

“Michael includes more brilliant marketing strategies in one chapter than most agencies have in their entire office!”

—BEN ARRITT, CHIEF REVENUE OFFICER, FOUNDER, GROKKETSHIP

“Listen to him. He’s right—boldly breaking with the past and telling you the way things work now. So many surprising insights, but more importantly: specific ‘do this’ tactics that will inspire you to take action right away. I got so much out of this book. Highly recommended.”

—DEREK SIVERS, AUTHOR, TEDTALK SPEAKER, FOUNDER OF CD BABY

“Michael hits the nail on the head. This is exactly what it takes for success in the emerging digital economy. As someone who has built some of the biggest brands in the personal development space, let me say: you have to read and apply what’s inside this book if you want to keep your customers for life.”

—ANTON WISBISKI, AUTHOR, COACH, ENTREPRENEUR, INVENTOR OF CEO²

The antiquated marketing funnel is predicated on pushiness, the hard sell, and false assumptions about how audiences behave in the real world.

An emerging group of online entrepreneurs are flipping the script and embracing a pull approach. They’re distributing more value to more people than everyone else and turning the tables until their audience is literally lining up to invest.

In **CONTENT CAPITALIST**, author Michael Becker explains how, revealing a new model he calls the Content Continuum. From *Discovery* to *Nurturing* to *Investment*, to *Enrollment*, *Ascension* and *Advocacy*, the new way is about using a *leveled-access* content distribution approach and arbitraging obscure lead gen systems before the rest of the market catches up.

Inside, you’ll learn how to:

- Turn followers into subscribers and group members
- Use neuro-emotional triggers to spur engagement
- Apply smart growth hacks and AI to drive ROI
- Implement a “high-status” pre-sale intake process
- Set up “customer success insurance” to guarantee results
- Prepare for a dynamic future of content-led commerce

Also included are more than a dozen exclusive interviews with world-renowned marketers.

It’s time to shift into a new paradigm of online commerce. The future of capitalism will be collaborative and content centric. And *this* is ground zero.



CONTENT CAPITALIST
MICHAEL BECKER



CONTENT CAPITALIST

HOW TO CREATE A CONTENT BUSINESS
SO EXCLUSIVE CUSTOMERS BEG TO BUY

(AND NEVER WANT TO LEAVE)

MICHAEL BECKER



MICHAEL J. BECKER is an entrepreneur and creator economy expert. He’s worked with both billion-dollar enterprises and brand new startups, helping lead to four corporate acquisitions in his career. In 2018, he created educational brand New Earth Knowledge which he grew to 60k followers before selling in 2023. He holds a BA from Butler University and resides in Las Vegas. Visit his website, michaelbecker.org.