

# CONTENT SELLS RECOMMENDED READING LIST

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## Marketing / Content Marketing

- **Ask:** *The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level*  
— Ryan Levesque
- **Brandscaping:** *Unleashing the Power of Partnerships*  
— Andrew Davis
- **Breakthrough Advertising**  
— Eugene Schwartz
- **Buying Trances:** *A New Psychology of Sales and Marketing*  
— Joe Vitale
- **Contagious:** *Why Things Catch On*  
— Jonah Berger
- **Content Rules:** *How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*  
— Ann Handley & CC Chapman
- **Don't Make Me Think:** *A Common Sense Approach to Web Usability*  
— Steve Krug
- **Epic Content Marketing:** *How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*  
— Joe Pulizzi
- **Everybody Writes:** *Your Go To Guide To Creating Ridiculously Good Content*  
— Ann Handley
- **Guerilla Marketing:** *Easy and Inexpensive Strategies for Making Big Profits from Your Small Business*  
— Jay Conrad Levinson
- **Influence:** *The Psychology of Persuasion*  
— Robert Cialdini
- **Made To Stick:** *Why Some Ideas Survive and Others Die*  
— Chip and Dan Heath
- **Positioning:** *The Battle For Your Mind*  
— Al Ries and Jack Trout



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- **Power Stories:** *The 8 Stories You Must Tell To Build An Epic Business*  
— Valerie Khoo
- **Predictably Irrational:** *The Hidden Forces That Shape Our Decisions*  
— Dan Ariely
- **Pre-Suasion:** *A Revolutionary Way to Influence and Persuade*  
— Dr Robert Cialdini
- **Show and Tell:** *How Everybody Can Make Extraordinary Presentations*  
— Dan Roam
- **The Conversion Code:** *Capture Internet Leads, Create Quality Appointments, Close More Sales*  
— Chris Smith
- **The New Rules of Marketing and PR:** *How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*  
— David Meerman Scott
- **The Ultimate Sales Machine:** *Turbocharge Your Business With Relentless Focus on 12 Key Strategies*  
— Chet Holmes
- **Tribes**  
— Seth Godin
- **Niche:** *Why the Market No Longer Favours the Mainstream*  
— James Harkin.

## Creating and Creativity

- **Big Magic:** *Creative Living Beyond Fear*  
— Elizabeth Gilbert
- **Bird by Bird:** *Some Instructions on Writing and Life*  
— Anne Lamott
- **Creating:** *A practical guide to the creative process and how to use it to create anything — a work of art, a relationship, a career or a better life*  
— Robert Fritz
- **Deep Work:** *Rules For Focused Success in a Distracted World*  
— Cal Newport
- **Do the Work:** *Overcome Resistance and Get Out of Your Own Way*  
— Steven Pressfield
- **Steal Like An Artist** — *10 Things Nobody Told You About Being Creative*  
— Austin Kleon



## Business / Other

- **Essentialism:** *The Disciplined Pursuit of Less*  
— Greg McKeown
- **Focus:** *The Hidden Driver of Excellence*  
— Daniel Goleman
- **Good To Great**  
— Jim Collins
- **Grit:** *The Power of Passion and Perseverance*  
— Angela Duckworth
- **Procrastinate on Purpose:** *5 Permissions To Multiply Your Time*  
— Rory Vaden
- **Quiet:** *The Power of Introverts*  
— Susan Cain
- **Rich Dad's CASHFLOW Quadrant:** *Rich Dad's Guide to Financial Freedom*  
— Robert Kiyosaki
- **Six Thinking Hats:** *An Essential Approach To Business Management*  
— Edward De Bono
- **Start With Why:** *How Great Leaders Inspire Everyone To Take Action*  
— Simon Sinek
- **The 7 Habits of Highly Effective People:** *Powerful Lessons in Personal Change*  
— Stephen R Covey
- **The E-Myth:** *Why Most Small Businesses Don't Work and What To Do About It*  
— Michael E Gerber
- **The Lean Startup**  
— Eric Ries
- **The ONE Thing:** *The Surprisingly Simple Truth Behind Extraordinary Results*  
— Gary W. Keller and Jay Papasan
- **The Tipping Point**  
— Malcolm Gladwell



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