion that utilizes the CTA. The hooks and CTAs from different blog posts will sound similar if not identical.

My action step for you is to create a form of content using the elements of spectacular content. As you create this content, consciously become aware as you apply the elements into the content. If you are consciously aware of this action, repetition will become easier. Soon, you won't have to look back at your older content to structure your hook, body, and conclusion with the CTA.

## **Embrace The Efficiency Mindset**

We all know efficiency is important. If you can perform the same task 30 minutes faster, you have 30 extra minutes to pursue new tasks. I don't believe everyone fully embraces efficiency to its highest potential.

I study the topic every day through my research and through my actions. I go VERY deep on the topic (I think of ways to put my clothing away in a shorter period of time, even if this only adds up to a few extra seconds) because all of those seconds and minutes add up. Plus, if you try to shave off seconds in a similar way, it won't

take long before you shave off minutes or even hours of time from content completion while providing the same value.

Embracing efficiency is vital to creating valuable content at a faster rate. Think about how you can shave off one minute from the content creation process. Then think about how you can shave off two minutes from the content creation process. I'll give you some ideas and helpful hacks to get you started.

## **The Hack Of All Hacks For Content Creation**

I'll start off with what is by far my favorite hack for content creation. I first learned about this hack from Jordan Baker, the CEO and lead developer of the Focuser App, an app which is designed to boost your productivity. When I asked him questions about boosting productivity during the Content Marketing Success Summit, he went into great detail about taking breaks, listening to the right music, and other productivity hacks.

However, Jordan unfolded the hacks of all hacks for content creators when he explained to me that he writes some of his blog posts on his smartphone.

This concept blew me away. Now, instead of awkwardly scrolling through my smartphone to pass the time while waiting (we have all been there), I can write a blog post, questions for an upcoming podcast interview, or outline my next video. In fact, I tried this while waiting in a clothing store and ended up writing a 1,000 word blog post. Who says shopping can't be productive?

Now I plan to incorporate this method any time I am waiting for something or someone. In the movie theater, instead of seeing

advertisements of upcoming films, I can add more content to a blog post I am working on. You can take this approach a step further by verbally “writing” your blog post while driving the car and having your smartphone display the transcription (I haven’t tried this yet. I prefer listening to audiobooks and podcast episodes during this time).

While most people associate content creation (blog posts in particular) with their computers, nothing is stopping you from using your smartphone to communicate and craft your ideas into distributable content.

## **Create A Schedule & Identify Your Standards**

Creating a schedule and identifying your standards allows you to get clear on what work you need to put in for content creation every day.

When creating your standards, you must give yourself an activity that you can reliably do every day. If you want to start off easy on yourself to maintain the consistency, then do so, because consistency (or inconsistency) becomes a habit. In most cases, it is better to do a few things consistently than it is to do many things at an inconsistent rate. If you want to become a successful content creator, then you must be consistent in what you do.

Once you grow comfortable with being consistent in a few key areas, you must raise your bar higher. Success in content creation requires a leap out of the comfort zone, and by gradually leaping out of the comfort zone, you’ll build the habits of raising your bar higher and rising up to challenges you’ll encounter along the way.

## Chapter 3:

# YOUR ENVIRONMENT DETERMINES YOUR EFFICIENCY

**O**ur environment affects us greatly, and mastering our environment is critical for us to master our productivity. How important is an environment? Ask a fish! If you put that fish in a fish bowl, it will swim around and await its food. If you put that same fish on the ground, it won't live very long. The same creature with the same genetic makeup was put into two different environments. In one environment, the fish is swimming happy. In the other environment, that same fish is struggling to breathe.

A change in your environment probably won't mean the difference between life and death. However, any change in your environment will subconsciously affect how you work and think. You won't see these gradual effects come into play. They'll just happen, and all of a sudden, you have submitted to your new environment.

We all submit ourselves to the environment we live in unless we decide to make a change. We'll talk more about making that change later, but let's start by defining an environment. An environment for our purposes isn't specifically a location. While location plays a role in defining our environment, the people we spend most of our time with are also a part of our environment. On the same college campus, there is one group of people who party every night and another group of people who do missionary work. Even though the location stays the same, the people in one group are completely different from the people who reside in the other group.

Now that we know what constitutes an environment, let's use that knowledge to create a more productive environment for our ambitions.

## **Anticipate Distractions**

Distractions tempt us at every turn. When you go on the internet to grow your online business, the YouTube temptation looms nearby. When you walk near your TV, the temptation to start watching your TV grows within your soul. Even if you don't give up easily to surfing YouTube or turning on the TV, distractions are still everywhere. If you told me that you never check your inbox when you get new message, I'm waiting for the straight face to disappear. Notifications of new emails beg for our attention like puppies...and they win every time. We stop what we are doing just so that red circle indicating unread mail goes away.

While the inbox is a common distractor, I can't think of all of the possible ways we get distracted. I leave that up to you in the first step of creating a better environment for yourself. Each day, write down the things that distracted you and how long they distracted you for. If you want to solve any problem, you must identify the problem before doing anything else. Does your inbox take away most of your time? Is it the TV? Does surfing YouTube have your undivided attention?

Once you establish what distracts you each day, you must now anticipate those distractions and change the patterns that lead to those distractions. Here's where your environment starts to change. If you anticipate yourself watching TV, have a trustworthy person hide the remote. If you anticipate yourself opening your inbox, remove the mail icon from your dashboard. On my Mac Book Pro, a simple Force Quit on the Mail app gets the job done. I can always bring back my mail icon and check my mail by searching for the app within my dashboard. However, I won't get distracted by incoming mail when



I'm writing a book. Anytime I see a distraction looming nearby, I change my environment to make it more difficult for myself to give into that distraction. If it's too difficult for me to distract myself, then I don't bother trying. The only option left is to focus more of my time, attention, and energy on my work.

## **Remove The Clutter**

If you work at a desk, your desk is probably filled with distractions. Anything from a stack of papers to a disarray of folders can throw off your game. The only things you'll see on my desk are a pad of sticky notes, a piece of paper with my goals, motivational quotes, and sometimes a book which serves as motivation.

Working in a less cluttered environment will boost your productivity because a less cluttered environment gives you fewer things to randomly gaze at. When you have a stack of papers on your desk, it's easier to gaze off at those stacks of paper and get distracted. Any temporary distraction will hurt your productivity because each time you get distracted, it takes a certain amount of time to get back into the groove. If you incrementally add the occurrences of those 1-2 minutes it takes to get back into the groove, you'd be shocked with how much time you lose. If you get distracted in this manner three times per day, you lose about five minutes. Those are the five minutes that you didn't even realize you had until now. If you add that up for an entire year, you are distracted by clutter for a little over 30 hours every year. Imagine a time wizard showed up and gave you an extra 30 hours every year. What would you do with that time?

## **How To Create An Environment That Boosts Your Efficiency**

Keeping clutter on your desk makes you more open to distraction. However, that's the least of your problems if you have a cluttered desk. That same cluttered desk will also prevent you from working

more efficiently. If you have to search through a stack of papers to find what you're looking for, your efficiency will suffer over the long haul. Organize everything on your desk to make sure any piece of information is readily accessible. I like to organize this information and then move it to another room. While I like having this organized information, I don't want to gaze at it while I'm working and then let my mind wander any distance away from the current task.

A cluttered desk is far from the only thing within your environment. As I mentioned before, the people you spend most of your time with also reside within your environment. An easy way to boost your efficiency is to associate yourself with the people who will challenge you to accomplish more of your goals. It's easier for people to spend their time gossiping away with friends, host a pity party, and use excuses to make themselves feel better about not reaching their full potential. It's harder to make new friends and even harder to find friends who will motivate you to pursue your calling, but it's better to make new friends who will motivate you than keep the old friends who are holding you back.

You don't have to live nearby your friends. You can all interact continents away by using social media. Your best friends may not necessarily be a few minutes away. They may be a few hours away, but if you enjoy interacting with them and they motivate you, why not keep those friends? Those same friends can ignite you on your way to success.

Read The Remaining 23 Chapters of the Award-Winning Book

Get Your Copy of  
Content Marketing Secrets

**CONTENT**  
**MARKETING SECRETS**

How To Create, Promote, and Optimize  
Your Content For Growth And Revenue



**Marc Guberti**

# Reader Testimonials

"This book is a getting-it-done guide for going big in small, manageable steps. Marc has put the playbook together for you." --**Andy Crestodina, author of Content Chemistry**

"Quality content is the lifeblood of any Internet-based business. With "Content Marketing Secrets," you will get a step-by-step blueprint on how to create great content AND use to these 'digital assets' to grow your online brand. It's a simple read, chock-full of actionable advice!" --**Steve Scott, author of Habit Stacking: 127 Small Changes to Improve Your Health, Wealth, and Happiness**

"Marc's book is chock full of tips - many that you probably have NOT heard of before. If you're looking to improve and boost your marketing in 2017 and 2018 this is THE book to get. Marc is not an ivory tower content "expert" but has PROVEN best practices for how to get ATTENTION and ENGAGEMENT for the content you share." --**Ramon Ray, founder and editor of Smart Hustle Magazine**

Content Marketing Secrets features 26 chapters that cover the four critical elements of building a successful content brand:

### **Part 1: Content Creation**

- Chapter 1: Identifying & Implementing Ideas
- Chapter 2: Creating Valuable Content...FAST
- Chapter 3: Your Environment Determines Your Efficiency
- Chapter 4: Time Is Your Most Valuable Resource
- Chapter 5: Avoiding Overwhelm
- Chapter 6: Optimizing Your Content For Success

### **Part 2: Content Marketing**

- Chapter 7: Building Relationships
- Chapter 8: Repurposing Your Content
- Chapter 9: Guest Appearances
- Chapter 10: Collaborating With Your Audience
- Chapter 11: Growing Your Email List
- Chapter 12: Creating An Effective Content Marketing Strategy

### **Part 3: Social Media Marketing**

- Chapter 13: Choosing Your Social Network
- Chapter 14: Mastering Twitter
- Chapter 15: Mastering Facebook
- Chapter 16: Mastering Pinterest
- Chapter 17: Mastering YouTube
- Chapter 18: Mastering Instagram
- Chapter 19: Mastering LinkedIn

## Part 4: Content Monetization

Chapter 20: Write Your Own Book

Chapter 21: Training Courses

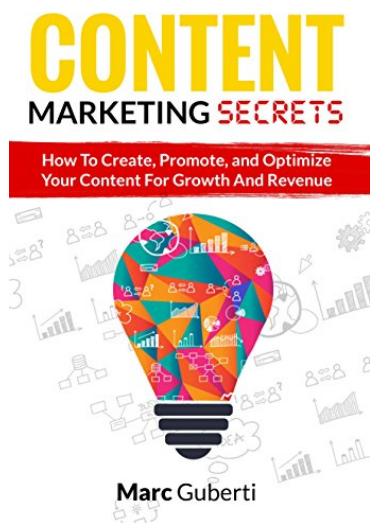
Chapter 22: Funnels

Chapter 23: Virtual Summits

Chapter 24: Affiliate Marketing

Chapter 25: Coaching, Consultations, & Other Services

Chapter 26: Set Forth



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