

Content and Editorial



Content Marketing

Books

- **Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand**
– Robert Rose and Joe Pulizzi
This book that tells marketers exactly how to put content marketing to work and manage it within your organization.
- **The Storytelling Edge: How to Transform Your Business, Stop Screaming into the Void, and Make People Love You**
– Shane Snow and Joe Lazauskas
In The Storytelling Edge, the content strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped Fortune 500 companies (and many others) to build relationships with millions of customers.
- **Inbound Marketing: Get Found Using Google, Social Media, and Blogs**
– Brian Halligan and Dharmesh Shah
Inbound Marketing is a how-to guide to getting found via Google, the blogosphere, and social media sites.
- **Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content**
– Ann Handley
Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer.

Online Resources

- **Content Marketing Institute**
The site is full of practical, how-to guidance, you'll also find insight and advice from the experts, and an active community for discussing the latest news, information, and advances that are moving the industry forward.
- **HubSpot Academy Free Content Marketing Certification Course**
The Content Marketing Certification is a free online training course composed of nine lessons that cover how to craft a message, create a sustainable strategy, create a reusable campaign, and increase your content footprint.
- **Optin Monster**
The latest practical tips to boost conversion on your site, covering topics like A/B testing, lead generation, and content marketing.

Magazine

- **Chief Content Officer (CCO)**
CCO is the first globally-distributed magazine written by, for, and about the most innovative, influential global content marketers. CCO is available for free in both print and digital editions.

E-Newsletter

- **Content Marketing Institute Newsletter**
Get email updates from the Content Marketing Institute and stay up-to-date on all aspects of content marketing. Select from: Today in Content Marketing, This Week in Content Marketing, or CMI Promotions.



Editorial

Books

- **Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation**
– Lynne Truss
The spirited and scholarly #1 New York Times bestseller combines boisterous history with grammar how-to's to show how important punctuation is in our world — period.
- **Words that Sell, Revised and Expanded Edition: The Thesaurus to Help You Promote Your Products, Services, and Ideas**
– Richard Bayan
This copywriting classic is packed with inspiration-on-demand for busy professionals who need to win customers, and includes cross-referencing of categories to jump-start creative thinking, a crash course in basic copywriting techniques, and helpful lists of powerful words and phrases, commonly misspelled words, confusing words, and pretentious phrases to avoid.

Blogs

- **Marie Forleo Blog**
Whether you're starting or growing your business or looking to make a big change in your personal life, this blog is here to help you reach the highest levels of your creative potential and tap into the deepest wisdom within you.

Online Resources

- **Kopywriting Kourse**
This site defines itself as half copywriting agency, and half copywriting training. They train entrepreneurs, content writers, and sales teams to become top-notch copywriters and increase conversion rates across all materials.
- **Master High-Impact Writing With Bestselling Author Daniel Pink**
Learn Daniel Pink's top writing tips, from consistently coming up with great ideas, researching, and outlining, all the way through the writing and editing process.

E-Newsletter

- **Write to the Point from WordRake**
New York Times bestselling author Gary Kinder has taught over 1,000 writing programs. Write to the Point is Gary's free, weekly newsletter that shares tips on editing for clarity and brevity, giving professionals more confidence when writing to clients and colleagues.