

# <u>Actionable Evergreen Content Strategy For Beginners</u> <u>For Dads</u>

**Scott Behson** 

#### **Actionable Evergreen Content Strategy For Beginners For Dads:**

The Working Dad's Survival Guide Scott Behson, 2015-06-05 Hey Dad Ever felt torn between advancing in your career and spending quality time with family The Working Dad's Survival Guide is for you The first book of its kind the advice and encouragement you need to achieve success at work while ALSO being the involved loving dad you always wanted to be Written from the unique perspective of Scott Behson a busy working dad who also happens to be a national expert in work family issues The Working Dad's Survival Guide is chock full of concrete time and life management strategies you can use DADLY Dollar\$: How Marketing to Dads Will Increase Revenue and Strengthen Families Hogan right now Hilling, Tom Konecny, Don Hudson, 2017-06-18 The idea of marketing to dads is as unconventional as a dad who chooses to relinquish his role as the primary breadwinner to become the primary caregiver for his family But as the at home dad movement has demonstrated since the birth of the National At Home Dad Network in 1996 it has had a profound impact in the changing role of today s modern dads who now view parenting as a shared responsibility One of which is as the primary or part time shopper for their families Since dads represent half the parenting population this book raises the following questions Why don't companies view marketing to dads as an opportunity to increase revenue and potential profits Why do companies and advertisers continue to ignore the purchasing power of dads Why haven t companies conducted extensive studies on how dads buy products and services and also how to reach and connect with dads Research clearly shows that the dynamics of today s families and role of parents continue to evolve Yet companies and advertisers continue to use old school marketing strategies with mom as its primary target audience Yes the thought of dads as a potential primary or even part time shopper is hard to embrace as it was decades ago when companies shied away from the thought of a woman becoming the primary breadwinner The success of women in corporate America alone should indicate the reason for a change in a company or advertiser's marketing strategy DADLY Dollars will introduce companies and advertisers to a new untapped consumer dads It will also teach them how to reach and connect with dads market to dads capitalize on their purchasing power and how marketing to dads will increase their revenue profit and brand loyalty In addition it will also show a company the overall benefits to the economy families and communities Dad the Best I Can Rob Roseman, 2020-08-11 IS EVERY DAD GOING THROUGH THIS That is the question that Rob Roseman host of the Dad the Best I Can podcast and dad of 3 kids ages 8 6 3 set out to answer Rob interviewed 50 rockstar entrepreneurs like Jesse Itzler and CEOs like Drift's David Cancel about their experiences as Dads The Dad the Best I Can book is a fun and relatable collection of their advice to help other dads thrive at Dad Life without losing their minds WHAT OTHERS ARE SAYING As a father of young kids the book provided valuable insight from other fathers and is truly a hidden gem Read it KT What an awesome and special book I love reading about other dads and their approach to fatherhood I am so glad this author created this book it is a wonderful collection of input from a wide variety of fathers Highly recommended Zack Bush Being a dad is the most rewarding and

challenging thing I have ever done I love learning about other dads and how they are also trying not to blow it with this most marvelous of life opportunities Seth Jay King LateNotes HERE S A TASTE OF WHAT YOU WILL LEARN The 1 lesson this financial advisor learned from his divorce How this educator thinks we should define success to our kids What this ex MLB pitcher think about kids specializing in sports Why coaching his kid s football team turned out to be great therapy The most important skills this tech CEO thinks kids should learn today How to take the best lessons from your dad and teach them to your kids Why this CEO doesn t think there s really such a thing as a work life balance Find these nuggets and 50 more inside the Dad the Best I Can book Get more Dad tips from Rob and his guests at WEBSITE https DadTheBestICan com IG https Instagram com DadTheBestICan LOOKING FOR THE PERFECT GIFT FOR YOUR HUSBAND FATHER OR FRIEND You can t go wrong with this book Filled with funny anecdotes actionable tips and exciting stories Dad the Best I Can will teach every Dad invaluable parenting lessons Scroll Up Click on Buy Now with 1 Click and Get Your Copy Now

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