



Beacon Presents

# Suited & Booted

The perfect theme for when you need to get  
down to business

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# Introduction

eBooks Are The Biggest Marketing Opportunity That You're Missing Out On. But They Don't Have To Be.

*by Beacon*

I'm pretty sure you know the feeling.

That pang of guilt you feel every time you see a competitor boasting about their latest eBook.

Which one is it now, third? Or maybe they've gone beyond 5 already? They're certainly busy generating one lead asset after another.

All while you're still unsure about whether to even start creating eBooks at all.

But with today's heavy competition, overlooking even a slightest marketing opportunity can cost your company thousands of dollars in lost sales and opportunities.

So if you're wondering whether eBooks could help you grow your business, reach new audiences and convince prospects to engage with you, this book is for you.

A handwritten signature in black ink, appearing to read 'Kevin McGrath', with a stylized, cursive script.

Kevin McGrath

# Tips for Producing eBooks Quickly

*by Beacon*

Here's one myth I need to dispel: In most cases you have everything you need to start producing straight away.

## Existing Content

eBooks don't have to comprise of original content. In fact, a lot of them are based on repurposed content - old blog posts, email newsletters, e-zines, whitepapers or sales presentations.

So, to create your eBook, simply gather all blog posts on a specific topic or dealing with a particular problem, add an introduction and a call to action to move users further down the sales funnel and, you're done.

You can create a simple eBook even in Microsoft Word or use dedicated eBook software like Beacon to convert existing blog posts into eBook directly.

## Images

If you've been using images in blog posts, then you already have graphical elements you need to include in your eBook. And even if that's not the case, you can find plenty of images with a creative commons license on Flickr, Pixabay or Pexels.

And so, all it takes to create an eBook is to bring it all together and compile into a publication you could use to generate leads for your brand.

# What Makes eBooks the Best Lead Generation Assets?

According to the Content Marketing Institute, 55% of B2B marketers consider eBooks to be highly effective lead generation assets.

# Content Upgrade Techniques

## Technique 1: The eBook

Pick your top performing articles in a specific area and use Beacon to combine them into an eBook.

## Technique 2: The How-To Guide

Take an instructional blog post and expand it into a step-by-step guide. Add images to help readers visualise the solution.

## Technique 3: The Checklist

A checklist is a great way of making long blog posts more digestible. Checklists as a content upgrade are well suited to best-practice style blog posts.

# Call to Action

Now that you have the reader's attention why don't you point them towards more content that they might find interesting?

[CLICK HERE](#)

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