

HawkStar Press Releases The Stripped-Down Guide to Content Marketing

John Egan's Book 'Is an Amazingly Practical Primer for Content Marketing,' Says Content Marketing Expert Joe Pulizzi

AUSTIN, TEXAS, UNITED STATES, November 9, 2022 /EINPresswire.com/ -- HawkStar Press today announced the release of [The Stripped-Down Guide to Content Marketing: Success Secrets for](#)



The Stripped-Down Guide to Content Marketing is an amazingly practical primer for content marketing. It's a must-read for any communications professional."

Author, podcaster, marketing speaker and entrepreneur Joe Pulizzi

[Beginners](#). The book, authored by content creator and content marketing strategist [John Egan](#), provides a hands-on roadmap for building a content marketing program — and building revenue.

"The Stripped-Down Guide to Content Marketing is an amazingly practical primer for content marketing. It's a must-read for any communications professional," says author, podcaster, marketing speaker and entrepreneur Joe Pulizzi, founder of The Tilt and author of Content Inc.

The book empowers entrepreneurs, content creators, content marketing strategists and others to:

- Develop a content marketing program on a tight budget.
- Create high-quality content.
- Generate buzz around a brand's content.
- Build brand authority.
- Generate more revenue.

The Stripped-Down Guide to Content Marketing is available now. The price is \$17.99 for the paperback version, \$9.99 for the e-book and \$22.99 for the hardcover edition. For a limited time, the e-book is priced at 99 cents. To order the book, visit [Amazon.com](#).

About John Egan

John Egan of Austin, Texas, is the author of The Stripped-Down Guide to Content Marketing: Success Secrets for Beginners, and a content creator and content marketing strategist. Among the companies that have published Egan's online content are Forbes Advisor, Bankrate,

CreditCards.com, Experian, Capital One, The Balance and SHRM. He is a graduate of the University of Kansas and Southern New Hampshire University.

John Egan

Jayhawk Media LLC

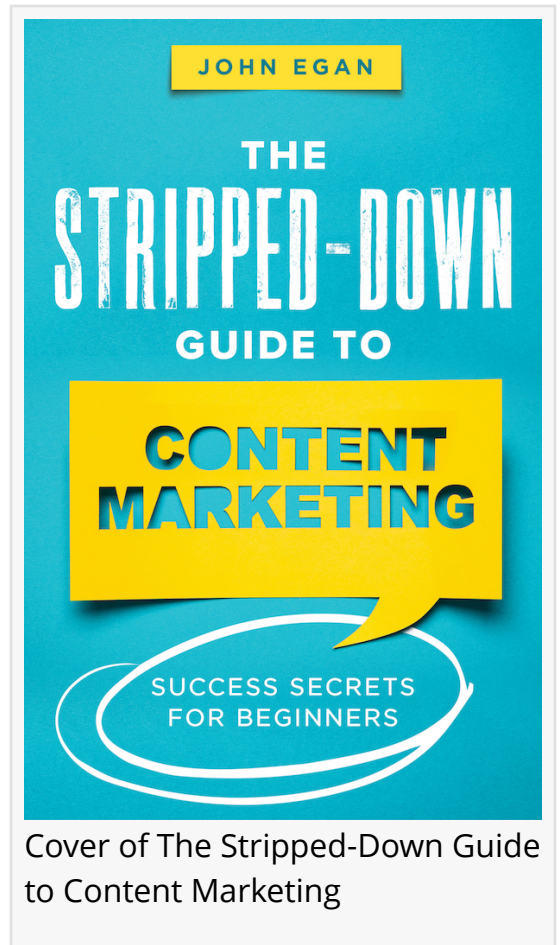
john@johnegan.net

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

[Other](#)



Cover of The Stripped-Down Guide to Content Marketing

This press release can be viewed online at: <https://www.einpresswire.com/article/598522125>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.