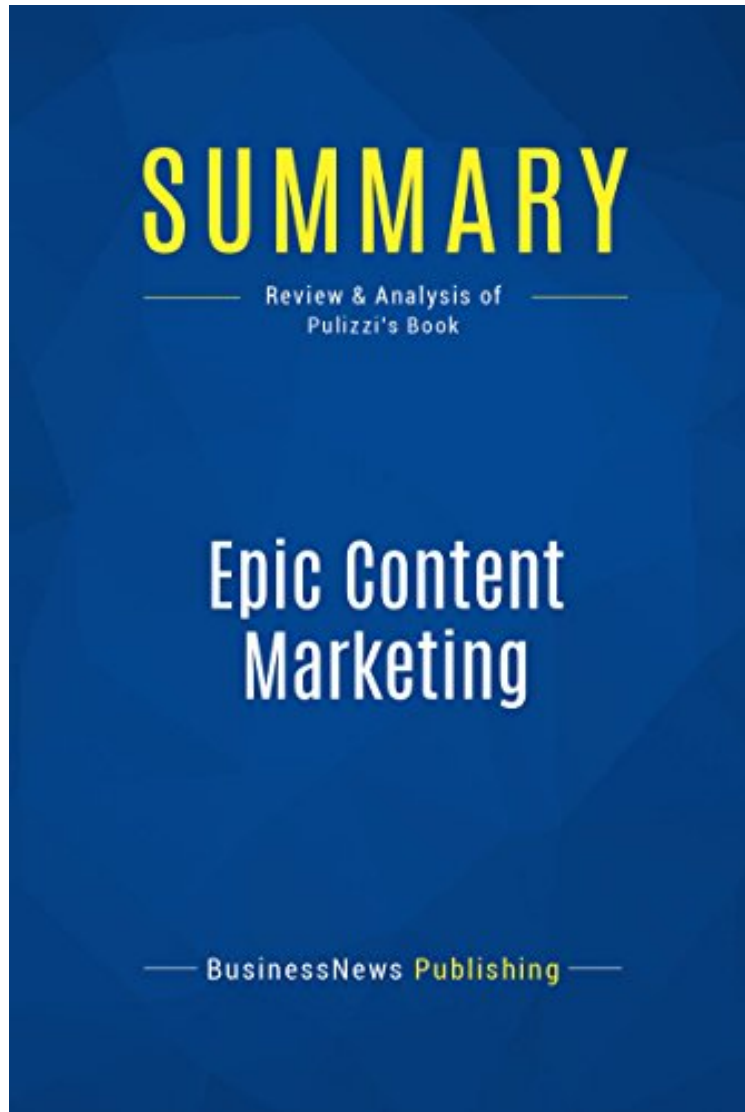


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The must-read summary of Joe Pulizzi's book: "Epic Content Marketing: How to Tell a Different Story, Break

Through the Clutter, and Win Customers by Marketing Less". This complete summary of the ideas from Joe Pulizzi's book: "Epic Content Marketing" tells you how to use epic content marketing to gain loyal customers. Your goal should be to help your customers and consistently provide the best information. By doing this, your customers will be grateful and become loyal to your company. Your epic content marketing should:

- Help the customer
- Be consistent
- Be authentic
- Avoid sales speak
- Be the best

Added-value of this summary:

- Save time
- Sell more and market less
- Engage your customers and motivate them to take action

To learn more, read "Epic Content Marketing" and find out how to market high quality information that leads to loyal customers!