

How Did You Get Started Interview

Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Jeff Herring**

Target Audience (SINGULAR): **Content Marketer**

Target Audience (PLURAL): **Content Marketers**

Keyword Theme of the interview: **Content Marketing**

Topic of the Interview: **How Jeff built his info-marketing business up from ZERO to Six Figures in a very short time**

Payoff Of The Interview (For Target Audience): **How to succeed today in content marketing even if it feels like the market is overcrowded, confusing and a maze of tools, technology, and choices.**

Call To Action of the Interview: **Jeff Herring's New Custom Content Insiders' Circle at CustomContentInsidersCircle.com**

Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Jeff Herring's New Custom Content Insiders' Circle at CustomContentInsidersCircle.com**. Helping **Content Marketers** with **How to succeed today in content marketing even if it feels like the market is overcrowded, confusing and a maze of tools, technology, and choices** and other important **Content Marketing** topics. Check out **Jeff Herring's New Custom Content Insiders' Circle at CustomContentInsidersCircle.com** for more.)

My name is **Jim Edwards** and today I'm talking with **Content Marketing** Expert **Jeff Herring** about how he got started with **Content Marketing** and **How Jeff built his info-marketing business up from ZERO to Six Figures in a very short time**.

Welcome **Jeff Herring!**

Jeff Herring is a well-known expert on the subject of **Content Marketing** and has graciously consented to this interview to share extensive knowledge and experience so every **Content Marketer** can understand **How to succeed today in content marketing even if it feels like the market is overcrowded, confusing and a maze of tools, technology, and choices**.

Jeff Herring, thank you again for joining us on this live interview.

Let's just jump right in so you can share how you got started and what our audience can learn and apply when it comes to **Content Marketing**.

Questions

My first set of questions is about your background and experience in the field of **Content Marketing** so the **Content Marketers** in our audience can understand who you are, where you're coming from, and how you got started.

Then we'll jump into your thoughts about what you would do if you had to start all over again when it comes to **Content Marketing** so our audience can understand how they can apply what you've learned to their situations in today's world.

1. Could you tell us a little about yourself in terms of background, education and experience in **Content Marketing**?
 - a. When did you get started?
 - b. What kinds of things have you done / experiences have you had in **Content Marketing** that is relevant to our audience of **Content Marketers**?
 - c. Were you an overnight success, or did you have to work for it?
2. What roadblocks did you face early on and how did you overcome them?
3. What tools and resources did you use early on in your **Content Marketing** efforts?
4. Did you have any early mentors or did you have to figure it all out on your own?
5. What was your first major breakthrough with **Content Marketing**?
6. How long did it take you to get to where you are today?

7. Is there one particular story or example you'd like to share that really sums up your early experiences in the **Content Marketing** world?

Well, it's obvious you've "been around the block" when it comes to **Content Marketing!**

8. How is the world of **Content Marketing** different now than when you got started?

Let's switch gears a bit now and move into the present where our audience of **Content Marketers** want to get the kind of results you've achieved.

So I'm going to ask you a series of questions about what you would do if you had to start all over again right now, from scratch, and strive to duplicate your past results.

9. If you had to start all over again with **Content Marketing** in today's world, with today's tools, time constraints and other factors, what would you do:
 - a. Differently?
 - b. More of?
 - c. Less of?
 - d. Faster?
 - e. Not at all?
10. Where should **Content Marketers** focus their efforts if they want to succeed in both the short and long term?
11. What are the best **Content Marketing** tools every **Content Marketer** needs to use and know about?
 - a. Online / phone apps
 - b. Offline
12. Any tips for time management when it comes to **Content Marketing**?
13. Where would you get your **Content Marketing** news and updates?
 - a. Sites you trust
 - b. People you trust
14. Do you think it's easier or harder for a new **Content Marketer** starting out today than it was for you when you got started?
 - a. Why or why not?
15. What final thoughts do you have to help motivate **Content Marketers** to get started or take their **Content Marketing** to the next level like you have done?

Conclusion

Thank you **Jeff Herring** for a great interview. I'm sure all the **Content Marketers** in our audience learned a lot based on how you got started with your **Content Marketing** and how they can use what you learned in their own situations. So thank you very much for sharing your expertise and experiences so graciously.

Can you tell us a little bit more about **Jeff Herring's New Custom Content Insiders' Circle at CustomContentInsidersCircle.com**? Specifically how does it help **Content Marketers** with **How to**

succeed today in content marketing even if it feels like the market is overcrowded, confusing and a maze of tools, technology, and choices?

So again, thank you **Jeff Herring** for sharing with us... and thank YOU all the **Content Marketers** in our audience for joining us for this amazing presentation about how one **Content Marketing** expert got started and how you can learn from what they did to get better results yourself.

So again, I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Jeff Herring's New Custom Content Insiders' Circle at CustomContentInsidersCircle.com** today for more on how YOU can succeed with **Content Marketing**.

Have a great day!

Additional / Supplemental Questions (If Needed)

- What are some **Content Marketing** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you get your **Content Marketing** news? How do you stay up-to-date without getting overloaded?
- Where do you see **Content Marketers** wasting a lot of time in **Content Marketing**?
- Where do you see the overlooked opportunities in **Content Marketing** right now?
- Who are the big players in **Content Marketing** everyone should pay attention to?
- Which people or tools in **Content Marketing** do you see becoming much more important in the near future?
- How would you sum up everything we discussed today in a few final thoughts and advice to all of our listeners/readers?
- Where are the big challenges in **Content Marketing** right now?
- Where are the big opportunities in **Content Marketing** that many **Content Marketers** might be missing?
- Where do you see **Content Marketers** making mistakes or missing the boat so to speak?