

# CONTENT SELLS RECOMMENDED READING LIST

## Marketing / Content Marketing

- **\$100M Leads** - Alex Hormozi
- **\$100M Offers** - Alex Hormozi
- **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
- **Cues: Master the Secret Language of Charismatic Communication** — Vanessa Van Edwards
- **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 (Updated edition published November 2022)
- **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



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- **Positioning: The Battle For Your Mind** – Al Ries and Jack Trout
- **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
- **Selling The Invisible** - Harry Beckwith
- **Shortcut: How Analogies Reveal Connections, Spark Innovation and Sell Our Greatest Ideas** — John Pollack
- **Show and Tell: How Everybody Can Make Extraordinary Presentations** — Dan Roam
- **Superfans** — Pat Flynn
- **The Book You Were Born To Write** — Kelly Notaras
- **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
- **The Gap and the Gain** — Dan Sullivan, Benjamin Hardy
- **Risk Forward** — Victoria Labalme
- **The Creative Act: A Way of Being** — Rick Rubin
- **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

- **10X is Easier Than 2X** — Dan Sullivan & Dr Benjamin Hardy
- **Atomic Habits: An easy and proven way to build good habits and break bad ones** — James Clear
- **The Big Leap** — Gay Hendricks
- **Buy Back Your Time** - Dan Martell
- **Chill and Prosper** — Denise Duffield - Thomas
- **Educated** — Tara Westover
- **Essentialism: The Disciplined Pursuit of Less** — Greg McKeown
- **Focus: The Hidden Driver of Excellence** — Daniel Goleman
- **From Strength to Strength** — Arthur C Brooks
- **Good To Great** — Jim Collins
- **Grit: The Power of Passion and Perseverance** — Angela Duckworth
- **Hidden Potential** — Adam Grant
- **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



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- **The Lean Startup** — Eric Ries
- **The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results** — Gary W. Keller and Jay Papasan
- **The Power of Moments** — Chip and Dan Heath
- **The Tipping Point** — Malcolm Gladwell
- **Traction** — Gino Wickman
- **Who Not How** — Dan Sullivan, Benjamin Hardy
- **Wolf Pack** — Abby Wambach

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