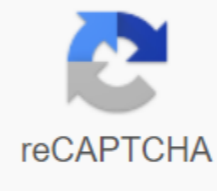




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Supplier, technology entrepreneurImage credit: UnsplashNowadays, in an era of data overload, it can still be difficult to find practical advice on how to use to build a business or product. Real books and e-books can become a great source of insight, real-life experience to review and analyze, a coach who helps avoid typical mistakes. Here's a list of such books devoted to online marketing that every professional or entrepreneur in the industry should read in 2020.1. Marketing Content Marketing for Traffic and Sales by Daniel Daines-HuttDaniel Daines-Hutt to traffic and sales is perfect for any marketer who thinks their content doesn't do what it should. It's ideal for you if you feel like something is missing from your content, aren't you sure why? Everyone else tells you to write more often, but you go crazy for all the work and small results. Daines-Hutt shows you what content changes things for you, and then explains how you can make the most of this content.2. Theory and practice. Aleksandr Lashkov's Ultimate Guide to Online Content Marketing is designed to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami and has worked with dozens of start-up technology companies over the past ten years. A technology industry expert has a wealth of experience in helping tech companies talk to people using language that people understand. This guide focuses on the practical issues that every creator faces in their daily work. It's a training ground that gives you insight into the types and tactics of modern content that can help you reach out and engage. All statements are supported by real-life case studies.3. Rich BrooksRich Brooks' The Small Business Guide to Digital Marketing describes the critical aspects of modern digital marketing and shows you how to expand them and grow your business. He talks about different strategies to help you get visitors to your website, and how to make sure they come back. The complexity of some elements of digital marketing is simplified and readers are presented with a book that simplifies their needs. The book provides a step-by-step guide to growing your online business, perfect for marketers and entrepreneurs anywhere in the niche.4. Hooked: How to Build Accustomed Design Products Nir EyalNir Eyal is an expert in behavioral design, and the book is the result of his ten years of research. Eyal helps you understand how people can buy your products, but make it a habit to buy your products. Another notable fact about this book is that Product Hunt founder Ryan Hoover helped make the content even more practical. outlines the real methods that modern companies use to draw attention to the product or service they sell and to build a direct connection to that product or service. This book is a practical tool for guiding your business metrics.5. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success By Sean Ellis and Morgan Brown Hacking Growth is a relatively recent book, and most importantly, it contains ideas not to be repacked from Philip Kotler's old good things. Both factors have solid practical knowledge, especially since Ellis and Brown are pioneers in growth hacking. This book will provide you with practical information about the multiple distribution models available. It will give you a real guide on how to implement growth hacking in your business.6. Data-driven marketing with artificial intelligence: Harnessing Magnus Unemer's proactive marketing and koneAI's power for marketing, 2018TI is a rather unique work by Magnus Unemer. Firstly, it provides insights into the application of artificial intelligence to marketing, which Unemyr gained by interviewing business and marketing managers in companies that build top products. Secondly, it has perfectly structured content, as all products are divided into several categories. These categories include competitive intelligence, predictive pricing, advertising strategy, e-commerce, content marketing, acquisition of leads and customers, customer relationships, segmentation and customer wing. Use these categories to understand how and which tools can help you solve specific tasks.7. The Choice Factory: 25 Behavioural Biases That Influence What We Buy by Richard ShottonBehavioral science explains what really motivates people rather than what they claim motivates them. Choice Factory shows how findings in this strong industry can easily be applied to marketing. Shotton highlights the complexity of target selection and discusses how marketers should do it. Even if you are not a marketer, this book offers fascinating insights into consumption and human behavior. It focuses on everyday decisions and explores what drives us to make them and why that makes us tick. What great marketing books do you know worth reading? Come hackolyte level up your reading game by joining Hacker Noon now! Last updated 20.10.2020 You have a deadline looming. However, instead of doing your job, you fiddled with mixed things like email, social media, video viewing, blogs and forums. You're supposed to be working, but you don't want to do anything. We all know the phenomenon of procrastination. When we delay, we waste our free time and postpone important tasks that we should do until it is too late. And when it really is too late, we panic and hope to start earlier. The chronic procrastinators I know have spent years of their lives in this cycle. Procrastinating, postponing things, lazing, hiding from work, facing work only when it is inevitable, and repeating this loop again. It is a bad habit that eats us away and prevents us from achieving greater results in life. Let procrastination take over your life. This is where I share. Jaan, steps to stop procrastinating. These 11 steps definitely apply to you too:1. Break down your work into small phases Part of the reason we procrastinate is because subconsciously we find the work too overwhelming for us. Divide it into small parts, then focus on one part at a time. If in procrastination after it is broken, scatter it even further. Soon your task will be so simple that you think gee, this is so simple that I might as well do it now!. For example, I am currently writing a new book (how to achieve anything in life). Writing books on a full scale is a huge project and can be overwhelming. However, when I share it in stages, such as – (1) Research (2) Finishing a topic (3) Creating an outline (4) Creating content (5) Entering chapters #1-#10, (6) Review (7), etc. Suddenly it feels very manageable. So I focus on the immediate phase and get it done to the best of my ability without thinking about the other steps. When it's done, I'll move on to the next.2. Change your environment Different environments have a different impact on our productivity. Look at your desk and your room. Do they make you want to work, or do they make you want to curl up and sleep? If it is the latter, you should look at changing the workspace. One noteworthy thing is that an environment that makes us feel inspired in the past can lose its impact after a certain period of time. If that's the case, it's time to change things. For more #2 and #3 and phases of the 13 productivity start-up strategies, which talk about environmental and workspace renewal.3. Create a detailed timeline at specific deadlinesWork only 1 deadline is like a prompt to delay. That's because we get the impression that we have time and keep pushing everything back until it's too late. Share the project (see #1) and then create a global timeline with specific deadlines for each small task. This way, you know that each task must be completed by a specific date. Your timeline needs to be solid too – that is, if you don't finish this to this day, it'll jeopardize everything else you've planned since then. In this way, it creates a sense of urgency to act. My goals are broken down monthly, weekly up to daily to-do lists, and the list is a call for action that I must achieve by the specified date, otherwise my goal will be blessed. Here are more tips for setting deadlines: 22 tips valid for 22 deadlines4. Remove your procrastination If procrastination is a little too much, perhaps because you make procrastination easy. Identify bookmarks in your browser that take a lot of time and move them to a separate folder that is unavailable. Turn off the automatic notification option in your e-mail program. Get rid of distractions around you. I know that some people get out of the way and disable or disable their Facebook account. It's a little rough and extreme because procrastination is more about knowing about our actions than about self-being methods, but if you feel like it's needed, go ahead.5. Hang out with people who inspire you to take action I'm pretty sure if you only spend 10 minutes talking to Steve Jobs or Bill Gates, you'll inspire more action than if you spend 10 minutes with nothing. The people we're with influence our behavior. Of course, spending time with Steve Jobs or Bill Gates every day is probably not a viable method, but the principle applies - the hidden power of every person around you To identify the people, friends or colleagues who trigger you – most likely go-getters and hard workers – and hang out with them more often. Soon you too will be incensed by their inspire and spirit. As a personal development blogger, I hang out with inspiring personal development experts by reading their blogs and responding with them regularly via email and social media. It is communication through new media and works anyway.6. Acquiring a BuddyHaving partner makes the whole process much more fun. Ideally, your friend should be someone with his own goals. You both hold each other accountable for your goals and plans. Although you both do not have the same objectives, it is even better if that is the case so that you can learn from each other. I have a good friend with whom I talk regularly and we always ask each other about our goals and progress towards these goals. Needless to say, it is important that it encourages us to act.7. Tell others about your goalsT this serves the same #6, on a larger scale. Tell all your friends, colleagues, acquaintances, and family about your projects. Now that you see them, I'm sure they'll ask you about your status on these projects. Sometimes I report my projects on blogs like Personal Excellence, Twitter and Facebook, and my readers keep asking about them. It's a great way to hold myself accountable for my plans.8. Find someone who has already achieved the result What do you want to achieve here, and which people have already achieved this? Find them and contact them. Seeing live proof that your goals are highly achievable if you take action is one of the best triggers for action. Redesign your goal if you've been stalling for a long time, it may reflect an incorrect alignment between what you want and what's currently running. Often we increase our goals when we perceive more about ourselves, but we do not change our goals to reflect it. Away from your job (a short holiday is good, otherwise just a weekend break or stay will do too) and it will take some time to regroup. What exactly do you want to achieve? What you should To get there? What measures must be taken? Does your current job match that? If not, then what Do it!210. Stop over-commenting on things Do you expect the perfect time to do this? Maybe this isn't the best time for X, Y and Z reasons? Forget that thought, because there's never a perfect time. If you expect that, you'll never accomplish anything. Perfectionism is one of the main reasons for procrastination. Learn more about why perfectionist tendencies can be bane as a blessing: Why being a perfectionist might not be so perfect.11. Take a grip and do it to the end, it will end in action. You can do all the planning, planning and hypothesis, but if you don't take action, nothing will happen. Sometimes I get readers and customers who constantly complain about their situations but still refuse to take action at the end of the day. Reality Check! I have never heard of anyone delaying success before, and I doubt that will change in the near future. Whatever you delay, if you want to get it done, you need to get yourself under control and do it. Bonus: Think Like a RhinoMore Tips for procrastinators to get startedFeatured photo credit: Malvestida Magazine unsplash.com unsplash.com

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