

# 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
- **Get Different** - Mike Michalowicz
- **Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business** – Jay Conrad Levinson
- **Influence: The Psychology of Persuasion** – Robert Cialdini
- **Launch** - Jeff Walker
- **Made To Stick: Why Some Ideas Survive and Others Die** – Chip and Dan Heath
- **Marketing Made Simple** — Donald Miller
- **Pitch Anything** — Oren Klaff
- **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
- **Superfans** – Pat Flynn
- **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
- **This is Marketing: You Can't Be Seen Until You Learn To See** – Seth Godin
- **Traffic Secrets** - Russell Brunson
- **Tribes** – Seth Godin

## 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
- **Risk Forward** - Victoria Labalme
- **The Right to Write: An Invitation and Initiation into the Writing Life** – Julia Cameron
- **Steal Like An Artist – 10 Things Nobody Told You About Being Creative** – Austin Kleon



**Business / Other**

- **Atomic Habits: An easy and proven way to build good habits and break bad ones** — James Clear
- **The Big Leap** — Gay Hendricks
- **Educated** — Tara Westover
- **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
- **Meant for More** — Lisa Sasevich
- **Move The Needle - Yarns from an Unlikely Entrepreneur** — Shelley Brander
- **Procrastinate on Purpose: 5 Permissions To Multiply Your Time** – Rory Vaden
- **Quiet: The Power of Introverts** – Susan Cain
- **Radical Compassion** - Tara Brach
- **Rich Dad's CASHFLOW Quadrant: Rich Dad's Guide to Financial Freedom** — Robert Kiyosaki
- **The Road Back To You** — Ian Morgan Cron
- **Rocket Fuel The One Essential Combination That Will Get You More of What You Want from Your Business** — Wickman and Winters
- **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 Power of Moments** — Chip and Dan Heath
- **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
- **Traction** — Gino Wickman



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