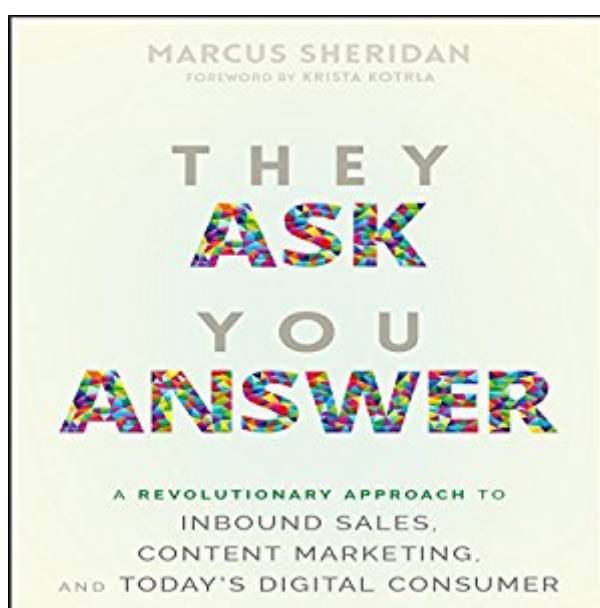


The book was found

# They Ask You Answer: A Revolutionary Approach To Inbound Sales, Content Marketing, And Today's Digital Consumer



## Synopsis

A revolutionary marketing strategy proven to drive sales and growth. They Ask You Answer is a straightforward guide to fixing your current marketing strategy. Regardless of your budget, you are almost certainly overspending on television, radio, and print ads, yet neglecting the number-one resource you have at your disposal: the Internet. Content marketing is no longer about key word-stuffing and link-building; in fact, using those tactics today gets your webpage shuffled to the bottom of the heap. Quality content is the key to success, and you already have the ingredients in-house. This book shows you how to structure an effective content strategy using the same proven principles that have revolutionized marketing for all types of businesses, across industries. Author Marcus Sheridan's pool company struggled after the housing collapse; today, they're one of the largest pool installers in the US, turning away millions of dollars in business they simply cannot accommodate every year. How did he manage it? He answered questions. This audiobook shows you how Marcus's strategy can work for your business, and how to use your keyboard to bring customers through the door. Boost your company's web presence with methods that work Build a level of trust that generates customer evangelism Leverage your in-house resources to produce winning content Utilize tactics that work, regardless of industry or sector When people have questions, they ask a search engine. If you have answers, the right content strategy will get them to the top of the search results and seen by millions of eyes every day. Drop the marketing-speak, stop "selling", and start answering. Be seen as an authority, not just another advertisement. They Ask You Answer describes a fresh approach to marketing and the beginning of big things for your business.

## Book Information

Audible Audio Edition

Listening Length: 6 hours 19 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: June 26, 2017

Whispersync for Voice: Ready

Language: English

ASIN: B0735WVVVW

Best Sellers Rank: #97 in Books > Business & Money > Marketing & Sales > Marketing > Web

Marketing #103 in [Books > Audible Audiobooks > Business & Investing > Marketing & Sales](#)  
#168 in [Books > Business & Money > Processes & Infrastructure > E-Commerce](#)

## Customer Reviews

I'm about half way through "They Ask, You Answer" and am loving it! Author Marcus Sheridan starts out by telling his story, and how he discovered the They Ask, You Answer principle. He then takes the reader through the steps of implementing TAYA beginning with the 5 types of articles/videos that best fit the TAYA principle. The concepts presented are simple and provide effective measures for creating quality content for your website.

Okay so this review is biased, but I am known for being a truthful person. My wife says to truthful at times. This book rocks and as I always knew Marcus Sheridan would make an impact on the marketing world one day. He is not just a great writer but he is an absolute marketing genius. I have had the opportunity to work with him as a business partner and as family and he is passionate about everything he does. This passion shines through in all aspects of his life and in this book. This is the first of many books I am sure and if you take the time to read They Ask You Answer you will find the answers you are looking for in your business, now implement them. Great Book

If you are a business owner who has the passion for what you do and why you do it, this book is a must-read! Please read from cover to cover and every page contains gold. I know this business philosophy is not for everyone, especially if you don't care about your customer, or if you are happy with mediocre results, or you have bureaucracy in the company, then this is not for you. But if you want real success, this book shows you how.

They don't call Marcus Sheridan "The Sales Lion" for nothing. The single greatest public speaker I've ever had the pleasure of hearing, Marcus has unmatched energy and passion for content marketing (not to mention SUCCESS!) and he brings all of it to this book. It's practical, easy to digest, and will leave you excited to walk into work the next day and begin fundamental change. I bought copies for my whole team!

I met Marcus almost 6 years ago. We immediately formed a bond and we both believe in the very same content marketing principles. Our company offers content marketing workshops and we have taught more than 7,000 people over the last several years. Many of the concepts explained in this

book are taught in every single one of these workshops. Why? Because they work. And Marcus shows you case study after case study to prove it. You don't have to spend thousands to travel and attend a workshop, buy this book instead and actually follow the lessons learned. That's how you will find your way into successful content marketing.

Know your audience. I have heard this for years as I built my business. Yet, I spent most of the time developing my website, colors, voice, social media...until there came a day where I said "I am done". Now, I need to connect with others and sell. Boy was I wrong. I could have saved me lots of money and time had I just started asking more questions of my audience. This book hit me hard yet I am so grateful I read it because for the first time since I started my business, I feel calm and confident. I can ask questions and be successful in answering them because I have the experience and wisdom to know how to help my audience.

I work as a creative professional in video marketing and this book was actually recommended to me by one of my clients. Wow, this has really been a home run and very relevant to my career! After giving our CEO my copy of the book he loved it so much he's going to buy a copy for everyone at our company. Really amazing book, very straightforward and real use case examples.

Marcus has finally compiled many of his speeches and points from his public speaking circuit into a book that encapsulates his entire business philosophy. Content marketing sounds like a good idea, and everyone knows they should do it but few succeed. Why? Businesses do not completely commit to a culture about teaching and answering questions in the most honest and transparent way possible. Following the steps in this book has revolutionized our business by leading to full pipelines and more closed sales, and it can for you too. It's not easy (they call it work for a reason), but committing to Marcus' steps will ensure success.

[Download to continue reading...](#)

They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer  
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing  
Hospitality Sales and

Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing)  
Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your  
Marketing Investment (Marketing/Sales/Adv & Promo) Content Marketing: Beginners Guide To  
Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Social Media  
Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Make a  
Killing With Content: Turn content into profits with a strategy for blogging and content marketing.  
The Pruning Answer Book: Solutions to Every Problem You'll Ever Face; Answers to Every  
Question You'll Ever Ask (Answer Book (Storey)) Kelley Blue Book Consumer Guide Used Car  
Edition: Consumer Edition July - Sept 2017 (Kelley Blue Book Used Car Guide Consumer Edition)  
The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from \$0 to  
\$100 Million Strategic Database Marketing 4e: The Masterplan for Starting and Managing a  
Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Network  
Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing,  
multi level marketing, mlm, direct sales) ALEXA: 2000 BEST AND FUNNY THINGS TO ASK  
ALEXA: LONGEST LIST OF TOP QUESTIONS TO ASK ALEXA - NEVER RUN OUT OF  
QUESTIONS TO ASK ALEXA Inbound Marketing, Revised and Updated: Attract, Engage, and  
Delight Customers Online From Zero to Sixty on Hedge Funds and Private Equity: What They Do,  
How They Do It, and Why They Do The Mysterious Things They Do Inbound Marketing and SEO:  
Insights from the Moz Blog Network Marketing: Go Pro in Network Marketing, Build Your Team,  
Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books,  
Scam Free Network Marketing Book 1) They Hurt, They Scar, They Shoot, They Kill: Toxic  
Characters in Young Adult Fiction (Studies in Young Adult Literature)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)