

# Master Content Strategy by Pamela Wilson



**Are you convinced there's more to online publishing than social media?** Do you

want to build a strong foundation online by publishing your content on your own website? **Are you overwhelmed by the thought of creating fresh content consistently?**

If you answered 'yes' to any of these questions, please read [Master Content Strategy](#) by Pamela Wilson. She'll give you the strategies and confidence you need to succeed.

Here are 7 takeaways from Pamela's book:

**3** **"Your goal on a brand-new site is to fill it with [quality] content as *soon* as you can."**

**4** **"Your email marketing list is a business *asset* you own 100%. Social media networks *lend you space* on their platforms, but they reserve the right to close your account there *at any time*."**

**5** **"See your content as a body of work that - *as a whole* - supports your business."**

**6** Write for readers at every level of awareness.  
**Beginner content: 50%**  
**Intermediate content: 30%**  
**Advanced content: 20%**

**7** **"Social shares and *traffic* do matter - but last I checked, my bank wouldn't allow me to *deposit* them in my checking account!"**

**1** **"When you optimize your content so it's *easy* to find, that content will bring the right people to your website for *years* to come."**

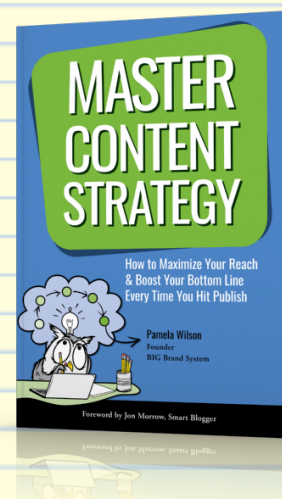
**2** **Your content strategy will *change* and *adapt* as your website and business *mature*.**  
This is a good thing. 😊

I highly recommend this book to everyone who wants to publish quality content on their own website.

Pamela provides no-nonsense strategies and advice that will simplify the process of content creation.

She'll break through any objections you may have and help you get the job done!

Kristine



[Click here](#) to take a look!