
CHAPTER 24

JOIN THE MOVEMENT

The revolution is not an apple that falls when it is ripe.
You have to make it fall.

CHE GUEVARA

Content Inc. is a journey—one that changed my life for the better. I'm hoping the same will be true for you.

This book is a good start, but it's not enough. There is so much more we need to learn and do to create an amazing business that starts with the needs of your audience (not the product you want to sell). As the platforms and the business model continue to change, so does our need for ongoing training.

This chapter is all about resources to help inspire and educate you on your *Content Inc.* initiative.

Here are some resources I believe will help:

- **The Tilt.** After finishing the second version of this book, something didn't feel right. I love how it turned out. The model is correct. But it's not enough. I pulled some of my friends together to create The Tilt (thetilt.com), a news and education site that helps content entrepreneurs build an audience and

grow revenue. We send out the newsletter two times per week. Please sign up at thetilt.com. You won't regret it.

- **The Content Inc. podcast.** Every Monday I release a short podcast episode, which is always less than 10 minutes long. I try to keep the episodes very actionable, and depending on how fast you run, four episodes equals about a five-kilometer run. Just go to Apple Podcasts, Spotify, Stitcher, or Overcast and type in "Content Inc."
- **This Old Marketing podcast.** Every Friday morning, Robert Rose and I cover the latest marketing news in a style that's (let's say) unique. My hope is that you'll be educated and entertained at the same time. Each podcast is one hour long. Go to thisoldmarketing.site to gain access to every episode.
- **The Random Newsletter by Joe Pulizzi.** This is my personal newsletter, where I cover insights about the Content Inc. model, publishing and success techniques, and ideas on finances. I always end with "One Random Thing" that I'm hopeful will change your life. I distribute it every other Thursday. Sign up at JoePulizzi.com.

NEXT-GENERATION CONTENT INC.

As you progress in your *Content Inc.* journey, you'll get to the point where you'll need even more resources and insights to keep growing. Here are some resources that will help:

Writing

- **Ann Handley's Total Annarchy newsletter and her book *Everybody Writes*.** Perfect to improve your writing
- **Brian Clark and Copyblogger.** Truly useful site for digital copywriting practices
- **Sarah Mitchell and Typeset's blog.** Valuable resource on writing and copywriting

Content and Media Operations

- **Li Jin.** Li spearheaded the *Passion Economy* movement. She has an amazing podcast with Nathan Baschez called *Means of Creation* and runs a valuable tech resource for creators at side-hustlestack.co/.
- **A Media Operator.** A must-read newsletter on how media companies run from Jacob Donnelly.
- **Simon Owens.** Simon covers diverse case studies by content entrepreneurs at simonowens.substack.com.

SEO/Analytics

- **Andy Crestodina and Orbit Media Studios' blog.** Excellent for practical tips on analytics and SEO. Andy does incredible research on industry blogging.
- **Wil Reynolds and Seer Interactive.** Will knows more about search engine optimization than I'll ever dream of knowing.
- **Mike Murray and Online Marketing Coach.** I've worked with Mike for 15 years, and he's never steered me wrong.

Findability

- **Gini Dietrich and Spin Sucks.** *Spin Sucks* is a powerful (non) public relations blog.
- **Lee Odden and TopRank's online marketing blog.** The blog is a great all-around marketing blog, but best for online findability.
- **Neal Schaffer and his book *Age of Influence*.** I got an early peek at this influencer marketing book. It's well worth the purchase.

Content Marketing

- **Jay Acunzo and Marketing Showrunners.** *Marketing Showrunners* is an amazing resource to help you run a digital video show or podcast.

- **Robert Rose.** He's the smartest man in content marketing and probably the leading content marketing consultant for enterprises. Robert and I wrote *Killing Marketing* together, an excellent resource if you are a marketer in a large enterprise. *Listen to our podcast.*
- **Brittany Berger's blog.** Brittany actively promotes doing more with less content. Love it!
- **Melanie Diezel.** Read her amazing book *The Content Fuel Framework*.
- **Andrew Hanelly.** His Revmade marketing email newsletter is excellent.
- **Dennis Shiao.** Dennis is one of the best marketing consultants in the business.

Content Strategy

- **Margot Bloomstein.** Her book is *Content Strategy at Work*.
- **Adele Revella and Buyer Persona Institute.** The best in the business on buyer personas.
- **Andrea Fryrear.** One of the world's leading experts on agile marketing.
- **Ahava Liebtog.** Her *The Digital Crown* on successful web marketing is an amazing book.
- **Val Swisher.** If you start going deep into content strategy, pick up her book *Global Content Strategy*.
- **Scott Abel, founder of *The Content Wrangler*.** Scott's online magazine is an amazing resource on the practice of content strategy.
- **Kristina Halvorson and Brain Traffic.** Their site, contentstrategy.com, is perfect if you don't understand the differences between content strategy and content marketing.

Social Media

- **Matt Navarra.** Matt is a must follow on Twitter (@MattNavarra) and his Geekout newsletter is one of the best in the industry.

- **Jeff Bullas's blog.** This is an incredible resource for social media and findability.
- **David Meerman Scott and *Fanocracy*.** Want to learn how to turn customers into fans? *Fanocracy* is your book.
- **Michael Stelzner and *Social Media Examiner*.** *Social Media Examiner* is the leading digital resource for social media marketing.
- **Mari Smith.** No person on the earth knows more about Facebook than Mari.
- **Brian Fanzo.** Listen to his *Press the Damn Button* podcast.
- **Jeff Korhan.** His book *Built-in Social* (especially good for service companies) is amazingly useful.

Podcasting/Audio

- **Jeremiah Owyang.** Jeremiah has amazing advice on most marketing topics, but he is elite when it comes to social audio. Check out his blog at web-strategist.com/blog/.
- **Pat Flynn and the *Smart Passive Income Podcast*.** Pat Flynn trailblazed in the podcast space. If you have a podcast, follow him.
- **Pamela Muldoon.** Pamela is a content strategist and the best female voice-over talent in the business.
- **Mitch Joel.** His *Six Pixels of Separation* podcast is one of the best and longest-running podcasts out there.

Visual Storytelling

- **Donna Moritz's blog.** An amazing resource to learn more about visual content.
- **Buddy Scalera.** A master of visual storytelling. Check him out at ComicBookSchool.com.
- **Jason Miller.** He parlayed his experience at LinkedIn and Microsoft and built Rock 'N Roll Cocktail, an amazing rock photography/marketing education site.

Digital Marketing

- **Allen Gannett and *The Creative Curve!*** Allen's book *The Creative Curve!* is a fresh take on digital marketing.
- **Mark Schaefer and *Marketing Rebellion*.** *Marketing Rebellion* is an excellent book on the state of marketing today.
- **Andrew Davis's blog.** Andrew Davis is the most interesting man in marketing.
- **Convince & Convert.** Jay Baer offers this amazing resource of marketing blogs, books, and more.
- **Heidi Cohen.** Read her excellent *Actionable Marketing Guide* e-newsletter to keep tabs on what's going on in marketing.
- **Scott and Alison Stratten.** Their excellent *UnPodcast* tells you what *not* to do in marketing. Plus, Scott is hilarious.
- **John Hall and Relevance.com.** Relevance.com is a fantastic digital resource.
- **Sally Hogshead and *Fascinate*.** *Fascinate* is an excellent book to help you better understand your own skill base (for finding your sweet spot).
- **Jason Therrien and the thunder::tech blog.** The blog includes amazing case studies and step-by-step guides.
- **Jon Wuebben.** His book is *Future Marketing: Winning in the Prosumer Age*.

Email Marketing

- **Jessica Best.** My go-to person for anything related to email marketing

Entrepreneurship

- **Chris Ducker and Youpreneur.** Chris has built an amazing platform for entrepreneurs, including an event and an inspiring podcast.
- **Chris Brogan and Kerry Gorgone.** Their amazing video interview show, *The Backpack Show*, is perfect for entrepreneurs.

- **John Lee Dumas and *Entrepreneurs On Fire*.** The *Entrepreneurs On Fire* podcast is almost a must-listen for entrepreneurs.
- **The James Altucher Show podcast.** I almost always find something useful on James's podcast.
- **Marcus Sheridan and *They Ask, You Answer*.** *They Ask, You Answer* is the perfect book for understanding how to create content your customers really need.

Business to Business

- **Doug Kessler and Velocity Partners' blog.** Perhaps the best business-to-business marketing blog on the planet.
- **Michael Brenner and Marketing Insider Group.** Perfect for marketing leadership, insight, and research.
- **Pam Didner's blog.** Awesome for information on sales enablement.
- **Ardath Albee and Marketing Interactions.** Need to understand the B2B buyer? Marketing Interactions is your place.
- **Bernie Borges.** His podcast is the *Modern Marketing Engine*.
- **Tim Riesterer and *The Expansion Sale*.** *The Expansion Sale* is an excellent book for understanding customer psychology.
- **Tom Martin.** His book is *The Invisible Sale*.
- **Julia McCoy.** Her book is *Practical Content Strategy & Marketing*.
- **Aaron Orendorff and IconiContent.** Excellent for B2B strategy and e-commerce tips.

Agency Life

- **Drew McLellan and Stephen Woessner.** Their book *Sell with Authority* is a must-read for any marketing agency professional.
- **Paul Roetzer.** His book *The Marketing Agency Blueprint* is a fantastic agency book.

Legal Issues

- **Ruth Carter and their book *The Legal Side of Blogging*.** Ruth's book offers vital information.

- **Sharon Toerek and her Legal+Creative blog.** The *L+C Blog* is excellent.

Data/AI/MarTech

- **Paul Roetzer and Marketing AI Institute.** Marketing AI Institute is the leading educational resource for marketing and artificial intelligence.
- **Scott Brinker and the Marketing Technology Landscape supergraphic.** If you haven't seen the Marketing Technology Landscape supergraphic, stop right now and Google it.
- **Christopher Penn.** I go to Christopher whenever I have an analytics or data science question. He's the best in the business.
- **Douglas Karr and Martech Zone.** The Martech Zone is the site for all things marketing technology.

Research

- **Mantis Research.** It provides the best education on marketing research and research practices.
- **Tom Webster and Edison Research.** Edison Research is the place on the web for audio and podcasting trends and research.

What's Next

- **Joel Comm, Travis Wright, and *The Bad Crypto Podcast*.** Joel and Travis are trailblazing in the non-fungible token (NFT) space.
- **Bradley Miles.** Bradley is founder of Roll, one of the leaders in social money. His email newsletter, *The Social Money Times*, is a must read.

There are amazing experts all over the world. Here are some international thought leaders you must follow:

- **AJ Huisman, Bert Van Loon, and Content Marketing Fast Forward.** These gentlemen are taking content marketing to the next level in the Netherlands.

- **Cassio Politi and the book *Content Marketing Masterclass*.** Cassio has written an amazing book and is perhaps the leading thought leader on content in Brazil.
- **Fernando Labastida with *Content Marketing Latam*.** Fernando has been pushing content marketing into Latin America for a decade.
- **Joakim Ditlev.** Mr. Content Marketing in Denmark.
- **Jesper Laursen.** The founder of the *Native Advertising Institute*. He also runs an incredible content agency in Denmark.
- **Igor Savic, Primoz Inkret, Anja Garbajs, and Nenad Senic with *PM in Slovenia*.** They run the leading content agency in Slovenia. And they also run the best event in Slovenia, *POMP Forum*.
- **Michiel Schoonhoven and Denis Doeland from *NXTLI (the Netherlands)*.** Their Content Impact Framework is one of the best content marketing models I've seen.
- **Cor Hospes.** One of the leading content marketers in the Netherlands, Cor offers an amazing blog and newsletter.
- **Mark Masters.** His *You Are the Media Podcast* series originates in the United Kingdom.

FINAL THOUGHTS

I try to respond to as many tweets and emails as I can. You can find me on Twitter @JoePulizzi and on email at joe@thetilt.com. Although I've cut my speaking back a bit, I still do a number of keynotes throughout the year. If you are interested in finding out more about having me speak at your event, you can get all the details at JoePulizzi.com.

Thank you for taking the time to read this book. I truly hope it was a valuable experience for you.

Now go out and make life happen. Be epic!

