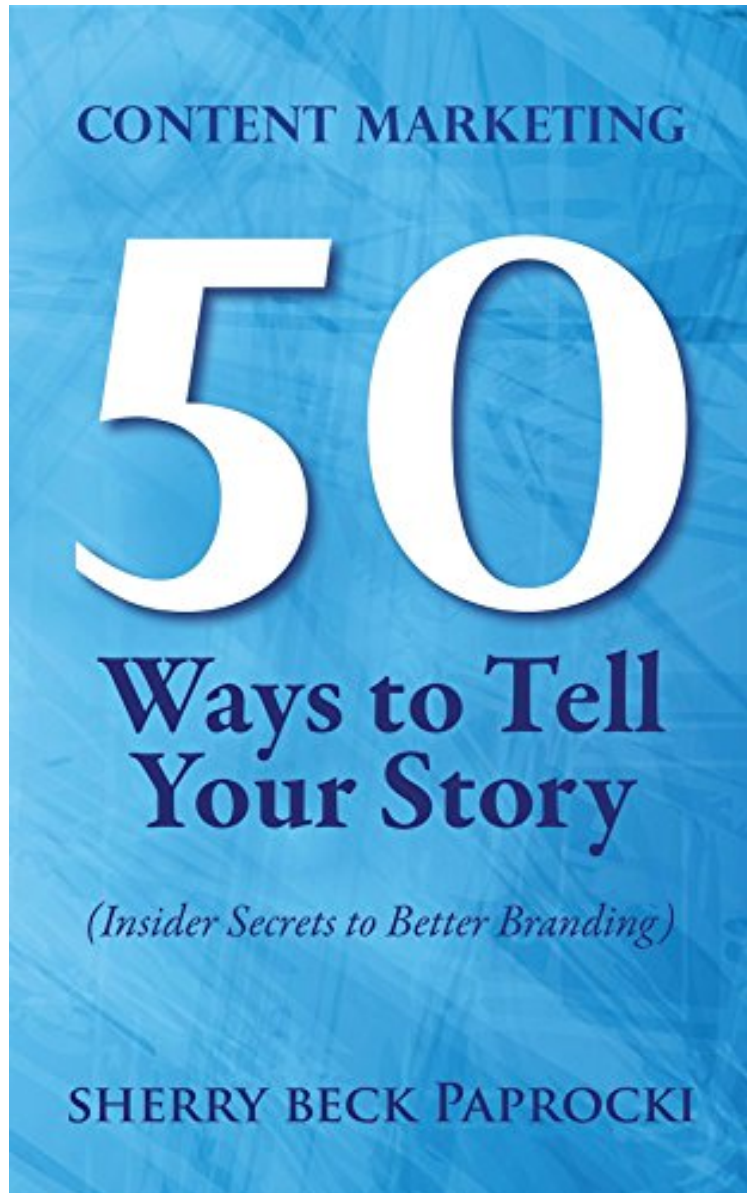


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Content Marketing: 50 Ways to Tell Your Story: (Insider Secrets to Better Branding)

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As a content-marketing writer and editor, I found Sherry's book to be particularly helpful. It reminded me of all the MANY things I can do for my clients to help them increase their profile and improve their business. The book is primarily aimed at business owners who want to know the many ways that a content-marketing writer can help them tell their story and engage with customers. Highly recommended.

Social media, mobile devices, blogs and more have made it prime time for good storytelling. Author and entrepreneur Sherry Beck Paprocki has written this quick guide for telling good stories in consistent and compelling ways via a variety of modern techniques. As vice president of the American Society of Journalists and Authors, Paprocki has recognized a confluence in today's marketplace: businesses and nonprofits need expert storytellers to create their content and plenty of independent writers are willing to help them. Paprocki, an author of *The Complete Idiot's Guide to Branding Yourself* (Alpha, 2009) and others, was among thought leaders who recognized that social media would rock the branding world. Now, as an award-winning writer, author and owner of R.S. Rock Media, Inc., she shares insider tips to creating the best content possible aimed specifically at the audience you need to target.