





A portrait of Ann Handley, a woman with short dark hair and glasses, smiling. She is wearing a dark blazer with a small white floral pattern over a light-colored collared shirt. The background is a textured, light-colored wall.

Cheers, Party People 🍷!

I'm Ann Handley.
Partner & CCO
MarketingProfs

Bestselling author
Tiny-house owner
Usually thirsty

BIGGER BOLDER BRAVER

EVERYBODY
WRITES



{ Your Go-To Guide to Creating
Ridiculously Good Content }

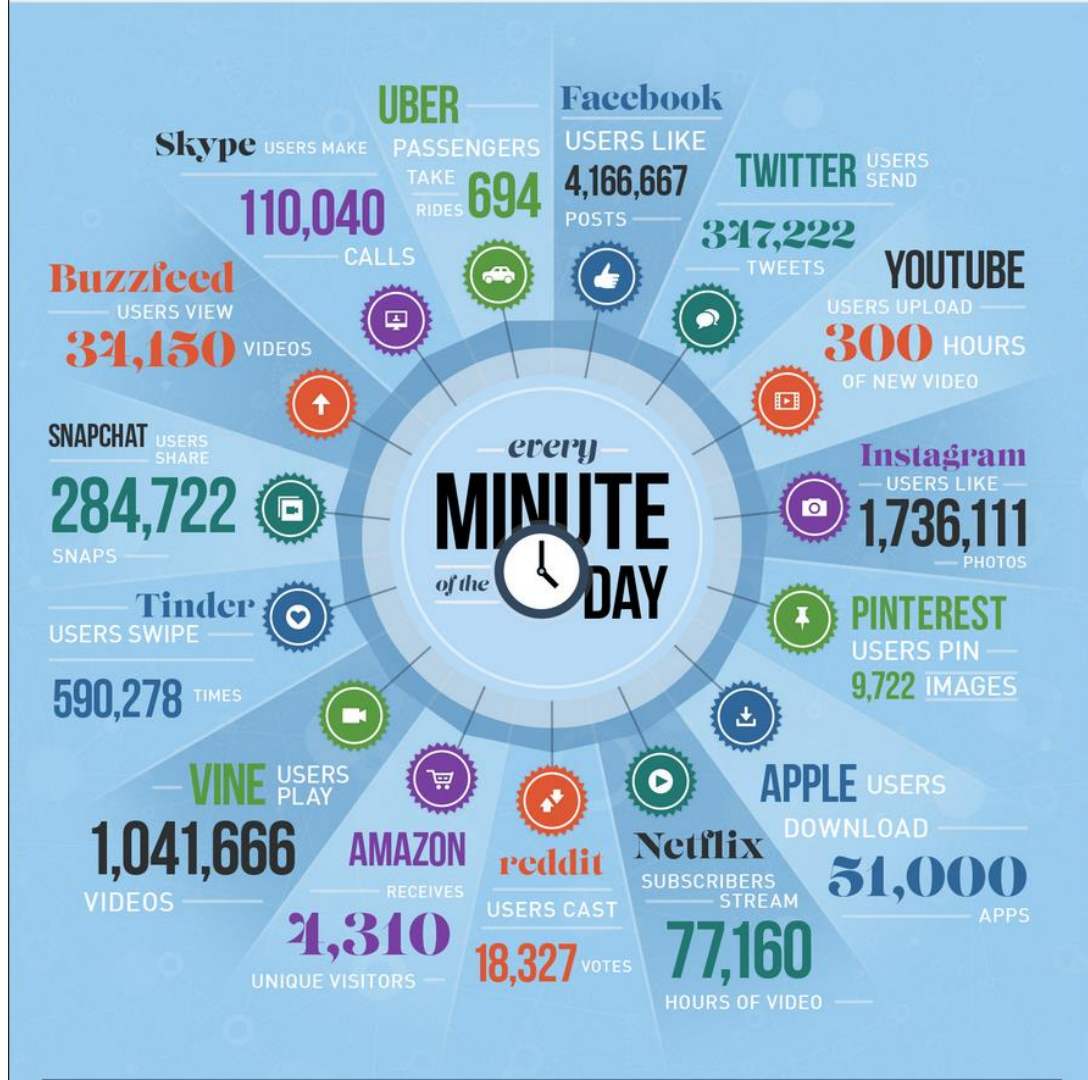
ANN HANDLEY

WILEY



WHY?

3 reasons.



via Domo

Best party



EVER

73% of businesses are
producing more marketing
content than a year ago.

[CMI/MarketingProfs research]

35% of us know our content marketing strategy is effective.

[CMI/MarketingProfs research]



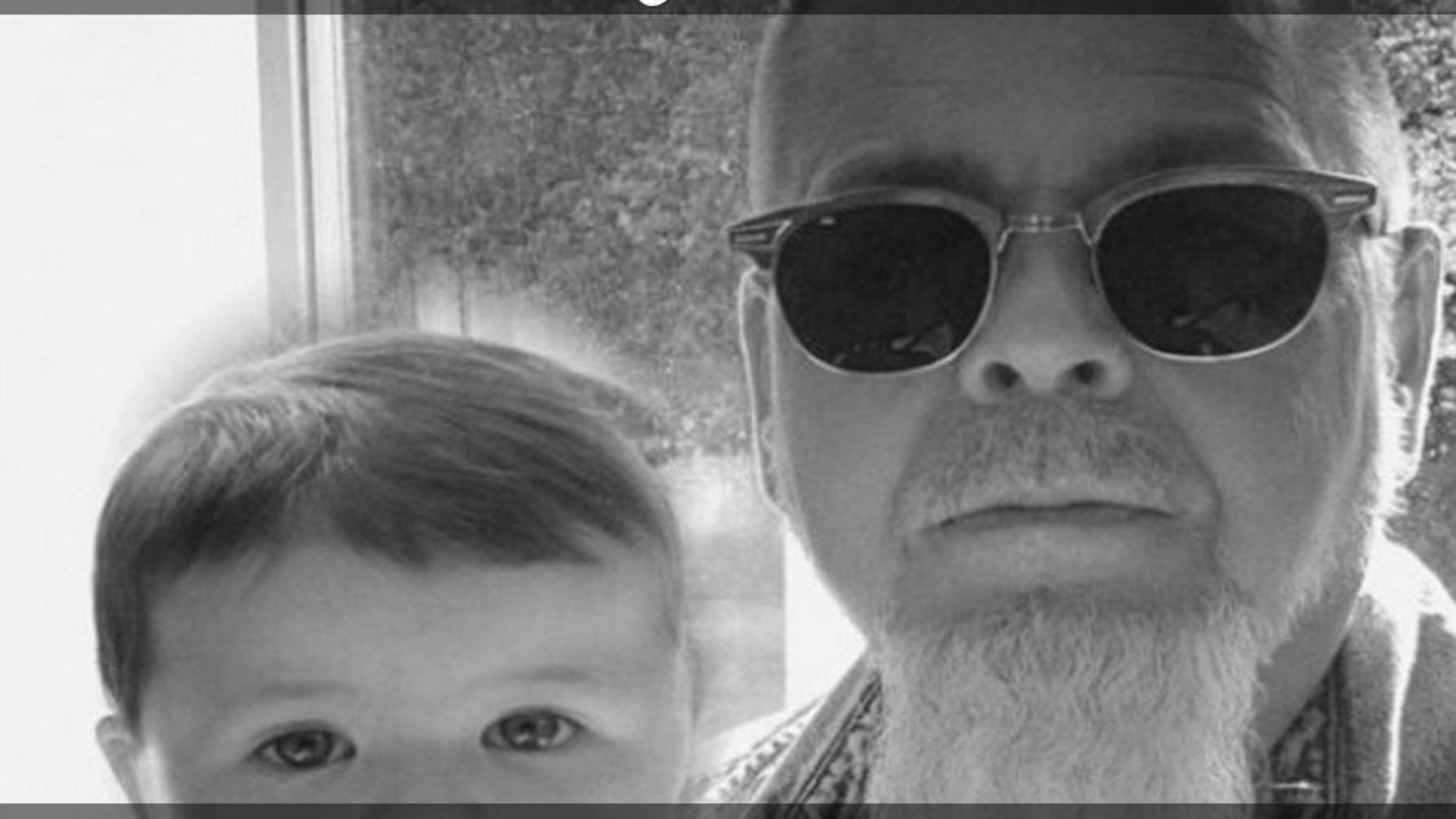
#2: That mainstream thing 🤔

#3: LEADERSHIP

“Engaging content” =
a top challenge

Engaging content is more about
brains than budget.

Can koozies: A love story



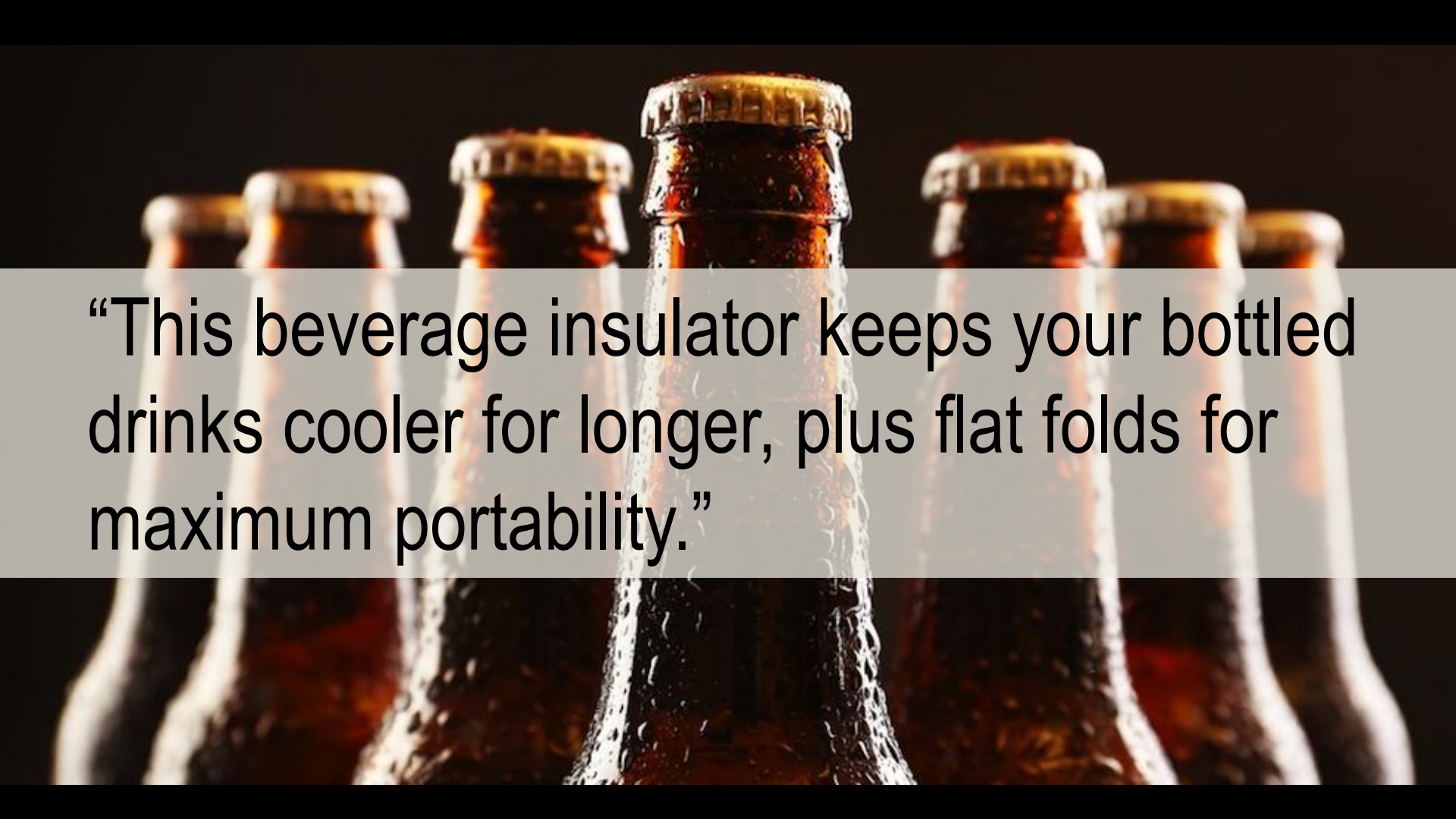
Bill loves beer.



Two black koozies are shown against a white background. The koozie on the left is upright and features the text 'YOUR LOGO OR EVENT HERE' in white, bold, sans-serif capital letters. The koozie on the right is tilted at an angle and also features the same text in white, bold, sans-serif capital letters. Both koozies have a standard shape with a wider top and a narrower base.

**YOUR
LOGO
OR EVENT
HERE**

**YOUR
LOGO
OR EVENT
HERE**

A row of several condensation-covered beer bottles, likely lagers, arranged in a slightly overlapping line. The bottles are dark brown and have a metallic cap. The condensation is thick and glistening, particularly on the central bottle which is in sharp focus. The background is dark and out of focus.

“This beverage insulator keeps your bottled drinks cooler for longer, plus flat folds for maximum portability.”



A row of several condensation-covered beer bottles, likely craft beer, arranged in a slightly staggered line. The bottles are dark brown and have a metallic cap. The condensation is thick and glistening, especially on the central bottle which is in sharp focus. The background is dark and out of focus.

“Our beverage insulator fits your bottle or can like a glove.”





A close-up, low-angle shot of several condensation-covered beer bottles. The bottles are arranged in a row, with the central one being the most prominent and in sharp focus. The condensation is thick and glistening, reflecting light. The background is dark and out of focus, making the bottles stand out. A semi-transparent grey band is overlaid across the middle of the image, containing the text.

“Classier than a brown bag.”





Freaker USA.



“Infusing life, style, and functionality into a drink insulator.”



“Established in 2011, Freaker USA quickly grew to be the global leader of preventing moist handshakes and sweaty beverages.”



A row of wine bottles with colorful, patterned sleeves. The sleeves feature various designs including stripes, polka dots, and symbols like a dollar sign and a maple leaf. The bottles are arranged in a slightly overlapping manner on a white surface.

“They aren't just selling you their fit-everything product, they're giving you an invitation to their party... a starter kit for a new lifestyle.”

“The Freaker is the background music to a never-ending journey.”



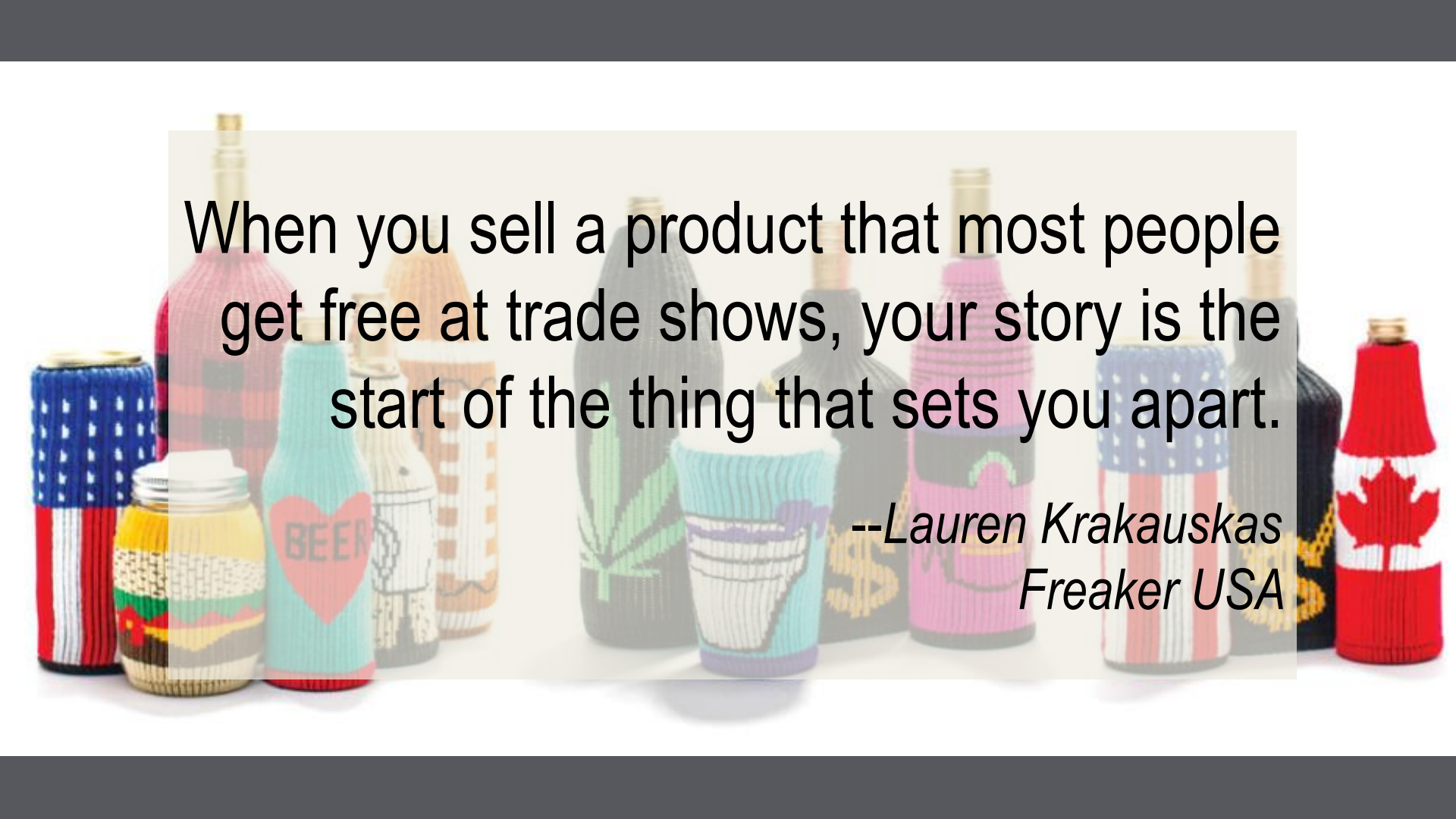


“We kidnapped & trafficked Michael Barr to North Carolina from his ancestral motherland of Minnesota in 2013, forcing him into presidency.”



“He’s the Cialis to our
performance anxiety.”





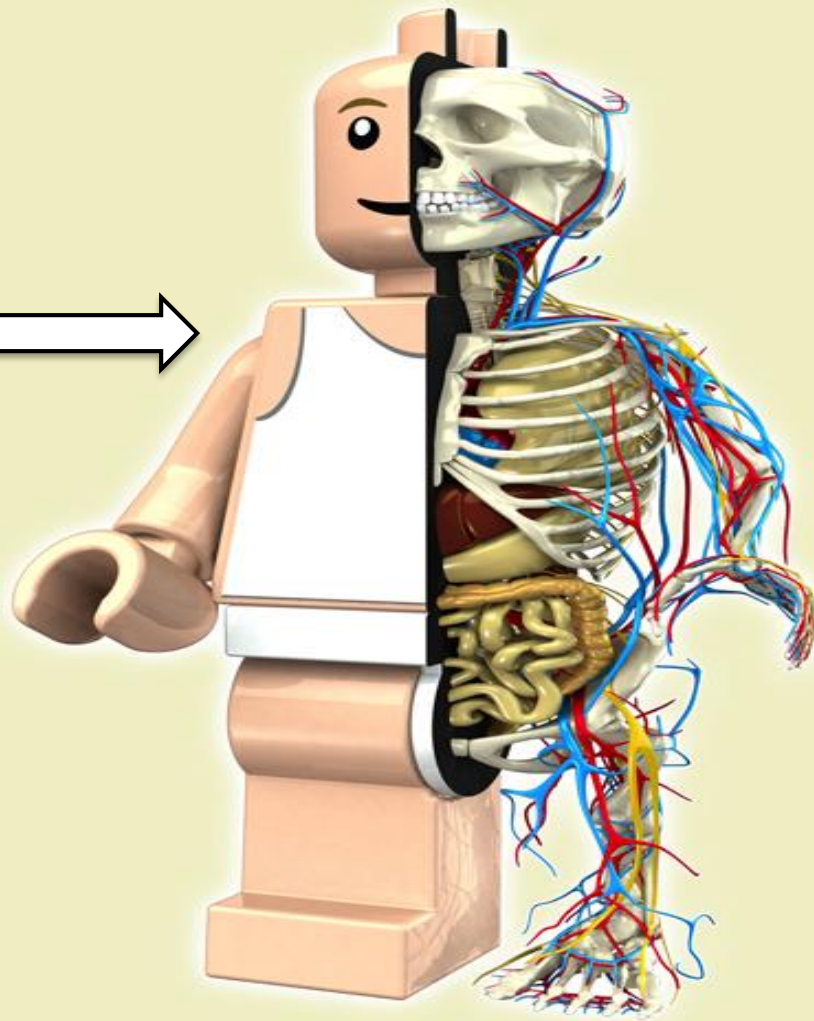
When you sell a product that most people
get free at trade shows, your story is the
start of the thing that sets you apart.

--Lauren Krakauskas
Freaker USA



BIGGER
BRAVER
BOLDER

Awesome
marketing



Guts

Mmmmkay. So how?

1. BIGGER context.



Pizza Hut

**WE HAVE
PIZZA**

A bigger story puts your brewery
in context of what people care
about.

Use that bigger story to convert more people into your squad.

NOPE: “We need a piece of marketing for _____.”

YAY: “Our customer needs
_____.”



SKILLSHARE

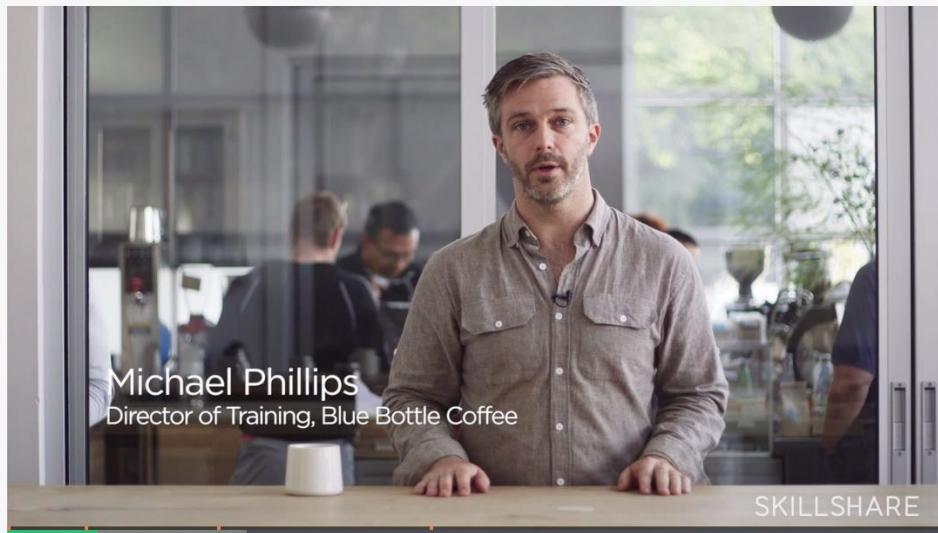
From Plant to Cup: Brew an Amazing Cup of Coffee



ORIGINAL

Michael Phillips, Director of Training, Blue Bottle Coffee

+ Follow



11 Videos (59m)

- 6. Selecting Your Ingredients 8:48
- 7. Making Your Recipe 6:52
- 8. Brewing Your Coffee 12:25
- 9. Tasting Coffee 8:10
- 10. Enjoying Your Brew 2:24
- 11. Hungry for More? 0:25

133 students are watching this class

About

Community 20

Class Project

All Projects 12

Save

Add to Calendar



Report class

About This Class

Learn what it takes to brew an amazing cup of coffee by hand! Go behind-the-scenes with

15,384
Students

12
Projects

857
Reviews (866)

Mine →



Deep value = smarter customers.

Internal “influencers”

Your 2010 World Barista Champion,
Michael Phillips, USA



Bigger context.

Real class, real curriculum, really engaging.

“Education” is marketing.

I feel smarter. (And part of something.)



BREWERY BEER



CULTURE STORE



EDUCATION

Home / Culture / Education

1/7/19

ANNED BY
THE GOOD FOLKS AT
WISEACRE BREWING CO.
IN MEMPHIS, TENN.



TAGS

Lager, API, Beer,
Interview, Quote,
On-Site,

A black and white photograph of a man with a beard, wearing a dark shirt, holding a glass of beer. The glass has a label that says "Comfort Hunter". In the background, there are bottles and a glass on a table.

COMFORT HUNTER

[Home](#) / [Culture](#) / [Education](#)

11/10/18

Perfect for a long day of drinking, Comfort Hunter is a light bodied beer with a dry, roasty, espresso-like finish. We carbonated this usually nitrogenated style for an extremely bright and refreshing experience most don't expect from a Dry Irish Stout. Stouts stemmed from the porter family of England in the 1800s, with brewers creating stronger and roastier versions first

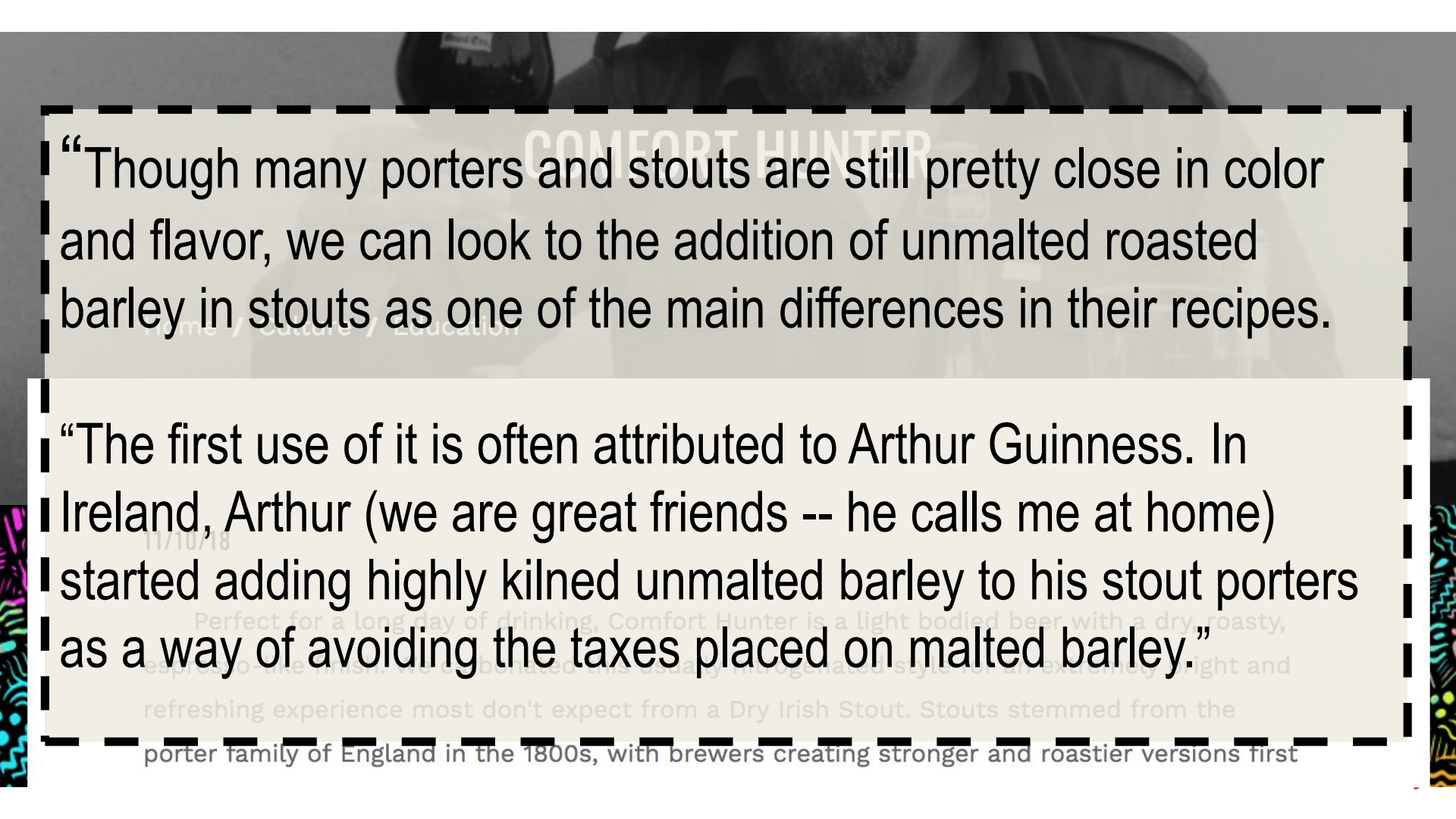
A grayscale photograph of a man with a beard, wearing a dark shirt, holding a glass of beer. The background is slightly blurred, showing a bottle and other items on a table.

COMFORT HUNTER

[Home](#) / [Culture](#) / [Education](#)

“Perfect for a long day of drinking, Comfort Hunter is a light-bodied beer with a dry, roasty, espresso-like finish.”

Perfect for a long day of drinking, Comfort Hunter is a light bodied beer with a dry, roasty, espresso-like finish. We carbonated this usually nitrogenated style for an extremely bright and refreshing experience most don't expect from a Dry Irish Stout. Stouts stemmed from the porter family of England in the 1800s, with brewers creating stronger and roastier versions first



“Though many porters and stouts are still pretty close in color and flavor, we can look to the addition of unmalted roasted barley in stouts as one of the main differences in their recipes.”

“The first use of it is often attributed to Arthur Guinness. In Ireland, Arthur (we are great friends -- he calls me at home) started adding highly kilned unmalted barley to his stout porters as a way of avoiding the taxes placed on malted barley.”

Perfect for a long day of drinking, Comfort Hunter is a light bodied beer with a dry, roasty, refreshing experience most don't expect from a Dry Irish Stout. Stouts stemmed from the porter family of England in the 1800s, with brewers creating stronger and roastier versions first

Turn the camera around.



STOUGHTON STEEL
CO. INC.

347





Baking Steel - Create the Crust you Crave.



Create Neapolitan style pizza or artisan breads right at home, without investing in a brick oven. Create the crust you crave.

Created by

Andris Lagsdin

472 backers pledged \$38,453 to help bring this project to life.

No one is going to match my passion. No one is going to tell my story like I can.

--Andris Lagsdin
Baking Steel



TOMATO SAUCE SECRET

BAKING STEEL TEST KITCHEN



0:04 / 0:30









peabodyheightsbrewery

Following



268 posts

3,865 followers

1,450 following

peabodyheightsbrewery

Baltimore based brewery focused on bettering our community

www.peabodyheightsbrewery.com

Followed by naptownpint and themobilemind

“Baltimore brewery focused on bettering our community.”



BIGGER:

Only we _____.

2. BOLDER marketing

Tell bolder stories:
Change the narrative.



Do Your

PARTNER

PARENTS, IT'S TIME TO MAKE LOVE...A PRIORITY

TAKE THE PLEDGE




**WATCH
FULL VIDEO**




Esther Perel

Psychotherapist & International Best-selling Author

A close-up photograph of a baby's face. The top half shows the baby's bright blue eyes looking directly at the camera. The bottom half shows the baby's mouth, which is slightly pouted. A dark grey horizontal band across the middle of the image contains white text.

70% of parents feel guilty when they're
away from their child for a night out



Guys, what the heck
does this have to do with
baby food?

Esther Perel

Psychotherapist & International Best-selling Author

MORE SEX

MORE SEX means HAPPIER PARENTS

MORE SEX means
HAPPIER PARENTS who have
MORE KIDS

MORE SEX means
HAPPIER PARENTS who have
MORE KIDS who eat
MORE BABY FOOD.





#ParentingUnfiltered:
Creating an open dialogue about the real lives of
modern parents.

OUR ROLE

Plum
organics

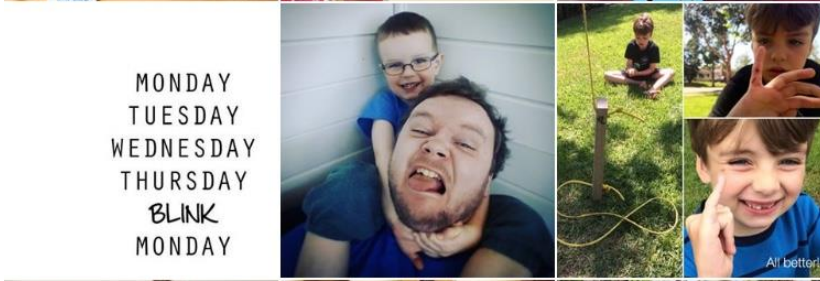
MANIFESTO

Follow parentingunfiltered

PARENTING UNFILTERED

PLAY VIDEO

Part rallying cry, part field guide.



MONDAY
TUESDAY
WEDNESDAY
THURSDAY
BLINK
MONDAY



#parentingunfiltered

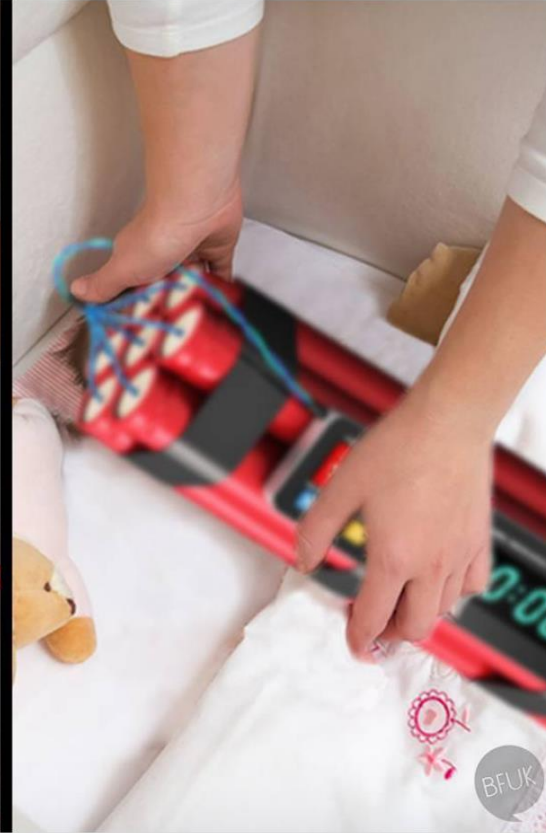
7,801 posts

Follow

HOW IT LOOKS



HOW IT FEELS





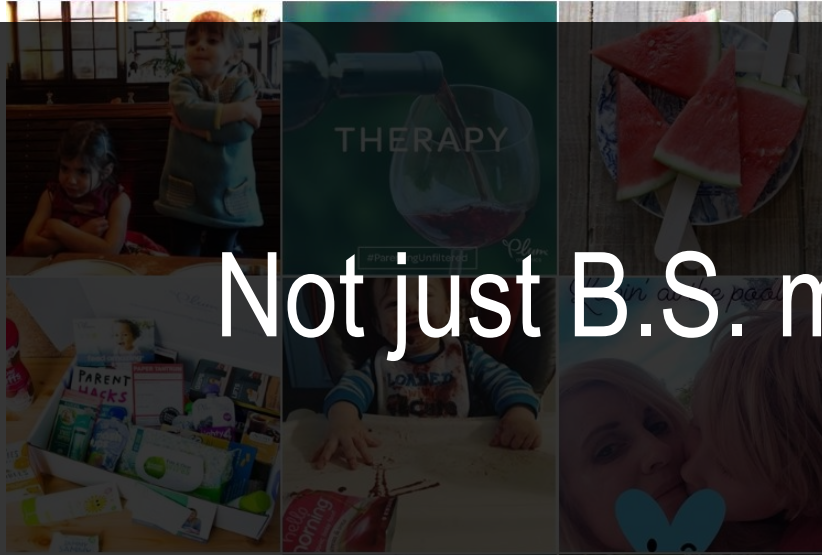
“Team Parent”:
Peer-to-peer vs. brand-to-customer



#parentingunfiltered

6,890 posts

Not just B.S. marketing-speak.



MONDAY
TUESDAY
WEDNESDAY
THURSDAY
BLINK
MONDAY



Data x Listening x Instinct =
YAS!!

“Whether it’s product development or messaging... it all starts with an intimate knowledge of and camaraderie with our consumer, as a parent and a person.”

–Katie Sobel, Plum Organics



Corey



At first i was shocked

and then i shared it with like 14
people and posted it to my Mom
group

i shared it because it resonated

it was the truth of the crazy
stage of life me and my friends
are in

it made me think "they get it"

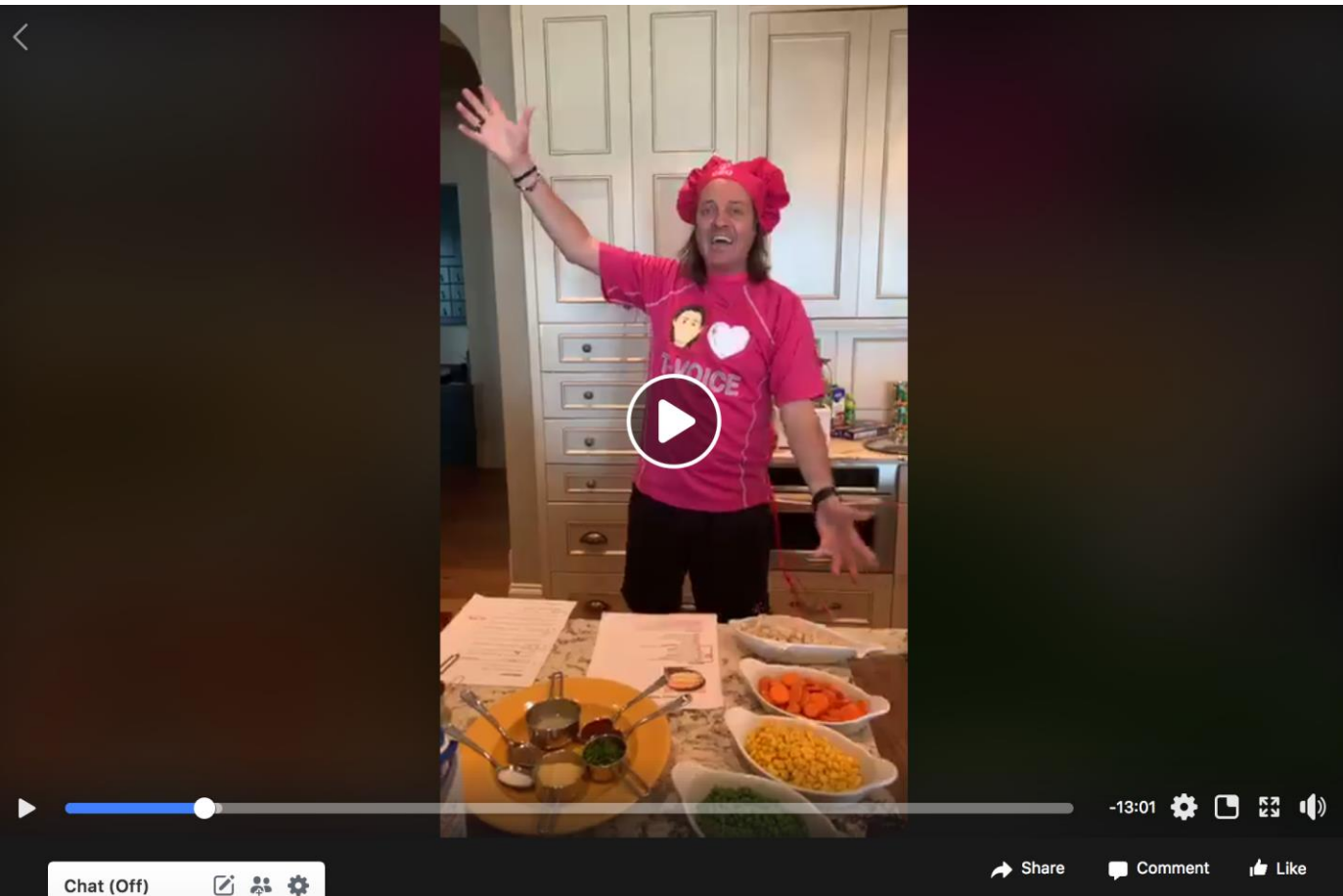
i shared it because it resonated

it was the truth of the crazy
stage of life me and my friends
are in

Smart companies don't "follow"
conversations. They lead them.

it made me think "they get it"

WHAT STORY COMES TO
MIND WITH “MOBILE
CARRIER” ?



John Legere was live.

last Sunday · 🌐

Follow



T-Mobile CEO: Let's fight cold & flu season with
#SlowCookerSunday turkey ginger soup!! Yummm!! Watch now!



10K

1,656 Shares 5.1M Views



Like



Comment



Share



Buffer



Comments

Up Next

Realtime Comments ▾



Tanner Petty · 1:48 Love your enthusiasam and your kitchen and set up is fun and amazing

Like · Reply · 5d



Robin Joy Michelle Burch · 1:50 I love the shoes, but on the kitchen counter? 🤔🤔

Like · Reply · 6d

11



Raymond Rosario · 1:54 switch to at&t now and become a cool kid lmao

Like · Reply · 5d

1



Kevin Miller · 1:55 T-mobile Baby living it the right way

Like · Reply · 5d



• Top Fan

Binnie Herston · 1:56 Its extremely cold in



Write a comment...



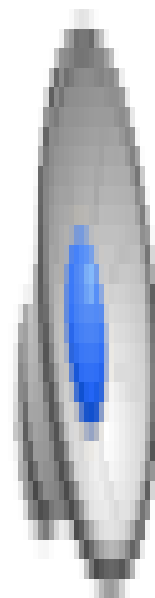
Chat (Off)





Share




Comment

Like









**John Legere** was live.
about 3 years ago · Facebook Creator · 





It's #SlowCookerSunday! Want to watch me put it together?!


 579


57 Shares 16K Views

 Like

 Comment

 Share


 Buffer




Comments

Up Next


Most Relevant ▾

**Gabriela Ovalle** I believe the camera was angled like this to allow us a wider view I turned off auto rotate and tada


Like · Reply · 3y


**Gabriela Ovalle** It looks awesome John no worries.

Like · Reply · 3y


**Yana Michelle** John, what are you whipping up?

Like · Reply · 3y

**Matt Nachel** He needs a tattoo of the T-MOBILE LOGO

 2

Like · Reply · 3y

**RebeccaJack Hanan** It's OK we laid our phone down sideways so we were sideways with ya!! Thanks for sharing your slow cooker Sunday

BOLDER:

Does your marketing tell a
different story with a *specific*
point-of-view?

3. BRAVER perspective

Lose your “marketing voice.”
(We all have one.)

Two places we're missing out.

EMAIL IS THE ONLY PLACE
WHERE PEOPLE (NOT
ALGORITHMS) ARE IN CONTROL.

Newsletter

Newsletter

Anand Sanwal

To: Ann Handley

Reply-To: Anand Sanwal



Friends don't let friends give into hype

Hi there,

In tech, it's easy to do what the cool kids are doing.

Best practices and all that jazz. I talked about it in a presentation on our [68 screwups as a SaaS company](#). It was screwup #20.

This type of pseudo-science, best practice chasing happens in product, engineering, marketing, sales, HR — in every function.

Marek Kirejczyk breaks down the anatomy of hype in software development. Check it out in The Blurb below.

Anand Sanwal

To: Ann Handley

Reply-To: Anand Sanwal



I love you.

Anand

[@asanwal](#)

P.S. Join us on September 6 for a briefing about CPG industry disruption.
[Sign up here.](#)

Anand Sanwal

To: Ann Handley

Reply-To: Anand Sanwal



2010 = 1,400 SUBS

2018 = 500,000 SUBS

Anand Sanwal

✓ anand.sanwal@cbinsights.com

To: Ann Handle

Reply-To: Anar

how to make pe

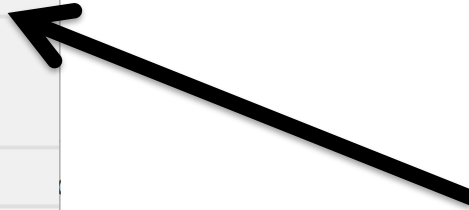
Copy Address

Add to VIPs

New Email

Add to Contacts

Search for "Anand Sanwal"



2010 = 1,400 SUBS

2019 = 500,000 SUBS



BERKSHIRE HATHAWAY INC.

To the Shareholders of Berkshire Hathaway Inc.:

Berkshire's gain in net worth during 2017 was \$65.3 billion, which increased the per-share book value of both our Class A and Class B stock by 23%. Over the last 53 years (that is, since present management took over), per-share book value has grown from \$19 to \$211,750, a rate of 19.1% compounded annually.*

The format of that opening paragraph has been standard for 30 years. But 2017 was far from standard: A large portion of our gain did not come from anything we accomplished at Berkshire.

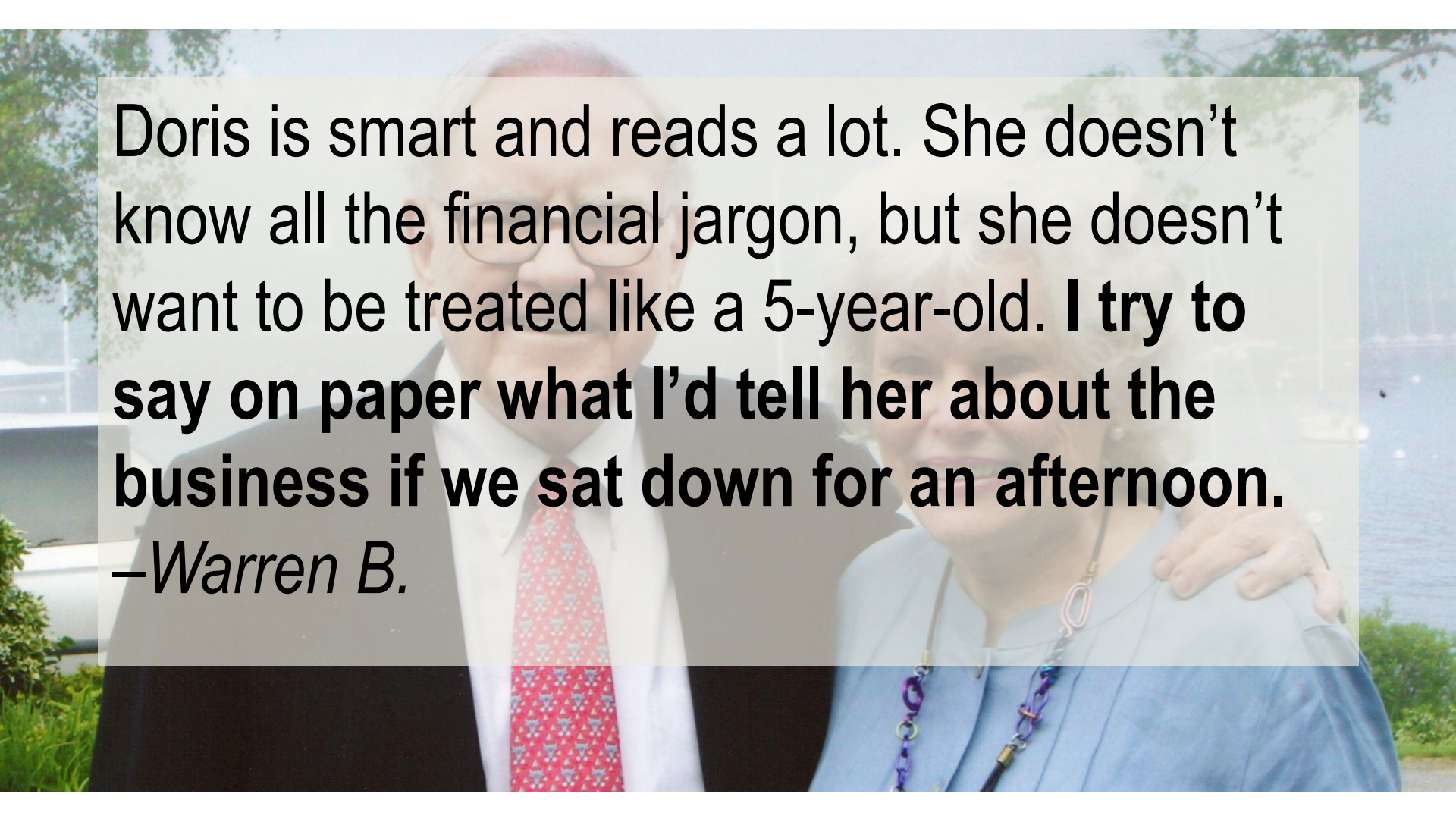
Simple. Accessible. Playful.

in still another interruption, I must first tell you about a new accounting rule – a generally accepted accounting principle (GAAP) – that in *future* quarterly and annual reports will severely distort Berkshire's net income figures and very often mislead commentators and investors.

The new rule says that the net change in *unrealized* investment gains and losses in stocks we hold must be included in all net income figures we report to you. That requirement will produce some truly wild and capricious swings in our GAAP bottom-line. Berkshire owns \$170 billion of marketable stocks (not including our shares of Kraft Heinz), and the value of these holdings can easily swing by \$10 billion or more within a quarterly reporting period. Including gyrations of that magnitude in reported net income will swamp the truly important numbers that describe our operating performance. For analytical purposes, Berkshire's "bottom-line" will be useless.

The new rule compounds the communication problems we have long had in dealing with the *realized* gains (or losses) that accounting rules compel us to include in our net income. In past quarterly and annual press releases,



A photograph of Warren Buffett and Doris Buffett. Warren is on the left, wearing a dark suit, white shirt, and a red tie with a small geometric pattern. He has his arm around Doris's shoulder. Doris is on the right, wearing a light blue jacket and a colorful necklace. They are both smiling. The background is a blurred outdoor scene with trees and a body of water.

Doris is smart and reads a lot. She doesn't know all the financial jargon, but she doesn't want to be treated like a 5-year-old. **I try to say on paper what I'd tell her about the business if we sat down for an afternoon.**

–Warren B.

WRITING TO DORIS IS A
STORYTELLING
SUPERPOWER.

A NEWSLETTER FROM



ANN HANDLEY

Subscribe to Total ANNARCHY

Name

Email Address

SUBSCRIBE!

1 SUBSCRIBER

#WriteToDoris

NOPE: THIS IS A THING WE'RE BLASTING THIS
SEGMENT ABOUT.

YAY: THIS IS AN USEFUL THING I WANT TO TELL
YOU ABOUT.

#WriteToDoris

NOPE: HEADLINE/LINK

YAY: HEADLINE/LINK/WHY THIS MATTERS

#WriteToDoris

NOPE: ONE WAY

YAY: TWO WAY

#NotMyDoris



Meet your new subscriber!



Neal

lowpriority@n...
signed up to your list "totalannarchy".

← LOL

Subscription Source

via AWeber API



Anand Sanwal ✓

@asanwal

Following



"35 websites that are ugly AF"

of course, some folks write in saying they're
offended by the language

it's a free newsletter

don't like it? just unsubscribe & move on
and don't write in..okthxbye



Voice  of Cooking



Voice of Cooking

COOKING GOOD FOOD =
CARING ABOUT PEOPLE =
FEARLESSLY CARING ABOUT
DEMOCRACY



Voice  of Cooking

“It’s time for America to vote with our spending.”



Voice of Cooking

“...each act of cooking is an act of kindness. With that realization the scales shifted. That for each of the 10-20 acts of horror that make up the news each day there are at the same time hundreds of millions of acts of kindness says so much more about humankind than the news out of New Zealand. It really is time for sensible gun control. We have to do better than this.”

The Peaks of #WriteToDoris



Penzeys

This is what democracy looks like.

2017

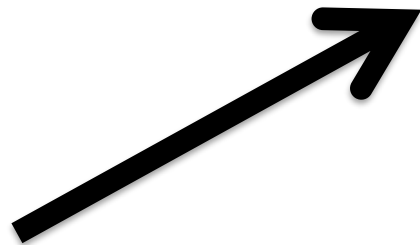
2018

98.21% growth



Linda Liora Anstandig Someone saw my Penzeys bumper sticker and said it was a political statement. I replied you are right about that.
Love your spices, recipes, and politics.

Like · Reply · 2w



CraftyBrews

To: Ann Handley

Reply-To: thecraftybrews@gmail.com

🍺 Who loves a golden shower 🍺

Competition Time!

19th March 2019

Forward this email onto 3 friends to give yourself the chance to win 3 months free beer subscription from Hoppily [Share this link!](#)

Hello there.

It's your good friend, the Crafty, back once again to bring you all the latest on craft beer here in the UK.

Sales are up, the industry's booming, but you probably knew that already.

What you might not have known is that Hawkshead is hosting an INSANE beer festival this weekend, we can already hear our livers screaming for mercy. If you can't get to the festival and your local pub isn't stocking any of your favourite craft beers, then we've got the solution. *It's brew time.*



CraftyBrews

To: Ann Handley

Reply-To: thecraftybrews@gmail.com

Competition Time!

19th March 2019



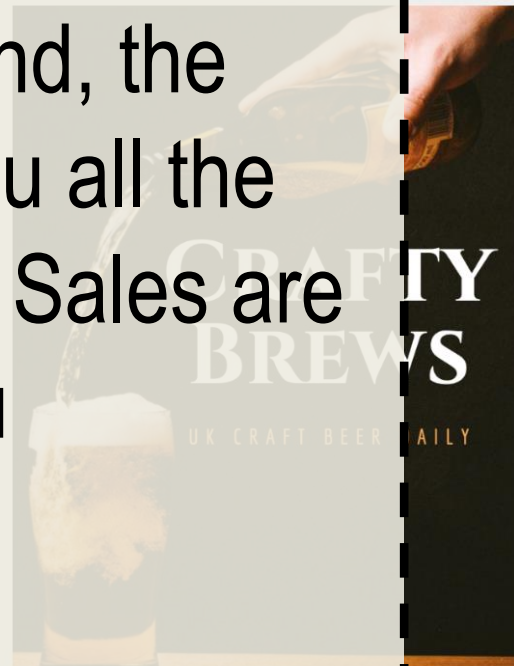
Who loves a golden shower 🍺



Forward this email onto 3 friends to give yourself the chance to win 3 months free beer subscription from Hoppily [Share this link!](#)

Hello there. It's your good friend, the Crafty, back once again to bring you all the latest on craft beer here in the UK. Sales are up, the industry's booming, but you probably knew that already....

It's your good friend, the Crafty, back once again to bring you all the latest on craft beer here in the UK. Sales are up, the industry's booming, but you probably knew that already....
Hawkshead is hosting an INSANE beer festival. We can already hear our livers screaming for mercy. If you can't get to the festival and your local pub isn't stocking any of your favourite craft beers, then we've got the solution. It's brew time.



More specific = stronger voice.



draplin • Following

draplin KNOW YOUR CONDIMENTS: And live by them. I'm a "yellow mustard" kind of guy. Just the regular "backyard cookout" yellow stuff. Fuck all the honey, dijon, grains, seeds, twig, spices, bark, pebbles and whatever-the-fuck else people jam into their mustards. No thanks.



I'm gunning for about a Pantone 116 on my mustard.



This stuff ain't easy. In Portland here, when you go out for a sandwich, I'm careful to vet the mustard situation. I'll calmly inquire, "Can I get some yellow mustard on the side?" And every time, it's some put-out, mouthbreathery reply along the lines of, "I'll have to check to see if they can do that. Our mustard is an aioli-inspired mustard, infused with Peruvian honey,



6,549 likes

FEBRUARY 20

Add a comment...



Aaron Draplin:

“I’ll calmly inquire, ‘Can I get some yellow mustard?’ And every time, it’s some put-out, mouthbreathery reply...

Aaron Draplin:

“...‘I’ll have to check. Our mustard is an aioli-inspired mustard, infused with Peruvian honey, small-batch **dingleberries**, with a **dongsniff** of sea salt....’”



"dongsniff"

The word you've entered isn't in the dictionary. Click on a spelling suggestion below or try again using the search bar above.

[dongon](#)

[dongen](#)

[dongons](#)

[donging](#)

[donnism](#)



Definition of DINGLEBERRY

: a piece of dried fecal matter clinging to the hair around the anus

- About us
- Popovers/Landing pages
- Microcopy
- Video captions
- Instagram
- FAQs
- Email confirmation pages...



SUBSCRIBE

Please Confirm Subscription

Yes, subscribe me to this list.

If you received this email by a whoopsies, simply delete it.

As long as you don't click the confirmation link above, we won't haunt you with a subscription to our ass-kicking newsletter.

You won't be delivered weekly sales & giveaways right to your inbox.

You will never know love.

Just delete this email and carry on like nothing here ever happened.

OKAY LOVE YOU BYE!

For questions about this list, please contact:

freaker@freakerusa.com

“If you received this email by a whoopsies, simply delete it.

Please Confirm Subscription

Yes, subscribe me to this list.

“We won't haunt you with a subscription to our ass-kicking newsletter.

If you received this email by a whoopsies, simply delete it.

As long as you don't click the confirmation link above, we won't haunt you with a subscription to our ass-kicking newsletter.

You won't be delivered weekly sales & giveaways right to your inbox.

“You won't be delivered weekly sales & giveaways &...

Just delete this email and carry on like nothing here ever happened.

OKAY LOVE YOU BYE!

For questions about this list, please contact:

freaker@freakerusa.com

SUBSCRIBE

Please Confirm Subscription

Yes, subscribe me to this list.

**...YOU WILL NEVER
KNOW LOVE.”**

Just delete this email and carry on like nothing here ever happened.

OKAY LOVE YOU BYE!

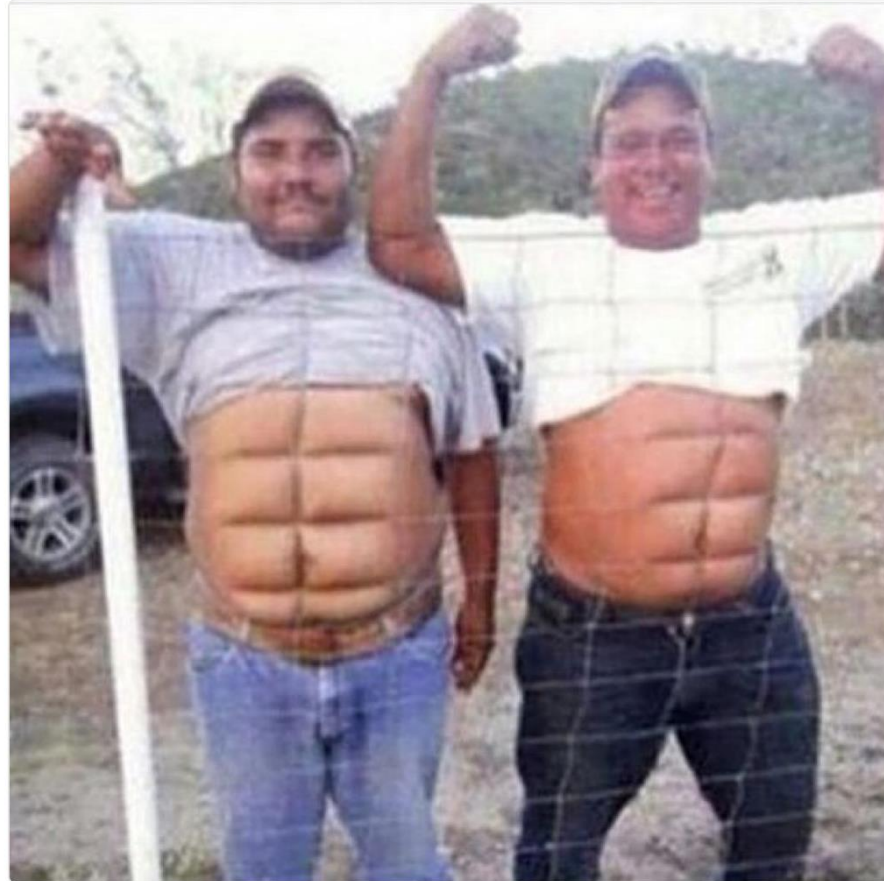
For questions about this list, please contact:

freaker@freakerusa.com



Freaker USA @FreakerUSA · Apr 11

Congratulations! You survived Monday. You can apparently do anything.



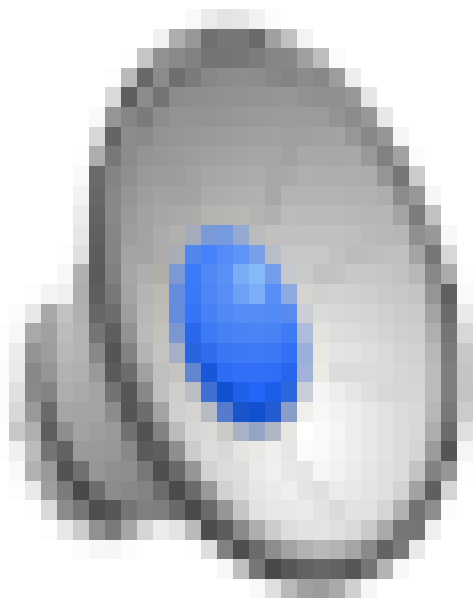


Everything the light touches is content.



OAK & IRON

B R E W I N G C O M P A N Y







Brian Colcord Hmm looks like a good reason to run the troops 5k



1

Like · Reply · 1w



adidas





Brian Colcord Hmm looks like a good reason to run the troops 5k



1w



Kenadine Delano Carb loading for beer making 🍷

Like · Reply · 1w





Brian Colcord Hmm looks like a good reason to run the troops 5k



1w



Kenadine Delano Carb loading for beer making 🍷

Like · Reply · 1w



Ellen Rosen Keller This is pretzel porn.



2

Like · Reply · 6d

BRAVER:
IF YOU COVER UP YOUR
LOGO, WOULD YOU
RECOGNIZE YOU?



This is my brother, Bill.

So what about my brother?

(And our nephew, Ben.)



📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean

True LOVE



BIGGER BOLDER BRAVER

DO LESS & OBSESS



Sign up for my NEW biweekly
newsletter on content & writing!
annhandle.com/newsletter

*THANK YOU.
LOVE YOU!*

