

Content Creation & Publishing For Startups SMBs & SMEs



Differentiate Increase Revenue Reduce Costs Future Proof Create Business Value

WHY CONTENT CREATION & PUBLISHING...

Creating unique insightful content is key to positioning you and your business as the expert authority that others look to or seek out. When you do this in a smart way, your unique content can also serve as a passive marketing strategy for online search engine optimisation with targeted calls to action, plus the ability for your content to be continually re-purposed into multiple formats and published across multiple channels.

That's why at The Startup Business, we have designed a Content Creation & Publishing package in a way to help you grow and scale your business.

WHAT YOU GET...

We will help you define your "expert's model" in which all your content will subsequently support. This will build an overwhelming body of evidence that positions you and your business as the experts in your field. We will also do this in a way that allows content to be re-purposed for video scripts and combined into white papers or chapters of your expert's book!

The Details...

Help You Define Your Topic & Sub Topics	✓	Add Relevant Quotations For Your Article	✓
Define The Relevant Key Words & Phrases	✓	Add Copy Right Free Image For Your Article	✓
Create Calender To Publish Your Articles	✓	Add Blog Feature Image For Social Sharing	✓
Write The Situation For Your Article	✓	Optimise SEO Meta Data Descriptions	✓
Write The Complication For Your Article	✓	Optimise Blog URL	✓
Write The Resolution For Your Article	✓	Add Relevant Categories & Tags	✓
Write The "How To" Steps For Your Article	✓	Create Branded Pdf Version	✓
Write The Association For Your Article	✓	Create Branded Quote Card For You To Post	✓
Write The Relate For Your Article	✓	Publish On Your Wordpress Blog Website	✓
Write The Takeaway or CTA For Your Article	✓	Monthly Business Consultation Video Call	✓
Write The Headline For Your Article	✓	24x7 Email Support	✓

THE PLATFORMS WE LOVE WORKING WITH...

At The Startup Business, we have identified specific platforms and technologies that we work with all the time – because this helps us to keep up to date, and be able to help you in the best possible way. For Content Creation & Publishing, these platforms include...



HOW TO GET STARTED...

In our first Business Consultation, we will show you how to get started the easy way - all we require from you are some basic inputs including... **Branding Style Guidelines, Logos, Images, Call To Action** instructions, **"About You"** Text, your **Key Business Topics & Sub Topics, Key Words & Phrases** (for SEO purposes) and unique **Admin Log-in Access** to existing platforms if you already have them. If you do not have any of these, don't worry, we will help you!

YOUR INVESTMENT...

Setup \$ 97 <small>AUD - Excluding GST</small>	+	Monthly WALK - \$ 197 1 Article / Month	RUN - \$ 297 2 Articles / Month	SPRINT - \$ 397 4 Articles / Month
		<small>AUD - Excluding GST</small>		

WHAT OUR CLIENTS SAY...



"As a busy owner of several medical practices, Ross and The Startup Business helped me take a strategic view on how I should position my business and create the right digital assets that align to my future vision"

Rick McKee | Founder & CEO | www.themedicalpractice.com.au

ABOUT THE STARTUP BUSINESS...

The Startup Business is the premier business community for The New Economy. It's a place where you can learn how to build a business, connect with experts and get the strategies & tools to set up, scale and sustain your business.

We provide four ways to help you grow and scale your business: **Business & Technology Education, Entrepreneur Mentoring & Coaching, Startup & Business Advisory, and our Automation & Outsourcing** services...

Social Media	Hosted Webinars	Sales Campaigns	Admin & Support
Content Creation	Lead Generation	CRM Solutions	24x7 Call Centre
Email Automation	Sales Funnels	Websites & SEO	AI & Robot Processing

LIMITED TIME OFFER – COMPLIMENTARY PLANNING CONSULTATION

Meet with our experts to discuss your goals and create your personal implementation plan...

results@thestartupbusiness.com

The Startup Business

We Help You Grow & Scale, So That You Can Achieve Your Big Goals & Make A Difference

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