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content marketing scripts jim edwards: *Copywriting Secrets* Jim Edwards, 2023-06-06 What if you could sell anything to anyone? Nobody is born knowing how to sell. But the truth is, you can learn how to sell more . . . a LOT more . . . when you discover the right words that make people buy. Copywriting is selling. Whether online, offline, in video, direct mail, on Facebook, or from the stage, copywriting is how you put words together that make people click, call, or pull out their wallets and buy from you. Whether you're a coach, author, funnel hacker, e-commerce seller, or real estate agent, your ability to create sales copy that drives people to buy determines your paycheck, your lifestyle, and your family's future. In the fast-paced, attention-starved, social media-driven world of business today, two facts about your ability to create sales messages (copywriting) stand out: Fact #1: Great Copywriting = Incredible lifestyle, plenty of money, and freedom! Fact #2: Poor Copywriting = Struggle forever and die poor! Putting The Right Words On Paper And Online Is The Single Most Profitable Skill Everyone Can Learn. This book teaches you street-smart copywriting, which means this book teaches you how to get results today. (Because we all need to make more sales today . . . not tomorrow, not next week!) If you've tried to write ads, emails, and sales letters for your business before and failed, this book is for you. If you need to make more sales -- no matter what you sell or who you sell it to -- this book is for you. Bottom Line: If you want to make a lot more money, have a lot more time off, and enjoy a lot more freedom, this book is for you . . . especially if you're not making as many sales as you want to right now.

content marketing scripts jim edwards: *Turn Your Words Into Traffic* Jim Edwards, Dallas Edwards, 2007-04 Teach people how to create lasting, steady and dependable flow to their website while positioning themselves in the marketplace as an expert. It's not a get rich quick scheme, but a very effective way for people with low or no budget to create content that can get you traffic ? ezines, RSS feeds, blog, ezine announcement sites, newsletter, website. Point is that most people can't write very well and have phobia about writing. Don't know right way to write to get people to take action without a big sales pitch. Can actually sell people better because you're flying under the radar. People are more apt to click on the resource box in an article to get more info. Jim's dad has written for years, so they both have excellent credentials to teach people how to write.

content marketing scripts jim edwards: *Traffic Secrets* Russell Brunson, 2023-07-25 Master the evergreen traffic strategies to fill your website and funnels with your dream customers in this timeless book from the \$100M entrepreneur and co-founder of the software company ClickFunnels. The biggest problem that most entrepreneurs have isn't creating an amazing product or service; it's getting their future customers to discover that they even exist. Every year, tens of thousands of businesses start and fail because the entrepreneurs don't understand this one essential skill: the art and science of getting traffic (or people) to find you. And that is a tragedy. Traffic Secrets was written to help you get your message out to the world about your products and services. I strongly believe that entrepreneurs are the only people on earth who can actually change the world. It won't happen in government, and I don't think it will happen in schools. It'll happen because of entrepreneurs like you, who are crazy enough to build products and services that will actually change the world. It'll happen because we are crazy enough to risk everything to try and make that dream become a reality. To all the entrepreneurs who fail in their first year of business, what a tragedy it is when the one thing they risked everything for never fully gets to see the light of day. Waiting for people to come to you is not a strategy. Understanding exactly WHO your dream customer is, discovering where they're congregating, and throwing out the hooks that will grab their attention to pull them into your funnels (where you can tell them a story and make them an offer) is the strategy. That's the big secret. Traffic is just people. This book will help you find YOUR people, so you can focus on changing their world with the products and services that you sell.

content marketing scripts jim edwards: *Web Copy That Sells* Maria Veloso, 2013-02-15 Just as technology is constantly evolving, author Maria Veloso approaches marketing communication from a posture of newer, faster, and more effective techniques. Veloso provides both timeless and cutting-edge methods to help content marketers achieve phenomenal success. With the rise of social networks, "Twitterized" attention spans, and new forms of video content, marketers' online sales techniques need an upgrade. In *Web Copy That Sells*, you'll gain tips for: crafting attention-grabbing, clickable, and actionable content; learn how to streamline key messages down to irresistible "cyber bites" for highly targeted Facebook ads and interactive web banners; discover the latest psychological tactics that compel customers to buy; and learn how to write video scripts that sell. Whether your focus is on web copy, email campaigns, social media, or any of the other latest and greatest opportunities for lead generation through digital marketing communication, these tips will help you pack a fast, powerful, sales-generating punch.

content marketing scripts jim edwards: Ebook Secrets Exposed Jim Edwards, David Garfinkel, 2006-04 Bestselling authors take the mystery out of creating an online bestseller. The rules are different than for conventional in-print books, but they are easy to learn and profitable to follow.

content marketing scripts jim edwards: *Dotcom Secrets* Russell Brunson, 2020-04-07 Master the science of funnel building to grow your company online with sales funnels in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. *DotCom Secrets* is not just another how-to book on internet marketing. This book is not about getting more traffic to your website--yet the secrets you'll learn will help you to get exponentially more traffic than ever before. This book is not about increasing your conversions--yet these secrets will increase your conversions more than any headline tweak or split test you could ever hope to make. Low traffic or low conversion rates are symptoms of a much greater problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). What most businesses really have is a funnel problem. Your funnel is the online process that you take your potential customers through to turn them into actual customers. Everyone has a funnel (even if they don't realize it), and yours is either bringing more customers to you, or repelling them. In this updated edition, Russell Brunson, CEO and co-founder of the multimillion-dollar software company ClickFunnels, reveals his greatest secrets to generating leads and selling products and services after running tens of thousands of his own split tests. Stop repelling potential customers. Implement these processes, funnels, frameworks, and scripts now so you can fix your funnel, turn it into the most profitable member of your team, and grow your company online.

content marketing scripts jim edwards: Expert Secrets Russell Brunson, 2022-08-09 Master the art of what to say in your funnels to convert your online visitors into lifelong customers in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. Your business is a calling. You've been called to serve a group of people with the products, services, and offers that you've created. The impact that the right message can have on someone at the right time in their life is immeasurable. Your message could help to save marriages, repair families, change someone's health, grow a company, or more. . . . But only if you know how to get it into the hands of the people whose lives you have been called to change. By positioning yourself as an expert and telling your story in a way that gets people to move, you will be able to guide people through your value ladder, offer solutions to their problems, and give them the results they are looking for. This is how you change the lives of your customers, and this is how you grow your company. In this updated edition of *Expert Secrets*, Russell Brunson, CEO and co-founder of the multimillion-dollar software company ClickFunnels, gives you the step-by-step strategies you need to turn your expertise into a carefully crafted sales message that will attract your dream customers. Don't hide inside your business. Implement these story selling techniques now so you can find your voice and gain the confidence to become a leader, build a movement of people whose lives you can change, and make this calling a career.

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2017-08-14 A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the need-to-know aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about Artificial Intelligence and its advantages in marketing Understand how marketers without a Data Science degree can make use of machine learning technology Collaborate with data scientists as a subject matter expert to help develop focused-use applications Help your company gain a competitive advantage by leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and methods to move their company forward. Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay ahead of the curve.

content marketing scripts jim edwards: Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less Joe Pulizzi, 2013-09-27 Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and “stories” tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability. Joe Pulizzi is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

content marketing scripts jim edwards: Network Marketing Secrets Russell Brunson, 2018-02-14 The Hidden Funnel Strategy... That Easily Attracts The RIGHT People, Who Are SO SUPER INTERESTED In What You're Selling, They Actually Raise Their Hands And Ask You To Sign Them Up! This book will take you behind the scenes of the three funnels that have built 99% of ALL successful network marketing companies, and show you how to replicate them online with simple sales funnels. You'll be able to plug your network marketing opportunity into these funnels within just a few minutes. I'll also tell you the one step that everyone forgets. Miss this step and your funnels will never gain the momentum you need to be a top earner. Ready? Good. Me too!

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content marketing scripts jim edwards: Experimental and Quasi-experimental Designs for Generalized Causal Inference William R. Shadish, Thomas D. Cook, Donald Thomas Campbell, 2002 Sections include: experiments and generalised causal inference; statistical conclusion validity and internal validity; construct validity and external validity; quasi-experimental designs that either lack a control group or lack pretest observations on the outcome; quasi-experimental designs that use both control groups and pretests; quasi-experiments: interrupted time-series designs; regression discontinuity designs; randomised experiments: rationale, designs, and conditions conducive to doing them; practical problems 1: ethics, participation recruitment and random assignment; practical problems 2: treatment implementation and attrition; generalised causal inference: a grounded theory; generalised causal inference: methods for single studies; generalised causal inference: methods for multiple studies; a critical assessment of our assumptions.

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content marketing scripts jim edwards: *End-to-end Integration with IBM Sterling B2B Integration and Managed File Transfer solutions* James Ballentine, Claudemir Braghirolli, Vasfi Gucer, Rahul Gupta, James B Herry, Richard Kinard, Gianluca Meloni, Bala Sivasubramanian, Eduardo Ribeiro de Souza, Frank Strecker, Gang Yin, IBM Redbooks, 2012-07-21 Across numerous vertical industries, enterprises are challenged to improve processing efficiency as transactions flow from their business communities to their internal systems and vice versa, simplify management and expansion of the external communities, accommodate customer and supplier preferences, govern the flow of information, enforce policy and standards, and protect sensitive information. Throughout this process, external partners must be on-boarded and off-boarded, information must flow across multiple communications infrastructures, and data must be mapped and transformed for consumption across multiple applications. Some transactions require synchronous or real-time processing while others are of a more periodic nature. For some classes of customer or supplier, the enterprise might prefer a locally-managed, on-premise solution. For some types of communities (often small businesses), an as-a-Service solution might be the best option. Many large enterprises combine the on-premise and as-a-Service approach to serve different categories of business partners (customers or suppliers). This IBM® Redbooks® publication focuses on solutions for end-to-end integration in complex value chains and presents several end-to-end common integration scenarios with IBM Sterling and IBM WebSphere® portfolios. We believe that this publication will be a reference for IT Specialists and IT Architects implementing an integration solution architecture involving IBM Sterling and IBM WebSphere portfolios.

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about to go off to college, this guidebook provides a basic look at what it takes to make it in today's world. Each chapter covers a major area in life skills without becoming a lecture or sounding like the proverbial parental talk.

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content marketing scripts jim edwards: *New Media Campaigns and the Managed Citizen* Philip N. Howard, 2006 A critical assessment of the role that information technologies have come to play in contemporary campaigns.

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and built to share, The Carbon Almanac is the definitive source for facts and the basis for a global movement to fight climate change. This isn't what the oil companies, marketers, activists, or politicians want you to believe. This is what's really happening, right now. Our planet is in trouble, and no one concerned group, corporation, country, or hemisphere can address this on its own. Self-interest only increases the problem. We are in this together. And it's not too late for concerted, collective action for change.

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content marketing scripts jim edwards: Graph Databases Ian Robinson, Jim Webber, Emil Eifrem, 2015-06-10 Discover how graph databases can help you manage and query highly connected data. With this practical book, you'll learn how to design and implement a graph database that brings the power of graphs to bear on a broad range of problem domains. Whether you want to speed up your response to user queries or build a database that can adapt as your business evolves, this book shows you how to apply the schema-free graph model to real-world problems. This second edition includes new code samples and diagrams, using the latest Neo4j syntax, as well as information on new functionality. Learn how different organizations are using graph databases to outperform their competitors. With this book's data modeling, query, and code examples, you'll quickly be able to implement your own solution. Model data with the Cypher query language and property graph model Learn best practices and common pitfalls when modeling with graphs Plan and implement a graph database solution in test-driven fashion Explore real-world examples to learn how and why organizations use a graph database Understand common patterns and components of graph database architecture Use analytical techniques and algorithms to mine graph database information

content marketing scripts jim edwards: A Love for Learning Carol Strip Whitney, Gretchen Hirsch, 2007 Gifted children are susceptible to many de-motivating factors, which can lead to depression and academic underachievement. The authors present concepts and techniques to counteract those factors, allowing a child's motivation to skyrocket. Features the Four C's of Motivation: (1) Creating Challenge; (2) Creating Control; (3) Creating Commitment; and (4) Creating Compassion. This new book includes additional resources, books and websites for parents and teachers, and a foreword by Dr. Joanne Rand Whitmore Schwartz, former dean of the College of Education, Kent State University, and author of the classic book, Giftedness, Conflict and Underachievement. Following a foreword and a preface, this book contains the following chapters: (1) The Turn-Off Effect; (2) a 360 Motivation; (3) Physical Reasons for Loss of Motivation; (4) Emotional Reasons for Loss of Motivation; (5) Social Reasons for Loss of Motivation; (6) School Reasons for Loss of Motivation; (7) The Four C's in Action; (8) Creating Challenge; (9) Creating Control; (10) Creating Commitment; (11) Creating Compassion; (12) The Classroom that Works; (13) Motivating Every Student--Who's in the Classroom?; (14) Questions and Answers; and (15) Parent to Parent: a Story of Hope. Endnotes, Additional Resources for Parents and Teachers, References, Index, and About the Authors are also included.

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knowing how to handle, answer and completely address the question “what do you do?” with ease and grace, while also making the person they are speaking to feel comfortable and connected.

content marketing scripts jim edwards: *7 Powers* Hamilton Helmer, 2016-10-25 *7 Powers* details a strategy toolset that enables you to build an enduringly valuable company. It was developed by Hamilton Helmer drawing on his decades of experience as a strategy advisor, equity investor and Stanford University teacher. This is must reading for any business person and applies to all businesses, new or mature, large or small.

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content marketing scripts jim edwards: *The Copy Book* British Design & Art Direction (Association), 2011 The bestselling book remains an important reference work today--a bible for creative directors. Now D&AD presents an updated and redesigned edition of the publication, including works from the last 15 years.

content marketing scripts jim edwards: *Sell Like Crazy* Sabri Suby, 2019-01-30 In this groundbreaking book, Sabri Suby, the founder of Australia's #1 fastest growing digital marketing agency, reveals his exclusive step-by-step formula for growing the sales of any business, in any market or niche! The 8 phase 'secret selling system' detailed in this book has been deployed in over 167 industries and is responsible for generating over \$400 million dollars in sales. This isn't like any business or marketing book you've ever read. There's no fluff or filler - just battle-hardened tactics that are working right now to rapidly grow sales. Use these timeless principles to rapidly and dramatically grow the sales for your business and crush your competition into a fine powder.

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politics, not burgers; the devil embodied Clark Street, but its tail swished all the way north to the opera; the city was a cartoonist's paradise; world-famous artists, writers, singers, and musicians drew, wrote, sang, and played in Chicago; and the Levee District boasted two madame sisters who ran a world-famous palace of pleasure. Readers will also meet a prizewinning horse without pants, wonder over an elephant named Princess Alice, hear of the world's biggest red wagon, find out about the first dinosaur in town, and discover how Chicago helped mother jazz, ragtime, and the blues.--Provided by publisher.

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content marketing scripts jim edwards: **Managing Organizational Change** Ian Palmer, Gib Akin, Richard Dunford, 2009 This book provides managers with an awareness of the issues involved in managing change, moving them beyond one-best way approaches and providing them with access to multiple perspectives that they can draw upon in order to enhance their success in producing organizational change. These multiple perspectives provide a theme for the text as well as a framework for the way each chapter outlines different options open to managers in helping them to identify, in a reflective way, the actions and choices open to them.--Cover.

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Quick Start Guide - The Jim Edwards Method

Use this template to give your audience a CUSTOMIZED handout with fill-in-the blank spots they can use to follow along with each specific interview.

Core Content Questions - Funnel Scripts

Jan 5, 2020 · Write down at least 20 more questions you can answer to create content for your target audience.

5 Ways To Create PDF eBooks and Special Reports "5 Ways ...

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

TELLING TALES: Content marketing made easy AW ...

plumbing solutions to AW Edwards through mutual trust and respect. This excellent partnership, spanning decades of experience, provides the client confidence to proceed in any venture, ...

5 Minute Perfect Webinar Script - Funnel Scripts

2 | P a g e (What makes this so special). And so what this is going to do is (what this will DO for them)! And I, as (your role) who has (cool accomplishment / thing about you), what I do is (the ...

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